

COMMUNITY MEDIA

2014 Annual Report

This department includes management of the Public, Education, and Government (PEG) Access cable television channels and the management of the Town of Milford website. For the year 2014, Granite Town Media has seen continued growth and improvement. In this report we will touch on the highlights of the year's achievements.

A Brief History: Cable television is currently provided to the Town of Milford by Comcast. There are over 4,500 cable subscribers in Milford, each capable of tuning into the PEG Access channels. Milford's PEG Access Television was established in 2003 as part of the franchise agreement between the town and Adelphia Cable (our cable provider at that time). On January 26, 2004, the Board of Selectmen created a study committee to determine how to utilize this resource. On March 29, 2004, the Selectmen gave the committee its charge and dubbed it the "PEG Board." In 2007 the PEG Board voted to rename itself "Granite Town Media" as an aspect of its rebranding efforts.

Under the leadership of the PEG Board, the Milford High School Applied Technology Center (ATC) equipped the television studio to support the Television Production program they offered and began taping the Board of Selectmen and School Board meetings for broadcast. Early in 2007, the PEG Board authorized the purchase and installation of a robotic camera system and broadcast rack in the Town Hall meeting room for Board of Selectmen meetings. Currently all Selectmen, Planning, and Zoning Board meetings are broadcast live and via tape delay.

In the spring of 2007 the Board of Selectmen approved the creation of a full time position for the manager of PEG Access. Since that time the operations of the access station have grown to include coverage of Milford High School Varsity and Junior Varsity sports, coverage of special events in town, and live and recorded meetings including the Budget and Bond Public Hearing, Deliberative Session, and other Town Meetings.

At the 2010 Town Vote Warrant Article 28 was passed, which created the Cable Access Revolving Fund. All collected Milford Comcast cable subscriber franchise fees are directed into this fund which in turn supports the Community Media Department.

2014 in Review - March 2014 marked the tenth anniversary of Granite Town Media. We continue to add new programs to the Education channel 20. We have added student produced programs, such as Milford High School's "We the People" competition. The students compete at the state, regional and national level. In the Spring of 2014 Granite Town Media recorded and replayed high school spring sports, boys lacrosse and girls softball games. In the fall Granite Town Media covered the boys and girls soccer teams, field hockey, varsity and junior varsity volleyball games including the playoffs. We are now at full swing in the winter sports and Granite Town

Media is now providing coverage for the boys' and girls' varsity basketball teams and wrestling.

Granite Town Media produced and recorded over 175 meetings, sporting events and public service announcements for the 2014 calendar year. Granite Town Media continues its work with the Milford Police, Fire and Ambulance Service to provide public service announcements (PSA's) designed to help the residents of Milford. Granite Town Media with assistance from the Department of Public Works produced a video highlighting preparation for snow storms and the process of plowing roads in Milford. Granite Town Media activated its third channel, which is currently broadcasting the Granite Town Media bulletin board.

Granite Town Media is also responsible for the development and administration of the Town of Milford website. In 2014 the website had some enhancements made to it, making it more visually appealing, technologically stable and easier to navigate. The Town of Milford website averages 9,100 visitors per month and 500,000 page visits per year. There has also been a steady increase in the use of mobile/tablet devices accessing the Town of Milford website, increasing from 25% to 40% throughout 2014. As we see advances in technology and the way in which we communicate, Granite Town Media will continue to develop the website ensuring the best possible user experience.

Respectfully submitted,

Michael McInerney,
Director of Community Media