

COMMUNITY MEDIA 2015 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 2015, 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.

2015 in Review - In the Spring of 2015 Granite Town Media upgraded some equipment in the Board of Selectmen's room, consisting of four cameras, a digital switcher, a remote camera control unit and more efficient monitors in the equipment production rack. In the Fall of 2015, remote production equipment was purchased to provide additional meeting coverage. An alternate meeting room was set up in the basement of the town hall and the mobile equipment will be used to record meetings held there. We continue to add student produced programs, such as Milford High School's "We the People" competition, Pumpkin Festival Coverage and Public Service Announcements. The "We the People" students compete at the state, regional and national level. In the

Spring of 2015 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 games, 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 games and wrestling.

Granite Town Media produced and recorded over 185 meetings, sporting events and public service announcements for the 2015 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 Wadleigh Memorial Library produced a video highlighting the current conditions within the library. Granite Town Media activated its third channel in 2014, it is currently broadcasting the Granite Town Media bulletin board and is also used as an overflow for additional meetings.

Granite Town Media is also responsible for the development and administration of the Town of Milford website. The Town of Milford website averages 9,400 visitors per month and more than 500,000 page visits per year. An Oval Cam was added to the site and has been very popular. There continues to be a steady increase in the use of mobile/tablet devices accessing the Town of Milford website throughout 2015. 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

Oval Cam Picture

