



# Granite Town Media

## Advisory Committee

### Meeting Minutes

25 January 2024

**Present:** Dave Alcox, Josh Breault (Zoom), Tim Finan, Chris Gentry, Lisa Griffiths, Tom Schmidt, Mike Thornton, Nathalie Watson

**Absent:** Tina Philbrick, Jon Teger

**Guests:** Andrew Kouropoulos Assistant Media Manager

### Call to Order:

Meeting called to order 6:04 PM as a hybrid Zoom meeting by Vice Chairman Nathalie Watson.

### Director's Report

- Year in review – Chris and Andrew presented a year in review summary, attached to these minutes.
- 2024 goals
  - Computer Graphics to allow titling at bottom of video and chapter marking during meetings.
  - Revise Policy and Procedures manual and Bylaws.
  - Increase public programming, Milford Eats has proven popular.
  - Chris applied for a low power FM radio station license end of last year. If granted by the FCC the Milford station will be on 98.1 MHz. We should know if we were successful by the end of March this year. If approved we have 3 years to set up the station.
- Presidential Primary Jan 23<sup>rd</sup>
  - As in previous years live coverage of the registration line. Did not cover reading the results.
  - An NBC camera crew was at the Milford polling station all day.
- Town Deliberative session Feb 3<sup>rd</sup> town hall auditorium 9:00AM – 3:00PM
  - Same multi camera setup as previous years.
  - During the recent Budget and Bond meeting held in the auditorium there were severe audio problems: echo and delays. Chris thinks this was due other groups using the auditorium and changing settings on the microphone mixer.
- School Deliberative session Feb 8<sup>th</sup> high school café – 7:00PM

- Similar coverage as last year, the school provides audio feed GTM does video.
- Town election coverage Mar 12<sup>th</sup> high school 6:00AM – 8:00PM
  - Live feed of the registration line, no audio
  - Live coverage reading the election results.
- Website – we currently use [CivicPlus®](#) to code and host the town website they wanted a significant price increase for 2024. Chris negotiated them to drop the increase. Our 2024 price is \$3500. Site is currently running Drupal 7 and will be updated to [Drupal 10](#) in a couple of months. Chris is investigating other companies that specialize in government web sites: [TownCloud](#) and [UniBit](#).

#### **14 December 2023 Minutes**

Minutes approved as presented - Tom moved/Lisa 2<sup>nd</sup> AIF

#### **Upcoming Meeting:**

22 February 2024 @6:00 PM Hybrid Zoom

#### **Adjourn:**

Meeting adjourned 7:03 PM.

Respectfully submitted: Tom Schmidt

# Granite Town Media 2023 Recap



## Completed Projects / Upgrades

### BOS Room Upgrade (Completed)



## Updated Graphics & Branding

- Channel 6 EDU (Formerly 20)
- Channel 8 GOV (Formerly 21)
- Channel 22 PUB (No Change)
- Channel 1072 HD (Formerly 1071)



## Updated Graphics & Branding

Thumbnails for our live streams have been added to the website and streaming apps



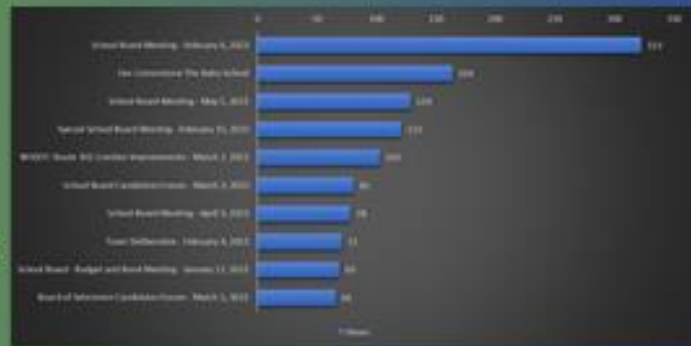
## Livestream / VOD Views

**Livestream Views** (Does not include Zoom, the Livestream Apps or Comcast numbers)

- Live EDU: **444**
- Live GOV: **706**
- Live PUB: **146**

### VOD Views

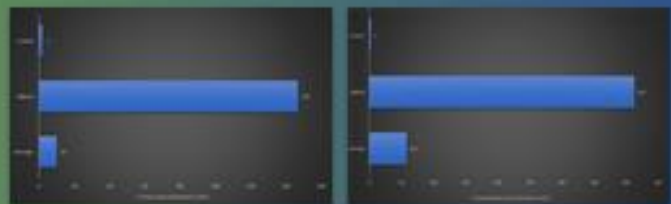
- Total Views: **4,869**
- Average View Per Video: **22**



## Zoom Attendance

### Town Zoom Stats

- Average Attendance: **10**
- Highest Attendance: **147**
- Lowest Attendance: **2**
- Total Zoom Views: **1,292**



### School District Zoom Stats

- Average Attendance: **58.5**
- Highest Attendance: **413**
- Lowest Attendance: **3**
- Total Zoom Views: **1,638**



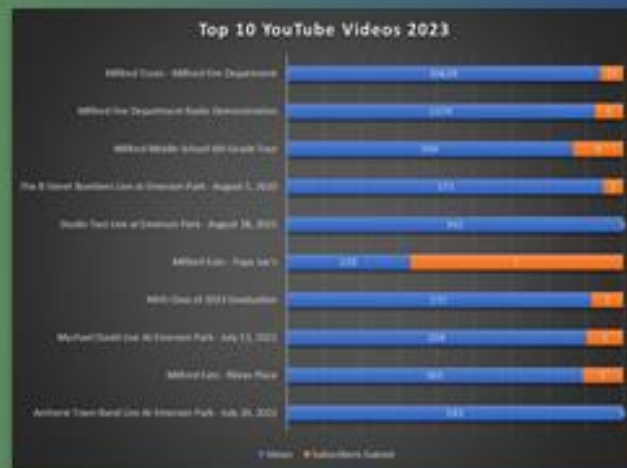
## GTM on YouTube

### 2023 Stats

- +70 Subscribers
- 18,764 Views
- 1,110 Hours Watched

### Channel Lifetime Stats

- 476 Subscribers
- 113.5K Views
- 7.3K Hours Watched



## GTM on Facebook

### 2023 Facebook Page Stats

- 10,392 Post Impressions
- 5,584 Page Views
- +30 Likes / Follows

### Total Lifetime Likes / Follows

- 1.2K Likes
- 1.5K Follows



## Future Goals

- Live CG
- Chaptering
- Updating Documentation
- Public Programing
- Radio Station