

REPORT OF THE CABLE ADVISORY COMMITTEE

The Cable Department and Cable Advisory Committee has had a lot of exciting activity over the past year with the moving of the cable studio to Town Hall and the hiring of an Interim Cable Coordinator.

In order to find efficiencies within the town budget, the Town Manager, put together a plan to build a new cable studio in the basement of the Town Hall. Prior to this the Town of Plaistow was renting space at a building on Route 125. The cost associated with the old studio for rent and utilities was an estimated \$16,800 per year. When the studio was moved there was an immediate savings within the cable budget.

One of the features of the new studio is the ability to be integrated with the network at the Town Hall. We are now able to work with a state of the art editing workstation. The studio also has the capability to handle phone calls during live call-in shows. The studio has already been used to produce two episodes of "Story Time in Plaistow with Susan Sherman". This is going to be a monthly show with a new theme every month. Other shows in the works for Our Community are for a recycling show and a live call-in show.

Near the end of 2010 the town hired Dean Zanello as the Interim Cable Coordinator. Dean comes with vast knowledge of the day to day operations of a cable studio and the technologies that can be utilized. He is also very enthusiastic about new programming and working with local residents to produce television shows highlighting the wonderful stories found in Our Community.

With the advent of Facebook and You-Tube many web sites have become available to post video. As part of Plaistow keeping up with technology, Plaistow is utilizing a site called VIMEO (video-on-demand). This site will have recorded committee meetings available to watch over the internet. Also recorded town events, such as Old Home Day and Memorial Day, and shows produced by local residents will also be available. This is convenient for viewers who do not subscribe to Comcast cable or may have missed a meeting or show they are interested in watching on PAC Channel 17. PAC Channel 17 will still be the main media for viewing committee meetings and local origination. Many events from the past decade have already been posted to this site for viewing. The site for viewing Plaistow events, committee meetings and local origination is <http://vimeo.com/channels/plaistow> is now accessible for viewing. This site will also be accessible through <http://www.plaistow.com> in the early part of 2011.

The Plaistow Public Library is in the process of being configured to broadcast live. The equipment that makes this possible will be arriving in early 2011.

The Cable Advisory Committee has a new member, Susan Sherman, who is very energetic about the new studio and programming. The Committee is looking for enthusiastic people who would like to be members of the committee or people who are interested in volunteering to help record local events and help produce shows inside and outside of the studio.

REPORT OF THE CABLE ADVISORY COMMITTEE (Continued)

Going forward in 2011 the Cable Department and Cable Advisory Committee will be looking to reach out to Our Community to help any Plaistow residents interested in producing their own shows to be broadcast on PAC Channel 17. The Cable Advisory Committee is working with Dean Zanello to purchase point-and-shoot cameras to make producing shows outside of the studio more feasible for interested Plaistow residents.

The Cable Department and Cable Advisory Committee (CAC) hope to have more activity in 2011. One of our goals is to have more local programming written and produced by Plaistow residents. As part of getting more people interested in using the studio, training will be provided. Dean Zanello and the CAC members are in process of developing a training program for local residents. The Cable Department and Cable Advisory Committee are very excited about the upcoming year and looking forward to working with Our Community to utilize the beautiful new cable studio. Please contact Town Hall if you are interested.

Thank you, and have a wonderful 2011!

Respectfully Submitted,
Jay DeRoche, Chairman