

*These are not official notes or minutes.*

Mike L, Dean and Mik met on Wednesday, January 21, 2015, at the MCTV studios, 34 2nd Street, TF MA, at noon.

We discussed ...

1. Current staffing: Dean has a couple people he uses for regular shooting of local events, including basketball and hockey games. We mentioned that these people needed to sign W2s or something and be added to our system as part-time employees. Veronica would be consulted as to how many hours they can work per week, based on budget and IRS considerations. Local businesses will be encouraged to underwrite some of the new programming.
2. Future staffing: Mike and Mik mentioned the need to have regular, guaranteed office hours so nobody comes to a locked door anymore. If we say we're open from 10-4, we need to be open during those hours. After a short discussion we landed on an Assistant Station Manager position, who would also do the titling, video ingesting and uploading, scheduling, and PSA slides. This position was formerly just the post-production tech, now elevated to Asst Mgr. Currently Owen Weaver (former employee) is helping with some titling and such, but on a short-term, low-hours basis. Dean will write out a job description and pass it around. The first six months will be a probation period.
3. Cindy: Dean has spoken with Cindy and the current estimate is that she won't be ready to get back to any kind of regular work schedule for several more months. She only recently has been able to sit and type an email, and that with great difficulty. Her position hasn't been quite eliminated, but we are no longer holding it for her. When she's ready she'll come talk to us and we'll see whether we still need her skills. Likely it would be in a very limited capacity, perhaps doing only writing tasks, such as newsletters and report narratives.
4. Training: Dean and the new Asst Mgr will do one-on-one trainings with people as they come in to borrow equipment. Formal trainings with scheduled classes will be determined by need, and will feature specialists in a particular field. Classes will not be free, [and should probably be pre-paid -Mik adding here].
5. CAC: Mike will write a letter to the Selectboard indicating that we are aware the deadline has passed for us to add complaints or reiterate anything, and that we are satisfied with actions taken so far. This is a non-action letter, which we want to send just so they know we're still paying attention.
6. The high school: Dean was contacted by the new principal and a meeting was set up whereby content creation and submission was discussed. More meetings will be held, initiated by the school with MCTV, and a positive outcome is expected.
7. Content requests: We brainstormed a little about how the public could vote on what they want us to shoot. Dean also mentioned that being at, and shooting a local event is the best way to get people interested in volunteering or being paid to shoot content.

8. Outreach: We discussed using Cindy's January budget to create, print and mail out a folding postcard to all residents in Montague mentioning what we have to offer, that we are now paying people to shoot stuff, and that residents can either get involved directly, or suggest to us what they'd like to see.

BTW: Dean is doing a great job of jumping on things happening in the area. The new MCTV paradigm of paying people to shoot content, mostly sports right now, is paying off. Expanding on this will yield a lot of local programming. By the time our six-month delayed review comes around, we'll have quite a list of current, local programming. This should be our #1 priority for the next four months. That, and making sure our reporting is in strict accordance with their desires.

Did I miss anything?

*Mike L added: We also agreed to follow-up with Dean in one month to evaluate the asst station manager progress and continue to work out the strategy for ramping up to the new paradigm.*

Informal notes submitted by Mik, January 22, 2015