

Marty Greenstein and Peggy Fredricksen were the only attendees on 7/27/99, second floor, the library. The following are not minutes since they are not purely time ordered, but do to my ability describe the discussions at the meeting.

We began by discussing the quite excellent video brought in by Richard Pinal from the Cape Cod studio. On it was a lengthy (hour or more) show in which a man discussed corruption in the Cape's county government. There was also a show simply produced with an untended camera in the back of a small fishing boat. The narrator fisherman talked about fishing conditions and went about his business catching many fish. Awesome (you have to see it). The best was a video by Richard Pinal that was a documentary on the growing need for cats to defend themselves against pugilistic nuns. Pure entertainment!

We first discussed the need for integrity in the cable relicensing and the need for attention to known Town needs. This was partially inspired by an ethics class Marty attended today at the big defense contractor with facilities in Sudbury.

The following goals for the relicensing were briefly discussed:

1. Need for cheap and easy switching between cable cos.
2. Our personal desire for 100% coverage. Discussion on whether we should insist on the business district. Should the Town subsidize?
3. A need for a true lifeline rates for seniors. Possibly simply carrying the PEG channels and maybe PBS. This is needed for various reasons one of which is the fact that town emergencies will be broadcast over the cable. This is a new capability (Break-in) that allows us to take over all channels simultaneously in the case of disaster.

Lifeline rate should be less than \$100 per year. Much less!!

Peggy noted that if you have a cable-ready TV, you do not need a set top box for many channels including PEG. Hence the lifeline rate need not include cost of box.

We then discussed the goals and vision for Sudbury Multimedia - Our working name for the non-profit company that will manage local access. For those who missed last week, the name is intended to show a mission beyond that of purely TV production. However, we are aware that the 5% surcharge money must be used only for that.

- 1) Potential Products of Sudbury Multimedia: Coverage of Town Meetings and Events
This includes development of fully capable permanent or semi-permanent production facilities in Town Hall, the Senior Center, the High School, and library (?).
- 2) Teaching of multimedia production to adults (and children)

- 3) Providing modern equipment/facilities of cost exceeding that affordable to private citizens for their use. This might be thought of as a high tech park and funded with same rationale that we now fund the various recreational facilities about the town (like the tennis courts, swimming pool, and ball fields).
- 4) Production of entertainment programs.
- 5) Providing a "soap box" for private citizens and groups to say their say. This gives an important check-and-balance to the government which is not covered in a critical fashion in the other media.
- 6) Provide publicity to local groups such as the Historical Foundation, the Grange, the American Legion, etc.
- 7) Provide educational programming produced by local experts or imported.
- 8) Provide an artistic outlet in a different dimension. Showcase what our citizen's have done in their audio-visual pursuits.
- 9) Simply be an activity for people.
- 10) Broadcast a community bulletin board.

We need to check how the 5% is computed. Since we believe home shopping and commercial revenues are included, but that it will be our residents who pay the 5%, an actual cost per household may be more than 5%, particularly for those who buy less expensive cable packages.

We also discussed the possibility of a new studio and where it would be located. The high school studio that we now have is not open all the time (school is locked), is infiltrated by noise from the surrounding area, and is not as spacious as might be needed. We would definitely want a place that is attractive to users / visually inspiring.

The Hosmer House was considered as a candidate but is not currently used for much but has no immediately adjacent parking.

We might consider having a good studio built as part of the new high school remodeling.

We definitely need a place.

We also decided not to go for technical help for the studio from the cable companies as part of the contract. We discussed whether we even want their people helping with our broadcasts (maybe not). What we do want is equipment. Particularly what is already in the studio.

Minutes of the July 27, 1999 meeting

We noted that Doug Smith's wife runs a non-profit so hopefully she will help us get this off the ground (or tell us why we should not).

We concluded by remarking that 5% is a lot of money to charge subscribers and so we really need to make sure we are doing something good for the Town (giving them their money's worth).

We both are actioned to flesh out this image of a local access management company so that we can convince ourselves of its worthiness, viability, and attract more participation.

Marty Greenstein