

Ms. Berkowitz asked if all arenas needed to be addressed by each entity. Ms. Stern asked what event would require coverage by the three entities. Ms. Jones responded the World's Fair and the Block Party. Ms. Fleishman informed the committee that these events are not the responsibility of Channel 8. Mr. Lindsay expressed his concern about false expectations due to the survey. The issue comes down to how are decisions made and what events get coverage.

Councillor Decker stated that she would like to hear from the public on what the public would like to view on cable, and find out what is available. Municipal Cable, CCTV and School Department cable needed to be explained in detail. She would like to bring in people to explain the cable possibilities. Cambridge, she said, is supposed to be a technologically savvy city. She is attempting to get support and interest in the issues of what is expected and what are the possibilities. If the educational portion generates excitement then maybe a forum could be held. She stated that she wanted to ensure that the resources are being used efficiently.

Ms. Berkowitz stated that the survey is a way to educate the public about what is available, what are the local channels and what is designated for these channels. She suggested that each entity list what they do. Mr. Lindsay agreed with this suggestion. Ms. Fleishman stated that CCTV has a brochure entitled **GUIDE TO LOCAL PROGRAMMING ON CABLE TELEVISION IN CAMBRIDGE (ATTACHMENT C)**. Ms. Berkowitz suggested that the survey should be comprised of the Guide and a page of questions about what people wanted to view on cable (**ATTACHMENT D**). She also favored a master calendar. Councillor Decker stated that the survey should contain a comment that resources are limited. A question should also be phrased in the survey to seek departmental interest and participation and ask for a department contact. Ms. Fleishman stated that the survey should contain questions on issue-oriented formats. Councillor Decker responded that she would like to be specific on the issue-oriented matters. What issue-oriented matters, such as environment, political or literacy, would the public like more to view? Councillor Decker questioned Mr. Lindsay that if a program were done on environment would there be studio space available. Mr. Lindsay stated that it depended upon who would cover the program and if it were a studio-based program. Ms. Berkowitz stated that regular weekly programming requires organization for space, studio and content organization. Ms. Stern stated that she wanted students to work with a professor in an environment such as this. There are personnel in cable who wanted to work with the School Department.

Ms. Jones asked if all the schools have live cable. Only one school does not have live cable, stated Ms. Stern. The high school needed more live cable drops.

Councillor Decker asked who covers the Kennedy School of Government. Ms. Jones stated that the Kennedy School does their own programming.

A discussion ensued about sports coverage.

Councillor Decker stated that it is a challenge for CCTV and Municipal Cable to cover sports programming. Possibly students could cover the sporting events. Ms. Stern stated that students are covering sporting events now. Ms. Berkowitz stated that there

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are school-based and community-based sports. Cambridge has a lot of sports and sports are not easily covered. There are 95 soccer games in Cambridge each week. She suggested a specific time slot around sports or a game in each sport for each gender should be cablecast. Councillor Decker asked who covers sports. Mr. Lindsay responded no one. Municipal Cable does cover the game at Thanksgiving and the Mayor's Cup. Ms. Berkowitz stated that the School Department should cover school sports; Municipal Cable should cover city sports. Sports coverage is not the mandate of CCTV, however one hour of sports is covered.

Councillor Decker suggested scheduling a future meeting with the Athletic Department to have a discussion about the challenges encountered covering sporting events. The point is to figure out how to get sports on cable stated Ms. Fleishman. Ms. Berkowitz told of a program entitled "Bring Your Own Camera," but there was no interest from the public in the program.

Councillor Decker stated that at the sports meeting the following organizations should be invited:

- Cambridge Youth Soccer;
- Cambridge Little League;
- School Department Athletic Department;
- Pop Warner football and cheerleaders;
- Cambridge Youth Hockey; and
- Representatives of basketball.

This sports meeting would also serve to educate the sporting leagues about the challenges faced by the cable entities to cover the events.

In conclusion Councillor Decker requested Mr. Lindsay and Ms. Stern to review the CCTV Guide, make amendments and provide "sign offs" on the Guide.

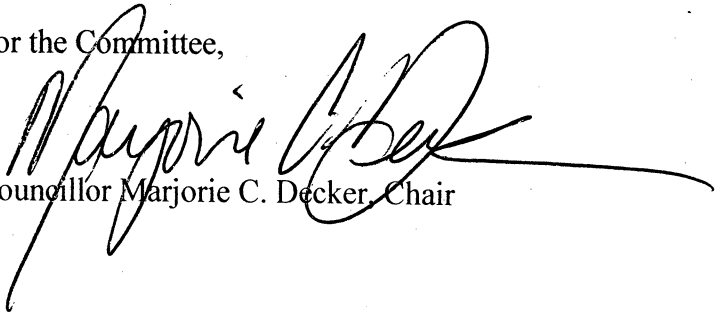
Ms. Fleishman suggested to Ms. Stern that information be placed on the School Department bulletin board.

The next meeting was scheduled for Thursday, November 6, 2003 at twelve o'clock and thirty minutes p. m.

Councillor Decker thanked those present for their attendance.

The meeting adjourned at one o'clock and fifty minutes p. m.

For the Committee,


Councillor Marjorie C. Decker, Chair

Memorandum

To: Councillor Marjorie Decker
CC: Donna Lopez
From: Calvin Lindsay, Jr. & Dhonyale Jones
Date: 10/14/2003
Re: Cable TV Committee

Councillor Decker:

The following is a list of items, in no particular order, that we think should be included in the survey that we've discussed that will help us determine a mandate and direction for the committee.

- What is the expectation for collaboration between Channel 8, CCTV and the School Dept.
- What are the particular Cambridge events that should be designated as "must-coverage."
- Should Channel 8, CCTV and the School Dept. engage in joint city-wide coverage for certain designated events.
- How can all of the entities coordinate a consistent message (school closings, emergency conditions etc.)

CCTV's Draft Submission October 21, 2003 Questions for City Council/Department Heads

The Municipal Access cable TV channel in Cambridge is Channel 8.

How often do you watch this channel?

Regularly (once a week or more)	Occasionally (once a month or more)	Rarely (once a year or more)	Never
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If you do watch Channel 8, what are the programs you watch?

Following are the types of programs that are, or might be shown, on a Municipal Access channel. Please tell us how important it is that each one be available for Cambridge residents to see on Channel 8:

City Council Meetings (live)	Essential	Important	Nice to see	Unneeded
City Council Meetings (repeated)	Essential	Important	Nice to see	Unneeded
Public Hearings (Commissions, Committees, etc.) (live)	Essential	Important	Nice to see	Unneeded
Public Hearings (Commissions, Committees, etc.) (repeated)	Essential	Important	Nice to see	Unneeded
Kennedy School of Government presentations	Essential	Important	Nice to see	Unneeded
National Programming such as NASA, Kids Korner, ECO News, National Gallery of Art, etc.	Essential	Important	Nice to see	Unneeded
Magazine format program about City issues	Essential	Important	Nice to see	Unneeded
Coverage of City-sponsored events, such as City Run, Mayor's Cup, etc.	Essential	Important	Nice to see	Unneeded
Informational programs about City Departments and how to access them	Essential	Important	Nice to see	Unneeded
Bulletin Board listing public meetings, department #'s, street closings, etc.	Essential	Important	Nice to see	Unneeded
Election Coverage	Essential	Important	Nice to see	Unneeded
Other:	Essential	Important	Nice to see	Unneeded

Other:

Essential

Important

Nice to see

Unneeded

In which of the following would you/your department be willing to participate:

_____ submit notices to the Channel 8 electronic bulletin board

_____ appear occasionally on a program on Channel 8

_____ appear regularly on a program on Channel 8

_____ work with Channel 8's production staff to create a program about my department

Is there one annual event in which your department is involved that you believe should be shown on Channel 8?

What do you think are the major telecommunications issues facing the City and the Cambridge community in the next few years?

GUIDE TO LOCAL PROGRAMMING ON CABLE TELEVISION IN CAMBRIDGE



675 Massachusetts Ave
Cambridge, MA 02139
ph 617.661.6900
fx 617.661.6927
info@cctvcambridge.org
www.cctvcambridge.org
CHANNELS 9-10-22

Cambridge is particularly fortunate to have a variety of local cable channels. The major distinction between each channel is who produces the programming. The following guide appeared in the newsletter of the *Office of Cable Television*:

PUBLIC ACCESS

Cambridge Community Television, the public access corporation for Cambridge, provides training, access to video equipment, and channel time on the cable to any Cambridge resident, organization, or business. CCTV operates Channels 9, 10, and 22. Programming shown on these channels is produced by CCTV members or produced elsewhere and sponsored by Cambridge residents. This programming covers a multitude of topics representative of Cambridge's diverse community.

Cambridge Community Television Channels 9, 10 & 22

675 Massachusetts Avenue
Cambridge, MA 02139
Susan Fleischmann, Exec. Director
617.661.6900

MUNICIPAL ACCESS

The City of Cambridge operates and programs Channel 8, the City's municipal channel. Channel 8 offers informational programming about city departments, agencies, and commissions, including live and taped coverage of all City Council and School Committee meetings. Programming is produced by the Office of Cable Television.

Cambridge Municipal Television Channel 8 Office of Cable, City of Cambridge

449 Broadway
Cambridge, MA 02139
Calvin Lindsay, Director
617.349.4040

EDUCATIONAL ACCESS PROGRAMMING

Channel 95 is the Cambridge Public School Department's information channel. Programming shown on Channel 98 is produced by students and staff in the Cambridge Public School system and acquired from other educational media sources.

Channels 95 & 98 Cambridge Rindge Latin High School

459 Broadway
Cambridge, MA 02138
Kris Kay and Joan Stern
617.349.6782

ATTACHMENT D

- 1. What are the opportunities for collaboration between Municipal Cable (Channel 8), CCTV and the School Department?**
- 2. With the limited resources what events should be designated as “must coverage”?**
- 3. Should school based or community based sporting events be covered and what entity should cover these sporting events?**
- 4. What issue oriented formats, such as environment, politics and literacy should be covered.**

City of Cambridge

**CABLE TV, TELECOMMUNICATIONS AND
PUBLIC UTILITIES COMMITTEE MEMBERS**

*Marjorie C. Decker, Chair
Councillor Anthony D. Galluccio
Councillor David P. Maher*

In City Council November 17, 2003

The Cable TV, Telecommunications and Public Utilities Committee held a public meeting on Wednesday, October 22, 2003 at twelve o'clock and forty-five minutes p. m. in the Ackermann Room.

The purpose of the meeting was to continue discussing coordination of resources between the Municipal Cable, CCTV and the School Department cable.

Present at the meeting were Councillor Marjorie C. Decker, Chair of the Committee, Calvin Lindsay, Jr., Director, Municipal Cable, Dhonyale Jones, Municipal Cable, Joan Stern, Coordinator of Library Media Services, School Department, Susan Fleishman, Executive Director, CCTV, Ginny Berkowitz, CCTV and Donna P. Lopez, Deputy City Clerk

Councillor Decker opened the meeting and explained the purpose.

Councillor Decker stated that a survey is being formulated to see what the general public expects from cable, are needs being met and what else could be done. She would like to strengthen cable through a collaborative effort and to review the allocation of resources. The survey would be sent to department heads and opinion leaders. Suggestions for the survey were submitted to the committee by Municipal Cable (ATTACHMENT A) and CCTV (ATTACHMENT B). Councillor Decker asked if open-ended questions should the format of the survey. Ms. Fleishman suggested starting with an educational part outlining what each entity does.

Ms. Stern informed the committee that a decision is being made by the Superintendent of Schools and this would make the expectation of the School Department collaborative different. The creation of a studio that would be shared and funding for educational access has not yet been received are some of the issues. Ms. Berkowitz stated that the Superintendent of Schools needed to decide if he wants the educational access as part of the School Department. A leadership position and an education access department needed to also be created. Educational access in the School Department has not grown and this is an opportunity, stated Ms. Berkowitz. Councillor Decker stated that she would forward a letter of support by her to the Superintendent of Schools.

Councillor Decker stated that she wanted to get to the root of what the public thinks is the responsibility of each cable entity. Ms. Jones responded that whom the survey should be sent to should be decided first. Councillor Decker stated that at the last meeting it was decided that the survey should be sent to the city family and the city leaders.

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Committee Report #3

A communication was received from Donna P. Lopez, Deputy City Clerk, transmitting a report from Councillor Marjorie C. Decker, Chair of the Cable TV-Telecommunications and Public Utilities Committee, for a meeting held on October 22, 2003 to to continue discussing coordination of resources between the Municipal Cable, CCTV and the School Department cable.

In City Council November 17, 2003

**REPORT ACCEPTED.
PLACED ON FILE.**