

Ms. Fleishman stated that there is no city vision. So much could happen with cable in Cambridge on an economic development aspect. She spoke about a proposal to create a wireless Internet environment for Central Square.

Councillor Decker stated that she would broaden the scope of this committee. She is surrounded by people who are knowledgeable about this issue. Input is needed to do coordination.

Ms. Berkowitz stated that an agenda needed to be set. Councillor Decker asked if there was anyone who could be brought into this committee to discuss this issue. Ms. Fleishman suggested Mark Lloyd. He is a visionary and a Cambridge resident. Councillor Decker suggested Paul Train. Ms. Fleishman also suggested Paul Schlaver.

Mr. Lindsay suggested that the co-existence of Municipal Cable, CCTV and School Department Cable needed to be discussed, specifically division, space, time and the nuts and bolts of the three entities. This could be outlined at the next meeting.

Councillor Decker stated that the issues are:

1. How to coordinate currently and what could be done to work together better;
2. What is out there to be had; and
3. Who sets priorities on what events are covered.

Mr. Lindsay stated that the City Council felt that events were not covered. Ms. Jones agreed with Mr. Lindsay. She asked who should cover what events and what makes sense should be clear. Municipal Cable coverage is communicated either through telephone or e-mail, stated Mr. Lindsay.

Councillor Decker asked what should be the next steps.

Mr. Maloney responded that the problem and solutions needed to be identified. List what gets televised, taped and what does not, the maximum number of events on a weekly basis, what is the maximum number of hours that can be covered. These issues need to be quantified. This needed to be identified before the committee can frame where it is going with the issue.

Mr. Maloney stated that cable is the only school function that runs into conflict. He suggested a master calendar should be established so that events could be scheduled to be cabled. The three entities could have a shared electronic calendar. Identify what is being provided, what the City would like to be covered and how to fill in the gap.

Ms. Jones stated that everyone needs to adhere to a calendar. She suggested giving notice or calling before the event. The Municipal Cable cannot cover the drama programs. Ms. Berkowitz stated that the drama teacher has strong feelings about how drama is tapped. Quality and lighting are issues, stated Mr. Maloney. Ms. Berkowitz stated that a class could be designed for filming drama. Mr. Lindsay stated his concern is

how the production would look. All three entities, he said, have different needs. Ms. Fleishman stated that the expectations of the three entities needed to be discussed.

Councillor Decker asked if the City Council and the community should be polled. People do not know that there is a difference between CCTV and the Municipal Cable. A poll could ask what would people like to see on cable. She stated Mr. Lloyd, the City Council, the School Committee and the City Manager and staff should be polled to address coordination long and short term and the master calendar. She suggested planning a meeting to which Mr. Lloyd and Mr. Train are invited to hear what cable possibilities are out there.

Ms. Berkowitz suggested that the monthly meetings could be designated to discuss the nuts and bolts of cable and the big picture. The public wants more and this needed to be quantified, stated Ms. Fleishman.

Councillor Decker asked the three entities to put together ten questions and who the poll should go out to.

Mr. Maloney stated that the focus could be on Best Practices after a couple of meetings, then the expectations and operations could be discussed.

Councillor Decker stated that the next meeting would discuss if a questionnaire on expectations could realistically be developed. Who should the questionnaire be sent to other than the City Council and the School Committee? Should the questionnaire be sent to be department heads, CCTV board members and steering committee and Bill Gates, she asked? Ms. Jones suggested including the athletic department.

Mr. Lindsay stated that he would like information about what is available. The questionnaire he feared would turn into a mandate. Councillor Decker assured Mr. Lindsay that she would work to make sure that the questionnaire is not a mandate for Municipal Cable. The questionnaire is to collect information.

Mr. Berkowitz stated that the public is not aware that programming done by CCTV is done by volunteers. The Master Calendar would not work for CCTV, she said.

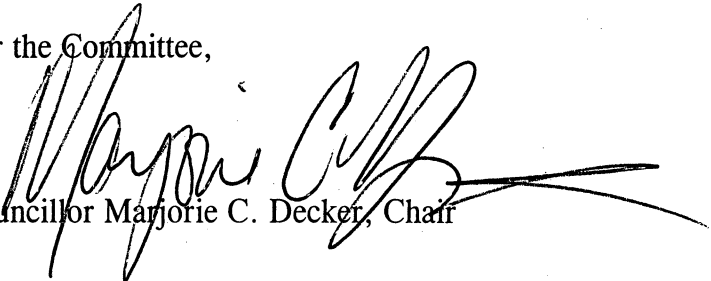
Mr. Lindsay stated that Municipal Cable would be homeless when the library construction starts.

Councillor Decker requested the attendees to forward questions for the questionnaire to her via e-mail by October 10, 2003 and then this information will be e-mailed for the next meeting which was scheduled for October 22, 2003.

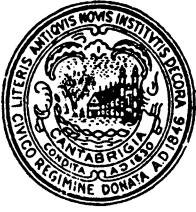
Councillor Decker thanked all the attendees.

The meeting was adjourned at one o'clock and thirty minutes P.M.

For the Committee,


Councillor Marjorie C. Decker, Chair

ATTACHMENT A



CITY OF CAMBRIDGE

OFFICE OF CABLE TELEVISION

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CAMBRIDGE MUNICIPAL TELEVISION
CHANNEL 8

Councillor Marjorie Decker, Chair
Telecommunications & Public Utilities Committee
City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

September 24, 2003

Councillor Decker:

Pursuant to the February 4, 2003 meeting of the Telecommunications & Public Utilities Committee and the subsequent follow-up meeting that you and I had in the Council office, the following is a representation of my thoughts on how the three entities, Municipal TV, CCTV & School Department, will be able to better coordinate resources.

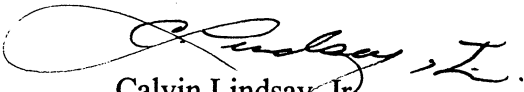
First, I'd like to point out that I think that the present arrangement works fine, but I would agree that it would not be harmed by some modification and cross-pollenization amongst the three departments. I think that the beauty of the arrangement, as presently configured, is that each of the departments has a different mandate and serves a different segment of the Cambridge population. Ironically, the very thing that makes the arrangement work is the same thing that causes some of the difficulty relative to coverage of city events. Because we each concentrate on fulfilling our individual mission(s) we lose sight of the bigger picture.

One way to address this might be to establish a formal committee that could take a look at the overall production/broadcast picture and determine a set of priorities so that the three departments could work together on a set number of events and provide coordinated coverage. We will certainly have to consider staffing, resource sharing and production schedules, but with enough long-term planning it's something that I would be willing to explore.

There is one other issue that I think is very important in the context of this discussion and that is that I want to make sure that we all consider how this coordination of resources will play out relative to aesthetics. Because the work of each of the departments is so different in its final presentation, we'll have to put some time into developing a coordinated "look" so that the presentation doesn't appear like it is the work of three separate entities.

There is clearly much work to be done and I look forward to continuing our discussion later in the month at the follow-up meeting.

Regards:

A handwritten signature in cursive script, appearing to read "Calvin Lindsay, Jr.", written in dark ink.

Calvin Lindsay, Jr.
Director of Cable Television

Coordination of PEG Resources in Cambridge
Submitted by CCTV 9/9/03

Ideally, Public, Educational, and Governmental Access entities work in collaboration to ensure that the community's cable-related needs and interests * are best served. For the cable company, the constituency of the cable system is only the subscribers; for PEG access, constituents include non-profits and businesses, City agencies and the schools, and the individuals who live and work in the City. The goal of PEG access is to program dynamic local channels that reflect the vibrant life of the City and provide a community service that cannot be fulfilled otherwise.

Municipal Access: Programming by the City

Minimally, municipal access entities cablecast city-sponsored meetings, events, and sports and recreational activities in order to provide information to viewers about the workings of city government. Ideally, a municipal access channel would be pro-active in creating programming that would engage and inform viewers about City officials and agencies, and encourage participation in civic life.

Educational Access: Programming by the Schools

Ideally, educational access entities enable viewers to better understand their school system, cablecasting programming produced by students, teachers, and institutions of higher education. Programming might include school plays and sports, teacher or parent training, and informational programming from local colleges. With additional financial support from the school system, ed access channels might also facilitate the production of such programming, providing the necessary training to students and teachers, as well as access to production facilities. Ed Access channels also acquire educational programming from across the country via tape or satellite — e.g. the Annenberg Channel and NASA programming, as well as programming produced by other school systems.

Public Access: Programming by the Community

Typically, public access stations provide training in video production and access to equipment and facilities for residents to create programming. At CCTV, we believe that the community is best served by a pro-active approach, involving those we have trained in creating programming that meets the needs of all the constituents.

What is needed in Cambridge:

- coordination of services to ensure that the broadest possible range of programming is provided
- accountability

- sharing of resources, when appropriate
- advocacy for local issues with the cable company
- due diligence in determining compliance with the license, including accountability for full payment of franchise fees

In addition to these priorities, CCTV currently needs:

- broadband access either via the City's network or cable modem provided by Comcast
- inclusion of CCTV's program listings on all printed and electronic cable guides
- to share mobile production capability and staff with Municipal and Educational Access entities

*this is a term used during franchising to refer to the documented and quantifiable needs of a community in relation to its cable franchise

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 October 20, 2003

The Cable TV, Telecommunications and Public Utilities Committee conducted a public meeting on October 1, 2003, at twelve o'clock and thirty-five minutes P.M. in the Sullivan Chamber.

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

Present at the meeting were: Councillor Marjorie Decker, Chair of the Committee, Calvin Lindsay, Jr., Director of the Municipal Cable, Dhonyale Jones, Municipal Cable, Susan Fleishman, Director, CCTV, Ginny Berkowitz, Cambridge Educational Access, CCTV, James Maloney, Chief Operating Officer, School Department and Donna P. Lopez, Deputy City Clerk.

Councillor Decker opened the meeting and stated the purpose. This meeting is a follow up to an earlier meeting held by this committee, she stated. At this earlier meeting she requested each entity to submit ideas in writing. Municipal Cable and CCTV submitted the requested information (**ATTACHMENTS A and B**). She asked the attendees if coordination still made sense.

Ms. Fleishman responded that coordination is needed. What needs to be resolved is who is to do what function. This needs to be made clear to the general public. Mr. Maloney stated that there is a collaborative effort by the City. Capital money has been identified for cable access. An architect will be selected for the RSTA Program site project by November 2003. By next fall the facility at the school would be built. There will be a Director of Access position will be created. The capital money in the sum of \$750,000 has been allocated for the build out.

Councillor Decker asked if the School Department Cable and the Municipal Cable would be located in the Solomon Garage this spring. Mr. Maloney responded in the affirmative. Ms. Berkowitz stated that CCTV should be separate.

It was agreed by Councillor Decker and Mr. Maloney that Joan Stern and Joe Sullivan should be participants at the cable committee meeting. Mr. Maloney stated he would discuss this matter with the Superintendent of Schools.

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Committee Report #7

A communication was received from Donna P. Lopez, Deputy City Clerk, transmitting a report from Councillor Marjorie Decker, Chair of the Cable TV, Telecommunications and Public Utilities Committee, for a meeting held on October 1, 2003 to discuss coordination of resources between the Municipal Cable, CCTV and the School Department Cable.

In City Council October 20, 2003

**REPORT ACCEPTED
PLACED ON FILE**