

**Haverford Township Cable Advisory Board
Minutes, Wednesday, March 14, 2018**

Attendees

- Dan Siegel – 4th Ward Commissioner
- Gerry Hart – 8th Ward Commissioner
- Mike Muderick – Cable Advisory Board Member
- Jay Scheinfeld – Cable Advisory Board Member
- Brad Miller – Cable Advisory Board Member
- Christine Seewagen – Cable Advisory Board Member
- Larry Gentile – Township Manager
- Rick Maclary – Director of Information Technology
- Allie Rothman – Multimedia Specialist

Minutes/ Notes

The meeting was called to order at 8:15p.m.

Introduction: The Board members (Mike, Jay, Brad and Christine), Commissioners Dan Siegel and Gerry Hart, and the Township staff (Larry, Rick and Allie) gave introductions. The attendees introduced themselves and there was a general discussion about the upgrade of the Township's broadcast, recording and other equipment, as well as a discussion of topics that could be addressed by the Board.

Channel Programming Identification: It is difficult to determine what programs are available on the cable channel as well as when they will be aired. The township website (<http://www.haverfordtownship.org/department/board.php?structureid=24>) lists the times that the Board of Commissioners meeting will be aired. If viewers wanted to know when any other content will be aired, they must email the Township for a program list for the given week.

Because the current Comcast and Verizon cable menus do not have the capability to indicate the current programming on the Haverford Township cable channel, Board discussed some potential alternatives. One alternative is to list some of the highlighted programs and times on the menu title (*e.g.*, "Haverford Twp. Board of Commissioners meeting airs on Tues @ 6pm, Wed @ 12pm and 7pm, Thurs at 9am and 6pm, Fri @ 10pm and Mon @ 7pm" v. "Government Access Channel"). This is the most convenient option, but space on the menu is limited, so not all programs of interest could be listed.

Another potential option was to add a banner to the slides with information on upcoming broadcasts. This method could include more content than the first alternative. However, because the new broadcast software does not include a scrollbar, and a static banner would take up more space on the screen, this did not seem like an optimal workaround to explore.

A third alternative is to create social media (Facebook, Twitter, etc.) pages for the cable channel that would indicate when various programs would be aired on the channel. However, this option would not reach viewers who do not use with social media. The Township staff also indicated that they may not have the bandwidth for this option now, but it could be a possibility once the Township Building is completely setup.

Programming/ Content: The cable advisory board can suggest content for the channel. Currently, various government departments and officials have developed and submitted content to broadcast on the cable channel. Examples of content include Commissioner meetings, PSAs from the Police Department, updates from State Rep. Greg Vitali, and a Go-Pro Camera Tour of the Pennsy Trail. Rick noted that there is no shortage of content, and it can be hard to accommodate requests to air content during prime viewing times because of the number of submissions.

Content also includes slides that provide information on resources in the Township and upcoming events. Currently, the slides are played with music, but one goal would be to make the slides ADA compliant so that visually impaired individuals can benefit from the content. The eventual goal would be to replace most of the information on the slides with more engaging content that communicates the same types of messages.

The Board discussed other ideas for content. One is to air other Township committee meetings, such as the Zoning Board, Planning Commission, etc. Another is to utilize the new Green Room in the new township building to tape interviews with individuals involved in government and administration for the township and its various affiliates.

In terms of staffing, Rick and Allie are full time employees of the township; however, they have many roles and responsibilities beyond administering the township cable cannot devote. One idea to expand content development would be to recruit Haverford High School /V students as interns. Dan indicated that he would be able to ask the Haverford School District Superintendent about his idea during their next meeting/discussion.

Other: The Cable Advisory Board also advises the Township about the contract with Comcast. Because the contract does not expire for a few years, the topic is not ripe for discussion.