

CABLE ADVISORY COMMITTEE MINUTES  
November 30, 2015

*Ja* *pb*

The Cable Advisory Committee met in the Joseph F. Bilotta Meeting Room as scheduled with Tom Alonzo, Paula Bertram and Steve Walker present.

**PUBLIC COMMENT**

None

**ANNOUNCEMENTS**

Chairman noted with regret the resignation of Rhonda Lisio.

**MINUTES/CORRESPONDENCES**

1. **Preview Questionnaire Responses from Town/School** - Committee reviewed municipal responses from Adam Burney, Planning Director; Jack Rodriquez, DPW Director, Susan Doherty, Council on Aging Director; Patrick Sullivan, Fire Chief; Mike Sauvageau, Building Official; Victoria Whipple, Middle School Library Media Specialist and Jennifer Biery, LHS Field Hockey Coach. The Committee noted the following recommendations/needs based on responses received:
  - a. A wider range of meeting rooms wired for sound and video.
  - b. Equipment to allow for participation by committee members remotely.
  - c. The ability to broadcast public informational sessions by various departments.
  - d. Mobile equipment/capability.
  - e. Portable wireless microphones.
  
2. **Review Town wide Survey Draft** – Committee reviewed draft survey created on Survey Monkey. Steve Walker suggested modifications to the age brackets in question 1. Questions 7-10 were modified to include a reference to programming on the public access channel.  
The Committee voted unanimously to release the survey with minor modifications. A link to the survey will be available online and printed surveys will be available at the Town Hall, Library and Senior Center. Tom Alonzo will check with Kerry about including either a reference to the survey or the actual survey in the tax bills. Citizens will also be notified of the survey via the Lunenburg Ledger and the Scroll on the public access channel.  
  
Survey responses will be collected for 30 days following distribution.
  
3. **Review PACC budget Updates** – Steve Walker informed the Committee that PACC is working on the budget and business plan and hope to have a draft in February.

The next meeting of the Cable Advisory Committee will be held on \_\_\_\_\_.

Being no further business the meeting adjourned at 7:15 pm

Respectfully submitted,

Paula Bertram

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**Subject:** Re: [Townwide] Important Questionnaire from the Cable Advisory Committee  
**From:** psullivan@lunenburgonline.com  
**Date:** 11/30/2015 7:07 AM  
**To:** Tom Alonzo <talonzo@lunenburgonline.com>

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LUNENBURG TOWN  
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Hi Tom,

Sorry for the delay. Just remembered this.

QUESTIONS FOR ALL DEPARTMENTS, BOARDS, COMMITTEES AND COMMISSIONS

1. How does your department currently utilize the Town's public access channels and broadcast capabilities, if at all? Do you have regularly-scheduled and regularly-aired programs? Do you have special, non-recurring programs that air during the year? Does your department utilize the automated PowerPoint slideshow that is broadcast when other programming is not being shown?

\*\*\*\*\* The Fire Department has utilized PACC infrequently. We have done a PSA and a one time Program". We have also used the slideshow occasionally.\*\*\*\*\*

2. What do you project your department's future (over the next 10 years) use of the Town's public access channels and services might be?

Is there additional programming (beyond what you are already using) that you are actively planning or even just thinking about? Be as specific as you can.

\*\*\*\*\* Our goal has been to have safety related PSA's to run on a regular basis.\*\*\*\*\*

3. How could the Town's broadcast services and facilities be modified, expanded or enhanced to better suit the needs of your department?

\*\*\*\*\* Improved "mobile" capability. Most activity with the Fire Department doesn't lend itself well to "in studio" only. Wireless microphones would be helpful.\*\*\*\*\*

4. In the past 5 years, have you had any communications with the Public Access Cable Committee (PACC) or the Program Coordinator regarding the broadcast services and facilities available to your and your department and how you might utilize to the fullest extent in furthering the goals and objectives of your department? Please provide detailed summaries of those communications and how they might be improved.

\*\*\*\*\* I have never spoken to anyone from the Cable Access Committee. I have had regular interaction with the Program Coordinator however. She has

with Comcast.

Should you have any questions about what we are asking you to provide, please contact me directly at 978-582-7956.

Again, your input is critical to PACC's business plan and, ultimately, our negotiations with Comcast. Thank you, in advance, for taking the time to assist us in our mission to further develop Lunenburg's broadcast services and programming offerings.

Best Regards,  
Tom Alonzo  
Chair, Cable Advisory Committee

\_\*

**\* \_\_\*QUESTIONS FOR ALL DEPARTMENTS, BOARDS, COMMITTEES AND COMMISSIONS\*\_\_**

1. How does your department currently utilize the Town's public access channels and broadcast capabilities, if at all? Do you have regularly-scheduled and regularly-aired programs? Do you have special, non-recurring programs that air during the year? Does your department utilize the automated PowerPoint slideshow that is broadcast when other programming is not being shown?
2. What do you project your department's future (over the next 10 years) use of the Town's public access channels and services might be? Is there additional programming (beyond what you are already using) that you are actively planning or even just thinking about? Be a specific as you can.
3. How could the Town's broadcast services and facilities be modified, expanded or enhanced to better suit the needs of your department?
4. In the past 5 years, have you had any communications with the Public Access Cable Committee (PACC) or the Program Coordinator regarding the broadcast services and facilities available to your and your department and how you might utilize to the fullest extent in furthering the goals and objectives of your department? Please provide detailed summaries of those communications and how they might be improved.

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Re: [Townwide] Important Questionnaire from the Cable Advisory...

**Subject:** Re: [Townwide] Important Questionnaire from the Cable Advisory Committee  
**From:** Susan Doherty <sdohertry@lunenburgonline.com>  
**Date:** 11/12/2015 8:23 AM  
**To:** Tom Alonzo <talonzo@lunenburgonline.com>

Quoting Tom Alonzo <talonzo@lunenburgonline.com>:

To All-

As our current contract with Comcast draws to a close next year, the Cable Advisory Committee, has been convened to enter into negotiations with the cable provider for the next 10-year contract. In preparation for these negotiations, we will be reaching out to all residents (both subscribers and non-subscribers of cable services) to share their experiences, assessments and perspectives of the past 10 years of cable service in the Town of Lunenburg and to encourage them to share their vision for improvements, modifications and/or additions of that service going forward.

With this email we are also seeking much-needed input from all Town and School Departments as well as all elected and appointed bodies regarding their current and projected use of the available broadcast services and channels. Additionally, we are requesting that you please provide us with your experiences in dealing with the Public Access Cable Committee (PACC) in offering, producing and airing programs important to your department. To this end, we ask everyone receiving this email to read and consider the following questions (below), and, subsequently, have discussions within your department and with your department head about them. /\*Most importantly, we ask that you email your answers AS A DEPARTMENT OR PUBLIC BODY to the Cable Advisory Committee for review at our next meeting scheduled for Monday, November 30th\*/. We encourage you to be as candid and detailed as possible in your responses as the answers to these questions (and the resident surveys, too) will provide vital information that will drive our talks with Comcast.

Should you have any questions about what we are asking you to provide, please contact me directly at 978-582-7956.

Again, your input is critical to PACC's business plan and, ultimately, our negotiations with Comcast. Thank you, in advance, for taking the time to assist us in our mission to further develop Lunenburg's broadcast services and programming offerings.

Best Regards,  
Tom Alonzo  
Chair, Cable Advisory Committee

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Since I became Director we have had 2 programs filmed at the senior center and both were very well done and well received.

Currently she is working on a 3rd filming of our Wednesday evening activities.

We are very pleased with the services that we receive from the PACC. Everyone we have worked with there have been very professional and enthusiastic about our taping requests.

Susan Doherty  
Director Council on Aging  
Town Of Lunenburg  
Eagle House Senior Center  
25 Memorial Drive  
Lunenburg, MA 01462  
978-582-4166

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**Subject:** PACC

No trees were harmed by the generation of this email but several electrons were inconvenienced. However, please consider the environment before printing this e-mail.

**From:** "Jack Rodriquenz" <jrodriquenz@lunenburgonline.com>

**Date:** 11/13/2015 11:15 AM

**To:** <talonzo@lunenburgonline.com>

**CC:** " Kerry Speidel" <kspeidel@lunenburgonline.com>

Good Morning Tom,

We have had limited involvement with the Town's public access channel. Years ago as we completed the DPW renovation and offered an open house/big truck night the station was utilized for invitational purposes. I have also on one occasion advertised an open position here that was left unfilled for a time.

I do not have any current plans to use the services however I can see value in the following:  
Seasonal informational sessions with a member of your staff in a one on one discussion of upcoming projects. Specifically, CP requests with justifications, anticipated roadway and/or paving projects, schedules such as the opening of the landfill area for yard waste, and street sweeping schedules as an example. I would find it useful to answer questions and concerns in a situation where viewers could digest the information and frankly would not have the opportunity to shoot criticisms quickly as a knee jerk reaction.

← apply to do now

I would like to have members of that organization consider providing a liaison to each department enhancing familiarity and communication.

Tom, if this is not on point please suggest how I can be more helpful.

Thanks

Respectfully,

Jack Rodriquenz

Director  
Department of Public Works  
Lunenburg, MA 01462  
978-582-4160

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**Subject:** PAC Survey Response Planning  
**From:** "Adam Burney" <aburney@lunenburgonline.com>  
**Date:** 11/17/2015 3:28 PM  
**To:** <talonzo@lunenburgonline.com>

Hi Tom,

Below are the Planning Departments responses to the survey.

**QUESTIONS FOR ALL DEPARTMENTS, BOARDS, COMMITTEES AND COMMISSIONS**

1. How does your department currently utilize the Town's public access channels and broadcast capabilities, if at all? Do you have regularly-scheduled and regularly-aired programs? Do you have special, non-recurring programs that air during the year? Does your department utilize the automated PowerPoint slideshow that is broadcast when other programming is not being shown? The Planning Board airs there semi-monthly meetings, which also run in replay. Currently, there are no non-recurring programs airing or proposed. We do not use the slideshow at this time.

2. What do you project your department's future (over the next 10 years) use of the Town's public access channels and services might be? Is there additional programming (beyond what you are already using) that you are actively planning or even just thinking about? Be a specific as you can. I would anticipate that meetings will continue to be aired regularly, perhaps moving forward there may be use of non-recurring programing based on local initiatives or to introduce programs or regulations.

3. How could the Town's broadcast services and facilities be modified, expanded or enhanced to better suit the needs of your department? A wider variety of meeting rooms wired for sound and video would allow for various meetings to be more appropriately filmed. For instance when the Planning Board is working on regulations, Bylaws or other policies that have limited public attendance it would be more functional to sit around a table and discuss the items rather than be on the dais looking down the line at one another. The Board could hold these meetings elsewhere but this would sacrifice the audio/visual recording.

*- education*

*remote access*

4. In the past 5 years, have you had any communications with the Public Access Cable Committee (PACC) or the Program Coordinator regarding the broadcast services and facilities available to your and your department and how you might utilize to the fullest extent in furthering the goals and objectives of your department? Please provide detailed summaries of those communications and how they might be improved. Not to my knowledge.

Regards,  
**Adam**

Adam Burney, MPA  
Land Use Director  
Ritter Building  
960 Massachusetts Avenue  
Lunenburg, MA 01462

[aburney@lunenburgonline.com](mailto:aburney@lunenburgonline.com)  
v. 978.582.4146 Ext.5  
f. 978.582.4353  
[www.lunenburgma.gov](http://www.lunenburgma.gov)

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Please be advised that the Massachusetts Secretary of State and the Massachusetts Attorney General consider e-mail to be a public record, and therefore subject to the Massachusetts Public Records Law, M.G.L. c. 66 § 10.

Cable Survey

Lunenburg Cable Advisory Survey

*particip. in a cable survey. The survey can be found at [unclear] or printed copies avail. at library town hall server etc.*  
*Survey's completed by [signature]*

Your input is important for the future of Lunenburg's cable television system. The Cable Advisory Committee is in the process of preparing to negotiate a new license with Comcast. Your response to these questions will provide us with valuable information for these negotiations.

1. Please indicate your age bracket

- 18-30
- 31-40
- 41-50
- 51-64
- 65+

2. Are you a current cable subscriber?

- Yes
- No

3. If you are a subscriber, how many years have you been a customer?

4. If you are not a current cable customer, have you ever been a subscriber?

- Yes
- No

5. If you are not a cable subscriber do you utilize one of the following for television viewing?

6. Why are you not a subscriber?

- Too expensive
- Not interested
- Have alternate source of programming
- Service not available
- If service was available please indicate if you would be interested in subscribing

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*Chop age bracket*

[Empty rectangular box]

*Public Access Channel*

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**7. How often do you watch channel 8 or 9?**

- Frequently
- Sometimes
- Infrequently
- Never

**8. What programs do you watch?**

[Empty rectangular box]

**9. What type of programming would you like to see more of?**

- Community Events
- Religious Programs
- Talk Shows
- Exercise
- Other (please specify)
- Cooking
- Arts
- Sports
- School Events
- History
- Children's Programming
- How to/Home Improvement

[Empty rectangular box]

**10. If you are interested in viewing sporting events, what type of programming would you prefer?**

- Live broadcast
- Recorded broadcast
- Edited highlights

**11. Would you like to add a channel dedicated to education?**

- Yes
- No

**12. If so, would you be willing to pay a modest fee for such an addition?**

- < \$1 per month
- > \$1 per month
- Not willing to pay additional fee

*Identify P&A*

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13. Would you like local programming to be in high-definition?

- Yes
- No
- No opinion

14. Do you currently have high definition service?

- Yes
- No

15. Are you aware that the Lunenburg Public Access Studio is available for public use?

- Yes
- No

16. Would you consider producing local programming yourself?

- Yes
- No

17. How often do you experience cable service outages?

- Weekly
- Monthly
- Quarterly
- Annually

18. Please rate Comcast's service in the following areas:

	Excellent	Good	Fair	Poor
Routine Service and Installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complaint Response Time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billing Issues/Adjustments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy of Employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resolution of Complaints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Excellent	Good	Fair	Poor
Notification of Changes in Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notification of Changes in Programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**19. Which, if any, of these problems have you experienced in the last 6 months?**

- Complete loss of cable for several hours
- Picture quality poor on specific stations
- Picture quality poor on all stations
- Equipment problems
- Other (please specify)

**20. Please provide any additional comments**

Done

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See how easy it is to [create a survey](#).

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Questionnaire Responses

Hi Tom,

My name is Jennifer Biery and I am the field hockey coach at LHS. I really appreciate the videos of my games and I use them to improve my girls skills.

Thanks,

Jen Biery

\*\*\*\*\*

Tom, Here are my responses to the cable questions.

1. The Building Department does not currently use the cable station for any programming.

2. Future use of the cable station could be for training and code update seminars for homeowners and contractors.

3. Currently, I believe the way they are set up now would work for any future use that the building department would consider.

4. I have had no communication or need for the cable service in the past five years.

If you have any questions in regards to this correspondence, feel free to contact me.

Mike Sauvageau

\*\*\*\*\*

Good morning,

I was forwarded the email about Lunenburg Public Access and its use in regards to THMS. As far as I know, the THMS weekly podcast is the only regularly scheduled item that's broadcast on public access. I don't know of anyone in the building who uses its programs regularly, though I know that some people who live in town watch the school committee and other meetings.

Victoria Whipple

Library Media Specialist

Turkey Hill Middle School

Lunenburg, MA

@readfeed3\_8

<https://sites.google.com/a/lunenburgschools.net/whipplethms/>

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