



TOWN OF SWAMPSCOTT

TELEVISION VISIONING COMMITTEE

22 Monument Avenue
Swampscott, MA 01907

TELEVISION VISIONING COMMITTEE MINUTES

Monday, March 8, 2021

7:00 PM

COMMITTEE MEMBERS PRESENT

Sammia Atoui, Susan Conner, Joe Douillette, David Grisham, Ron Mendes, Jenn Nisbet, Ethan Runstadler, Anne Quagrello

The meeting was called to order at 7:02 PM

Jenn looked at Marblehead TV and noticed

- Sponsorship
- Headline news
- Talk on municipal lights
- Little news things in the town
- Eye in the sky
- Lecture series

Jenn talked with SFAA about programming

- Conversational interviews are good, swampscott for all ages.
- Sometimes the topic comes across better as casual conversation

Joe asked

Is there a difference between sponsoring the online content and the programming

Anne reached out to other senior centers Ipswich and Duxbury

- Programming
- Conversations with town departments
- History of the town
- Cooking shows
- Great feedback on those other segments

Ron looked at Lynn

- Notes member levels and sponsorship for various member

Susan reached out to the library community, specifically Wakefield and Beverly

- Book talks
- Discussion of what they are watching on TV
- Beverly does a speaker series
- Some paid performers

Swampscott staff likes the idea of story hours, but takes some planning time.

Need permission from the author. Cannot replay.

Children's staff has a sound system. Would be cool to have a bigger one to use outside to use on the lawn. Relatively small and portable.

The library has been doing a series of podcasts.

David

Noted how one station had retirees that worked and did some of the work

Interest in having a class, paid or not, where people would learn how to do this.

Sammia Atoui looked at some larger stations, with many focusing on arts programming

- BRIC
 - Very arts based. Local
 - Thinking of reach arts
- MNN
 - Coalescing a lot of local activities
 - Radio, website,
 - The idea of providing a platform is relevant to swampscott
- San Jose
 - "We seek to create a more equitable media ecosystem with a focus on developing impactful programs for communities who do not have access to or representation in media and technology."

Liked how the stations connected with the more fringe elements

- The most potential in community access is to bring everyone together.
- Have facebook not be the area where we have conversations about everything.

Ron

Need for a moderated call in show, on a regular basis. Swampscott related. That's the next thing we have to think about it.

Ethan looked at Medford Community Access

- policies very robust
- Meetings as podcasts

Ron asked if we should have member policies.

David noted that he finalized a letter to be circulated to Sean and the Select board regarding our community's support for Mass HD1440.

For next meeting we agreed to collect questions for our town survey

- Will need some context without being too wordy
- Questionnaire could be a webpage.
- Filer that goes in with water bills explains things and directs people to it

Meeting Adjourned at 8 PM

True Attest,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a horizontal line and a '2' with a dash.

_____(Joseph Douillette)

Minutes approved by vote of the Television Visioning Committee 4/26/21