

Great Falls TV Committee

Meeting Summary

December 2019

1. Scrolls – Members had a brief discussion on the use of scrolls on the cable channels for various purposes to include programing and channel location information.
2. Youtube – How should we utilize Youtube? Current uses like broadcast of live meetings and other content relative to individual cities was discussed. Limitations were noted due to commercial ads and maintenance of the Youtube channel for each city.
3. Surveys – Members wanted to know if there is a way we could engage in surveys to find out if people watch public access channels or view the webpage and what type of content folks would like to see.
4. Marketing – Are there ways we could use a marketing strategy to promote public access and And the twin cities? GFTV must maintain a non-commercial approach due to the franchise agreement with Spectrum.
5. Volunteers – Discussed the changes in volunteerism with GFTV and how we can attract more of them. GFTV has offered training and resources to a variety of local agencies. There is some interest in getting a better space to better the potential for training and increased participation in PEG access.
6. Trends in Technology – The group discussed how modern trends in technology make it less likely for folks to need services. Cell phones and social media create an environment where people can readily post video. Also talked about IP based technologies which enhance video distribution.
7. Channel Slamming – The cable company moved our channels from the lower channels to he 1300's Several years ago, claiming that they needed to do it due to a channel realignment. This was a ploy to diminish viewership and make access channels less visible to viewers and make the channels available to other clients. This had an adverse effect making it harder for viewers to find the content. A State law changed that and would force the cable company to move the channels back. The law change is currently under appeal by the cable company.
8. New High School – Had a brief discussion on considerations in the new school to better access to the studio with a community entrance that would keep clients out of the general milieu at the high school. Mutual use of equipment and technology was also discussed.
9. Community Bulletin Boards – Discussed ways to shorten the rotation time for the community announcements. Members talked about breaking up content into multiple boards based on content relative to each individual city to include government items and school related topics.