



PKRG-TV Meeting Minutes Monday, January 4, 2016

Meeting called to order at 7:40 p.m.

Present: Ned Barber, Bob Howell, Jamie Lewis, Sue Tudisco, Tammy Levinson, Tim Noe, George Bottinor, Meri Freedman

This was a special reorganization meeting in consideration of our past Chairman Bruce Goldsmith resigning. Ned Barber has assumed the role of acting chairman until we elect a new one.

Welcome to PKRG-TV 2.0!

Ned opened the meeting explaining our current situation and presented several ideas on how to start off the new year with a positive plan for making our station better than ever.

We should have a mission statement. Tim has a tentative redesign for the logo. The website should be attractive, have useful information and be current.

Ned asked the group (hereinafter the "team") if they liked PKRG-TV 2.0 and everyone approved. He will work on a mission statement for the members to approve.

PKRG belongs to the town--so we need to know our parameters. We can accept video from town residents; however, Sue pointed out that sometimes the quality of their submissions is low.

We decide what we produce based upon input from the community. Jamie Lewis makes decisions on scheduling content.

Video Production Responsibilities

Cover important function

Video Production Opportunities

- (1) Sports
- (2) Annual events—town events (Recreation committee)
- (3) Working with school (HS teacher)
- (4) We need to know what is legal concerning the taping of children
- (5) Community organizations
- (6) Town history
- (7) Businesses (demonstrations/history)
- (8) Citizens (Park Ridge Profiles)
- (9) Special talents
- (10) Travels

Channel 22 is seen by several other towns.

Volunteer Recruitment Plan

We must grow our team—so where can we look for volunteers?

Why do people volunteer?

- (1) To give back to the community
- (2) To use their talents—write/video/be in front of camera
- (3) Learn new skills
- (4) Social opportunities
- (5) Exposure
- (6) Free time

Where can we find these volunteers?

Targets

- (1) Scouts
- (2) Seniors—show them a video and tell them that it was done by volunteers
- (3) Groups with a specific focus
- (4) Colleges
- (5) Ned's idea: teach a course at library for better video work—then recruit enrollees
- (6) We can also get students who need community service hours

Other programming

Bring back story hours

Ask senior citizens: what do you want to see?

Volunteers have many opportunities

Tim is beginning the process of redesigning our website. To see his ongoing work, go to <http://timdnoe.wix.com/pkrgtv>

We need to find out who owns the domain name and who renews it.

Any info regarding various groups and their contact info, please forward to Ned.

Jamie thought we should have a Facebook page and she would be the administrator. Ned will run it by Bob Oppelt. We can start with just our positions and then later allow others to make comments. When that happens, the page will need to be monitored.

Old Business

Congratulations to Bob Howell, his team of videographers who did a great job of capturing all the entrants for the Holiday Lights contest (Bob, Bruce, Ned, Sue) and Ned, who did the editing of all the video clips.

First Place: Larghi family on 3rd Street

Second place: Michael McCoy on John Street

Third place: Jason Destro on Henry Street

Bob thought this year's show was one of our best.

Welcome back, Tammy. We missed you!

Patty Mauro, who did an excellent job of preparing and presenting material for the Memorial Day Parade, will be invited to join the team.

Meeting adjourned at 9:10 p.m.

Next meeting Monday, February 1, 2016