

Memorandum

December 5, 2008

To: Cable Commission
From: Media Services Director, William H. Brehm
Re: 2009 Goals

As requested by the Cable Commission I have outlined in writing some of my goals in 2009 for the Media Services Department. I have listed several broad areas in which I intend to direct my focus as well as pending and in progress projects in each area.

Increased Internet Presence

- Expansion of "On Demand" programs
- Continued 24/7 live streaming of WSTO
- Easy links for embedding WSTO videos in outside web pages

Additional Funding Sources

- Expand WSTO-Online Ads and Underwriting
- Increase Contracted Video Production
- Additional Underwriting Options for Specific Programs
- Push Digital Conversion Services
- Expand Opera House Video Productions

Staffing

- Create Hypothetical Position Description for Network Specialist Video Production Combo (IP Phones, Video Servers, Web, Graphic Design, Etc.)
- Reintroduce Use of Volunteer Labor

Video Equipment Updates

- Full Inventory
- Purchase of Video Server to Enhance Automated Playback System
- Tripod Replacements
- Road Production Box Replacement/Rebuild
- Purchase Portable Electronic Storage Devices to Replace Tapes

Special Projects

- Apply for Grant to Convert Analog Video Archive to Digital Format – Begin Process
- Develop Rebuild Plan for Small Studio
- Refine/Repair Council Chambers A/V Systems
- Refine School Board Room Cable Runs and Camera System
- Develop Plans for Permanent Cable Runs in Various City and School District Locations