

Memorandum

December 1, 2009

To: Cable Commission
Cc: Mayor Jim Griffin
From: Media Services Director, William H. Brehm
Re: 2010 Goals

As requested by the Cable Commission I have outlined in writing some of my goals in 2010 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

- Develop more intuitive user interface and match to main City website branding
- Expand "On Demand" programs to include all digitally encoded programs
- Easy links for embedding WSTO videos in outside web pages

Additional Funding Sources

- Expand WSTO-Online Ads and Underwriting
- Continue to increase Contracted Video Production by outsourcing post-production services
- More targeted Underwriting Packages for H.S. Sports Coverage and other programs
- Offer consulting services to other regional PEG stations
- Continued push for Digital Conversion Services including film to DVD
- Acquire sponsorship support for volunteer staffed Opera House live TV music program

Staffing

- Create Hypothetical Position Description for Network Specialist Video Production Combo (IP Phones, Video Servers, Web, Graphic Design, Etc.)
- Increase Use of Volunteer Labor
- Increase Cross-Training of Technical Part-Time Staff

Video Equipment Updates

- Full Inventory
- Enhance Remote Streaming Capabilities
- Refine/Update Council Chamber A/V Systems
- 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 School Board Room Cable Runs and Camera System
- Develop Plans for Permanent Cable Runs in Fire Station & H.S. Gym