

June 13, 2007

MINUTES OF A REGULAR MEETING OF THE TORRANCE CABLE TELEVISION ADVISORY BOARD.

1. CALL MEETING TO ORDER:

The Torrance Cable Television Advisory Board convened in a regular meeting on Wednesday, June 13, 2007, at 7:08 p.m. in the Torrance Community Television Classroom located in the Stanley E. Remelmeyer Telecommunications Center.

2. ROLL CALL:

Present: Commissioners: Carlson, Korman, Leone, Nishinaga, Perkins, and Chair Sunshine

Also Present: Cindy Hibbard, Clerk Typist
Mark J. Doddy, Community Television Coordinator
Michael D. Smith, Cable & Community Relations Manager

Excused: NONE

Absent: Rivera

3. FLAG SALUTE:

Commissioner Nishinaga led the salute to the flag.

4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA:

MOTION: *Commissioner Carlson moved to accept and file the report of the City Clerk on posting of the agenda for this meeting. This motion seconded by Commissioner, Perkins carried with an aye vote.*

5. ANNOUNCEMENT OF WITHDRAWN OR DEFERRED ITEMS

Item 6A, April 11, 2007 minutes

6. APPROVAL OF MINUTES - NONE

7. SCHEDULED BUSINESS:

A) Community Matters – NONE

B) Committee Reports

1) Producer Incentive Committee – NONE

C) Report of the Community Television Center

- 1) **April, 2007** - Coordinator Doddy discussed statistics for the month. He highlighted 9 new programs were completed with 14 programs bicycled. He also noted studio usage was significantly up at 64%, field camera check-outs for the DV Field Camcorders were at 52%. Post-production was slightly up over the previous month at 39% compared to 35% last year. New Users Orientation had 3 participants with 2 becoming certified. 4 Users attending the Post Production Workshop with 4 being certified. 3 Users attending the Field Production Workshop with 3 being certified. 16 guests attended the monthly Producer Get-Together, while the Producer Posse was cancelled. Staff gave tours to 19 Cub Scouts from Den 2, Pack 166 and 20 Cub Scouts from Anza Elementary.

Brief discussion followed.

MOTION: *Commissioner Korman moved to accept the Torrance Community Television Center Report for April 2007. This motion seconded by Commissioner Leone, motion carried with aye vote.*

- 2) **May, 2007** - Coordinator Doddy discussed statistics for the month. He highlighted 17 new programs were completed with 43 programs bicycled. He also noted studio usage was significantly up at 43%, field camera check-outs for the DV Field Camcorders were at 39%. Post-production was significantly up over the previous month at 65% compared to 30% last year. New Users Orientation had 3 participants with 2 becoming certified. 1 new Users was certified through the "It's Your TV Brochure". 3 Users attending the Post Production Workshop with 2 being certified. , while the Producer Posse was cancelled. Staff gave tours to 100 students from Anza Elementary.

17 guests attended the monthly Producer Get-Together on May 4th, featuring Advanced Camera Techniques. The Get-Together was titled "Seeing is believing" led by Coordinator Mark J Doddy. Mark started by drawing out the differences between HD (High Definition) and SD (standard Definition) television and why so much of the industry is advancing into HD technologies. After this brief discussion Coordinator Doddy broke down the basics of video framing, which includes three basic rules: nose room, head room, and the rule-of-thirds. Although these basics are also taught in the Field Production workshops offered by TCtv, some of the attendees are not TCtv students. These tips were also a good review for TCtv students as well.

Additional basic curriculum covered included camera moves, pan, tilt, dolly, and white balancing. In addition, the TCtv Camera (Panasonic AG-DVX100A, 24p) has a lot of advanced options including: choosing the look of the video by selecting 30 frames per second (normal video playback) or 24 fps (simulating film speed); a lighting option when shooting under fluorescent lights to balance out the green hue; and many more options were reviewed.

The next Get-Together is June 15th, Advanced Lighting Techniques where TCtv Coordinator and staff will show how to light the studio set, use Chinese balls for lighting, basic three point lighting, and the Rembrandt effect.

Brief discussion followed.

MOTION: *Commissioner Perkins moved to accept the Torrance Community Television Center Report for May 2007. This motion seconded by Commissioner Nishinaga, motion carried with aye vote.*

D) Report of Legislative and Cable Related Activities

Verizon, which introduced its television service in Delaware late last year, recently introduced a discount "triple-play" package of services. The company is challenging Comcast by offering its television, high-speed Internet and telephone service bundle for \$99 a month for 24 months, or \$109.99 a month for 12 months.

There's a ton of money to be made in phone service--about \$60 billion of yearly revenue just on voice plans for U.S. consumers. And don't cable companies know it. For years they have been laying miles of new fiber-optic cable and doing everything they can to steal chunks of that business from the phone giants. So far they've managed to pull away about \$4.6 billion in phone revenues, according to Sanford C. Bernstein & Co.

Another pay television provider wants your business, but is AT&T Inc.'s upgraded phone lines a smart way to watch TV? The behemoth of phone companies is pushing into a new field, offering video programming in parts of 14 Southern California communities, from Simi Valley to Anaheim to Riverside. And that's just for starters. A mere infant in pay television, AT&T is spending up to \$6.5 billion in its initial phase to build a hybrid network of fast fiber-optic and conventional copper wires to deliver its U-verse TV service. It expects to cover 18 million homes in California and 12 other states by the end of next year.

The first rule for promoting a new technology is to make sure it works. So it's a surprise when a four-person team from EarthLink Inc. says that the wireless broadband service the company is rolling out for the city of Anaheim, Calif., won't work in a coffee shop there. This is the same Starbucks where the EarthLink folks had just spent an hour pitching their Feather service. "The walls are too thick," explained Cole Reinwand, vice-president of products strategy and marketing.

Brief discussion followed.

MOTION: *Commissioner Perkins moved to accept the Report of Legislative and Cable Related Activities for May 2007. This motion seconded by Commissioner Korman, motion carried with aye vote.*

E) Old Business - NONE

F) New Business

- 1) **A recommendation from the Cable & Community Relations Manager that the Chairperson appoint new members to the 16th Annual TCtv Video Programming Awards Committee and appoint a new chairperson.**

APPOINTMENT: *Chairman Sunshine appointed Commissioners Korman and Perkins the Committee and Commissioner Leone as Chairman.*

MOTION: *Commissioner Carlson moved to support the appointments, this motion, seconded by Commissioner Nishinaga, carried with an aye vote.*

- 2) **A recommendation from the Cable & Community Relations Manager that the Cable Television Advisory Board elect a Chairperson and Vice-Chairperson for the fiscal year 2007/08.**

MOTION: *Commissioner Korman nominated Commissioner Leone as Vice Chairman and Commissioner Nishinaga as Chairman, this motion was seconded by Commissioner Perkins, motion carried with an aye vote.*

G) ADDENDUM MATTERS - NONE

8. ORAL COMMUNICATIONS:

- A) Coordinator Doddy announced today was his birthday.
- B) Secretary Hibbard wished everyone a happy and safe 4th of July.
- C) Secretary Hibbard wished everyone a happy Summer Solstice, the longest day of the year on June 21st.
- D) Secretary Hibbard also wished each Dad, a happy Father's Day.
- E) Manager Smith mentioned the Memorial Services held in honor of Pfc. Joseph Anzack Jr. held at South Torrance High School on June 1st.
- F) Manager Smith also thanked Commissioners that were able to attend the 11th Annual SCAN NATOA Inc. Spring Conference, held in Santa Monica on May 24th. He stated the conference was a success, and that they received many compliments on the educational value of attending.
- G) Commissioner Carlson mentioned he and his family truly enjoyed this years Armed Forces Day Parade.
- H) Commissioner Korman thanked staff for their assistance with the Torrance Symphony Concert water bill insert advertisement.
- I) Commissioner Korman announced the upcoming Torrance Symphony Concert in the Park on August 26th, 1:00 p.m. at Wilson Park.
- J) Commissioner Leone thanked everyone electing him as Vice Chairman and being appointed to the Awards Committee.
- K) Commissioner Leone mentioned that today was also his birthday.
- L) Commissioner Leone also stated he planned to attend the next Producer Get-together to become better informed about TCtv.
- M) Commissioner Nishinaga thanked the City for the opportunity to attend the SCAN NATOA conference in Santa Monica. He felt it was a worthwhile educational experience.
- N) Commissioner Nishinaga discussed AT&T's entry into the video services.
- O) Commissioner Nishinaga also discussed underground requirements of facilitates.
- P) Commissioner Perkins reminded everyone of the City's Independence Day Celebration at Wilson Park on July 4th.

AMENDED 07/11/07

- Q) Commissioner Perkins was pleased to see her granddaughter included in CitiCABLE's 3 coverage of the Armed Forces Day Parade.
- R) Chair Sunshine mentioned he enjoyed the opportunity to attend the Armed Forces Day Parade and Celebration.

9. ADJOURNMENT:

Chairman Sunshine adjourned the meeting of June 13, 2007 to reconvene on Wednesday, July 11, 2007 at 7:00 p.m.

Respectfully submitted,

Michael D. Smith
Cable & Community Relations Manager

Roll Call: Carlson ☐ Korman ☐ Leone ☐ Perkins ☐ Rivera ☐ Sunshine ☐ Nishinaga ☐