

2010 Cable Committee Goals

2006-10 Accomplished Goals

- Granicus streaming, the internal feed, the website, and broadcasting more meetings have all made people more aware of KALB
- Broadcast/Archive P&Z, Waterfront, AUSD board of education meetings
- Revenue generated from fee to AUSD for KALB services
- Stream channel on City website
- KALB available on Comcast digital tier
- Receive satellite feeds of content FSTV, UCTV
- New Video broadcast system at City Hall
- New Video broadcast system at Community Center
- CMAC committee modified from ad-hoc to official
- Part-time staff modified to 75% time benefitted City employee
- Mobile Video recording system - in progress
- Multiple access points throughout city to facilitate live broadcast - in progress
- Create more content - in progress
- Live broadcast of local youth sporting events - in progress
- ATT U-Verse

Updated/Revised Goals

1. **Get more programming**
 - a. From Albany citizens
 - b. From Albany organizations
 - c. From Albany High students
 - d. From outside sources (purchase programming)
2. **Training**
 - a. Institute as-needed training in the use of the existing & future production facilities
 - b. Training for committee
 - c. Training for public
3. **Raise community awareness**
 - a. Make Albany citizens aware that channel 33 exists, that it is their channel, and that they can help provide programming
 - b. Get more volunteers who are interested in making programs/seeing that programs are made
 - c. Be more vocal about the need for community involvement
 - d. Utilize Social Media – facebook, twitter etc.
 - e. Create Video/Film Festival

- f. Use local media outlets like Albany Patch
- g. Get the program schedule on the TV guide channel and keep it current.
- h. Form Albany resident production group to educate and produce programming
- i. Renew equipment on as-needed basis. (PEG fees provide ongoing funding for equipment acquisitions)

4. Equipment

- a. More use of existing production equipment
- b. Build out Edith Stone room to facilitate broadcast of library events
- c. Build out EOC to create multipurpose studio/classroom
- d. Investigate new equipment options
- e. upgrade equipment as needed
- f. Install fiber transmitter/receiver in certain Albany locations
 - i. AUSD Little Theatre
 - ii. AUSD Cougar Field
 - iii. City Senior Center
 - iv. Memorial Park

5. Production

- a. Build production facilities/studio at the Community Center that can be used by staff and public.
- b. Adult School Video Class
- c. Build out Edith Stone room to facilitate broadcast of library events
- d. Build out EOC to create multipurpose studio/classroom
- e. Promote use of council chambers
- f. Locally produced content
- g. Pursue relationship with local media
- h. Provide capability for live coverage
- i. Sustain regular working relationship with AHS