

GREY HIGHLANDS CULTURAL ROUNDTABLE #5

JULY 15, 2015

6:30 p.m. – Centre Grey Rec. Complex, Markdale

36 people attended – a sign in sheet recorded those in attendance.

INTRODUCTION:

Cultural Development Fund project lead Wilda Allen welcomed attendees and provided an outline of the project and its status to date. She noted the Grey Highlands Public Library has developed policy for the channel and will be developing guidelines and templates for the community to use in submissions.

CABLE CHANNEL OVERVIEW:

Markdale Communications Technical Manager Dave Harrington made a presentation about the company, its coverage and how the upcoming cultural channel will work. It will be 24/7 run on Capital Networks (known as the best in the business of these kinds of channels) on a Billboard program (software).

Information will be downloaded/uploaded into the system – so it is not broadcast (only available to cable subscribers). The library and museum staff will be trained on the program to manage the content. The time and frequency will be set by the staff managing the system.

The audience now available is 2300 people, including 161 on an Analog service.

Wilda offered examples and reiterated there will be opportunity to do videos for the channel and there will be training on how to do video and editing. She gave an example of the Christmas choir offering up a clip of the choir on the channel. This is really about how the library may serve the community through this channel.

There was some discussion around copyright – with the potential of including music in videos of performance. It was suggested since the channel is not-for-profit there would not likely be any copyright issues. All these details and requirements will be covered in guidelines for the channel.

Wilda also noted this is a first venture for a library/museum collaboration to develop a cultural community channel, so there is much interest from other communities as well.

The timing of the channel being live will be dependent on the preparedness of the partners. The unit to run the channel is up and running and the channel is live now but is not available to the public. There will be a “Beta” launch soon to ensure all the hardware and software are working correctly. The channel will be “piggybacking” on the Markdale community channel for now.

Beta test should be up in the next couple of weeks – will test content and slide shows with still images

Training will be provided soon for library and museum staff for the Billboard software. Templates and a workshop on creating content will be developed and presented in August (tentative date of August 12).

MOCK CHANNEL PRESENTATION:

GHPL staff member Lindsay Shaw presented a Power Point as a mock preview of the channel – with sample slides as well as a sample video. Video workshops are pending for the community once equipment is acquired. Editing software will be available at the library.

The library will keep a central directory of video resources and develop an “expert” group of people who attend workshops who may then assist other groups to do videos. Videos will also be made available on YouTube and other websites.

There was some discussion around who controls content for the channel. How do we determine what is allowed and what is not. This will go through the library and be governed by policy and guidelines as mentioned. There will be criteria around the channel’s use including non-commercial content. If something does not play on the cultural channel it may still be posted on the community channel (run by Markdale Communications). The intention is for the channel to be as inclusive as possible.

Postings on the Cultural Channel can also include links for people to note and follow to websites.

The boundaries covered by the channel will be South Grey and into areas covered by the library’s catchment area and the cable coverage area.

CHANNEL SLIDES DO’S AND DON’TS:

GHPL staff member Jessica Hammond gave a Power Point presentation on best practices for creating appropriate “slides” or “posters” for the channel – including do’s and don’ts. Templates and workshops will clarify this further in upcoming public meetings.

BRAINSTORMING SESSION:

Wilda offered some ideas of what the library will use the channel for – including promotions of events and videos of library programs. The museum manager offered there are many opportunities for sharing content about local heritage and culture on the channel – including some heritage house “then and now” photos, historic images and video of past events and clips from earlier one-on-one interviews as “heritage vignettes.”

South Grey Museum curator and manager led the group in a brainstorming session of the kinds of things that could be on the channel in the future, including the following:

- Short three-step quilting tips (video)
- Next meeting announcements for local groups
- Speaker events – all welcome events
- Regular updates on local group activities
- Presentations as catalysts for future actions
- Snapshots and collections of images of the area
- Some slides may post longer than current channel – multiple images in a row
- Artist profile images plus slides of work and bios
- Opportunity for people to promote themselves without a website
- Images and video clips of local events – fairs, horse pulls, competitions, slide shows of winners
- Archives of images – content will be kept on file by library for future reference/use
- AUDIO is POSSIBLE – pending some technical clarification with the provider
- Promotion of social welfare groups like community garden and local food boxes/banks
- Demographics directed – promotions of opportunities by age group

- Calendars of events for local reference
- Public health comments – culture of empowered communities – well-being initiatives
- Partner with drama group to show healthy tips (eg. fall arrest skit)
- YOUTH CULTURE
 - o take it to high schools and elementary students
 - o Co-op program students could learn and support the channel
 - o Drama/audio visual clubs could promote and create content
 - o Library has already reached out to local schools
- Heritage Grey Highlands
 - o clips on benefits of designation
 - o before and after images
 - o education – identifying architecture
 - o “look up” appreciate the details in your community
- Potential to have “sub groups” of thematic promotions of culture – colour code? Criteria by segment
 - o Education
 - o Lifestyle
 - o Awareness
 - o Promotions
- Slides promoting the channel – seeking stories – contact us – digitize existing VHS and other resources
- Information on local brunch programs – community garden
 - o Recipe segments using local fresh food
 - o Belly dancing group – how to’s and come out and join us
- Heritage stories of locations – LOCAL stories – catalyst for MORE stories – make community proud
- Multi-portal promotion – push people to the municipal calendar, library site and visitgreighighlands
- Broadcast live streaming – potential to work in the future – this is IP based and may take more funds)
- Educational segments for seniors – like on You Tube – this is a good opportunity to connect with seniors who are not on internet through cable
- Theme by season and holidays
- Tours of local villages, trails, ghost stories etc.
- Remembrance Day services and recognition of local vets
- GH moments – vignettes, drama groups etc.
- Murals – who did them, where are they - tour
- How people feed into themes – eg. quilters donated to military etc.
- NOTICES could go out to community groups on themes requesting content submission
- TIME CAPSULE was found under the old Markdale Centennial gates
 - o Could coincide the opening of it with the channel launch
 - o Video tape the creation of a new time capsule to go under the new gates
- END USER was discussed
 - o will be residents and visitors
 - o potential to have the channel up in local facilities and accommodations
 - o blow our own horn so others may hear it and see it and be attracted to it

THANK YOU: Meeting adjourned at approximately 9 p.m. Many people lingered to discuss ideas.

NEXT MEETING: Tentatively scheduled for Aug. 12 – location TBD.