

VMX Committee Meeting Minutes 6-7-18

Present via Slack:

Rebecca Padula, Drew Frazier, Jamie Dimick, Rob Chapman, Cor Trowbridge, Kim Villemaire, Jim Hering

1. Approve minutes of April meeting

Drew- Move to approve minutes as presented. Kim - Second
5-0-2

2. Re-organizational election of VMX officers

Chair - Rebecca is stepping down as chair. Cor nominates Kim, Jamie seconds.

Vice Chair - Drew will stay on as Vice Chair

Secretary - Cor will stay on as Secretary

7-0-0

3. Quarterly Telvue call - Jesse wants to reschedule the quarterly meeting for tomorrow. Outstanding issues:

- Reporting requests from previous calls - any progress on a date filter?

- LCATV has an ongoing audio ticket open since March - TelVue says they include a CALM audio normalization in all their audio profiles, but Rebecca has measured the difference at -13 dB. Problem reported by a viewer who can barely hear their LCATV show (Reason or Revelation) on VCAM after it's downloaded on VMX.

- Support tickets: Consistently receive "TelVue is experiencing unusually high call volumes" - it's not unusual if it happens all the time. Bring this up with Jesse.

4. Should VAN re-purchase VMX domains for the web? These are held by VCAM now, so possibly a non-issue for now.

- vermontmediaexchange.org - Drew reports that the domain is registered at names4ever, which is now aplus.net. Rebecca will recommend to VAN to purchase this site. Ask Greg what happened to .net and .com, get vmx.tv while we can. Also vmx.org?

5. VAN Workshop Session take-aways

- Livestreaming Workshop: Cor reported that there was general agreement of using Slack to share livestreams with advance notice for content of statewide interest such as sports, election coverage, iconic local events, disaster coverage, PUC hearings, and concerts (if music rights addressed). Needs to be a streaming source such as YouTube or Facebook that everyone can use.

- OTT Workshop: Drew and Tony Campos led. This was an introduction to OTT with market data, scale of adoption, and a look at providers such as Vimeo for custom branded apps on any platform. Reviewed Tony's New England Cooks channel, MediaFactory, RETN's app. Statewide content strategy would be needed for a VMX OTT app. Patrick reported from NAB - YouTubeTV, Hulu with live TV, live sports and other live linear content is migrating to OTT.

- Drew reported on his discussion with Randy from Tightrope on our choice of vendor for VMX - he understands why this decision was made in favor of TelVue back then, but we should be aware of making vendor-specific decisions in the future. Look at all options if we are considering a VMX OTT app.

6. Creation of an upload only account for Marketing Committee Statewide PSA use

- Rebecca attended this meeting today; the goal is to contact every state agency, will do SurveyMonkey survey to find out which agencies do in-house production. Rebecca's idea is to create a single upload-only account for PSAs and give out login credentials as needed - Committee agreed. Rebecca will ask TelVue to set it up.

7. Any VAN Board updates we should know about?

- Statewide AMO Committee: Rob will reach out to Lauren-Glenn about next steps. Steve Whitaker has asked to join. VAN as a 501(c)6 is not subject to the Open Meeting Law. Steve is a private citizen who is a telecommunications advocate for the public interest and seeks to be part of the process. He has archival knowledge and could be invited in as a guest on an as-needed basis.

8. Any other Business I forgot to include here?

-None

Adjournment (by new chair Kim)

Cor - moved

Jamie - second

7-0-0

2:30 PM

Next meeting: July 5th at 1:30 PM via Slack - meetings are First Thursdays at 5:30

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