

ASBURY PARK CABLE TV ADVISORY COMMITTEE

AGENDA FOR APRIL 20, 2022

STEPHEN CRANE HOUSE, 508 FOURTH AVE.

TIME 6-pm

Call to order by Chairlady Ginny Otley

Roll Call – Secretary Ed Salvas

Approval of the Minutes of March 16, 2022

DISCUSSION

Station Manager Nate McCallister - report on the latest additions to the program schedule and the programs in production, Equipment Updates and Manager’s meeting with Jersey Access Group.

Jersey Access Group (JAG) – Ed Salvas - The March meeting was held via ZOOM on the 30th and included a discussion of the importance of using the channel Bulletin Board as a promotional vehicle for the station. Equipment vendor Cablecast conducted a presentation of its equipment as a competitor to TelVue. Emphasized how the station needs to be on every platform - Roku and Apple TV and YouTube.

Details of the 2022 Eastern Video Conference May 24-26 with virtual workshops on the 24th and 26th, an in-person trade show on the 25th at the Edison Crowne Plaza Hotel including a lunch and dinner and the JAG Awards presentation. The cost is \$35 for everything, (Trade Show only, \$25.) Discount Hotel accommodations are available.

OLD BUSINESS

Request the city approve \$2,000 for promotional materials for APTV

Public Service Announcements on Food Pantries and the “Be Kind” campaign for local merchants and restaurants. Video of the Police Department’s Police Athletic League.

Review of the city’s Franchise Agreement with Cablevision/Optimum

NEW BUSINESS

ADJOURNMENT

Agenda prepared by Ed Salvas, Secretary, APTV Advisory Committee

