

Cable Department Objectives:

Create more avenues of access for viewers:

Design and install necessary components and software in Moose Hill Chambers control room and points in Studio building.

Staff creates more professionally produced programming highlighting notable activities throughout Londonderry:

Commit staff to more field recording.

Recruit new producers to create more public programming:

Educating new volunteers for the purpose of access television and resources available to them.

Increase Social Media Presence:

Posting more frequently and creating additional reels and shorts.

Increase Outreach:

Increase awareness of town events and reaching out to public service organizations ie. Rotary, Chamber of Commerce, Lions and other groups.

Evaluate current and Increase options in Headend for additional outlets.

Add necessary hardware (currently in progress.)

Initial Discussions

Wednesday, November 26, 2025 07:53

OBJECTIVE	ACTION ITEM	KPIs
Create more avenues of access for viewers	<input type="radio"/> Design and install necessary components and software in Moose Hill Chambers control room and points in Studio building <input type="radio"/> Evaluate current and increase options in Headend for additional outlets <p style="text-align: center;">Status: currently in progress</p>	<ul style="list-style-type: none"> • Install X mics in the ceiling of Moose Hill • Install 2 more cameras in Moose Hill and replace existing 4 cameras
Staff creates more professionally produced programming highlighting notable activities throughout Londonderry	<input type="radio"/> Recruit new producers to create more public programming <input type="radio"/> Support departments telling the story of what the Town is doing	
Increase awareness of the Access Center content and resources	<input type="radio"/> Increase Social Media Presence <input type="radio"/> Increase awareness of town events <input type="radio"/> Reach out to public service organizations ie. Rotary, Chamber of Commerce, Lions and other groups	<ul style="list-style-type: none"> • Develop a content calendar for CY2027 • Post 2x a week on your own page and 2x per month on the Town • Give Erin access to Town page • Do 2 new partnership videos with community
Transition to fully virtual Teams meeting setup by 2028	<input type="radio"/> Feasibility study - answer all the big questions <input type="radio"/> Cost estimates <input type="radio"/> Workflow & SOP development <input type="radio"/> Public participation policy	<ul style="list-style-type: none"> • Have two stakeholder brainstorming sessions

Don't want the public to feel we are stepping back