

## RPI TV Executive Committee – 02-15-2010

Officers Present: Alex Niaura, Tiffany Milano, Reilly Hamilton, James Petranik, Mackenzie Sullivan, Ben Vreeland

Members Present: Kyle Mackenzie, Michael Zwack, Matthias Galvin, Andrew Armenia.

### Past Productions

Tampa trip – Nothing was lost or broken. A lot was inspected. “Equipment was used improperly” on Thursday night to show drunk people on rpitv.org. Business was done, but Ben points out that the business was unnecessary. Tiffany got a Phalanx letter on air and the Poly was watching.

Some notes on the Tampa trip: Equipment was condensed (i.e. cables in with the audio case or camera bags, boom poles in the tripod bags). The cameras were carried at all times (or left in the hotel after the rooms had been cleaned). Camera bags work as carry-ons. Tiffany says that they had to have faith in airline baggage handling (I'm not sure I agree with this). On the whole, things ran smoothly. Alumni were asking about RPITV.org; some of them seemingly couldn't figure out how to spell “RPI TV”. Another trip like this isn't likely in the near future, but Tiffany thinks that this trip was good for publicity. The live stream attracted lots of attention – it was a bit like some kind of reality show.

James is going to take the initiative on editing the production; he and Tiffany will agree on a time after the meeting.

Hockey Friday: No one died. Martha observed our production during the first period. We discuss some ideas about use of super slow motion.

High-Speed Capstone Project: Reilly met with the student who was interested in using a Z5 today and they did some experiments with the camera. He seemed happy with the camera output. There will be a test shoot Thursday at 10:00pm. The project team is made up of 11 people, including 3 hockey players. Tiffany wants to use this opportunity to find out how attractive the hockey players are. Reilly thinks Chase is too short, but is therefore the perfect height for Tiffany. Pucks impacting boards, and a cart representing a player impacting boards, will be filmed Thursday at 10:00, unless the test is rescheduled.

Video for “The Center”: Tiffany was in the CDC, CCPD, or whatever it's called today and spoke with Diana. Diana looked at the quote and was pleased with it. According to Kyle, that means we should triple it. Tiffany thinks it's good that she's pleased with the quote and that the job will help RPI TV get involved with other campus organizations. Kyle points out that the editing rate in the quote is wrong. Ben requests access to the job policy, which Kyle says is available on the website, or Flagship.

Players Evening of Performance: The Players provided a lot of dates but Reilly prefers the Sunday matinee. Kyle points out that Reilly is going to hockey at Clarkson and this is the reason for the preference. It's Sunday at 2:20pm. The Players have been quoted \$36 for this production (3 hours of camera + 2 tapes, rounded up). Matthias points out that RPI TV may be worth more than this; Reilly proposes indexing RPI TV rates to inflation but then decides that that's too complicated. The 5 officers have voted to do the production on a Sunday. Motion passes 5-0-0.

RPI TV has been asked to film the celebration for Rick Hartt's retirement on February 26. We have been asked to do this by Martha and also Eddie Knowles via Ben Hunt. There has been no service

request but we will likely do it anyway. Because we have hockey in addition to this production, we will likely be transporting the Z5s from the Rick Hartt event to the hockey game. The event will likely be finished by 6:00pm, so there will be time for the cameras to be moved.

The Lenten Series: Reilly emailed David D'Amico. The dates are Wednesdays in March and April. We do not yet know how long the talks will go for. Reilly sees no reason RPI TV should not participate in these; they will be quoted at the standard rate of \$10/hour for camera work. Reilly swears at me: “Jesus Christ! I can't hear myself think over your typing!”, then remarks that he shouldn't have done that while discussing a religious event. They are looking for camera operators. They will be using Mediasite so the camera operator will need to be briefly trained.

Matthias requests to be the Duke of PR, Earl of PR, Baron of PR, or Director of PR, in order from highest to lowest priority. When asked what PR stands for by Kyle, Matthias responds, “Public Relations, dumbass!” Reilly wants to spin off “RPI TV Studios”, a separate, formal entity within RPI TV for creative productions. Matthias hasn't heard of this idea before, but is asked if he'd be the head of RPI TV Studios. Matthias's goal as Director of PR is to address the problem of dwindling membership and try to make the club more of a campus “staple”. He cites the example of the Players: a large on-campus organization which is well-connected off-campus (i.e. to alumni). Matthias believes that expanding the club's reach using original content will help improve membership; he believes that the Players demographic is similar but not identical to what RPI TV needs to attract via original content. Matthias believes that sports and similar productions have reached their limit in the amount of exposure they get for the club, and the club could benefit from expanding its horizons in this way. Matthias plans on graduating in December, not this spring, so he is more qualified for the appointment. Tiffany liked RPI PD even though it crashed her computer many times. She also notes that the officers should be notified when cameras or other equipment is taken out of the office. There is a brief discussion on the procedure of signing out equipment.

James asks Matthias how he will attract an audience for creative productions. Matthias mentions Facebook as a possible avenue for “spamming” “friends” with videos, like other things such as FarmVille or quizzes. He believes that this word-of-mouth advertising is the best way to achieve publicity, though Matthias and Ryan Kemper have been writing ad copy as well. They have also been making commercials. Matthias asked Andrew Tamoney about airing a finished commercial. There was a failure in communication; according to Matthias, Mr. Tamoney did not accept the commercial so it did not air.

Matthias wants to run a massive advertising campaign for RPI TV. This would involve plotting posters as well as trying to make the club more inviting – e.g. pizza at more meetings. James suggests getting Chipotle; Tiffany refines this to the idea of a make-your-own burrito station. There is a lot of discussion about food; Reilly says we need to get back on topic. Tiffany takes a call from Charlie and asks him to get pizza for the business meeting in 20 minutes. Reilly wants to create a director of food procurement, but asks Matthias to continue his “testimony” on PR. Matthias “did not have sexual relations with that woman.” Matthias gets back to James's question. He mentions commercials on Concerto. James wonders about using RPI PD as a promotional tool for RPI TV. Matthias says that they will be treated separately: “how many commercials for CBS do you see?” We discuss whether RPI TV Studios, RPI TV Sports, and other things should be branded separately. We mostly agree that they should (by example of Fox, but Reilly says that we're not a Rupert Murdoch company).

Ben asks Matthias whether the Executive Committee will get to see any of Matthias's work and approve it before it goes “live”. Tiffany wants to play with the “RPI TV Studios” logo. Matthias says

she's got to talk to Kemper. Tiffany takes this to some sort of quasi-logical conclusion involving Kemper getting excited about the idea of “playing”.

There are no further questions for Matthias, so the officers vote to appoint him as director of PR. 5-0-0 Approved. He can now be impeached and removed. So it is moved. The motion fails 1-2-2.

Ryan Kemper has requested a key, as has Matthias. Tamoney still has a key, although it should be retrieved pending his continued involvement. Kyle says he's only been sighted wandering out of his room once in a while. Kyle asks Matthias how often he gets “trashed”. He already knows the same information from Kemper. Reilly wonders if they will drunkenly enter the office. Tiffany says “some people” i.e. Reilly need to keep the office cleaner, because he left “shit” all over the desk. There is mention from James about the expired heavy cream in the refrigerator. Matthias is asked if he will leave expired heavy cream in the fridge, instead of just broken cables and equipment. He doesn't answer. Kyle notes that the keys shouldn't be passed around with no accountability. Reilly is confirming that Matthias is a Senior Equipment Operator. Matthias will be passing off the day-to-day operations of running the shows to Ryan Kemper, who is graduating after this semester. But this will allow Matthias to develop new ideas. Matthias is not currently a Senior Equipment Operator, so he requests to become one. He cites his work on existing productions as evidence that he is competent in the effective use of equipment, and he also claims to have never run over a tripod. The motion passes 5-0-0.

The discussion goes back to the keys. We discuss the possibility of getting more keys. Matthias is granted a key 5-0-0. Ryan will get key access through Matthias; Matthias will notify the officers when Ryan obtains access this way.

Ben Vreeland is requesting Senior Equipment Operator privileges. Reilly asks Ben about his proficiency in using the equipment. He says he is proficient. Matthias asks when we are getting cameras; Reilly answers next Thursday, possibly. Motion passes 4-0-1.

Meeting is adjourned because we must go to the business meeting – 9:30 pm.