Online PEG Channel with Ustream.tv and Youtube

Town of Winterville
Information Technology Department

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Town Council requested that we look into a way to provide more citizen access to our meetings and information

- We first upgraded our website and provided content management back into the hands of departments.

- We then began looking at ways to supplement our audio/video coverage and delivery.

Several different software packages and delivery methods were investigated. We based our assessments on:

1. *Quality*
2. *Service Provided*
3. *Simplicity*
4. *Cost*

We elected to use Ustream and Youtube as our platforms of choice at the present

- Provided a live stream of the content
- Archived material can be kept for approximately 25 hours or possibly more of material
- Download ability for offline archiving
- Software available at a low cost to publish
- No or small recurring service cost

Our setup consists of the following:

- 3 Axis IP Cameras

- 1 license of Ustream Producer Studio

We recorded our first meeting after many tests on Monday, May 14

- Successes were found but also failures
- We have modified our shots and focus
- Learned from preconceived ideas of what works best versus reality
- Recorded again at June meeting with these settings and deemed ready to "go live" in July

Examples:

- Town embedded live video
http://www.wintervillenc.com/video.aspx

- Town embedded archive links
http://www.wintervillenc.com/video.aspx?section=archived

- Ustream Channel
http://www.ustream.tv/channel/towncouncilmeetings

- Youtube Channel
http://www.youtube.com/townwintervillenc

What worked…

- The goals of simplicity and time were met
- The goal of multiple delivery points is possible
- Gives point of participation for citizens who cannot attend meetings
- Costs were kept low

What does this allow us for future growth?

- Time can be concentrated toward providing more content to engage the public in local government
- Agenda's can possibly be linked to highlights and give the same effect that more costly software delivers
- Broadcasting other high profile events and meetings where applicable

Special Thanks...

- Town of Winterville staff that helped with recommendations

- Mr Bryan Arp for his aesthetic touch to the project

- North Carolina Local Government Information Systems Association (NCLGISA) Boards and Members ideas and suggestions

- City of Conover, NC technology staff

Any questions or suggestions?

Help us continue to think
outside the technology box.