

# DedhamTV.com & DedhamTVLive.com Website Administration & Management

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## OVERVIEW

As of late summer/early fall 2015 **Dedham Television** (also referred to as: *the studio*) embarked on an entirely new rebranding campaign, which included: new public relations and marketing collateral, new signage and business cards, new social media channels, a new video-on-demand video streaming platform, new merchandising, new branding guidelines, and most importantly two new websites: ***DedhamTV.com*** and ***DedhamTVLive.com***.

These two new websites replace the now discontinued old ***DedhamTV.org*** website. Created in 2009 this website was the only online public face for the studio. Since then, the studio has built up other online presences via social media and video streaming channels such as: *Facebook, Twitter, LinkedIn, Vimeo, YouTube, and Google+*—with more on the way.

The old *DedhamTV.org* website became too limiting to work with and not adaptable for newer end-user devices such as *tablets and smartphones*. Furthermore, the old website is a “*dot-org*” top-level domain, which gives the impression of an amateur Internet entity rather than a professional “*dot-com*” top-level domain.

**Dedham Television and Media Engagement Center** needed to enter in the 21<sup>st</sup> Century with a whole new slew of cloud-based services and delivery methods to its viewership, members, channel partners, fans, and friends of the studio. Therefore, *Dedham TV* now has brand new cloud-based services to accomplish that such as: cloud-based data and media assets storage and management via *Google Drive*, cloud-based training services via *Lynda.com*, cloud-based video streaming services through *Vimeo Pro and YouTube*, cloud-based live-streaming broadcasts through *UStream and TelVue* (with a new web-portal for both at *DedhamTVLive.com*), and of course a new and powerfully interactive website at *DedhamTV.com* this is also responsive to mobile devices!

The purpose of this document is to help future administrators, managers, and webmasters fully administer and manage the new *DedhamTV.com, DedhamTVLive.com,* and video-on-demand microsites (i.e. subdomains) as *VideosNow.DedhamTV.com, MeetingVids.DedhamTV.com,* and *SchoolSpace.DedhamTV.com*.

## DedhamTV.com Website Construction

### Webhosting Through [REDACTED]

The first part of this journey to a new website was registering two new domain names for Dedham TV: ***DedhamTV.com*** and ***DedhamTVLive.com***. Both new domain names were registered through *Hostmonster.com* by Nick Iandolo, Director of Public Relations, on March 31<sup>st</sup>, 2015. These domain names are due to expire on March 31<sup>st</sup>, 2016; however, they are set to auto-renew so no action is required at this time.

Dedham TV has a **Business Pro** level account with *Hostmonster.com*.

Login information to the [REDACTED] **CPanel** for web-hosting, email, and domain name management can be found in the document: **Dedham TV Master Internet Logins - revMM-DD-YYYY.rtf** (this is a dynamic document and gets updated constantly, always go with the latest rev-date) on the *DedhamTV Google Drive*.

The login info is reproduced here for convenience:

Dedham TV Website and Domain Name Registration - Control Panel:

[Pick a domain name to manage, they are all under the same account.]

\*Username: [REDACTED]

\*Username: [REDACTED]

\*Username: [REDACTED]

\*Password: [REDACTED]

[The first [REDACTED] is a capital letter. There's [REDACTED] at the end of the password.]

\*URL: [REDACTED]

The Google Drive login info is reproduced here for convenience:

\*Username: [REDACTED]

\*Password: [REDACTED]

[Note: the password is 'case sensitive' use the uppercase [REDACTED] and the lowercase [REDACTED] and [REDACTED] and the special character exclamation mark [REDACTED].]

\*URL: <https://www.google.com/drive/>

[Note: if you are logged in under your own Gmail or Google Drive login account, you must sign out and then log back in under the above Usnername/Email and Password.]

When in [REDACTED] **CPanel** webhosting, email, and domain management center, the administrator/webmaster will have total control over all back-end services and systems pertaining to the new websites.

***BE CAREFUL AND KNOW WHAT YOU ARE DOING WHEN IN THERE!***

If you have never used CPanel before, then quit out of it immediately and seek serious training before even attempting to use it—you could seriously damage all of Dedham TV's websites, email, and more!

When in doubt you can always contact the previous **Dedham Television Webmaster, Nick Iandolo** at [nick@tenthisphere.com](mailto:nick@tenthisphere.com).

This document will not cover configuring, managing, or administering the back-end services and systems to the studio's webhosting, email, and domain management account. Making any changes to these, such as adding a new email account requires an experienced webmaster professional. If that is who you are, then you know what to do should Dedham Television needs an email forwarder, or a new domain name registered, or access to the file manager for real specific file uploads/downloads, etc.

The important thing to note is that when something goes wrong with the site that the front-end management portal via WordPress cannot fix, then this is where you go to either fix it yourself or contact [REDACTED] technical support and work with them to resolve the issue.

### Web-building Via WordPress

#### MH Squared WordPress Theme for DedhamTV.com

The new *DedhamTV.com* and *DedhamTVLive.com* websites are built upon simple yet elegant WordPress templates. Simple in the sense they are real easy to build and manage through WordPress, and elegant because these templates make great-looking professional websites.

The theme chosen for *DedhamTV.com* is **MH Squared** from *MH Themes* (<http://www.mhthemes.com>).

This is a beautiful magazine-style theme that is elegant in its homepage and sub-page layouts (with different options), a plethora of useful widgets (like a direct link to *Dedham TV's Facebook* page and *YouTube* videos), and is automatically responsive when being viewed on a mobile devices (smartphone or tablet).

Furthermore, MH Themes provides very good technical support and a comprehensive knowledge base for webmasters.

The login to MH Themes Technical Support is provided here for your convenience:

Username: [REDACTED]  
Password: [REDACTED]  
URL: <http://support.mhthemes.com/support/login>

Note: the login name/email address for technical support is under the current Dedham Television Webmaster.

To create a new one for any reason (e.g. the original account is inexplicably locked out), you would need the order ID for the purchase of the **MH Squared** theme, which is: [REDACTED]. Use the above URL to set up a new support account with MH Themes.

#### TBD Theme for [DedhamTVLive.com](http://DedhamTVLive.com)

The theme for *DedhamTV.Live.com* has yet to be chosen but when it is, it will be a free theme and the actual website will simply be a landing page to feature the *UStream* and *TelVue* channels with a link-back to *DedhamTV.com* proper.

#### Getting into the Dedham TV WordPress Website Builder

Access to the front-end website builder *WordPress* for *Dedham Television's* websites is very simple.

For *DedhamTV.com* use the following login info:

Username: [REDACTED]

Password: [REDACTED]

[Note: username and password are case sensitive, that is [REDACTED] at the end of the password.]

URL: <http://www.dedhamtv.com/wp-admin>

Once in, you will see the main *WordPress Dashboard*. Not much needs to be done there. The real web-building comes under the **Appearance** menu—specifically the **Customize** submenu.

However, unless a real change to the look and functionality of the website is warranted, or a new feature must be added, most of the work will really be in the form of posts to the website.

The rest of this document will focus on posting new content to *DedhamTV.com*.

#### Getting into the [WordPress.org](http://WordPress.org) Support Forums

Support for *WordPress* itself (not the *MH Squared* theme) and the various *plug-ins* used on the *DedhamTV.com* website such as: *Shortcodes Ultimate* and *Askimet* can be found in the *WordPress.org Support Forums*.

The login info is as follows:

Username: [REDACTED]

Password: [REDACTED]

[Note: username and password are case sensitive, that is [REDACTED] at the end of the password.]

URL: <https://wordpress.org/support/>

Currently, under the profile the name of the present *DedhamTV.org* webmaster is listed, **Nick Iandolo**. The display name should be [REDACTED] but the profile name can be updated if a new webmaster takes over.

Categories for Posts

The following is a table of the latest *categories* for posts.

What are *categories*?

As far as WordPress and the new DedhamTV.com website are concerned, **every post NEEDS to have a category or multiple categories assigned to it.** This is also true for *tags* but that will be in following section.

*Categories* (and *subcategories*) make it easier for visitors to the website to find the content they are looking for. Categories also make it easier for *Search Engines*, like *Google*, to index content on the website (just like with tags), which is vitally important for our *SEO/SEM* visibility. *SEO is Search Engine Optimization*, and *SEM is Search Engine Marketing*—no business can thrive online without these vital marketing and communications components—use them!

A lot of work has gone into creating these categories, their short names (i.e. slugs), and their descriptions. Over time, more categories and subcategories may be needed and they will be added. However, if more categories and subcategories are added they **MUST** follow the same formatting and hierarchy as the others. **NO MICKEY-MOUSING THESE! DO IT RIGHT AND DON'T BE LAZY ABOUT IT!**

*Note: Subcategories and sub-subcategories are defined by the amount of dashes that precede their names. Their parent categories (or subcategories) grouped together with their subcategories and sub-subcategories.*

NAME	DESCRIPTION	SLUG
Business	This category deals with any business-related activities pertaining to Dedham Television. The latter will have subcategories for any posts that deal with doing business with Dedham TV. Business subcategories with DTV are: Studio Rental, Producers Info, Co-sponsoring (an event), Sponsorship (of a DTV show or event (sponsored by DTV and others)), B2B, Marketing, Social Media Marketing, Public Relations, Private Instruction, Classes, Sumer Camp, E-Commerce, and Professional Services.	business
— B2B with Dedham TV!	This subcategory will cover any posts related to partnerships, mergers, acquisitions, non-profit associations, and other business-related activities that Dedham TV conducts with other professional business entities directly that are a matter of public record.	b2b
— Classes	Posts in this subcategory will pertain any and all classes in videography, editing, cameras & equipment, screenwriting, post-production, etc. taught at Dedham Television. This includes the Summer Camp. Class rosters (with email addresses), schedules, updates, and syllabi will also be noted in this subcategory.	classes
— Co-Sponsoring	Posts under this subcategory cover all business-related information pertaining to independent companies, organizations, or associations working with Dedham Television to co-sponsor a public or private event either at the 502 Sprague	cosponsor



	Street studio or at an off-site location.	
— E-Commerce	Posts using this subcategory will pertain to any selling of Dedham TV logo store merchandise, or show-specific merchandising (like baseball caps featuring the NICK'S SCI-FI CORNER logo). Also buying of commercial merchandise or property by Dedham TV (that is a matter of public record) can use this subcategory as well (e.g. "Dedham TV Gets Epic Red Cameras to Shoot in 4K!" or "Dedham TV Acquires Additional Studio Space in Dedham Square!").	ecommerce
— Marketing	Any posts under this subcategory will feature content for Dedham Television's traditional marketing campaigns (print advertisements, radio spots, over-the-air ads, etc.). Social Media Marketing will have its own subcategory.	marketing
— Private Instruction	Posts that feature information about one-on-one training with one of Dedham Television's videographer, editor, writer, producer, director, or broadcast business professionals.	instructor
— Producers Info	This subcategory deals with everything thing a producer needs to know if they would like to produce an original program (Entertainment, Governmental, or Educational) that will be broadcast and video-streamed by Dedham Television. From production and casting ownership waivers to studio and equipment usage, and more posts under this subcategory will cover everything for a new producer at Dedham TV.	producers
— Professional Services	This subcategory will be used for any non-flim/TV/broadcast/studio/training-related services that Dedham TV MAY provide for clients or the community at the 502 Sprague Street Studio such as Social Media/Marketing Consulting, Wedding Videography, Music Instruction, Professional/PR Writing Services (editing, journalism, ghost writing), Web-Design, Spiritual Medium Consultations, Holistic & Meditation Counseling, Fitness Training & Yoga Instruction, Culinary Arts, and Graphic Design to name a few.	proservices
— Public Relations	Public Relations (i.e. "pr") is this subcategory will include but not be limited to press releases, contributing articles, social media posts, inbound marketing analytics, live presentations, and Internet presence building and maintaining.	pr
— Social Media Marketing	Posts in this subcategory will pertain to any social media marketing posts, campaigns, features, outreach programs, and brand awareness building conducted on Dedham TV's social media channels such as: Facebook, Twitter, LinkedIn, YouTube, Google+, and Vimeo. As more social media channels are added this list will be updated.	socialmedia
— Sponsorship	This subcategory will feature posts that have to do with either Dedham TV sponsoring a program or event; or a separate company, organization, or association sponsoring a Dedham TV program or event (e.g. "This show is brought to you in part by Doctor's Express..."). Also this subcategory can be used for any charitable activities that Dedham TV may do such as sponsoring a race for charity or providing a scholarship for TV/Broadcast/Film school student.	sponsors
— Studio Rental	This subcategory covers every aspect of renting the Dedham Television studio from written agreements and liability waivers, contracts, equipment rental and usage, insurance, studio	rentals

	manager fees, rental rates, to parking and more.	
— Summer Camp	This subcategory pertains to any posts, updates, class schedule, and calendaring for Dedham TV's youth filmmaking Summer Camp(s). Posts here will also use the Classes subcategory as well.	summercamp
Controversial	Controversial shows deal this serious issues that impact the community and town of Dedham Massachusetts from the Algonquin Pipeline to Board of Selectmen debates during an election year, these shows can fall under this category and others. Example shows are: CROSSROADS: DEDHAM FIGHTS THE PIPELINE, DEDHAM DECISION 2015: BOARD OF SELECTMEN DEBATES, and SBRC MAY 2015 (the vote of the Greenlodge School/ECEC combined school proposal).	controversy
Dedham Television	This category is for all things related to the full cable access station entity that is Dedham Television. This category will include posts that discuss directly Dedham TV's websites (i.e. DedhamTV.com, DedhamTVLive.com, DedhamTV.org), Dedham TV's place in the community as a local business, the current and future states of the cable access industry, Dedham TV's future expansion plans physically and digitally, and any other obscure topic related to Dedham Television.	dedhamtv
DTV Staff!	Any biographies, professional credentials, awards, accomplishments, show-pieces, and other information and media concerning the currently employed staff at Dedham TV, which includes paid and unpaid interns) will be categorized here.	staff
— Brian Kerby	Brian Kerby is a Producer, Writer, Director, Editor, and Host at Dedham Television. He is also the producer and host of 502 SESSIONS. This subcategory is about posts pertaining to him.	briankerby
— Dan Hallissey	Dan Hallissey is the Director of IT, Operations, and Training for Dedham Television. This subcategory is about any posts pertaining to him.	danhallissey
— Donna Greer	Donna Greer is the Executive Director of Dedham Television. This category is about any posts pertaining to her.	donnagreer
— Nick Iandolo	Nick Iandolo is the Director of Public Relations for Dedham Television. He is also the producer and host of NICK'S SCI-FI CORNER & NSFC UPDATE! This subcategory is about any posts pertaining to him.	nickiandolo
Educational	These shows usually are about Dedham's public schools. Examples are: DHS COMMENCEMENT 2015, ALL ABOUT THE BOOKS, and MIDDLE SCHOOL HOLIDAY CONCERT. Certain specials like DHS HALL OF FAME 2015 can also fall under the Special Programs category.	education
— Avery School	This subcategory will pertain to any programs or specials that feature the Avery School, for example: AVERY SCHOOL – READ A BOOK!	avery
— Dedham High School	This subcategory will pertain to any programs or specials that feature the Dedham High School, for example: DHS HALL OF FAME 2015, DHS COMMENCEMENT 2015, and DEDHAM HIGH SCHOOL – SPRING CONCERT.	dhs
— Dedham Middle School	This subcategory will pertain to any programs or specials that feature the Dedham Middle School, for example: DEDHAM MIDDLE SCHOOL – SPRING CHORAL CONCERT.	middleschool



— Dexter School	This subcategory will pertain to any programs or specials that feature the Dexter School, for example: SBRC – July 2015 (vote on new ECEC built at the Dexter School location).	dexter
— Early Childhood Education Center	This subcategory will pertain to any posts, meetings, programs, or specials that feature the Early Childhood Education Center (a.k.a. the ECEC), Dedham Mass’ public Kindergarten school.	ecec
— Greenlodge School	This subcategory will pertain to any programs or specials that feature the Greenlodge School, for example: GREENLODGE SCHOOL – SPRING CONCERT 2015.	greenlodge
— Oakdale School	This subcategory will pertain to any programs or specials that feature the Oakdale School, for example: NATIONAL NIGHT OUT – OAKDALE OBSTACLE COURSE and ALL ABOUT THE BOOKS.	oakdale
— Riverdale School	This subcategory will pertain to any programs or specials that feature the Riverdale School, for example: RIVERDALE SCHOOL – READING ROCKS – 2015.	riverdale
— School Committee	Though this subcategory could fall under the Government category, putting it under Educational where all public school subcategories are is more relevant. Posts under this subcategory pertain to all meetings and related content concerning the Town of Dedham Mass’ School Committee, including the Government   SBRC subcategory.	school
Entertainment	All Dedham TV shows that are broadcast on the Public Channel will usually fall under this category except for a few special presentation. Example shows are: NICK’S SCI-FI CORNER, PSYCHIC VOICES, ONENESS AND WELLNESS, and 502 SESSIONS. This is parent category, the specific type of entertainment show will also have additional categories such as: Pop Culture, Live Performance, Music, Supernatural, and Holistic.	entertain
— Automobiles	Shows with this subcategory are about cars, trucks, motorcycles, even trains and aircraft—basically anything that has wheels and runs under its own power. Though aircraft will also have its own subcategory. An example show for this is: WHEELS.	autos
— Brewing & Distilling	Shows under this subcategory will feature any discussion on the beer-making or winemaking process. Also, any profiles or interviews of brewers, vintners, and their companies can fall under this. Finally, any shows the pair food with wine and beer can also use this subcategory. Example shows are BUSINESS CHAMPIONS WITH JOHN PUCILLO (profiling the owner of the Harpoon Brewery) and COOKING WITH FRAN: GOING ITALIAN WITH NICK IANDOLO.	brewing
— Children’s Programming	Shows that fall under the Children’s Programming subcategory are such like Mrs. Pauley’s Kid’s Corner, I’ve Got A Book For You!, and G.U.E.L. This subcategory will often overlap with Kid’s Corner & Stuff, Educational, and others.	childrenshows
— Comedy	This subcategory includes any scripted program this is comedic in nature (drama too). They can be either a theatrical performance (like a community theater play), stand up comedy routine, feature-length or short film, a TV episode, etc. Example shows are NICK’S SCI-FI CORNER (episodes with scripted skits), TASTE DEDHAM: THE HALLOWEEN SPECIAL, and DEDHAM’S GOT TALENT (episodes with stand up comedy routines).	comedy
— Cultural	Shows and posts that have a significant cultural element to this can fall under this category. Example shows and posts are:	cultural

	Oneness and Wellness: Revisiting Vietnam, Oneness and Wellness Gets A ‘Taste’ Of Cuba!	
— Drama	This subcategory includes any scripted programs that are dramatic in nature (comedy too). They can be either a theatrical performance (like a community theater play), a feature-length or short film, a TV episode, etc. Example shows are: THE MAGIC CHRISTMAS ELF: THE JOURNEY HOME, NICK’S SCI-FI CORNER (episodes with scripted skits), and WHERE’S SOUPY?	drama
— Fitness	Shows that cover fitness topics like exercise routines, sports activities, physical therapy, and healthy nutrition can use this subcategory. Example shows for this would be: ZUMBA WITH ANGELICA, COOKING WITH FRAN (a nutrition-specific episode), and THE WICKED AWESOME SPORTS SHOW to name a few.	fitness
— Food	Any shows that deal with food from cooking shows, restaurant reviews, food expos, profiles on chefs and caterers, to beer and wine food pairings can use this subcategory. Example shows are: COOKING WITH FRAN, TASTE DEDHAM, and BUSINESS CHAMPIONS WITH JOHN PUCILLO (profiling the owner of Davios Restaurant).	food
— Interviews & Profiles	These shows generally fall as a subcategory under the Entertainment category. Shows like BUSINESS CHAMPIONS, L-STYLE WITH LORRAINE MORANDI, and ONENESS AND WELLNESS can use this subcategory.	profiles
— Lifestyle	Lifestyle shows such as HELLO LADIES and L-STYLE WITH LORRAINE MORANDI fall under this subcategory. Sometimes Pop Culture shows and Lifestyle shows overlap.	lifestyle
— Live Performance	Shows that fall under this subcategory can feature acts that cover music, dance, stand up comedy, magic, and dramatic theater, plus other live performances. Shows like 502 SESSIONS and DANCING WITH THE DEDHAM STARS can use this subcategory in addition to others.	liveperform
— Music	Shows that fall under the Music subcategory are such like: 502 SESSIONS, DEDHAM’S GOT TALENT, ALL ABOUT THE BOOKS (music video).	music
— Nightlife	This subcategory pertains to all shows, posts, events, or specials that have to do with the Town of Dedham Mass’ nightlife from live music, dancing, night clubs, Legacy Place, to the Holiday Tree Lighting.	nightlife
— Pop Culture	Shows that fall under the Pop Culture subcategory are such like: NICK’S SCI-FI CORNER, NSFC UPDATE!, and L-STYLE WITH LORRAINE MORANDI. Pop Culture can range from shows covering movie reviews, comic cons, yoga and fitness, beer & brewing, to cars. Shows under this subcategory can share other subcategories such as: Fitness, Food, Brewing & Distilling, and Automobiles.	popculture
— Regular Shows	This subcategory is a container for sub-subcategories that are the Regular Shows for Entertainment that Dedham TV produces. For example, sub-subcategories under this one can be: NICK’S SCI-FI CORNER, 502 SESSIONS, ZUMBA WITH ANGELICA, PSYCHIC VOICES, ONENESS AND WELLNESS, etc. More regular shows sub-subcategories will be added as new shows are produced.	shows
— — 502	This subcategory is all about posts pertaining to the	502sessions

SESSIONS	entertainment show, 502 SESSIONS.	
— — — Brian Kerby	Brian Kerby is the producer and host of 502 SESSIONS. This subcategory is about any posts pertaining to him.	briankerby-music
— — BAY STATE HEROES	This subcategory is all about posts pertaining to the entertainment show, BAY STATE HEROES.	heroes
— — BUSINESS CHAMPIONS WITH JOHN PUCILLO	This subcategory is all about posts pertaining to the entertainment show, BUSINESS CHAMPIONS WITH JOHN PUCILLO.	buschamps
— — — John Pucillo	John Pucillo is the producer and host of BUSINESS CHAMPIONS WITH JOHN PUCILLO. This subcategory is about any posts pertaining to him.	johnpucillo
— — COOKING WITH FRAN	This subcategory is all about posts pertaining to the entertainment show, COOKING WITH FRAN.	cookwithfran
— — — Fran Cawley	Fran Cawley is the producer and host of COOKING WITH FRAN. This subcategory is about any posts pertaining to her.	francawley
— — FRONT PORCH STORIES	This subcategory is all about posts pertaining to the entertainment show, FRONT PORCH STORIES.	frontporch
— — L-STYLE WITH LORRAINE MORANDI	This subcategory is all about posts pertaining to the entertainment show, L-STYLE WITH LORRAINE MORANDI.	lstyle
— — — Lorraine Morandi	Lorraine Morandi is the producer and host of L-STYLE WITH LORRAINE MORANDI. This subcategory is about any posts pertaining to her.	lorainnemorandi
— — MRS. PAULEY'S KID'S CORNER	This subcategory is all about posts pertaining to the entertainment show, MRS. PAULEY'S KID'S CORNER.	mrspauleykids
— — — Claire Pauley	Claire Pauley is the host of MRS. PAULEY'S KID'S CORNER. This subcategory is about any posts pertaining to her.	clairepauley
— — NICK'S SCI-FI CORNER	This subcategory is all about posts pertaining to the entertainment show, NICK'S SCI-FI CORNER.	nickscifi
— — — Nick Iandolo	Nick Iandolo is the producer and host of NICK'S SCI-FI CORNER and NSFC UPDATE!. This subcategory is about any posts pertaining to him.	nickiandolo-scifi
— — — NSFC UPDATE!	This subcategory is all about posts pertaining to the entertainment show, NSFC UPDATE!, which is a condensed version of NICK'S SCI-FI CORNER.	nsfcupdate
— — ONENESS AND WELLNESS	This subcategory is all about posts pertaining to the entertainment show, ONENESS AND WELLNESS.	onewellness
— — — Dot Walsh	Dot Walsh is the producer and host of ONENESS AND WELLNESS. This subcategory is about any posts pertaining to her.	dotwalsh
— — — Marcia Reddington-Lawton	Marcia Reddington-Lawton is the co-host for ONENESS AND WELLNESS. This subcategory is about any posts pertaining to her.	marciaredlaw
— — PSYCHIC VOICES	This subcategory is all about posts pertaining to the entertainment show, PSYCHIC VOICES.	psychicvoices
— — — Nancy Garber	Nancy Garber is the producer and host for PSYCHIC VOICES. This subcategory is about any posts pertaining to her.	nancygarber
— — SENIORS ON THE MOVE	This subcategory is all about posts pertaining to the entertainment show, SENIORS ON THE MOVE.	seniorsmove
— — — Marilyn	Marilyn Keegan is the host of SENIORS ON THE MOVE. This	marilynkeegan

Keegan	subcategory is about any posts pertaining to her.	
— — SPORTS TALK WITH SULLY & BRENDAN	This subcategory is all about posts pertaining to the entertainment show, SPORTS TALK WITH SULLY & BRENDAN.	sportstalk
— — THAT'S ENTERTAINMENT	This subcategory is all about posts pertaining to the entertainment show, THAT'S ENTERTAINMENT.	thatsentertain
— — THE TONY CIBOTTI SHOW	This subcategory is all about posts pertaining to the entertainment show, THE TONY CIBOTTI SHOW.	tonycibottishow
— — — Tony Cibotti	Tony Cibotti is the host and lead performer of THE TONI CIBOTTI SHOW. This subcategory is about any posts pertaining to him.	tonycibotti
— — WHEELS	This subcategory is all about posts pertaining to the entertainment show, WHEELS.	wheels
— — — Ronnie Brock	Ronnie Brock is the co-producer and co-host for WHEELS. This subcategory is about any posts pertaining to him.	ronniebrock
— — — Michelle Brock	Michelle Brock is the co-producer and co-host of WHEELS. This subcategory is about any posts pertaining to her.	michellebrock
— — ZUMBA WITH ANGELICA	This subcategory is all about posts pertaining to the entertainment show, ZUMBA WITH ANGELICA.	zumbaangelica
— — — Angelica Lopez	Angelica Lopez is the producer and host of ZUMBA WITH ANGELICA. This subcategory is about any posts pertaining to her.	angelicalopez
— Spiritual	Spiritual shows under this subcategory can range from holistic shows like ONENESS AND WELLNESS to lifestyle shows like HELLO LADIES. Shows like SUNDAY MORNING WITH LIZ WALKER can also use this subcategory.	spiritual
— Supernatural	The shows for this subcategory deal with any supernatural phenomena such as ghosts, spirits, the occult, magic, and psionic powers. Example shows are: PSYCHIC VOICES, SUNDAY MORNING WITH LIZ WALKER (also falls under the Religious category), and DEEPLY SERIOUS FUN.	supernatural
Government	This category pertains to all programs, events, and specials that have to do with the government of the Town of Dedham Massachusetts that Dedham TV produces or covers. Most of these programs are town meetings from the Board of Selectmen (subcategory as well) or the School Board Rehabilitation Committee (subcategory as well). Subcategories include: Municipal, Public Works, Taxes, Litigation, Board of Health, Elections, Public Safety, Police Department, Fire Department, and State and National Government.	government
— Board of Health	This subcategory pertains to posts that are related to any Board of Health meetings, announcements, PSAs, and concerns for the Town of Dedham Mass. For example: a Board of Health meeting to discuss the long-term health risks from the Algonquin Pipeline project.	boh
— Board of Selectmen	This subcategory features any content, posts, or programs that deal with the Town of Dedham Mass' Board of Selectmen and its members. An off-beat example show would be: THE MIKE BUTLER ARREST. Also all the BOS meetings would fall under this, and many other overlapping categories and subcategories.	bos
— Elections	This subcategory pertains to any shows, posts, or content related to the Town of Dedham elections. Elections can be for	elections

	any office such as: Board of Selectmen, School Committee, or Trustee. This subcategory can also share with the Politics category.	
— Fire Department	This subcategory pertains to any posts concerning the Town of Dedham Mass' Fire Department.	fire
— Litigation	This subcategory pertains to posts that deal with any sort of litigation that faces the Town of Dedham Mass., or that the town is levying against another entity. For example: a Board of Selectmen meeting to discuss hiring special counsel to file an injunction against Spectra Energy to halt construction on the Algonquin Pipeline through Dedham.	litigation
— Municipal	This subcategory deals with all programming concerning municipal related content. For example: a Board of Selectmen meeting to vote on the new municipal campus (i.e. town hall, police and fire departments) to be built where the Ames School house, existing Fire Department station, and current town hall stands (as of 2015).	municipal
— Police Department	This subcategory pertains to any posts concerning the Town of Dedham Mass' Police Department.	police
— Public Safety	This subcategory pertains to any posts concerning public safety such as: emergency services, sex offender registry, health issues (like a flu epidemic), and more. There could be overlap with other subcategories such as Board of Health, Fire Department, and Police Department.	publicsafety
— Public Works	This subcategory is for posts that will deal with Town of Dedham Mass. public works projects such as: Private Ways, The Dedham Greenway, The Algonquin Pipeline issue, and the Dedham-Westwood Water District meetings and related content.	publicworks
— School Building Rehabilitation Committee	This sub-category pertains to the special subcommittee set up to refer school building rehabilitation recommendations to the Town of Dedham Mass' School Committee. An example show of this would be: SBRC – MAY 2015 (the vote on the Greenlodge/ECEC combined school project).	sbrc
— State and National Government	This subcategory pertains to any content, posts, or programs related to either state governments or the federal government as it concerns the Town of Dedham Massachusetts.	usa
— Taxes	This subcategory pertains to all content related to taxes for the residents of the Town of Dedham Mass. Taxes include: property taxes, excise taxes, service fees, gas taxes, and more.	taxes
Holiday	Any show, event, or special program that features a holiday-related them such as Christmas, Hanukah, Halloween, or Fourth of July can use this category. Example shows are: TASTE DEDHAM: THE HALLOWEEN SPECIAL, FLAG DAY PARADE 2015, TROUBADOURS, and BREAKFAST WITH SANTA 2015.	holiday
International Affairs	This category deals with posts, shows, and events that have a direct correlation to any international affairs concerning the United States of America and other nations/countries. For example the post of the Oneness and Wellness visit to The Old Havana Cuban Restaurant in anticipation of that show's visit to Cuba would fall under this category.	international
Kids Corner & Stuff	This category is all about kids stories, shows, and posts that fall outside of the Dedham Public Schools. Example shows are Mrs.	kids

	Pauley's Kid's Corner, Dedham's Got Talent, or The Make A Difference Project – Grand Canyon Preservation. Posts here can overlap with other categories that have to do with children in general.	
Newsworthy Coverage	This category has to do with posts pertaining to Dedham Television's coverage of stories that are newsworthy for example the Michael Butler arrest, the Noble and Greenough food drive, or the show CROSSROADS: Dedham Fights The Pipeline. Post that also describe how and why Dedham TV would cover and event fall under this as well. Lots of stories are considered newsworthy and would fall under other categories as well.	newsworthy
Non-Profit	This category is about posts pertaining to any dealings with non-profits, 503(c)s, organizations, charities, or companies that Dedham Television deals with. Also, this category is about posts pertaining to Dedham TV's own non-profit status.	nonprofit
Philanthropy & Charities	This category will feature posts related to any philanthropic and charitable activities and donations the Dedham TV is involved in. An example of this in would be DTV's charitable contribution to the ALS Association. The PSA spot related to that activity was: ALS ICE BUCKET CHALLENGE: BATMAN VS HARLEY QUINN.	charities
Politics	This category is pretty straightforward. Basically any show, special, forum, discussion, event, or presentation that is political in nature such as DEDHAM DECISION 2015	politics
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Public Service Announcements	These programs can be anything that serves as a public service announcement. Example shows are: ALS ICE BUCKET CHALLENGE: BATMAN VS HARLEY QUINN and ALL ABOUT THE BOOKS.	psa
Religious	Religious shows such as SUNDAY MORNING WITH LIZ WALKER can fall both outside the Entertainment category and within it under the Supernatural and Spiritual subcategories.	religious
Social Issues	Programs in this category will feature any content that deals with social issues facing the town of Dedham specifically or people in general. From where to build the new ECEC (like the SBRC MAY 2015 vote on the Greenlodge/ECEC combined school), the Algonquin Pipeline issue (e.g. CROSSROADS: DEDHAM FIGHTS THE PIPELINE) , to caregiving (e.g. HELLO LADIES episodes that deal with this topic) this category covers a lot and can work with other categories and subcategories.	social
Special Programs	These shows generally fall outside the regular programming categories of Dedham Television. Shows like DHS HALL OF FAME 2015, and CROSSROADS: DEDHAM FIGHTS THE PIPELINE (which also falls under the Controversial category) are good examples of this. Also holiday events like TROUBADOURS and DEDHAM SQUARE TREE LIGHTING 2015 will fall under this and	specials





	the Holiday category.	
The MEC! – Media Engagement Center	This category will feature any generalized posts about Dedham Television’s Media Engagement Center (a.k.a. The MEC). Everything from our editing equipment & software, blue screen, classes (which also share the Business   Classes category-subcategory and the Training category), to any events held at The MEC (like class completion certificate awards). The MEC also includes DTV’s multimedia enhanced conference room for professional meetings; as well as, studio space for video production training.	themec
The Studio! – At Dedham Television	This category will feature any generalized posts about the actual physical facility for Dedham Television at 502 Sprague Street, Dedham, MA 02026. Info from the fact that the studio is the largest publicly-held studio in New England, our massive green screen, mediation room, spiritual medium room, 40+ parking spaces, etc. will fall under this category.	thestudio
Training	This category covers any film, TV, videography, broadcast, video streaming, screenwriting, camera & equipment, lighting, sound engineering, set design, studio management training, and more provided at Dedham TV for its staff, interns, and for students in its classes and summer camp(s). Also information on DTV’s professional instructors will fall under this category as well.	training
— Internships	Paid and unpaid internships at Dedham Television will have all information fall under this subcategory.	interns
Video-On-Demand	This category is for any posts pertaining to Dedham TV’s 3 Video-On-Demand (VOD) channels: VIDEOSNOW!, MeetingVids\$, and SchoolSpaceπ.	vod
— MeetingVids\$	This subcategory pertains to any posts about the Dedham TV VOD municipal channel MeetingVids\$.	meetingvids
— SchoolSpaceπ	This subcategory pertains to any posts about the Dedham TV VOD municipal channel SchoolSpaceπ.	schoolspace
— VIDEOSNOW!	This subcategory pertains to any posts about the Dedham TV VOD entertainment channel VIDEOSNOW!	videosnow