



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: May 19, 2011.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Reed Stith, A.J. Stokes, Susan Terkel, Chair Nick Zaklanovich. Ex Officio: Kerry Paluscsak, Barbara VanBlarcum.

Not in attendance: Abby Boysel, Pat Simons and Brian Suntken.

Meeting called to order by Chair Nick Zaklanovich at 6:42 P.M. Notes taken by Nick Zaklanovich.

I. Greeting of members and guests

Chair Nick Zaklanovich greeted all of the members in attendance, including the newest member, Reed Stith, who was appointed by Council on April 6, 2011 to a term to expire on January 24, 2013. Welcome Reed! Thanks for joining us and we all hope that you enjoy your committee experience.

We also greeted ten students from Hudson High School who observed a portion of our meeting.

II. Approval of Minutes (March 17, 2011 Meeting)

A.J. Stokes made a motion to approve the minutes from the previous committee meeting of March 17, 2011. Susan Terkel seconded the motion. The minutes were approved by voice vote.

III. Station Manager's Report: Kerry Paluscsak

Kerry reported that he was at the Central States Region Conference of the Alliance for Community Media on May 6, 2011. He attended several breakout information sessions, with his two favorites being the CAP Act update and the Low Power FM (LPFM) workshop.

As a result off the LPFM session that he attended, there may be some possibilities that could be recommended to the City for future involvement.

III. Station Manager's Report: Kerry Paluscsak, continued

Following the CAP Act update session, the Ohio delegation got together and talked about approaching our State representatives about revisiting Ohio Senate Bill # 117, which is now Ohio RC # 1332, which relates to the state franchise fees paid by the cable television operators in the state. While the CAP Act is intended to address problems on a national level, Ohio needs to act quickly to address Local Access funding in the State of Ohio. Kerry reported that some stations in the state have already ceased operations due to a lack of operating funding. Kerry suggested that our former City Council liaison, Kristina Roegner, who is now our State Representative, could be a vital source for legislative help in the creation and support of legislation that will help HCTV and the Public Access stations in Ohio.

The CAP Act, or the Community Access Preservation Act has been introduced into the sitting U.S. House of Representatives as House Bill number 1746 and has been receiving a lot of good support. The CAP Act will protect the current operations of the station.

Kerry also reported that the Broadcast Journalism class is winding down and will not be renewed for the coming school year. The only good part of that move may be that HCTV may gain some storage space back and may gain access to some camera equipment that the class has been using. It is hoped that the Broadcast Journalism class will be resurrected sometime in the near future.

Kerry reported that HCTV partnered with Solon High School to produce coverage of a girls fast-pitch softball game between Hudson and Solon. That coverage is currently airing on our channel 15. It was a good opportunity to work with some of the Solon students and do some training with them.

The Granicus system that we use to air the Public Meeting portion of our system has recently been upgraded to add more capabilities. As a result, the Board of Education meetings are now available on the Granicus system and have been moved off of our video system. Kerry made a presentation to the cabinet committee of the school system administration to explain what Granicus can do in regards to linking the video to the agenda so that viewer can select what portion of the meeting they would like to see. The School Board meetings could also be streamed live, if they chose to purchase an encoder unit that will be housed at the High School. This would allow HCTV to stream our channel 16, 24-hours per day, except for when there is a live stream program going on. If the encoder is purchased, there is a possibility that two different civic meetings could be streaming live at the same time, a situation that is now only being done in San Francisco, CA.

A Hudson High School Senior is doing his three-week work experience internship at the studio, helping out as needed while gaining a well-rounded overview of the operation.

IV. Public Access Coordinator's Report – Barbara VanBlarcum

Barb mentioned the recent article in the Hudson Hub-Times that promoted the Public Access portion of the HCTV operation. The article was written by an Ohio University student as part of a college project with the Hub-Times. The article has resulted in some new interest in Public Access programming. One new producer is planning to create a series of programs on boat safety and boating on Lake Erie. Also, the owner of Western Reserve Music in town is planning to produce a series of programs featuring recitals of some of the music students that he works with.

IV. Public Access Coordinator's Report – Barbara VanBlarcum, continued

Barb also mentioned that Kabir Bhatia is following through on producing his “Up Late” programs live on a bi-weekly basis, using the HCTV studio facilities. The manager of the Hudson Farmer’s Market has also started producing programs related to the Market and the vendors that participate in his Market.

Youseff Graham will be doing in-studio interviews in the next few days for a documentary program that he will be producing. Good Medicine has recorded two new shows and Hudson Montessori School recorded their music recital which will air next week. Joy on the Journey, Christ Church Episcopal and First Congregational Church continue to produce programming.

The 2011 Hudson Expo program will air next week and the Author’s Panel discussion from the Ohio Author’s Day at the Library has already aired and will air again next week.

V. Brain storming session for Community Liaison and committee functions

We had planned to brainstorm the responsibilities of Community Liaison assignment for Brian Suntken, but since Brian was not at the meeting, we decided to postpone that discussion until the July 2011 committee meeting. At that meeting, we will also discuss the re-alignment of the shared committee responsibilities for all of the committee members.

VI. Fundraising & Programming – Susan Terkel

Susan reports that efforts to obtain grant assistance from the Burton D. Morgan Foundation did not bear fruit and will not be pursued again until the next grant session. Susan also contacted Tom Murdough who responded in less than 24 hours with a denial.

Susan talked with Frank Youngwerth, who recommended that we contact both of the Rotary Associations in Hudson. The target for the grants was to try to get interns for editing help for programs that were recorded but have never been edited. Susan said the one of the Rotary Clubs helped a group of students form A Taste of Hudson, which now draws 40,000 people to the City. Rotary also helped students recently with a local film festival, a joint effort between Hudson high School and Western Reserve Academy. With that in mind, perhaps one of the Rotary foundations can be persuaded to join in a “video literacy” initiative to foster video production knowledge among the kids of the City.

Susan brought forth several safety video ideas that could be done to promote safety in the home and the community that could be produced by the station. Perhaps the Rotary organizations could be persuaded to get involved with a safety endeavor. Susan suggested brainstorming safety-programming ideas at our July committee meeting.

Reed Stith asked if it was a requirement that all programming produced using the station’s equipment must be aired. Kerry responded that it was the case that all productions using HCTV’s equipment must be cablecast.

VI. Fundraising & Programming – Susan Terkel, continued

Susan mentioned that she had asked Ellen Smith of the Hudson Library about obtaining video literacy books and videos about Video Literacy and video production techniques.

Reed asked about the on-line availability of HCTV programming. Kerry responded that only HCTV or Hudson Schools produced programming is available on our on-line service. No Public Access programming is available on-line.

Susan suggested that perhaps we could come up with a letter to go out to the civic organizations in the city, letting them know that HCTV is available to air programming made by or about their organizations.

Susan also suggested that perhaps we could have an intern build a catalog of the programming that we currently have in archive, particularly the Oral History programming.

Susan mentioned the recent Rotary Film Festival that had participants from both Hudson High School and Western Reserve Academy producing their own movies. Susan thought that perhaps the movies created as part of the Film Festival could be aired by HCTV.

Nick brought up the idea of doing a program about the HCTV operation, showing the citizens what is available and what can be done with the free assets of the station.

VII. Volunteer Report - Barbara VanBlarcum

Youseff Graham continues to work for the station as an intern for his senior year, helping out with productions and general operations. Ginny Frazier continues to record the Hudson Board of Education meetings.

VIII. H.R. 1746 (CAP Act) status update

Kerry reported that the CAP Act, now designated as House Resolution 1746, which was introduced this month into the 112th U.S. Congress consists of four main bullet points: 1. Ensure funding for Public, Educational and Governmental (PEG) stations, such as HCTV, by eliminating unnecessary restrictions on how funds are spent. 2. Eliminate the discriminatory practices in the assignment of PEG channels by the cable companies. For instance, AT&T cable services group all of their PEG sources together into one channel, so the local community channel identity is lost in that type of system configuration. 3. Preservation of PEG support and localism. The localism of PEG channels are in jeopardy because of a lack of support or exposure of the available channels by the cable companies. 4. Provide for a clear definition of the service providers, for instance, AT&T is arguing that it is not a cable company and should not have to react to PEG stations needs because of they do not consider themselves a cable company.

Kerry mentioned that although the CAP Act would be beneficial, getting the state to act in regards to franchising cable systems would be much more timely than any federal regulations.

VIII. H.R. 1746 (CAP Act) status update, continued

Nick added that he had sent letters to all 20 of the Ohio congressional representatives asking for support of the CAP Act. He received responses from five Representatives and Senators, including three letters from Congressman Steven LaTourette, the last of which indicated that he was a co-sponsor of the CAP Act legislation and is fully in favor of getting the act approved.

Kerry mentioned that the Alliance for Community Media has a good web site regarding CAP Act information. It can be accessed at: www.alliancecm.org. Kerry also said that the main benefactors of the existence of HCTV, the religious organizations that use HCTV and the Board of Education should be encouraged to do their part in getting the federal CAP Act as well as any State initiative approved.

During the discussions of the CAP Act update, other subjects also came up and are included here:

Susan asked what percentage of the community is able to receive HCTV programming via Time-Warner. Kerry replied that 62% of the households in Hudson are connected to Time-Warner. Susan asked if the remaining citizens could access HCTV via streaming on the Internet. Kerry said that the video on-demand links for access to HCTV programming are located on the front page of the City of Hudson web site, but that none of the Public Access programming is available via streaming at this time.

Susan asked why full live streaming is not done and Kerry replied that it would be an additional cost to do that. An extra encoder would be needed to provide 24 hour streaming capability and an additional yearly charge would be required to stream all of the programming currently seen on channel 15. Kerry said that both live streaming and on-demand service would be available if we would decide to move to full streaming. Susan suggested that perhaps a grant could be solicited to cover the cost of live and on-demand streaming of the channel 15 programs.

Reed asked about the possibility of using a You Tube-type format for streaming HCTV programming. Kerry said that if we did live streaming, it would be available on mobile devices, just as You Tube videos are. Reed also mentioned that web streaming might be a method to better track the numbers of viewers that would watch a particular program.

Reed mentioned that he had recently been privileged to view the original journals of David Hudson at the Western Reserve Academy and suggested that maybe a program could be produced acting out the Hudson journals and the history of Hudson.

Reed then mentioned an idea of the Hudson merchants having closed circuit availability to our programming. Susan suggested that the merchants could also be involved in documenting Hudson on a one-month rotating basis such as a short time capsule of 2-5 minutes of video history.

IX. Grant Applications

Susan repeated that it would be a good idea to apply for a grant for adding more web streaming capabilities to the station.

X. Once Around

Kerry presented Reed with our committee member contact list and asked him to update his information.

Nick said that he has been in e-mail contact with Eric Hutchinson concerning producing a program about the new Veteran's Way Park, which has been approved by Council and will be proceeding. He is also still interested in producing a program about the Youth Development Center, but the current status of that property may preclude that production.

Nick also mentioned that he is interested in producing a program related to the Hudson Farmer's Market. He has met with the manager of the market as well as the members of the Farmer's Market committee about producing a program about how the market was created and how it has grown over the years.

Susan mentioned that Doug Hasbrouck, the Hudson third ward councilman, would be an interesting person to talk to about his farm and how farming has changed in Hudson over the years. Kerry said that Mr. Hasbrouck would be an interesting subject for an oral history.

Reed asked about the difference between Public Access programming and programming originating from HCTV. Kerry explained that HCTV productions are on behalf of the City of Hudson, whereas Public Access would be a production of a certain individual or group that would be responsible for the content.

Barb mentioned that she has a DVD of a program concerning the start up of the Hudson Farmer's Market that may be a help in producing a new program about the market.

Nick mentioned that he was aware that coverage of the Memorial Day Parade was scheduled. Tom Vince and Sherry Beam will be the hosts and the program will include coverage of the ceremonies at Markillie Cemetery.

Nick also mentioned that Gene Wyatt, a long time member of the Architectural and Historic Board of Review would be an interesting subject for an oral history program.

XI. Next Meeting Date

The next HCTV Advisory Committee meeting date is scheduled for Thursday, July 21, 2011 at 6:30 PM in the HCTV Studios in Hudson High School.

XII. Adjournment

With no further business indicated, A.J. Stokes moved that the meeting be adjourned. Susan Terkel seconded the motion. The motion to adjourn was approved by voice vote. The meeting was adjourned at 7:59 P.M.