



## Hudson Cable Television Advisory Committee

### *Meeting Minutes*

Meeting Date: March 17, 2011.

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Abby Boysel, A.J. Stokes, Brian Suntken, Susan Terkel, Interim Chair Nick Zaklanovich. Ex Officio: Kerry Paluscsak, Barbara VanBlarcum.

Meeting called to order by Interim Chair Nick Zaklanovich at 6:38 P.M. Notes taken by Nick Zaklanovich.

### **I. Greeting of members and guests**

Interim Chair Nick Zaklanovich greeted all of the members, including the newest member, Abby Boysel, who was appointed by Council on March 16, 2011 to a term to expire on 01/24/2014. Welcome Abby! Thanks for joining us and we all hope that you enjoy your committee experience.

We also greeted two students from Hudson High School who observed our meeting.

### **II. Approval of Minutes (January 20, 2011 Meeting)**

Brian Suntken made a motion to approve the minutes from the previous committee meeting of January 20, 2011. A.J. Stokes seconded the motion. The minutes were approved by voice vote.

### **III. Station Manager's Report: Kerry Paluscsak**

Kerry reported that he has been busy on two fronts: the proposed amendments to the Communications Act of 1934 and the impending re-allocation of the HCTV channel configuration by Time-Warner.

The proposed amendments to the Communications Act would negatively impact HCTV operations in numerous serious ways. To counteract the changes proposed in the Communications Act, U.S. House of Representative Resolution # 3745, known as the CAP (Community Access Preservation) Act has been proposed and will be coming before the full Congress shortly.

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

In support of the CAP Act, Kerry appeared before Hudson City Council at the Council Workshop meeting of February 22, 2011. As a result of Kerry's Workshop presentation, Council approved an ordinance of support (Resolution No. 11-33) at their regular meeting on March 2, 2011. The Alliance for Community Media and American Community Television, two national organizations dedicated to the preservation of public access television, have been in contact with Kerry about the support of the CAP Act in Ohio and have been supplied with copies of the Hudson City ordinance supporting of the CAP act.

Kerry also learned that our 14<sup>th</sup> District Congressman, Steve LaTourette is a co-author of the CAP Act and is one of its strongest supporters. The CAP Act was originally introduced in 2007 and has not yet been introduced into the current 112<sup>th</sup> Congress, but is expected to come forward for debate and a vote in the full House shortly.

In regards to the channel re-alignment, Kerry reported that Time-Warner cable had no prior communications regarding the change, and he only found out about it via an ad in the newspaper.

Seeing the ad, Kerry contacted Mr. Bill Jasso, Vice President of Communications for Time-Warner Northeast Ohio to get more information on the channel re-alignment. Initially, the Community Bulletin Board that is currently seen on channel #9 was going to be re-assigned to channel #95 under the new configuration. Later, Kerry was told that HCTV would be assigned to contiguous channels on the new-look Time-Warner system. The Public Access programming currently viewed on channel #25 will move to channel #15. The Public Meeting programming currently seen on channel #26 will move to channel #16 and the Community Bulletin Board now on channel #9 will move to channel #17. The change in channel configuration will take place on April 11, 2011.

Kerry said that publicity regarding the channel re-alignment has already begun with a graphic notification for viewers placed on the bottom of the screen on each of the HCTV channels. Barb will post the information on the Bulletin Board channel as well as in the weekly HCTV broadcast schedule that is published weekly in the Hudson Hub-Times. City of Hudson Communications Manager Jody Roberts will be generating a press release shortly concerning the channel re-alignment that will be distributed via the City web site and will also be passed on to the Akron Beacon Journal for possible publication.

Kerry reports that the Broadcast Journalism class continues to go well. New fluorescent lights have been installed in the studio, thanks to a recent donation. The new lights are able to be controlled via the lighting control system and are dimmable fluorescent lamps, which will come in handy during the production of all in-studio programs.

Kerry led a recent tour of the TV 2 studios in Franklin Hall of Kent State University. The Kent State station has a large student staff that produces a lot of varied programming, such as news and magazine shows. TV 2 has two internal channels distributed within the college and one external channel available throughout Portage County. Kerry said that TV 2's equipment is comparable to that which is available to HCTV, but they have more programming options, due to the number of students that are available to produce content.

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

HCTV will perform some needed maintenance tasks in the next week. Software upgrades to the on-air system will be made on Monday, March 21, 2011 that will add enhancements that are not currently available with the system. The enhancements will include the ability to provide off-site access to the automation system and the crawl notifications, which will come in handy during school closing and other weather or community notification announcements.

Equipment maintenance will be carried out on Wednesday, March 23, 2011, which will include general cleaning of the equipment and replacement of some cooling fans. During the time that the hardware is undergoing maintenance, channels 25 and 26 will show the Bulletin Board information. Channel 9 will not be impacted by the equipment maintenance operations.

At this point in the meeting, Susan Terkel arrived, greeted everyone and introduced herself to our new member, Abby Boysel.

Kerry mentioned that the station motto, "Your Window to the Community" will be used more often and will be included in "pop-ups" that will appear at certain times during regular programming, as a kind of station identification.

Kerry said that the City Council sessions are the most viewed services on the web-based access system, with an average of over 33 hits per month on the web.

Some information has been gathered on the Public Access utilization of the station. Kerry reports that committee member Brian Suntken leads all users with \$6,000 per year in equivalent production costs. This is a calculated value that takes into account what the cost to the user would have been had the equipment and facility been rented. The Hudson Schools, including the Broadcast Journalism class, have a production cost equivalent to rent the HCTV studio and equipment of in excess of \$42,000 last year, an excellent in-kind value to the schools. The High School sports coverage for the calendar year carried an equivalent cost of \$26,000.

In new business, Kerry suggested that since the committee now has a full complement of members with Abby's appointment, that the committee consider appointing a permanent chairperson and suggested that Nick Zaklanovich stay on as permanent chair. Susan Terkel made the motion to nominate and Brian Suntken seconded the motion for Nick to be the permanent chair. The nomination was approved by voice vote. Nick thanked all the members for their support.

Nick asked why the HCTV channels were being moved. Kerry replied that the re-alignment is part of an effort by Time-Warner in Ohio to re-align all of its services to make their channel allocations consistent across the state. Kerry mentioned that HCTV is also available on Time-Warner's digital tier of channels and will promote that fact to the public after the analog channel re-alignment is fully implemented.

#### **IV. H.R. 3745 (CAP Act) status update**

In addition to the previous discussions on the matter, more information was brought forward concerning the CAP Act in Congress.

With so much at stake for HCTV without its approval, it was suggested that the committee should do all that we can to generate support for the CAP Act from our congressional representatives. To that end, Nick mentioned that he has created a boilerplate letter that the committee members could use to send to the Ohio congressional delegation. He will be sending that letter and a list of the representative's addresses to the committee members via e-mail. Nick said that he had already sent letters to all eighteen Ohio Congress Representatives and both Ohio Senators. Nick said that the letters should be addressed to the Representative's and Senator's local addresses, as mail sent to Washington is automatically held for three weeks for security reasons and e-mail messages do not have the same impact as a written and mailed letter.

Nick also asked if it would be a good idea to provide a boilerplate letter to City Council members for their support of the CAP Act. Kerry said that he has already supplied the Council members with a boilerplate letter as a part of the Council support resolution request.

#### **V. Public Access Coordinator's Report – Barbara VanBlarcum**

Barb reported that a wedding fashion show was recently presented. Howard Hannah real estate produced a public service program for the Children's Free Care Fund and the Hudson Newcomer's fashion show will also be recorded. The Kiwanis basketball playoffs were a popular offering that seemed to generate a lot of community interest and many requests for DVD copies. Brian Suntken produced programs featuring the Hudson Jazz Fest.

Barb suggested that anyone on the committee that may have ideas for subjects for Oral History recording sessions should make arrangements to carry out those ideas. The station has not had a lot of activity recently related to Oral Histories. If any committee members know of someone that can speak about their time in Hudson or growing up here, that history should be documented by an Oral History session.

Susan Terkel asked if there is a list of who has already been interviewed for Oral History. Barb replied that a list of previous interview subjects could be generated. Susan suggested that we could possibly solicit help from the Hudson Library on people that could provide interesting Hudson historical information.

Barb mentioned that Todd Zedak had recently brought his father in for an Oral History session. Todd's father worked for years at the Youth Development Center (YDC), so the historical recollections that he had was of particularly timely interest, now that Hudson has purchased the YDC property.

Susan said that she would be interested in getting involved with the Oral History project and the compilation of a list of potential subjects for an Oral History session.

## **V. Public Access Coordinator's Report – Barbara VanBlarcum, continued**

Barb mentioned that one important piece of Hudson history that has not had much exposure is the Morse Controls company and their time behind Main Street in Downtown. Many of the people that worked at Morse still reside in town, as do some of the Morse family, and they could be an interesting source of Morse Control historical information.

Susan said that she is concerned that the citizens of the City still do not understand the Public Access capability that they have available to them. Susan recently heard from someone that equipment and facilities were not available to the citizens, which of course, is not the case. Susan mentioned that she was recently interviewed by Hudson Monthly magazine and would like to contact the Hudson Hub-Times to create a special article about Public Access opportunities in the City. She also suggested posters or other forms of communications that could be displayed at local commercial establishments to spread the word on HCTV Public Access.

Kerry suggested that promoting Public Access in the community is the best way to protect the entire HCTV operation. We must do all we can to get our citizens to “use it or lose it”. He mentioned that in the past, committee members have visited the various organizations in town to impress on them that HCTV is available to their groups as a way to further their own message.

Susan asked where we could get a list of civic organizations that could be visited to promote Public Access. Kerry suggested that the Hudson Community Foundation or the Hudson Chamber of Commerce might be good sources for such a list. Susan said that she would find a list of organizations and also contact the Hub-Times about promoting Public Access.

Susan also mentioned that she would like to see more “fun stuff” on the channel, perhaps a youth film club. Brian said that he would be willing to provide an article to the Hub-Times that would sketch out his experiences with Public Access.

Abby asked if there has ever been a contest held to promote Public Access. She felt that younger citizens might be more apt to respond to a contest-type incentive to get involved.

A.J. mentioned that the “coffee with the editor” sessions that the Hub-Times has might be a good opportunity to foster an interface between HCTV and the paper. Unfortunately, we could not find any mention of an upcoming coffee session with the Editor in the current Hub-Times edition.

## **VI. Community Liaison Report – Brian Suntken**

Brian reported that he communicated with the parents of all of the Hudson Band students and the Jazz Concert participants that the concert will be aired on HCTV in the coming weeks.

The Winds & Percussion concert was dedicated to Alex Stebbins, a sophomore at Kent State University, who unfortunately passed away over the winter. Brian mentioned that along with some excellent music, there was a very poignant dedication to the young man that had passed on too soon.

Brian also requested that we have a brainstorming session at our next meeting to generate ideas on ways that we can improve the community liaison function.

## **VII. Fundraising & Programming – Susan Terkel**

Susan is hoping that it is not too late to apply for some grants to provide summer interns to do video editing or for obtaining speakers that could make presentations at the Library on how to create a program.

In regards to programming, Susan mentioned that the Explore Hudson Community and Business Expo will occur on April 2, 2011, and that she has been in contact with Carolyn Konefal, Executive Director of the Hudson Chamber of Commerce about the event. There are seventy-nine exhibitors currently scheduled to appear and Susan would like to do some interviews at the event.

Susan asked if she could visit city businesses to talk about their businesses, but not create a commercial for them. Kerry replied that by doing so, HCTV would still be providing a service to a commercial entity, and that would not be allowed.

Susan asked about an upcoming (March 31, 2011) stand-up comedy show that would feature Lynn DaCoss at Lake Forest Country Club. The show is presented by the Hudson Newcomer's Club and Hudson Preschool Parents to benefit the Hudson Relay for Life. Susan thought that we could use part of the stand-up comedy show and insert those performance pieces into a studio interview of Lynn DaCoss speaking about her life and career.

Barb mentioned that she has had contact with two people involved with Lynn DaCoss' show and has provided promotion for the event on the Bulletin Board. Nick volunteered agreed to record the March 31<sup>st</sup> comedy show.

Susan also mentioned a book sale at the Library on April 9, 2011, which will feature twenty-seven Ohio authors, including Susan. She thought that interviewing some of the authors present at the event could lead to an interesting program. Barb asked if she could be provided with a list of the authors that will attend, as some of them may have already appeared on the Public Access program "Book Chat".

At this point, our high school visitors left the meeting and Abby also departed. Thanks for joining us Abby.

## **VIII. Volunteer Report - Barbara VanBlarcum**

Alex Mathews and Nick Zaklanovich assisted with the basketball broadcasts right up to the end of the season.

## **IX. Committee Membership Update**

The new committee terms for both Brian Suntken and A.J. Stokes were approved by City Council at their meeting of February 2, 2011. Their new terms will expire on January 24, 2014. Welcome back, guys!

## **IX. Committee Membership Update, continued**

Nick reported that he had sent out several invitation letters to prospective new committee members prior to the previous meeting, and sent several more letters after the meeting. With the exception of our new member, Abby Boysel, we have received no other response from the other potential candidates that were sent invitation letters.

Nick reported that an article requesting new committee members was published in the Hudson Hub-Times on March 13 and March 16, 2011. Barb mentioned the name of another perspective member that is involved with the Hudson Garden Club. Nick will send an invitation letter to that potential candidate. Susan also said that she would try to locate some more potential committee candidates.

Kerry & Nick appeared before the City Council Workshop of January 25, 2011 to discuss an adjustment to the configuration of the committee. As a result of that appearance, Hudson City Council approved an ordinance (#11-20) at their meeting of February 2, 2011 that set a minimum of five and maximum of seven members on the committee. This change will make it easier to obtain a quorum at our meetings, while still giving us the flexibility to increase membership to the maximum, if we can.

## **X. School, Business and Community Involvement**

No update.

## **XI. New Program Ideas**

Nick said that the first new program idea that was on his list was the Explore Hudson Community Expo scheduled to occur on April 2, 2011. At the last meeting, we discussed possibly sharing space in the Hudson City booth at the Expo, but Kerry said that he had asked Deputy City Manager Paula Ryan, and she said that the City booth would be a little cramped. Kerry was hoping to get a television monitor, with the HCTV Public Access channel airings, into the booth. Since we will already be there recording at the event, we could also check in at the City booth to meet the public and to distribute our flyer and answer questions about HCTV. Susan suggested that we could also attempt to recruit some new committee members during the Expo event.

Nick reported that he sent a summary of a proposed Public Access program about the Veteran's Way Park to Hudson Parks Superintendent Eric Hutchinson. Nick distributed a copy of the program summary to the members. No response has yet been received from Mr. Hutchinson about the proposed program.

Susan suggested a program on "The Tallest Places in Hudson" that could focus on showing the city from the highest vantage points available. Certain high-situated houses were mentioned as possible subjects, as was the Acme Plaza water tower.

Susan also suggested a program in which the ministers and clergy of the community would reflect on their favorite sermons.

## **XI. New Program Ideas, continued**

Looking forward, Brian asked what was coming up in the next 12-18 months that we could cover. Susan asked about the annual Hudson Home & Garden Tour. Barb said that HCTV has done previews of the tour in the past, but we would only want to concentrate on the Gardens and not the houses. Barb mentioned that the Clothesline Art Show that happens at the Middle School could be another event of interest as well as the Ice Cream Social.

Susan asked who would have a list of events in Hudson. Barb said that the Destination Hudson group would probably be the best source for such a list.

Brian mentioned that he went to a show at the Hudson Young Actor's Studio (YAS) and found that show to be very good and that YAS could be a subject for HCTV. There was concern voiced that producing an HCTV show about anything that is copyrighted would be a problem. However, if the YAS group does perform something that is out of copyright, we would be interested in covering those events. Any original productions created by the YAS organization could easily be a subject of an HCTV program.

Brian asked Kerry what he felt was "missing" from the offerings that the station currently provides. Kerry responded that Public Access is very sensitive to the area that it serves, for instance, Cleveland Heights is very much into arts and film fests. Kerry said that for someone who has an issue that they feel strongly about, Public Access is the ideal venue to display their feelings to the community.

Susan asked if there are awards given for excellence in Public Access television. Kerry said that there are individual awards for produced programs. He also said that a compilation could be created of the station's offerings that could be submitted for some form of award, but the station's main focus should be instead to serve the community. Our service is to provide an outlet for programming and ideas that would not normally be exposed by other means, in effect, our motto, "Your Window to the Community".

Susan said that she has been struggling with what kind of programming is needed on the station – what has been documented in the past and what needs to be done in the future and what issues can be covered that are not covered in any other means. She suggested that perhaps some informal interviews would help in spreading the word to the community about HCTV.

At this point, Brian had to leave the meeting.

Nick also mentioned that he is still interested in producing a program related to the Hudson Farmer's Market. He said that he had recently seen a network program related to the growth of Farmer's Markets across the country and perhaps we could do a similar program about the expansion and growth of the Market in Hudson. Barb mentioned that she had heard that Ohio was the top state in the nation in regards to the proliferation of Farmer's Markets.

Finally, Nick reported that he now has a computer at home on which editing can be performed and he will start working on learning about Adobe Premier Pro in the next few weeks.

## **XII. Grant Applications**

Susan raised the subject of a grant for hiring an intern to do video editing. Barb said that we should have a specific project in mind for the intern, before we apply for a grant. Susan thought that an intern could be used to teach others in the community how to edit and also lend a hand in editing the historical HCTV programming that has been recorded, not yet been edited. Susan also would like to apply for a grant to have an intern develop a catalog of the historical documentation that has already been done by the station, a catalog that could be accessed as a reference to anyone in the community.

Kerry suggested that Susan should talk to Richard Kioovsky, a Spanish/German teacher at the Middle School who also does video productions there, about the possibility of intern grants.

Finally, Susan still plans to write a grant application for “video literacy”, in partnership with the Library, which would teach people how to make a good program.

Kerry mentioned that he had just received an e-mail concerning a web or an in-person seminar relating to “video literacy”. Susan asked Kerry to e-mail her information about the seminar.

Kerry added that while the programming ideas that are being generated are good, the community outreach about HCTV to the organizations in the community is probably the most important way to grow interest in the community. Kerry said that one possible very lucrative source of programming would be the residents of Laurel Lake. Susan suggested getting the middle school students involved with inter-generational oral histories from some of the Laurel Lake residents. Kerry said that effort could be a good grant opportunity.

Nick brought up the possibility of asking for a grant for the replacement of the studio cameras. Kerry said that Frank Youngwerth, host of “Good Day in Hudson”, is back in town and Frank and Kerry would try to set up a meeting with the Margaret Clark Morgan foundation about possible grant opportunities. Nick added that the Broadcast Journalism class would be a good tie-in for an equipment grant that would benefit the station as well as the Journalism class. The existing studio cameras are 13-14 years old and a new set would cost in excess of \$202,000. Kerry mentioned that City Council continues to be supportive of the station and is aware of what is being accomplished by the HCTV operation. Susan added that informing people in a journalistic way of events in the city and documenting the history of the city are the most important aspects for receiving grant help.

Nick asked if there was any further news on the new stadium. Kerry reported that the master plan for the stadium development had been presented to the Planning Commission.

## **XIII. Once Around**

Kerry reported that Good Day in Hudson with Frank Youngwerth is approaching another milestone of 125 shows aired, which may be cause for an anniversary special celebration. Kerry also mentioned that HCTV will reach its fifteen-year anniversary of being on the air in October 2011, which should also be noted and celebrated.

#### **XIV. Next Meeting Date**

The next HCTV Advisory Committee meeting date is scheduled for Thursday, May 19, 2011 at 6:30 PM in the HCTV Studios in Hudson High School.

#### **XV. 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 8:24 P.M.