



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: June 24, 2010.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Susan Factor, Chair Kathie Franks, A. J. Stokes, Brian Suntken, Susan Terkel, Barbara VanBlarcum, Nick Zaklanovich.

Not in attendance: Gary Dixon, Kerry Paluscsak, Council Liaison Kristina Roegner,

Meeting called to order by Chair Kathie Franks at 6:33 P.M. Notes taken by Nick Zaklanovich.

I. Establish Meeting Schedule for the remainder of 2010

Chair Kathie Franks proposed that the committee meet once a month for the rest of 2010. The committee selected the third Thursday of each month as the target date for its meeting. This schedule makes the next scheduled meeting date July 15, 2010. The next meeting date after that is August 19, 2010. Meetings will continue to be held in the HCTV Studios, Hudson High School at 6:30 PM.

II. Roster Update

Station Manger Kerry Paluscsak provided an updated committee roster list, including addresses, contact information and length of term for each member. All committee members found the list to be accurate and useful. Thanks, Kerry.

III. Approval of Minutes (April 26, 2010 Meeting)

A motion to approve the April 26, 2010 meeting minutes was made by Susan Terkel. The motion was seconded by Susan Factor. A voice vote to accept the April 26, 2010 meeting minutes was unanimously approved.

IV. Advisory Committee Structure and Individual Responsibilities

Chair Kathie Franks distributed information regarding the structures of other community TV advisory committees including Calabasas, CA, Worchester, MA and Brooklyn Park, MN. Chair Franks suggested that our committee should have structured assigned tasks for the committee members, assigned according to their individual strengths and experiences.

IV. Advisory Committee Structure and Individual Responsibilities, continued

To that end, Chair Kathie Franks distributed a list of responsibilities that will were assigned to each committee member. In summary they are: Nick Zaklanovich – Legal compliance; A.J. Stokes & Kerry Paluscsak Fiscal responsibility and budget; Brian Suntken – Community interface; Chair Kathie Franks – Fundraising; Susan Terkel – Program development; Susan Factor – School collaboration; Barbara VanBlarcum & Chair Kathie Franks – Volunteer corps development. Starting with the July meeting, each member will be asked to report on their area of responsibility.

V. Station Manager's Report: Kerry Paluscsak

Due to a prior production commitment, Kerry Paluscsak submitted a written Station Manager's Report.

In summary, Kerry reports that programming is being added to the on line video-on-demand service. A summary of programming availability was sent to Jody Roberts, communications manager for the City Of Hudson, who sent out a press release concerning the on-demand service to the Hudson Hub-Times and the social media services of the City. Barbara VanBlarcum has added mentions of the on-demand service to the weekly Hub-Times listing relating to HCTV.

Steven Talarcek, a 9-year employee of HCTV has resigned his position due to completion of his college degree and the co-op requirements resulting from his degree.

Kerry will work with Deputy City Manager Paula Ryan in reclassification of some current employees and / or work on determining the posting of open positions.

In regards to the school journalism class, Kerry is hopeful that classroom space issues can be worked out to minimize the impact on the HCTV operations.

VI. Public Access Coordinator's Report – Barbara VanBlarcum

Public Access Programming

The following is Barbara VanBlarcum's list of Public Access programming producers and programs:

Hudson Presbyterian Church - a program about one of their service projects; Holy Trinity Anglican Church - a new monthly program "Joy on the Journey"; The Learned Owl Book Shop - "Book Chat" with Mary McDonald featuring local authors; Hudson Montessori School - Middle School Graduation and "I Am a Peacemaker" production; Christ Church Episcopal - Weekly Sunday services; Concert on the Green series - 2010 Hudson Summer Music Festival - concerts through August; Kabir Bhatia - "Up Late" and "Kabir Power Hour" programs; "Good Medicine" with Mary Sheehan" - a new series featuring health professionals; "Chop Cook Eat" with Carla Snyder - a new series of cooking lessons for twenty-somethings; "Northwoods Cooking Show" - an acquired program from Minnesota and The Hudson Community Education & Recreation taped a program about their summer offerings.

Barbara asked the committee members to continue to spread the word concerning the On-Demand availability of HCTV programming.

VII. “Made Possible By”

Chair Kathie Franks put forward the idea of getting local business sponsorship for HCTV programming, using the “Made Possible By” banner. Local businesses could provide grants that will help with program costs while gaining exposure on HCTV by a “made possible by” endorsement. “Made possible by” grants from businesses could help fill the gap in funding left by the fee reduction or elimination in fees from the cable franchise.

Barbara explained that the “Up Late” show hosted by Kabir Bhatia is a public access program with its own budget and its own production staff. “Good Day in Hudson” with Frank Youngwerth is an HCTV produced program, but Frank solicits his own financial support from local businesses.

Susan Terkel requested that HCTV come up with a “ballpark” figure for the production costs of an hour-long local access program for future reference in providing information to potential public access program producers.

VIII. Letter of Inquiry & Project Funding for Local “Unsung Heroes”

No discussions were conducted concerning this subject.

IX. Community Event Coverage

Chair Kathie Franks reported that she received several phone calls indicating that the coverage of the Hudson Memorial Day Parade was lower in quality than in year’s past. Live, on-site commentary was not included for this year’s parade and fewer cameras were in use due to a scale back due to budgetary concerns.

The loss of the overhead shot from the utility truck was also noted as a major deficiency in the parade coverage. The Boy Scouts reported that they were “let down” by the coverage provided of the parade. Susan Terkel suggested that the Boy Scouts could produce their own show about their participation in the parade.

A discussion on how to improve coverage for next year’s Memorial Day parade ensued. Chair Kathie Franks suggested that if live commentary is not recorded on the spot, that voice-over commentary could be added. Kathie also suggested that preliminary information regarding the floats and the participants in the parade must be gathered to provide insight and subjects for the voice-over commentary.

For the upcoming fireworks display, Brian Suntken suggested that Kabir Bhatia could be used to walk among the citizen attendees to solicit comments about the event.

Brian Suntken indicated that the most recent Hudson Summer Music Festival, “Music on The Green” coverage that included Stan Hywet’s Goodyear Concert Band, was less than a quality presentation. Brian said that beyond the music not being of prime quality, the placement of the band members made it impossible to “see” beyond the first two rows of musicians. As a possible solution, A. J. Stokes suggested that a riser could be built to raise the recording camera above ground level, so that more of the band members could be seen on camera.

X. Public Comment

No public comment was offered.

XI. Member Comments, Questions and Suggestions

Below listed are the comments, questions and suggestions put forward by the committee members, grouped according to the originating member.

Chair Kathie Franks –

The Youth Development Center (YDC) utilization may be a subject on which we can look at providing more information.

Publishing promotional pamphlets could be a waste of time - it is human contact that is important to promote interest.

Susan Terkel –

Susan suggested that a goal be set for recruiting volunteers to work on local event coverage and to expend coverage of local happenings.

Ellen Smith of the Hudson Public Library will work with us to expand knowledge of HCTV. The library facilities could also be used for video editing training and program editing. In response, Barbara VanBlarcum noted that the library uses the Premier Elements software package for editing, but the required mass file storage capacity may not be available on the library's systems.

We need more comedy as part of our programming offerings.

Can we approach other interests in the community for programming ideas and possible support?

We need a short video promoting the station. We could possibly get the Hudson Library to help with the marketing of HCTV.

Susan suggested making five workshop presentations on the HCTV equipment that is available and the production of a show - perhaps get the kids involved.

The community needs to learn what we (HCTV) have and what we do. Targets for this information should be the young, the old and everyone in between.

We need a pamphlet to explain public access. Barbara VanBlarcum provided a pamphlet that was done a few years ago that provides a lot of good information. Perhaps we can build on this pamphlet and expand it.

Susan volunteered to provide an outline of the five proposed promotional workshops by the next meeting.

Susan suggested that Kent State University could supply an intern to work on HCTV projects as part of their Journalism classes.

Susan Terkel, continued

As a final comment, Susan said that she felt honored that Kathie Franks is the new chair of the Advisory Committee. All in attendance agreed with her statement.

Susan Factor –

Perhaps the new Broadcast Journalism class that will start in the High School next school year may want to get involved in the promotional workshops.

Perhaps the schools could be used to distribute literature through the community.

Can we require the new high school Broadcast Journalism class members to work on HCTV projects as part of their course requirement?

Contact should be made with Broadcast Journalism teachers to touch base with them on getting the students involved with HCTV.

Susan suggested that the Broadcast Journalism instructors should be invited to attend the committee's July 15 meeting to learn more. Can we have the Broadcast Journalism students do a regular local interest show or local news program? Perhaps those that work on these projects could be members of a special Broadcast Journalism club that can be formed as part of the course.

We need more ideas on how to get the schools involved – access can be promoted to the teachers. Susan will send out a message on the first day of school to promote the HCTV access. The I-Movie software application will be taught this year in the classes, which will occupy most of the student's time initially. After the I-Move training is completed, perhaps the students will be available for other endeavors.

Brian Suntken –

Brian suggested that a table be set up at the weekly Farmer's Market on the green, staffed by HCTV committee members, as a way to promote knowledge of and interest in HCTV programming. As a part of the Farmer's Market display, Brian suggested that a camera and chroma key set up may create more interest for the citizens, particularly the young, to "see themselves on TV".

Brian also suggested that HCTV needs to have greater continuity in scheduling and suggested that certain nights be set aside for common-themed programming, such as Thursday as "music night".

Nick Zaklanovich –

Expressed an interest in getting more involved via the volunteer program, to do more than just "sitting at the table" for committee meetings.

XII. Adjournment

With no further business indicated, Brian Suntken made a motion to adjourn the meeting. A.J. Stokes seconded the motion. The motion to adjourn was unanimously approved by voice vote.

Meeting adjourned at 7:47 P.M.