



## Hudson Cable Television Advisory Committee

### *Meeting Minutes*

Meeting Date: April 26, 2010.

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Chairman Gary Dixon, Kathie Franks, Kerry Paluscsak, Council Liaison Kristina Roegner, A. J. Stokes, Brian Suntken, Barbara VanBlarcum, Frank Youngwerth, Nick Zaklanovich.

**Not in attendance:** Susan Factor, Susan Terkel.

Meeting called to order by Chairman Dixon at 6:40 P.M. Notes taken by Nick Zaklanovich.

### **I. Approval of Minutes (November 2009 Meeting)**

Required spelling corrections were noted in the minutes of the committee meeting of November 16, 2009. A motion to approve the November 16, 2009 meeting minutes as corrected was made by A.J. Stokes. The motion was seconded by Kathie Franks. A voice vote to accept the November 16, 2009 meeting minutes was unanimously approved.

### **II. Public Comment**

Frank Youngwerth commented on the tenure of Gary Dixon as he steps down as chairman of the HCTV Advisory Committee. Frank congratulated Gary on the success of his chairmanship, thanking him for his excellent service to the committee and the community.

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

#### ***Audio Equipment***

New wireless audio equipment has been ordered to replace old equipment that can no longer be used, due to the reassignment of the frequency spectrum on which the old equipment operated. The frequency spectrum used by the old wireless equipment was reallocated by the Federal Communications Commission for use by first responder emergency communications and for Verizon Wireless Communications.

The total purchase price for the new wireless audio equipment is \$2,600.00. Funds for the purchase were reassigned from an unused first quarter appropriation. The new equipment will be received and will be in full operation well ahead of the frequency allocation deadline date of June 1, 2010.

## *Web Service*

The web service that was launched in February continues to grow with program availability and community use. Granicus is the web host for the live streaming and archive of community meetings, including City Council meetings and workshops, Planning Commission, Environmental, Charter Review and Youth Development Utilization Committee meetings. Meetings are streamed live via the Hudson city website and are also available for viewing on demand via archive on the City of Hudson website. Pegcentral is the web host for HCTV on-demand programming via the Internet, which features Channel 25 programs, available to the community on-demand.

Early results show that the Council Meeting and Workshops, as well as the Planning Commission meetings are the most popular programming accessed, with twenty to thirty hits normally for the most popular meetings. The Environmental Committee meetings appear to be the least accessed meeting programs. Council Liaison Roegner commented that she was pleased with the number of “hits” for the Council presentations, with the Internet access significantly increasing the number of citizens who are normally attend the meetings in person.

A City press release was issued in February notifying the public of the web access availability of HCTV programming. It was suggested that the City should issue another Press Release promoting the web availability of HCTV offerings. Jody Roberts, Communications Director for the City will be contacted concerning the additional press release. **Action: Barbara VanBlarcum.**

## *Technical Issues*

Two new video cameras have been acquired. The new cameras are high-definition cameras with flash memory for storage of the recorded video and audio information. Two new tripods were also acquired, along with the new cameras. As a result of the new camera acquisition, it was necessary to upgrade the editing software to accept the new camera’s output. Adobe Elements software was upgraded from version 2 to version 8. In addition, Adobe Premier Pro was upgraded from CS2 to CS5.

## **IV. Public Access Coordinator’s Report – Barbara VanBlarcum**

Barbara introduced Brian Suntken who is a member of the Hudson High School Music Association and a potential member of the HCTV Advisory Committee.

### ***Public Access Programming***

The following is Barbara’s list of Public Access programming sources and producers:

Hudson Rugby Association (5 rugby games to be recorded and aired); Hudson Newcomers Club; HHS Music Association (HHS Jazz Fest, HHS Marching Band, HHS Wind & Percussion Ensemble concerts); Christ Church Episcopal Easter Service and weekly services; Christian Unity Prayer Service; St. Mary Church workshops by Fr. Francois Rossier; Holy Trinity Anglican Church; Girl Scouts of America; Akron Youth Symphony; Hudson Heritage Association monthly lectures; Hudson Rotary Club annual auction promo and a new show taped in the studio: “Good Medicine with Mary Sheehan”.

## **V. Oral History Project Update – Barbara VanBlarcum**

An oral history was taped with Helen Morse, a 90 year old citizen, interviewed by Gwen Mayer and Rob Swedenborg. The interview includes a history of the former Morse Electronics Company of Hudson, with information on and prototypes of the patents from the company. “Book Chat with Mary McDonald” of the Learned Owl Book Shop has taped 5 or 6 interviews with local authors. I produced a program “Earth Day 1970: Hudson” with the organizer of the event (Charlie Schollenberger) and some of the teachers and residents who remember the big event that day.

Former HCTV Advisory committee member Ginny Frazer has arranged a shoot for May 10<sup>th</sup> with Pete McDonald and Frank Comeriato, talking about the stained glass windows at Markillie Cemetery chapel.

Former HCTV Advisory committee member Christine Bradbury has volunteered many hours editing for HCTV. She’s also helped to shoot the “Cook, Chop, Eat” series with Chef Carla Snyder.

The son of a former Youth Development Center employee will provide a history of the YDC property that was recently purchased by the City of Hudson.

Barbara asked the committee members to continue to spread the word concerning the Oral History Project.

## **VI. Grant Writing Update – Kathie Franks**

Kathie distributed a summarized update of her potential grant source foundations list. The list is targeted on foundations with focuses that relate to the needs and activities of HCTV. When thinking of pursuing grants for HCTV operations, we should keep in mind the following credo: “Specific projects can be funded by specific benefactors”.

After a brief review of the list of benefactor foundations, four of the listed organizations were selected to be targets for possible grant requests for HCTV. The selected organizations were: The Lubrizol Foundation of Wickliffe, OH; The PBL Fund of Cleveland, OH; The Akron Community Foundation of Akron, OH and The ICF Fund of Hudson. These organizations were selected because of their local proximity, as well as their expressed in promoting local arts and education.

Kathie provided a sample of the letter of intent that she created for submittal to prospective grant benefactors. Kathie volunteered that she would still like to “massage” the letter of intent before it is used.

A brief discussion took place relating to the current state of the local newspaper industry. Frank Youngwerth mentioned that he has had discussions with Mr. Bill Hammerstrom, editor of the local Hudson Hub-Times newspaper. Mr. Hammerstrom surmised that the future of print journalism may be the small, local papers and news media, rather than the large regional and nationwide media. If local media is, in fact, the future of journalism, public access operations such as HCTV and the streaming and internet on-demand access to the programming could be an important part of the wave of the future.

It is generally felt by the committee members that the local, Akron and Cleveland-based media needs to pay more attention to the growing suburbs, like Hudson.

Kathie suggested that a future project for production could be interviews of city workers and other of the “unsung heroes” that work in the community to serve and keep the City operating, but with very little attention or notice. Suggested subjects for interviews were: city electric and water workers, snow plow drivers, school bus drivers, mail delivery people, groundskeepers, etc. Janet Barlow, a school bus driver in the City of Hudson for 25 years, was a suggested good subject for an interview.

It was suggested by Council Liaison Roegner that the selected benefactor organizations be contacted regarding the suggested “local heroes” interview project. It was suggested that the committee should propose making fifteen different shows, of one half-hour each. The estimate was that it would take forty hours to produce each program, at an estimated cost of \$30.00 per hour. Two separate cameras were suggested to be used during the interviews.

## **VII. New Business**

Brian Suntken expressed his opinion that more effort should be dedicated city-wide to support of the arts. Brian said that he was very proud of the efforts of the Hudson High School Music Department programs and that efforts should be increased to expose the enormous arts resource of the music program to the citizens. Brian suggested that funding be found for an original production of a play written, scored and produced by a team of Hudson High School students. The play would be an original production, and would therefore avoid any copyright issues with use of an existing play or production. It was suggested that HCTV could provide behind-the-scenes preparation for the play, its writing and practice, as well as the actual performance production.

Chairman Gary Dixon will relinquish his role as chairman of the HCTV Advisory Committee at the conclusion of the current meeting. While we hate to see him leave his chairmanship, we are happy that Gary will remain as a member of the committee for the near future. Chairman Dixon’s exit comments are included below:

*Media saturates our daily lives. TV's, smart phones, computers, digital signage and background music - all this information entering our lives! Our children and fellow citizens need to know how to digest all this media. What is more, we are faced with decreased diversity in media and a lack of local coverage for our community news and events.*

*This all amounts to the resident looking for guidance. That is where this committee needs to support Hudson's City Council. The committee needs to continue to monitor the FCC, Federal and State governments for rules and regulations that will impact the way media is delivered. You need to continue to make recommendations and ask questions of our local, state and federal governments. You have seen with a small group of caring people how we were able to stand up to AT&T, Time Warner and the Ohio government on this most recent Senate Bill.*

*HCTV is an important part of this committee's duties. So much can be accomplished if the committee continues to help the station adapt and change with new technology.*

*I encourage the committee to explore grants for the Broadcast Journalism Class, adult evening classes for video production and media literacy. This is the future of Cable TV and the only way we can continue to exist as the medium "TV" changes.*

*It was a pleasure working with everyone and I'm confident this group will continue to grow and help the City of Hudson provide programming and news to its residents.*

To provide an orderly transition, Chairman Dixon moved to nominate Kathie Franks to replace him as Chair of the HCTV Advisory Committee. A. J. Stokes seconded Kathie's nomination. There being no other nominations, Chairman Dixon closed nominations. A voice vote to accept Kathie Frank's nomination as Chairperson was unanimously approved. Congratulations and good luck, Kathie!

### **VIII. Next Meeting Date**

New Chairperson Kathie Franks set the date for the next HCTV Advisory Committee meeting to be scheduled for Monday, June 21, 2010 at 6:30 P.M. in the HCTV studios in the Hudson High School.

### **IX. Adjournment**

With no further business indicated, Gary Dixon made a motion to adjourn the meeting. Nick Zaklanovich seconded the motion. The motion to adjourn was unanimously approved by voice vote.

Meeting adjourned at 8:02 P.M.

### **X. Next Meeting Date Change**

Due to numerous scheduling conflicts, the date for the next HCTV Advisory Committee meeting has been changed to **Thursday, June 24, 2010 at 6:30 P.M.** in the HCTV studios in the Hudson High School.