



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: August 16, 2018

Meeting Location: HCTV Studios, Hudson High School.

Members in attendance: Michael Beam, Aimee Dunphy, Jeff Russell, Thor Wasbotten and Nick Zaklanovich.

Ex Officio: Dan Gerbracht.

Not in attendance: Ginny Frazer and Michael Coburn. **Ex Officio:** Barbara VanBlarcum and Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:36 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. No guests were present at the meeting.

II. Approval of Previous Meeting Minutes

The draft minutes from the July 19, 2018 committee meeting were approved as written. The draft minutes were submitted by Michael Coburn. Thanks, Michael. The approved minutes will be posted to the City web site.

III. Station Management Report – Dan Gerbracht

- The old foldout video set at the station is undergoing upgrade. Work will begin soon a new set that will be constructed in one corner of the studio. A retractable chroma key background “green screen” will be purchased soon for use in productions requiring chroma key capability.
- One Mac computer has been purchased for the editing stations with a second unit to be purchased shortly.
- The Hudson High School photography class instructor has been contacted concerning sharing assets and talents between the class and HCTV.
- The Media Center upgrade in the High School is wrapping up. The video cables for coverage of events in the Media Center have been installed in the floor and having the cables installed in the floor will make it much easier to set up the HCTV cameras in the room.
- The Vimeo transition is going smoothly with 400 videos posted. All editions of Good Day in Hudson were loaded into the Vimeo system.

III. Station Management Report – Dan Gerbracht, continued

- As the school year starts, Hudson High School students will be able to use the HCTV facilities. Students with a free tenth period, who so desire to get training, will have it available as an informal class. The formal video production class that was held last year will start up again in the spring.
- A proposal for an after-hours course on video production has been received from several citizens. Only basic video production will be offered. Michael Beam asked if the “Friends of HCTV” would be involved in such an effort. Dan responded that someone from staff would have to be on site with the class, if it was held in the studio. Michael suggested that the class could be a source of revenue for the station.
- The Alliance for Community Media Central States region will this year hold their annual conference in Alliance, OH on October 26 – 28. Any committee members that are interested are welcome to attend, but must pay their own way.
- The higher than average payment that was received from Spectrum in the last quarterly franchise payment was a legitimate correction for a previous error by Spectrum. The extra funds are being held in the station’s fund account and any withdrawal of those funds must be accompanied by a specific project proposal.
- Dan reported that the station has had some difficulty in accessing additional and grant funds that were received by the station and are being held by the City Finance department. Access to the funds is restricted, unless a specific project is sited. After a discussion by the committee, the suggested response was for Dan to contact Dr. Williams, as our committee liaison, for advice on a resolution to the problem.
- The digital signage system project may be revived as a possible use of the extra Spectrum funding. Both the Hudson Visitor’s Center and the Hudson Schools are still interested in collaborating in the project. The current cost of the project has been scaled back to \$8,000. This project may move forward in the 3rd quarter.
- Another project under consideration is “wrapping” of the station vehicle. The vehicle currently bears small station stickers and a wrap similar to that displayed on the Velocity vehicle would be a nice promotional change. Cost is estimated at about \$3,000 - \$4,000.
- There are reports that the Laurel Lake Retirement Community management is considering dropping Spectrum service from their entire site. Many of the residents of Laurel Lake are regular HCTV viewers and loss of their access would be a significant loss in overall viewership. Frank Youngwerth, host of Good day in Hudson and a Laurel lake resident said that he would look into the situation. We hope for more information on this matter at the September meeting.
- Football coverage starts next Friday. Volunteers are still needed. The broadcast set up will be modified to increase efficiency.
- Destination Hudson recently produced a program about the new “A Picture of Hudson” coffee table book.
- Tom Speaks recorded two new “Appreciology” programs, one with Schools Superintendent Phil Herman and a second program about kindness.
- French cook Catherine St. Johns was recorded while demonstrating her craft at the Hudson Library & Historical Society. Hudson Community Foundation’s program of a Tax Cut Forum was also recorded at the Library. The “Retirepreneur” series also recorded a new program regarding the tax law changes.
- KB Time produced a new program about the old Geauga Lake Park.
- A Tom Vince program recorded at the Hudson Heritage Association about the 1893 World’s Columbian Exhibition in Chicago is currently airing on the station.
- Work is ongoing on a PSA that is being produced for the Hudson Community Foundation.
- Michael asked a question concerning the backup of the metadata that is being added to the new Vimeo system. Dan said that all of the metadata is being copied into a Word document. Michael suggested asking Vimeo to back up the data, which could come in handy if another service change is made in the future.

III. Station Management Report – Dan Gerbracht, continued

- Aimee Dunphy asked about the problems that were reported with the LCD indicators on the Sony video switcher unit. Dan said that the unit would still function, even if the displays fail completely, so no action will be taken on a repair until it is necessary.

IV. Public Service Announcements

A recent discussion concerning public service announcements for a for profit company lead to an e-mail exchange among the members concerning the interpretation of the rules governing commercial endorsements. Nick said that the response from the City Solicitor about the matter seemed to be more forceful than the original interpretation of the rule. The previous interpretation was that businesses could be promoted, as long as price and sales were not mentioned.

Michael said that his interpretation was that a “call to action”, such as that which was recently proposed by a producer and a business “promotion” are two different items. While promotion of a business is within the public access rules of the station, a “call to action” is beyond what is allowed in the rules.

Thor Wasbotten added a succinct summary that the difference in application is that informational promotion is acceptable, while transactional promotion is not. Dan said that the committee has the power to change the public access rules, should future problems arise, but felt that the current rules are sufficient at this time. Dan thanked the committee members for their e-mail input into the question.

V. HCTV event coverage credit announcement

Jeff Russell and Ginny Frazer created and circulated a suggested “boiler plate announcement” message mentioning HCTV that all organizations with regular programming appearing on the station would be asked to read at the start of their programs. Dan said that he thought that the suggested announcement was too long and needs to be just a few sentences. He suggested that a banner that could be displayed at events would be an alternative to an announcement. Further discussions will take place at the September committee meeting.

VI. Committee officer election update

Nick said that an election for the positions of Committee Chair and Vice Chair would be held at the September committee meeting. He also asked that those interested in the officer positions let their preference be known prior to the September meeting.

VII. Previous Meeting Follow Up & Once Around

Thor indicated that his current schedule has lead him to consider leaving the committee prior to the end of his current term in 2020.

Nick reported that the Cy Young program that has been in production for several months is now complete and will be available for scheduling soon.

VIII. Adjournment

The next committee meeting date is scheduled for Thursday, September 20, 2018 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:31 PM.