



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: December 20, 2018

Meeting Location: City of Hudson Town Hall Meeting Room

Members in attendance: Aimee Dunphy, Ginny Frazer, Jeff Russell, Thor Wasbotten and Nick Zaklanovich.

Not in attendance: Michael Beam and Michael Coburn. **Ex Officio:** Dan Gerbracht, Barbara VanBlarcum and Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:35 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 October 18, 2018 committee meeting were approved as written. The draft minutes were submitted by Thor Wasbotten. Thanks, Thor. The approved minutes will be posted to the City web site.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum

Both Dan Gerbracht and Barbara VanBlarcum submitted written summaries of station activities. The committee reviewed the summaries, which consisted of the following Operations items:

- A “behind the scenes” video that took place during the Orchestra Concert broadcast was presented on Facebook.
- Copies of the actual 2018 and the approved 2019 budget were distributed and reviewed.
- A new retractable “green screen” background was purchased with funds from a grant from the Burton D. Morgan Foundation.
- Various auxiliary audio and video equipment has been purchased with equipment funds that had to be spent in the 2018 calendar year.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum, continued

- The new Carousel Bulletin Board system was acquired and installed. Sample screen shots of the system layout were distributed to the committee members. The system is currently running internally at HCTV. The plan is to begin airing the system on the Community Bulletin Board (channel 1023) on January 13, 2019. The system automatically receives information, in real time, about live traffic and weather information, city news and civic, school and library events. The displayed information is updated without the need for staff input. The system was launched in Hudson High School on 12/19. The Visitor Center will implement the system in the spring on 2019.

The committee raised several questions concerning the Carousel system:

Thor asked if the system would include information messages for display inside the High School. Nick said that the school system screens are already available for display on the existing high school video monitor system. Jeff Russell asked if the system would be viewable on line. Nick said that once the system goes live on channel 1023, it would also be available via the internet, in the same manner as the current Bulletin Board channel is available. Aimee Dunphy asked about the time interval between message updates. Aimee's question will be referred to Dan for an answer.

Ginny Frazer suggested that the Hudson Hub-Times should be contacted about lending some publicity to the new Carousel system. Ginny also asked if the other potential users – the school system, Western Reserve Academy, Visitor's Center, Library – would be updating information and had contributed to the cost of the new Carousel system. Those questions will also be passed on to Dan to answer.

- All three of the high school Holiday Concerts were presented live on Channel 1021, on Facebook and recorded for later use. Dan noted that a majority of the production team for the concert events were volunteers.
- The station looked into a new cloud-based asset management system called Isaac. The system would allow for improved tracking of volunteer efforts, public access producers and equipment checkout. The initial cost of the system is \$1,830 with a \$1,080 per year support charge after the first year. Dan asked the committee for their opinion on the possible purchase of the system.

Thor asked for more information on the system. He also asked if the Isaac package would replace Signup Genius, the current volunteer tracking system. Nick said yes, but Isaac would have much more capability over the current application. The committee discussed the issue and the consensus was that the Isaac package was perhaps too involved and too expensive for the needs of the station. The recommendation will be passed on to Dan.

- The current public access cameras are 10 years old and are not true HD devices. Dan asked the committee to discuss the purchase of new cameras. The Sony NXCAM cameras that are the preferred replacements are \$1,500.00 each, with \$500.00 in accessories needed, for a total of \$2,000.00 per unit.

The committee discussed the camera issue. Aimee asked how many Public Access cameras are currently in use. Aimee's question will be passed on to Dan to answer. Ginny said that she thought that the camera issue could be undertaken by the Friends of HCTV (FOHCTV) group as an equipment need for the station. Ginny said that she would speak with the president of the FOHCTV, Gary Dixon about possibly writing a letter to the editor to the Hub-Times about the replacement camera need. Aimee suggested that a letter to the editor should include a reference to the FOHCTV web site, so that other station needs can be included in any appeal for funds.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum, continued

There was a short discussion concerning a plan for an FOHCTV grant request from the Ohio Historical Society. Ginny mentioned that the grant has not yet been finalized, but would include several phases. The initial phase would be for planning of a production. A production about the history of the Hudson Heritage Association is envisioned as something that can be funded by the potential Historical Society grant. The second phase of the grant would include funding for equipment needed to create the production, which could include camera equipment. However, the second phase of the grant request is probably a year or more in the future.

Thor added that the importance of adding new Public Access cameras should be a paramount concern of the committee, since the station was created as a Public Access venue for the citizens.

- Due to the reallocation of the 600 MHz frequency band by the Federal Communications Commission (FCC), some of the current Public Access wireless microphone equipment will need to be replaced. The deadline for the frequency allocation is July 2020, when all wireless microphone equipment will be banned from that part of the radio spectrum.

For the programming portion of the station management report, Barb provided the following summary items:

- Recent Public Access programming includes: Hudson Middle school holiday chorus; 3 KBTime programs; the Western Reserve Academy Vespers; a new segment of “About Hudson” concerning the Hudson-Landsburg Sister City; a new “Herman Show” with guest Natalie Brown; a new Retirepreneur program; two Through the Eyes of the Artist programs from the Library; Forum 360; the Christ Church, Episcopal Christmas pageant and the Hudson United Methodist Church Christmas Story video.
- Recent HCTV recorded programming includes: Laurel Lake Encore Chorale concert; Innovate Hudson Hackathon; an Oral History of Martha L. Marsh interviewed by Thomas L. Vince; the three Hudson High School Holiday concerts plus the East Woods singers; “Our Time to Shine” presents Ariel; a Lynne Cheney talk from the Library; the Chamber of Commerce awards breakfast; “Good Day in Hudson” for November, December & January; a World War I monument restoration presentation and the 100th anniversary monument unveiling; the Hudson Community First career panel and Josh Drean presentation.
- For acquired programming, the documentary “Lost Voices of the Great War” was acquired from Stan Hywet Hall and the University of Akron along with two programs from the Hudson Library: Amy Knight & Nathan Philbrick.

Thanks to both Dan & Barb for providing the summary information to the committee.

IV. Alliance for Community Media Conference Update – Nick Zaklanovich

Barb, Dan and Nick along with Meg Andrus and Philip Sieb of the staff all attended the Central States Alliance for Community Media conference that was held in Alliance, OH on October 26 & 27. Nick reported that the event was not very well attended and the offered seminars were of less than high quality. However, some information was gleaned from the event that was shared with the committee.

- Hudson City Council and the city administration has held discussions previously concerning “small cell” (5G) wireless installations that would be installed on light poles and other smaller structures all over town. At the conference, we were made aware of an FCC initiative that would eliminate local control, including the placement of equipment, as well as the opportunity for local fees for the use of public structures for 5G installations. Nick suggested that the City be made aware of the latest FCC initiative, as it could be damaging to Hudson’s efforts to have control over 5G wireless installations.

IV. Alliance for Community Media Conference Update – Nick Zaklanovich, continued

- The second pertinent issue that was discussed at the Alliance conference pertained to FCC Docket # 05-311. This FCC initiative would allow cable providers to determine that “in-kind” services provided by the provider to a community television operation such as HCTV could be deducted from the franchise payments that are now paid by the providers. Both Thor & Nick pointed out that such a change would be very detrimental to the HCTV operation, since cable provider franchise fees are the primary sources of funding for the station. One example of an item that could be deemed an “in-kind” service is the fiber cable connection between the station’s transmission point and the cable system input point. Nick supplied a copy of the text of the docket language to the members. Nick suggested that the City be made aware of the proposal regarding “in-kind” credits. It was reported that the FCC has received 3,400 comments concerning this proposal, almost all of which were against the change. The Alliance for Community Television is monitoring the issue closely, but has requested that concerns about the change be transmitted to the respective representatives in the U.S. Congress, asking them to make efforts to block implementation of FCC Docket #05-311.
- The third issue brought forward concerns closed-captioning. HCTV is exempt from the requirement to provide closed captioning service, due to the size of the operation. However, we learned at the conference that there are law firms that are filing lawsuits against communities, arguing that a lack of captioning on city owned stations is a violation of the Americans with Disabilities Act. It was recommended that prior to any such litigation, the City should have on file results of research that shows that adding closed captioning to the HCTV service would be an economic burden to the city. The estimated cost of adding automatic captioning to HCTV is in excess of \$40,000. Nick suggested that the City be made aware of the closed captioning question.
- We learned at the conference that Spectrum is required to provide accurate program information for HCTV programming. At the current time, the program information displayed on the Spectrum system in Hudson is actually the program information for the Twinsburg cable service. Spectrum has been asked several times to correct the current situation, but it remains consistently inaccurate. Although this is a minor issue, another effort should be made with Spectrum to correct the channel misinformation issue.
- Finally, information was gathered at the conference related to an event scheduling system called Quickcast from Castus Systems. The system would be a great improvement over the current “manual” programming scheduling operation that has been in use at HCTV for many years. This item is something to keep in mind for future consideration.

V. Friends of HCTV Update – Ginny Frazer

Ginny reported that the Friends of HCTV group is working on establishing a college scholarship fund in 2019 for Hudson High School seniors. The scholarship has already been registered with the education office at the school, which in January 2019 will be announcing all of the available scholarship opportunities. Ten hours of volunteer service at HCTV and a college major in some form of media discipline will be requirements to receive the scholarship. If no applicant fits into the requirements in 2019, the scholarship fund will roll over to the following year. Working in conjunction with the Hudson Community Foundation, the proposed scholarship will be for \$1,000.00.

Ginny said that the FOHCTV president, Mr. Gary Dixon has asked all of the members to post items promoting the station and the “Friends of” group to their Facebook pages. There were also discussions of holding some form of promotional event for the FOHCTV, but the use of city property for such an event is made more difficult by the cost of the liability bonding that would be required. A presence at the upcoming Pancake Breakfast event is another possible FOHCTV exposure opportunity, as is the Hudson Community Expo, which is scheduled to take place on Saturday, March 16, 2019 at Hudson High School.

V. Friends of HCTV Update – Ginny Frazer, continued

Ginny provided a supply of printed cards that can be distributed to promote the station to the citizenry. Finally, Nick reported that the FOHCTV organization is now able to accept contributions via PayPal, with six contributions already received via that contribution mode.

VI. Previous Meeting Follow Up & Once Around

Thor reported that he met with a sophomore student at Hudson High School, who also attended one of his summer classes at Kent State University, about her interests in television production. As a result, the student will be assisting with the production of “The Herman Show”. She will provide preliminary information for the guests of each show, something that is not offered in the current productions. Her work for The Herman Show will start in spring 2019 and will possibly lead to other production opportunities in the future.

Jeff reported that he has been in contact with Barb concerning obtaining video of a local band called Gildersleeve, which is made up of several Hudson High graduates. Video from several Gildersleeve concerts that took place in the summer of 2018 could be combined into a program, including interviews with the band members.

Nick reported that editing is about 50% complete on a program about the Underground Railroad in Hudson with Western Reserve Academy archivist & historian Thomas L. Vince. Video was also recorded at the Christkindlmarkt German festival event that recently took place on the Clocktower Green. Video was also recorded during the Holiday Gallery Hop art event that took place at the same time as the German festival. The plan is to produce programs for each event separately.

Nick also mentioned that he learned that there has been some discussion by the city administration about the possibility of merging the HCTV operation, including the HCTV budget, into the city IT department. While that or any like change is not imminent, Nick asked the members to think about the advantages and disadvantages of the HCTV operation continuing to be a standalone enterprise fund or merging into another city department operation. The subject that can be discussed further at the January committee meeting.

VII. Adjournment

The next committee meeting date is scheduled for Tuesday, January 22, 2019 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:45 PM.