



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: July 15, 2019

Meeting Location: HCTV Studios, Hudson High School.

Members in attendance: Michael Beam, Ginny Frazer, Jeff Russell and Nick Zaklanovich.

Ex Officio: Barbara VanBlarcum and Dan Gerbracht.

Not in attendance: Aimee Dunphy, Patrick Miller. **Ex Officio:** Dr. Dan Williams – Council Liaison.

I. Call to Order

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

II. Greeting of members and guests

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

III. Approval of Previous Meeting Minutes

The draft minutes for the June committee meeting were submitted by Jeff Russell. A few minor spelling errors were noted. The minutes were approved with the minor changes. The approved minutes will be posted to the City web site.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht

Barbara VanBlarcum reported on the following items:

- Barbara reported that the regular monthly access programs, North of 60, Retirepreneur and Pharmacy Phun Phacts all recorded new programs in the past month.
- Last week, Barbara attended the national conference of the Alliance for Community Media (ACM) in Portland. It is an annual conference of public access operations from all over the country.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht, continued

- The ACM was to publish an update on the Federal Communications Commission (FCC) Docket # 05-311 issue that could impact franchise fees that provide the majority of the funding for HCTV. That update had not yet been received. The main concern of the ACM over the docket order is that it is very ambiguous concerning what could be included in the “in – kind credits” that are proposed by the order against franchise fees. The ACM also feels that it should be Congress, not the FCC, who holds the power to change the Cable Communications Policy Act of 1984, which would be impacted by the implementation of the proposed FCC docket order.
- At a special Hudson City Council meeting on July 9, Council unanimously passed a resolution opposing the implementation of FCC Docket # 05-311. The resolution will be forwarded to Ohio’s two U.S. Senators (Senators Portman and Brown), and the District # 14 U.S. Representative Joyce in hopes that they will take action against implementation. The resolution was the impetus for Council to consider discussing, in their five year budget plan, a course of action for funding the HCTV operation into the future. Since access fees seem to be regularly brought into jeopardy, Council felt that it should look at the continued viability of the operation if franchise fee funds are eventually impacted.
- At the ACM conference, Barbara attended sessions on fund raising, program under-writing, rental of the facility, winter/summer camps, monetizing services, charging for PSA productions, holding fund raising events and station memberships. Barbara said that many of the other event attendees already have membership programs in place. She also said that perhaps a sign on the wall outside the station would be a good idea in identifying and promoting the HCTV operation.
- Closed Captioning of programming was also discussed at the ACM conference. Barbara said that since HCTV is a government-owned operation, captioning may be required in the future by the Americans with Disabilities Act. It was recommended that the City start researching the issue, in the event that litigation in regards to captioning may come forward. An exemption may be possible, due to the restrictive size of the station budget, but the ADA may instead look at the City budget as a basis to oppose exemption from providing captioning.
- Michael Beam said that he has done some research into captioning in the past and that the intelligence behind captioning has improved since his research. However, he noted that recent research by one of his colleagues, using Google API on a cellular phone, to attempt to identify the subject of a conversation showed many deficiencies in the system. Michael suggested contacting some of the other PEG operations in the area to inquire what they do in regards to captioning.
- Dan Gerbracht said that he has used Facebook’s captioning system on some of the social videos that he has produced. However, the current playback system used by the station does not support captioning. If required, adding captioning would be a very expensive endeavor, which would wipe out the entire station equipment budget for many years. Further City involvement will be required concerning the issue.
- Barbara said that the ACM conference included the presentation of national awards for public access productions. None of the submittals from Hudson were selected for an award.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht, continued

Dan Gerbracht reported on the following items:

- Dan reported on some of the video productions that the station has been working on for the City of Hudson. The productions include: A 50 year anniversary celebration for Little Tikes; the Special Olympics torch ceremony as it passed through town; two episodes of “Hudson Headlines”, one about Hudson Fireworks and another about traffic violations in town and a future edition about the sources of the City’s tax dollars. A ten minute documentary was produced that shows all of the work that goes into the Hudson 4th of July fireworks display. A Facebook live about the “Touch a Truck” event at the Hudson Library & Historical society is coming up in the next week.
- Dan said that the equipment failures that had prevented live streaming of Town Hall meetings have been resolved. The City also purchased a new video recorder unit for Town Hall that will allow presentation of all Town Hall meetings, beyond the Council and Planning Commission meetings that are currently available on Channel 1022.
- A wireless intercom system has been obtained for use during remote video shoots. Two new backdrop backgrounds have been ordered for use in the studio. A friend of Dan’s will be coming in next week to help in fine tuning the studio lighting. New studio lights that have been on back order continue to be back ordered from the supplier.
- Dan said that he is working on gathering information on a project for replacing the cabling that is installed between the studio and Memorial Stadium. The plan is to replace the existing Triax cable with fiber optic cable. The fiber cable can be obtained economically in bulk via the City’s Velocity service. The cost to upgrade the cable to fiber is initially projected to be under \$1,000. The cable runs up to the high school auditorium will be included in the fiber cable upgrade.
- The space situation at the station will improve shortly, as the schools will return access to the room directly across the hall from the studio (W50). The room had been in the possession of the station for a few years, but had been most recently used as a treatment room for Special Needs students. That use has now been consolidated, so the room will be returned for HCTV use by the end of 2019. Plans are to use it as an editing area, an office space and/or a pre-production “green room” for station productions.
- One of the possible uses for the W50 room is a sharing arrangement with the surrounding high schools in the six district vocational compact system that would use the Hudson facility as the headquarters for the video production portion of the program.
- Dan has also made an effort to clear out some of the redundant equipment that is no longer useable and has been sitting in storage for several years. Much of the unused equipment has no residual value and is being scrapped.
- Dan said that the HHS football schedule for 2019 has been received and includes six home games this season, with five of them all in a row. The one week in between is occupied by the Parade of Bands, so that means six weekends in a row of productions. This may be too heavy a schedule to cover all of the events. Further talks on coverage are needed.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht, continued

- Barbara suggested the idea of soliciting underwriting for the football season. She also mentioned that at the ACM conference it was recommended that each station review their mission statements and strategic plan on a regular basis. Barbara said that the strategic plan update could be used as an outreach to the community on what the stakeholders want from the station. The community interviews that were conducted by the committee in 2012 could be used as starting point for the update operation.

V. Friends of HCTV Update – Ginny Frazer

Ginny Frazer reported that she was submitting, on behalf of the Friends of HCTV organization, a grant request for \$2,000 to the Hudson Community Foundation for funding to purchase one public access camera system. The application is due to HCF by August 1 for their consideration.

VI. FCC Docket Order # 05-311 Update – All

Barbara supplied post cards that could be mailed to the federal representatives and asks for their support in stopping implementation of FCC Docket # 05-311. Michael asked if any congressional efforts against implementation are binding on the FCC. Sadly, the answer is no to that question, but we are hopeful that all of the comments against the move will have some impact on the Commission's decision to implement.

Nick complemented Council Clerk Elizabeth Slagle for her help in getting the Council resolution scheduled for vote as well as her efforts to follow up with the federal representatives, after the resolution was approved.

VII. New Access Program Ideas, Previous Meeting Follow Up & Once Around - All

Jeff Russell asked about making an appearance at the Hudson Farmer's Market Community Days event. Nick responded that he remembered that the last discussion about that subject led to the thought that the Friends of HCTV would be a better fit for a Farmer's Market presence. The next Community Day is scheduled for the first part of August.

Michael said that he works with a program similar to the six district vocational program that was previously mentioned. He wondered if the vocational program would be a fit with either Kent State, or other local colleges, for college credits related to the program. Ginny said that the difficulty with participation with the six district programs is getting students to leave their home school to attend the program school location.

Nick asked for an update on the Adobe license situation that had been discussed at the last two committee meetings. Dan said that the problem has been taken care of and should not come up again anytime soon.

Nick also asked about the posting of the channel 1021 schedule in the Hudson Hub-Times. He noticed that only the highlights of the schedule were published in the paper for a couple of weeks. Barbara said that the Hub has been undergoing changes and the layout space requirements may not be possible during all weeks.

Nick also asked if it would be possible to post the channel 1021 schedule on channel 1023 (bulletin board) as an extra source of schedule information. Barbara said that she would check to see if the schedule format will fit on the bulletin board screen.

VII. New Access Program Ideas, Previous Meeting Follow Up & Once Around – All, continued

In regards to new programs, Nick said that work is continuing on a series about the Ohio Presidents, hosted by Western Reserve Academy historian Thomas L. Vince. The sequence about the 20th President, James A Garfield has been recorded, and some editing is complete. The finished program should be available for airing in the next few weeks.

Finally, Nick said that contact was received from the Baseball Heritage Museum in Cleveland concerning a showing of the Cy Young documentary that was produced last year. The scheduled date for the showing is August 24 at League Park, the original home of the Cleveland Indians. Mr. Vince, who hosted that documentary will also give a short talk at the event about how the documentary came about.

VIII. Adjournment

The next committee meeting date is scheduled for Monday, August 19, 2019 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:38 PM.