



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: December 16, 2019

Meeting Location: HCTV Studios, Hudson High School.

Members in attendance: Michael Beam, Aimee Dunphy, Ginny Frazer, Patrick Miller, Jeff Russell and Nick Zaklanovich.

Ex Officio: Barbara VanBlarcum, Dan Gerbracht and Dr. Dan Williams – Council Liaison.

I. Call to Order

Committee Chair Nick Zaklanovich called the meeting to order at 6:37 P.M. Jeff Russell 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 November 18, 2019 Committee meeting were approved as written, with two minor changes. The approved minutes will be posted to the City web site. Thanks to Patrick Miller for providing the draft minutes.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht

Dan Gerbracht:

Finished a total of 18 promos for the Sips & Bits program. We also recorded the Sips & Bites kick-off with Mayor Shubert. These videos will begin broadcasting in January – a new one each Tuesday. Restaurants also have the video if they want to put it on their website. There will also be a Sips & Bites page on the city website with all the videos there.

Recorded the Chamber of Commerce Awards breakfast.

We recorded all the High School Winter Concerts, as well as live-streamed them on the station and on Facebook. They all received about 2,000 views per concert. Also streamed it on the HCSD and City Facebook pages.

We received a donation from Audio Technica of 8 light stands.

We are applying for a grant to Hudson Rotary for a drone for our department, because Dan is now have certified for drone operation.

You can now automatically sign up to receive the HCTV schedule by email. Currently 33 people have signed up. We will do an article in the Hub. Ginny suggested that we do a letter to the editor.

Barbara Van Blarcum:

HCTV was involved with a number of productions, both for Public Access and under the HCTV banner. We recently added these programs to our list:

Public Access:

- 8th grade choir & Trees Festival
- Middle School Choir
- Montessori in the studio
- Chardon Polka program
- Ballet Ohio in the studio
- North of 60
- Retirepreneur
- Yeji Around Town, episode 2
- WRA Vespers
- Laurel Lake Christmas Chorale
- NZAM's Louis Bromfield, by Tom Vince

HCTV:

- Chamber of Commerce Awards
- WR Community Band concert
- HHS Choir concert
- HHS Bands concert
- HHS Orchestras concert
- East Woods Singers concert
- Hudson Community Chorus Jubilate Deo
- Good Day in Hudson: Jane Howington, Bill Wooldredge

V. Friends of HCTV Update – Ginny Frazer

Friends of HCTV is trying to sign up sponsors for basketball games. Jeff provided two names of possible sponsors to Gary Dixon. Ginny has contacted Vertical Runner and others. The Chamber of Commerce is sending out the flyer. The athletic director is giving us four tickets to every game. We also hope to extend this to HHS football, next season.

VI. FCC Docket Order # 05-311 - Barbara Van Blarcum

Nothing new to report. No news is good news.

VII. Discussion on focus of committee going forward – All

Jeff provided a sample survey using the Constant Contact platform. Barb and Dan have a couple of tweaks to the questions and choices. Further changes will need to be incorporated by the City, because that's who is ultimately sending it out.

Ginny brought up the question, "what is the purpose of the survey?" It was suggested that one of the points of the survey was to educate people about the kinds of programming they can see online. Dan suggested that we could obtain information about people live-streaming the station. Michael is concerned about doing a survey without any real plan on how to use the data that's collected. He also suggested that if the purpose was to educate people, there were other platforms including Facebook to accomplish that on a larger scale. Ginny also suggested that we create a paper survey for Laurel Lake and other senior residents.

Barbara noted that even people who have cable don't know how to get our stations. We hear comments, but they're on a random basis. Jeff agreed that one purpose of the survey was actually informational, rather than data collection. Jeff also pointed out that it doesn't cost anything to send it out to everyone on the Hudson City email database. We may consider sending out the survey after the HCTV program that will be part of the Hudson Headlines series.

Dan will contact Jody and let her know that we are working on the survey for distribution later.

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

Patrick said that he was producing a video for Hudson Job Search this weekend. Jeff provided interview questions for a mini-documentary.

Dan mentioned that he sent out information about a software platform for equipment scheduling, including description of what we are currently using, costs of the new software and justification. He is looking for feedback and more discussion in January.

Michael followed up on the discussion of developing an app for HCTV. He had indicated through email that the Kent State University School of Emerging Media and Technology could be interested in helping with the development. It could become a project for a class in the Fall. This could also become a springboard for other technology-based needs HCTV identifies which could become future projects. Dan mentioned that we are on the City app, through an HCTV button. Michael will stay in touch with his colleagues at Kent so that we can move forward in getting the app project on the schedule.

Ginny said that the School Board approved a new 6 District course: Modern Communication Through Media Production. Dan said they had met with school administrators about the requirements of the class. It may or may not be part of the curriculum beginning in the 2020-2021 school year. However, it might be structured as an English course, to meet core curriculum requirements. Stay tuned. Michael mentioned that Kent State has media courses that are currently available to high school students in Stark County, that are worth both high school and college credit.

Ginny also asked if we were providing our HCTV-AC minutes to the school district. Nick said he will begin sending them to school administrators. Dan pointed out that the Library is also listed on our charter. Aimee suggested that we could also send invitations to our meetings to school contacts at HHS, WRA, the Library and other current/potential partners.

Nick said that he took the course offered by the Hudson Library on producing a green-screen Christmas greeting. The person in charge said that the Library did not intend to open the facility to the public until sometime in 2020.

Ginny also suggested that we do a PSA for the new History of Hudson Schools book.

IX. Adjournment

The next committee meeting date is tentatively scheduled for Tuesday, January 21, 2020 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:40 PM.