



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: January 21, 2020

Meeting Location: HCTV Studios, Hudson High School.

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

Ex Officio: Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: Ginny Frazer. **Ex-Officio:** Dr. Dan Williams – Council Liaison.

I. Call to Order

Committee Chair Nick Zaklanovich called the meeting to order at 6:34 P.M. Nick also took notes.

II. Greeting of members and guests

Nick greeted all in attendance. No guests were present at the meeting. Nick did mention that Dr. Williams would be attending the regular City Council meeting on this same evening, so he is not available to attend this, or February's Advisory Committee meeting, since they fall on Tuesday.

III. Approval of Previous Meeting Minutes

The draft minutes for the December 16, 2019 Committee meeting were approved as written. The approved minutes will be posted to the City web site. Thanks to Jeff Russell for providing the draft minutes.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht

Dan Gerbracht:

A new access management package will be acquired from a company named Cheqroom, located in Belgium. Michael Beam supplied the name of the company to Dan as a possible supplier, as he has experience with the company through his work at Kent State University. Dan had looked at five other companies in the past few weeks, but the Cheqroom offering stood out. The station will use the system to control the equipment check-in and check-out as well as the equipment inventory. Thanks, Michael.

A new JVC 4K Public Access camera was purchased to replace the two old Panasonic P.A. cameras. The old cameras, along with the old wireless microphone units, will be offered for sale on Govdeals.com. An old audio board and some small redundant studio monitors have already been sold.

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

Two station computers will be replaced with new Apple MacBook Pro computers. The purchase of the new computers was included in the 2020 station budget. Also, a new Drone unit was acquired for use by the station.

Three basketball games have been covered so far this season, with three more scheduled for coverage. A new Hudson Headlines program was produced about the Community Rooms at the new City Hall.

Both Dan & Barbara VanBlarcum made a presentation to Hudson City Council last week to familiarize the members about the HCTV operation. All indications are that the presentation was well received.

Dan provided a copy of the station analytics report and the revenue report for 2019 to the committee members. Franchise fees for 2019 totaled about \$310,000, while \$11,000 of grant & donation funds were received. Dan also distributed the Granicus report concerning live viewing of public meetings and the Vimeo report for on-line program viewing. The Granicus report shows that 174,000 people accessed the public meeting system during the year. The report also shows that 155 hours of public meetings were recorded by HCTV during the year, 90 hours of which required staff time, not counting meeting set up & tear down time. The Vimeo report showed 24,000 people viewed content on Vimeo with 2,300 watching content to the very end of the programs.

Michael asked if there is data available on social media viewership. Dan said that the city's Social Media department has that data and could easily report the totals. Dan said that he would try to get the social media result data for the February committee meeting.

Dan mentioned that during the Council presentation, he had said that HCTV is one of the most visible, yet invisible departments in the City, meaning that the videos produced by the staff are a valuable and critical provision for the City, yet those that provide those videos are less visible to the Council and the citizens of Hudson. Dan said that in 2019, HCTV provided an average of one social media video per week, compared to an estimate of six for all of the previous year.

Michael noted from the reports that there was a significant spike in viewership levels on Vimeo around October of 2019. Dan surmised that Football coverage may have been the reason for the increase in viewer levels at that time.

Michael asked if there was some way available to automate some of the public meetings that are now required to be recorded by a staff member. Dan responded that the automation systems currently available are not yet sophisticated enough to replace staff on-site operation.

Barbara VanBlarcum:

HCTV was involved with a number of productions, both for Public Access and under the HCTV banner.

Public Access:

- A Gap Year – Charleton Brothers, Yeji Around Town: Fair Trade on Main, North of 60 (2 episodes), Retirepreneur (1 episode), Forum 360 (4 episodes), Christ Church Pageant, Phun Phacts at the Pharmacy, Hudson Rotary Club, First Congregational Church, Gloria Dei Lutheran.

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

HCTV productions:

- Girls Basketball vs Wadsworth & Stow, Boys Basketball vs Cuyahoga Falls, HHA: Early Builders of Hudson, Oral History of George & Joan Brandon, 4 Manager's Moments, 2 Hudson Headlines, More work on the Richard Grell feature, completed work on the Sips & Bites campaign, Vocal Impact Invitational.

Acquired programs:

- Girls Basketball at Wadsworth, Boys Basketball at Wadsworth, City Club of Cleveland.

Barb reported that Frank Youngwerth's "Good Day in Hudson" grants are coming in for 2020 in the amount of \$5,200. Later this week, equipment will go out to record the Christian Unity Prayer Service (CUPS) which has been recorded on an annual basis for the past 16 years. Dr. Andrew Kender III, a chiropractic doctor from the Twinsburg Chiropractic Center has been coming in to practice recording, with an eye towards eventually producing programs. Ginny Frazer will be in on Friday with Sheryl Sheatzley, Communications & Alumni Outreach Manager for the Hudson City Schools, to record a PSA about the recently published Hudson High School Alumni book.

Dan & Barb have a meeting on January 22 with the Six District Compact concerning that group's proposed new video production class that we hear is being targeted to be held in the HCTV studio starting in the 2020-2021 school year.

Following receipt of that information, the attendees at this meeting launched into a long discussion concerning all of the open questions that are raised by the proposed initiative. Almost no input has been requested from HCTV concerning any of the details about the class and the committee meeting discussions centered on the myriad of unanswered questions about the proposed class. There were too many unanswered questions brought up to document here.

Michael raised concern that whoever teaches such a class would have to be trained pedagogically to properly support the class. I had to look that word up, and now that I know what it means, he is correct. We hope to have much more information about the proposed class at the February committee meeting.

V. Friends of HCTV Update – All

Barb reported that Ginny, in her absence, had forwarded information on the Friends of HCTV. Ginny reports that there are sponsors signed up to underwrite part of the costs for coverage of the last three basketball games. Friend's President Gary Dixon is encouraged by the basketball underwriting success and hopes to extend the program into next football season.

VI. FCC Docket Order # 05-311 - Barbara VanBlarcum

Barb distributed information from the Alliance for Community Media concerning that group's efforts in response to FCC Docket Order # 05-311.

VI. FCC Docket Order # 05-311 - Barbara VanBlarcum, continued

The Alliance has begun an opposition effort that would protect Public Access operations from the financial dangers brought on by implementation of the FCC docket order. The Alliance is attempting to generate U.S. Congressional support for defining franchise fees as monetary units that cannot be seized or reduced by cable operators by claims of return of in-kind services, which are not monetary funds. A growing number of U.S. Representatives and Senators are lining up in support of the Alliance initiative.

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

Jeff asked about the replacement status for Philip Sieb, who sadly has recently resigned his position at HCTV. Dan responded that they are working on getting the preliminary work done to hire a replacement for Philip.

Jeff also asked about an alternative plan to replace the franchise fees from Spectrum customers with a like fee from Velocity customers. Even though that issue had been discussed many years ago, it was decided that such a move would not be advisable at this time. The possible inclusion of the HCTV budget in the City's general fund could be a solution to the franchise fee problem, if the franchise fees become impacted by Order # 05-311.

Jeff asked for an update on the viewer survey that had been discussed at the last few meetings. Dan said that the plan was to hold the survey for now, as the Park Board is currently circulating a citizens survey. The plan is to conduct the HCTV survey in March or April, in concurrence with a planned Hudson Headlines episode that will focus on the station operation.

Barb mentioned that Ginny had suggested a Letter to the Editor in the Hudson Hub-Times to advise the public about the Vimeo on-demand system. Barb said that she would follow up with Ginny on progress on that suggestion.

Jeff said that the proposed survey is really not intended to collect data, but is actually intended to be a "touch point" to the citizens, to try to make them aware of the Vimeo service. Michael noted that his experience is that there are better ways to discern information, rather than by a survey. He felt that discovering interest in the station, and what the citizens are viewing, would be useful information that could be collected, but a survey is not the best way to do that. Aimee Dunphy added that the current discussion does not have to be about one or the other. She felt that it would not hurt to do the survey, but we should also find other ways to promote the station and the Vimeo service.

Along that line, Barb mentioned that "Yeji About Town" producer Yeji Kim also writes for the Hub-Times and is planning on doing an article for the paper about HCTV. Barb asked what else could be done. Aimee asked if the promotion efforts are restricted by the City. While there is some restriction, Michael felt that social media exposure, being physically visible at events and posting banners at events that are being recorded by HCTV are the best ways to gain exposure for the station.

Dan noted that we must be careful when using e-mail information to contact citizens, that we not use the contact data in a way that does not conform with the Code of Conduct. Just having a person's e-mail address does not give the right to use that address in some other way.

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

Barb mentioned that the capability to receive the weekly HCTV schedule via e-mail is another station operation that should be further promoted. That service is currently provided to about 35 residents. Promotion of that service could lead to further exposure for the station. Patrick Miller asked if a PSA could be created to promote the e-mail schedule capability. Dan said that finding the staff time to create such a message is the only road block to that idea.

Michael suggested using the city's social media capabilities as a way to promote particular programs and the e-mail schedule option. Patrick asked if it would be possible to do a Facebook post about signing up to receive the e-mail schedule. Dan said that such a post would be possible.

Nick asked if the Video Production class had started. Barb said that the class started at the beginning of the semester and that six students are enrolled in the class, five of which are new to the program.

Nick also mentioned that Council will be interviewing for the three open seats on the Advisory Committee in the first part of February. Dan reported that there are five applicants for the three committee openings.

Nick also said that there was an Open House scheduled for the newly renovated Ada Cooper Miller Natatorium on February 2 that he would like to record, if the station is not already covering the event. Dan said that there were no plans that he knew of for one of the staff to record at the event.

VIII. Adjournment

The next committee meeting date is tentatively scheduled for Tuesday, February 18, 2020 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:39 PM.