



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: May 16, 2013.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Michael Coburn, Don Drenski, Timothy Ritley and Nick Zaklanovich.
Ex Officio: Kerry Paluscsak., Dr. Dan Williams – Council Liaison.

Not in attendance: Abby Boysel, A.J. Stokes, Ex Officio: Barbara VanBlarcum

Meeting called to order by Chair Nick Zaklanovich at 6:35 P.M. Notes taken by Nick Zaklanovich.

I. Greeting of members and guests

Nick Zaklanovich greeted all in attendance. We welcomed one of our newly appointed members, Mr. Timothy Ritley at the start of the meeting. A few minutes after the start of the meeting, we welcomed the other newly appointed committee member, Mr. Michael Coburn. Thanks to both of the new members for joining the committee.

II. Approval of Minutes

No changes were suggested for the minutes from the regular meeting of March 21, 2013. When a sufficient quorum of four members was present, the previous meeting minutes were approved as written.

III. Station Manager's Report: Kerry Paluscsak

Kerry Paluscsak reported that the orchestra concert that took place on 05/14/2013 was a successful presentation, this time utilizing six cameras. Brian Suntken directed.

The seasonal employees that help during the fall and Winter sports season will be on hiatus shortly for the summer, as soon as the High School graduation takes place on May 29, 2013. They will return to service in the first part of August.

The station will cover the annual Hudson Junior golf tournament again this year. Scott Paluscsak or Mike Dixon will probably host the event.

IV. CAP ACT Update – Kerry Paluscsak

Kerry reported that American Community Television hopes to have the federal CAP Act reintroduced into Congress soon. The act died in committee at the conclusion of the last Congress. ACT is looking for bi-partisan support for the bill and should not have a problem finding it, as many of the supporters from the last Congress are still on The Hill.

Kerry attended a conference put on by the Alliance for Community Media on Friday, May 10, 2013 in Brunswick, Ohio. Other communities at the conference have had reductions in funding, but the indication is that Time-Warner is not looking at carrying out any such reduction in Hudson, due to the quality of our operation. Time-Warner indicates that they are happy that the franchise fees paid to Hudson are used exclusively for HCTV operations and that fact appears to be a positive factor that they like to see and reward with continued uninterrupted and unreduced franchise payments.

Michael Coburn asked if Kerry has a person at Time-Warner with whom he has regular contact. Kerry said that the TWC government relations representative, Mr. Chris Thomas is the main contact. Kerry added that right now, Time-Warner's digital converter boxes are not programmed to include the HCTV channels 15, 16 & 17. This is a problem, in that Hudson viewers using the digital converter boxes will not see HCTV's channels by default. Time-Warner must manually reconfigure the converter boxes to "map" the HCTV channels into the normal positions of channels 15, 16 & 17. Kerry said that he will be touching base with Mr. Thomas from Time-Warner, to make sure that the channel mapping issue is resolved.

Nick asked if the problem with the channel mapping in the digital converter boxes is a precursor to Time-Warner totally eliminating the regular analog service. Kerry said that passage of the CAP Act will help to keep the cable companies from forcing their customers to use converters attached to their receivers and that in turn, will help keep the analog, or "low end" services alive and that could help with the channel mapping problems.

V. Public Access Update – Barbara VanBlarcum

We missed seeing Barb at the meeting, but since she was not able to attend the meeting, Kerry explained Barbara VanBlarcum's extensive history with and her important function at the station to the two new committee members. Kerry also explained the partnership between HCTV and the Hudson City Schools.

Dr. Williams asked about the Broadcast Journalism class that will be revived in the next school year. Kerry explained that the new class is a zero period class that will not have many inter-workings with HCTV. The class, taught by the graphics teacher, is procuring their own equipment and creating their own small studio, independent of the HCTV operation.

VII. Community Organization Liaison

The expanded list of community organizations that was distributed at the March meeting has been culled down to the top fifteen groups by a vote of the four members at that meeting. Nick distributed a list of the top 15 target organizations. These are organizations in town that can be contacted by the committee to promote HCTV's availability to serve those organizations. The committee members will be asked to team up and speak at the organization's regular meetings to promote the capabilities of the station to those groups.

VII. Community Organization Liaison, continued

As suggested by Dr. Williams in March, it would also be an opportunity to solicit funds from the organizations, particularly groups that utilize the station and its facilities to broaden the scope of their outreach.

Michael asked about contributions to the station. Kerry explained that the contributions from groups and organizations are underwriting grants that contribute to the station on a yearly basis. Monetary contributions and in-kind contributions are both accepted, with the only restriction being that item prices and special sales cannot be mentioned.

Nick distributed a copy of the organization presentation guide sheet that was created a few meetings ago. While not a rigid document, it can be used as a guide when the members visit the groups in town.

Michael asked if videos produced using consumer grade equipment can be aired on HCTV. Kerry said that home-type videos are certainly welcome on that station. He also added that HCTV has in the past provided supplemental equipment to people that use their consumer level cameras, such as improved microphones, that vastly improves the quality of the home video type productions

Michael asked about the standards regarding the video programs. Kerry explained that as a Public Access operation, HCTV will schedule a submitted program as long as the video and audio signals are of reasonable quality and the submittal meets community standards. Michael said that he was thinking that people that now regularly post their video to YouTube may not even consider using HCTV as an outlet. Promoting the station to that type of video producer may be a fruitful endeavor for the future.

Dr. Williams asked for verification of what we plan to get out of the organization visits. Nick responded that promotion of the station, explaining the promotional or member recruitment value of the station to the organizations, recruiting program producers, either as a group or individually and soliciting support funding were the reasons for the committee member visits to city organizations.

Michael suggested that we should also leave behind some information on the station, following an organization visit, which would include highlights of what we presented and contact information.

Michael asked about contacting businesses in town and not just organizations. Nick mentioned that the planned revival of the Business Link program is an opportunity to get exposure for the station in the business community. Kerry added that Liz Murphy, now the former owner of the Learned Owl Book Shop, is now working with Destination Hudson, so we should keep her in mind when developing the Business Link program.

Nick asked if with the change of ownership at The Learned Owl if the regular contributions from the shop will continue. Kerry said that he expects that contributions from the store will continue.

Dr. Williams suggested that it is important for someone on the committee or the station staff to follow up with the regular contributors to assure that annual renewals of the contributions are addressed. Kerry said that he would look into his contribution records and carry out renewal applications on a timely basis.

VIII. Committee Fund Raising Development –Nick Zaklanovich

Nick reported that he had culled the long list of potential fund raising sources that Barb VanBlarcum and Kathy Franks had created and cut the number of potential grant targets down to the nine most promising providers. Of the most promising sources, Nick ranked them as to which organizations that he felt would be the most likely to approve grants for the HCTV operation. Most of the grant sources listed are local foundations. The suggested grant request needs were listed as programming, equipment and intern help.

Kerry added that the most attractive grant target for programming should be Oral Histories. The station has worked with both Kent State University and the University of Akron to develop questions for Oral Histories. With that foundation in place, Kerry said that it would be wonderful to find funds to hire people to work towards documenting Hudson's history through people that have been in town for a good number of years.

Nick added that several of the organizations that appear on his list of selected grant sources did mention that historic preservation as one of the items that they like to support. Nick said that he will work on getting started on grant applications and will apply for grants according to the organization guidelines.

IX. Previous Meeting Follow Up Discussions

Nick asked about plans for the coming American Legion Memorial Day Parade. Kerry said that HCTV will cover the event, both the parade and the memorial service at Markillie Cemetery. Plans are already in place to have Mr. Tom Vince and Ms. Sherry Beam as the commentators again this year. The plans are to have three or four cameras to cover the main parade route, and have a single camera at the cemetery.

Nick asked about two programs that had been on the station, programs that had the potential to be fixtures on the station, but now appear to have gone silent. The first, "Hudson Huddle" only had one program that was produced during football season and then seemed to disappear. Kerry said that the time involved in producing the show became excessive and the show will probably not be back in the coming year.

Nick also asked about the public access program, "Healthy Hudson". Kerry said that it may be the same situation with the producers of that show: not enough time.

In regards to future access programming, Nick said that the Hudson Health Fair was coming up on Saturday, May 18, 2013. A program was produced at last year's version of the event and plans are in place to cover the 2013 version.

Nick also said that he would not be available to help with the Hudson High School Graduation Ceremonies coverage, due to another commitment on that same evening.

Looking forward, both the Green on the Green and Art on the Green festivities will be covered again this year. However, the Taste of Hudson, covered for the past two years, will be given a break from coverage for 2013.

IX. Previous Meeting Follow Up Discussions, continued

Nick asked if there was any update on camera location covers for the upper camera positions at Veterans Memorial Stadium. Last year, HCTV was denied access to the covered camera ports and as a result, our brand new high definition cameras and our camera operators were subjected to rain and foul weather, where they would not have, had we been allowed to use the covered camera ports. We had been told that provision for some form of cover would be made for the 2013 season.

Kerry responded that he has had communications with an awning supplier and Mr. Chuck Shilling, facilities manager for the Hudson Schools, in an attempt to get some cover at the stadium for the HCTV equipment for the coming year. Dr. Williams confirmed that he saw that our camera people did encounter severe weather last season and suggested that an effort be made to move along the possibility of awning covers before too long.

Michael asked about the scheduling of sports seen on the station and the personnel required to provide the sports coverage service to the schools and the community. Kerry said that scheduling depends largely on the availability of staff to man the operation for sports coverage. He also added that it is mostly staff that is used during sports productions, with some volunteer help provided.

Dr. Williams asked about the possibility of covering soccer or lacrosse games on the station. Kerry said that HCTV is now capable of covering more stadium events, now that the permanent wiring between the studio and the stadium is in place, but that expansion of coverage will probably not take place for another year. He also added that most sports would lend to better coverage by multiple camera shoots and a commentator in the Press Box. Kerry added that to cover a sport correctly requires 10-11 people, divided between the stadium and the Control Room.

Kerry said that HCTV may add a couple of GoPro miniature high-definition cameras behind the backboards during basketball games next season. That would add an exciting new viewing option to the HCTV basketball coverage.

Nick asked if the TRIAX cabling to the gymnasium was complete. Kerry replied that the wiring is fully installed, but has yet to be terminated. When it is terminated, it will yield the same plug in & go capability that is available at the stadium location.

Nick mentioned that he has not yet contacted Mr. Chuck Wiedie, the Hudson community development director, concerning kicking off the Business Link program. The plan is to interview two diverse businesses in town for each monthly half hour program. It makes sense that Mr. Wiedie should have input into which businesses are contacted to appear on the program. Nick said that he would contact Mr. Wiedie in the next few weeks.

Nick said that the committee still has a target of conducting an online viewer survey before the end of 2013. The proposed survey would be linked in through the City of Hudson web site, much like Ellsworth Meadows Golf Course is currently doing. Kerry added that the utility billing service can also be utilized to promote an online survey for HCTV.

IX. Previous Meeting Follow Up Discussions, continued

Nick said that he will provide the two new committee members with a copy of the city policy regarding communications with the media.

Nick also added that one item in the committee guidelines is a yearly meeting with the City Manager or his assistant to review the progress and future focus of the committee. That action has not been carried out in the past few years and Nick thought that we should fulfill the obligation. Kerry agreed that reviving the yearly meeting would be a good idea and suggested that the update be only a half hour duration meeting with either Mr. Bales or Assistant City Manager Scott Schroyer. Nick will pursue setting a time for that meeting in the next few weeks and suggested that he, Kerry and perhaps another member of the committee should be in attendance.

Nick said that he would like to start circulating the task of note generation after this meeting. There was a tentative note assignment list made up previously, but the recent changes in committee personnel require that the rotation list be redone.

Dr. Williams asked if the station has ever covered the Senior Awards Ceremonies for the High School seniors. Kerry said that the station has covered the event in the past, but the length of the event (about 2 -1/2 hours) makes it a difficult one to cover. Kerry also added that he has not received a request to cover the awards event in quite a while.

X. Once Around

Michael suggested the idea of having a mini studio that could be set up and used by anyone that would not want to get involved with the complexity of the main studio. A less complex studio arrangement may be an incentive for people to record short comments or announcements, people who may otherwise be intimidated by the full capability studio that is already in place.

Tim Ritley asked about the Oral Histories productions. Kerry said that some of the older histories are located on Peg Central. Kerry also said that some of the earlier histories that the high school students have done in the past should be redone to bring them up to an improved technical quality. Kerry added that the criteria for oral history subjects are someone who has lived in the community of Hudson for 30 + years.

Don Drenski asked if Boston Heights and neighboring communities contribute to the station's franchise funds. Kerry responded that they do not at the current time, but in the interest of regionalism between the communities, Kerry has thought of proposing expanding the service and franchise fees to the Hudson City School District boundaries, which extend into parts of Cuyahoga Falls and Boston Heights. The franchise fees in those areas may be marginal, due to the wide distances in the serve areas in the outlying areas.

As the meeting wound down, we asked both new members, Michael & Tim, to give us a brief introduction of their backgrounds and their interests that caused them to join the committee. We are glad to have both of you. Thanks for joining us.

XII. Adjournment

With no further business indicated, the meeting was adjourned at 9:05 P.M.