



## Hudson Cable Television Advisory Committee

### *Meeting Minutes*

Meeting Date: March 21, 2013.

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Abby Boysel, Don Drenski, and Nick Zaklanovich.  
Ex Officio: Barbara VanBlarcum, Dr. Dan Williams – Council Liaison.

**Not in attendance:** A.J. Stokes, Ex Officio: Kerry Paluscsak.

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.

Dr. Williams asked for an updated list of the committee members. Barbara VanBlarcum said that she would ask Kerry Paluscsak to send out an updated list.

### **II. Approval of Minutes**

No changes were suggested for the minutes from the regular meeting of November 15, 2012. The minutes were approved as written.

### **III. Station Manager's Report: Barbara VanBlarcum for Kerry Paluscsak**

Kerry left a list of station update items that Barb presented on his behalf.

Brian Suntken has been hired by the station as a seasonal employee. As a result, Brian will no longer serve on the Advisory Committee.

The HCTV staff continued to work on the new control room configuration and the commissioning of the new Sony video switcher.

Using the new cameras and switcher, several high school jazz concerts, School Board meetings and the April edition of Good Day in Hudson were produced.

### **III. Station Manager's Report: Barbara VanBlarcum for Kerry Paluscsak, continued**

The station will be looking at production opportunities for spring sports that are held in Hudson Memorial Stadium. Details on what will be covered will come later.

Nick added that the TRIAX wiring internal to the school building was installed on February 18, 2013. In excess of 6,000 feet of cable was installed that day. Extensive help in that effort was supplied by the maintenance and custodial staff of the Hudson Schools. Their assistance was a tremendous help in the wiring effort.

Kerry and Dan Gerbracht have been working on terminating the new cabling. The cabling between the studio and the sound booth in the auditorium is complete. The wiring that was installed between the auditorium and the gymnasium and the Media Center still needs to be terminated. The installed and terminated wiring to the Auditorium allowed the station to use the new high-definition cameras to record the Jazz Festival event that took place on March 16.

### **IV. CAP ACT Update – Barbara VanBlarcum for Kerry Paluscsak**

Kerry left a list of CAP Act update items that Barb presented on his behalf.

The current version of the CAP Act died in committee as the last Congress ended. The CAP Act must be reintroduced in the new session of Congress. The A.C.M. (Alliance for Community Media) and the American Community Television are both looking for new congressional sponsors for the CAP Act legislation.

Several Ohio PEG centers will be meeting in early May 2013 to discuss possible action plans to promote and support the CAP Act in Ohio.

Nick added that the new 14<sup>th</sup> District Congressman, David Joyce, who replaced the retiring Steve LaTourette in Congress, was interviewed at the PTO Pancake Breakfast. Nick suggested that it would be a good idea to solicit Congressman Joyce's help in getting the CAP Act rolling again. Dr. Williams added that Mr. Joyce was closely aligned with Representative LaTourette and can most likely be counted on to continue to support legislation, such as the CAP Act, that the former Congressman strongly supported.

### **V. Public Access Update – Barbara VanBlarcum**

Barb reported that HCTV has some new acquired programming to offer. The "Drugless Doctor" series is presently under evaluation prior to airing on channel 15. A woman from the Gables of Hudson, a new assisted living facility in Hudson, has been in touch and is interested in producing programming related to Alzheimer's. The Western Reserve Cooking School may be producing programming in their location, since it is already set up for cooking demonstrations.

The Channel 17 Bulletin Board has also been busy with announcements from all types of organizations.

## **V. Public Access Update – Barbara VanBlarcum, continued**

For future consideration, Dr. Williams said that he had received word that this year's Memorial Day parade will start 30 minutes earlier than it usually does. He did not know why there was change, but the new time will also impact the cemetery memorial service following the parade. Barb said that there were no plans in place for the coverage of the parade this year, but she assumes that coverage will be provided by HCTV.

## **VI. Committee Direction & Future Course – All**

Nick updated the members in attendance on the recent changes in the committee's composition. Member Reed Stith did not reapply for another term when his term expired. Member Pat Simons has resigned her seat on the committee effective March 18, 2013 and Member Brian Suntken became an employee of HCTV during the week of March 11, so he can no longer serve on the committee while he is an employee.

Dr. Williams said that he would see that City Council announces the new opening on the committee. Nick said that he would contact former members in an attempt to get them to reapply. Nick also plans to ask the Hub-Times to publicize the committee openings. Kerry may have one or perhaps two citizens that could be interested in joining the group.

At the next committee meeting, elections were to occur for Chair and Vice Chair of the committee, but Dr. Williams suggested that any elections be postponed until a full seven member committee membership is in place.

Abby Boysel added that she felt that the previous direction & future course discussions could have been handled better and that we as a committee need to be more open to change. Failure to do so, said Abby, could result in the committee not excelling and growing as it should, or could.

The committee had discussed making a presentation to Council, outlining the direction and focus of the committee following the planning discussions that took place in 2012. Nick asked if those in attendance felt that we should proceed with making a Council presentation.

Dr. Williams responded that he felt that the department review that Kerry made at the February 26, 2013 Council Workshop was so recent that he recommended that any committee presentation wait until after Council has heard the other Workshop department reviews that have not yet been completed.

Dr. Williams said that he would check with Council on when they would like to hear from us concerning issues that were raised at the Workshop departmental review and that we should wait until then to proceed.

Abby added that the interviews that the committee conducted with key people in the community was an important endeavor that Council should be aware of, but that the information gained from those interviews was for the benefit of the committee to get a better understanding of the outreach of the station.

## **VII. Community Organization Liaison**

Nick said that he has sent an updated and expanded list of community organizations to the members. The list contains sixty groups and organizations in town that could be contacted by the committee to promote HCTV's availability to those organizations. He asked those in attendance to look over the list and asked each member to select the top fifteen organizations that they felt would provide the most benefit from a visit from the committee members.

Abby asked that organizations that members are involved in, even if they are not in the top fifteen that are selected from the list, would be good candidates for presentations, since a member is already involved with that organization. Nick responded that any existing involvement would surely help in making that organization a candidate for a visit from the committee.

Abby also asked about a guide presentation that was put together in 2012 that could be used as a guide during the organization presentations. Nick said that he had a guidance speech already written and that he would e-mail the guidance speech to the members.

## **VIII. Committee Fund Raising Development –Nick Zaklanovich**

With Brian Suntken no longer on the committee, Nick said that we will develop a new team for fund raising research. Nick said that he still has the list of potential fund raising sources and has not had time to review and prioritize the candidates, but would try to do so before the May committee meeting.

Dr. Williams asked if it would be possible to coordinate the fund raising efforts with the community liaison visits and target groups that could provide funding, such as the Hudson Rotary recently has done.

He also added that Council, during the discussions of the Workshop meeting of February 26, indicated that they would like the committee to look for alternate funding sources, in the event something may happen to the Time-Warner franchise fees. Barb said that Kerry indicated that the chances of the franchise funds going away were very remote.

Dr. Williams suggested that if additional revenue could be garnered from city organizations, the payoff could be handsome. He suggested that organizations that already utilize the station should be the prime targets for funding requests, since they already use the station and the station facilities.

Abby asked if it she could collect donations while recording an event. Don Drenski added that he has been to children's dance events where personal video recording or photographing are not allowed during their event, but they do later sell recordings of the same event. Dr. Williams suggested that coverage of the Memorial Day parade may be a way to solicit funds from the American Legion post and other parade participants. Barb added that the Garden Club has donated funds following the recording of their events.

Abby asked about the churches that use Channel 15 to broadcast their services and events. She asked if we could write letters to those churches & organizations soliciting donations. Abby mentioned that she has raised funds for her church activities simply by sending out letters and asking for donations.

### **VIII. Committee Fund Raising Development, continued**

Dr. Williams suggested that a donation scale would be a good idea, with the scale tied to the amount of publicity or resources provided by the station. Dr. Williams felt that many groups in the community could provide funding, if only they were asked. He said that merging fundraising and promotion together in the committee's outreach efforts may be the best future focus for the committee.

Barb said that donations from businesses in the community could also be solicited via a direct mail campaign. As an example, she cited The Learned Owl Book Shop as a donating business. She suggested that perhaps contacting businesses could bring forward donations.

Dr. Williams said that while contact letters would be a good starting point, a personal contact following the letter contact, such as the planned visits by the committee members to groups and organizations, may be the best way to generate donations.

The idea of a separate non-profit group, such as the Friends of the Hudson Parks and the Friends of EMS, may be a viable addition to the committee's efforts. Both of the "Friends of" groups mentioned are included under the Hudson Community Foundation umbrella. Perhaps a non-profit for the station could also use that same configuration to raise funding. Nick asked if Dr. Williams knew if any of the Park Board members also serve on the Friends of the Hudson Parks non-profit group. Dr. Williams said that to his knowledge, the board members are not involved with the non-profit group.

Nick asked about the recent donation from the Hudson Rotary, which did not pass through a non-profit group, but instead, was handled directly by the station. Dr. Williams agreed that such was the case and he did not see why that same type of fund raising could continue via the committee. Don asked if donations to the station that are being discussed would be tax deductible. Dr. Williams said that he thought that Jeff Knoblauch, City Finance Director, has indicated that donations to the City are deductible. He was not totally sure that was the fact, but it was suggested that we verify the suggestion of deducted contributions with Mr. Knoblauch.

### **IX. Previous Meeting Follow Up Discussions**

Nick reported that the PTO Pancake Breakfast took place three weeks ago and HCTV was there. The overall attendance at the event seemed to be the largest ever seen. HCTV had a good spot in the Commons area and the table garnered much more attention than what was received when the table was out in the lobby of the school. The staff manned the table, since none of the members except Nick were available to attend. Barb gathered eight viewer surveys for the questions that were asked at the 2012 event. Nick passed out the statistical analysis of the results of the surveys that Barb gathered.

Nick suggested that he may take the results from the nine surveys from 2013, combined them with the results of the 2012 surveys (73) and see how the statistics stack up in that configuration. Nick also went over the list of suggestions that were added on the back of a few of the completed surveys.

One of the suggestions: "suggest story book programs for children through the Hudson Library", seemed to elicit some excitement from the meeting attendees. Abby thought that story books for kids were a great idea. Barb added that copyright issues have been a concern in the past concerning story books.

## **IX. Previous Meeting Follow Up Discussions, continued**

Abby suggested that possibly students from Hudson and other area high schools could be asked about creating and presenting story books. Barb also suggested that there could be local writers and illustrators that would not have copyright issues, but perhaps may be anxious to promote their creations via a story book program. Abby said that she would check with a person that she knows that may be able to contact some authors that may be interested in such a story book program.

Barb thought that perhaps one of the art instructors at the Hudson Middle School is making a video of his student's creations that may be of interest to the community. Dr. Williams asked about contacting Service Writing as a possible source. Barb said that she had been in touch previously about Ms. Banner's Service Writing class. She also said that the group would be convenient to interview or produce video, since they already attend the High School. Barb said that she would make contact to see if there could be a partnership that could be developed with the High School writers.

Barb also added that Broadcast journalism class was going to be revised in the coming school year, but that it was being run by the graphic arts teacher, so she suspected that the class would deal more with graphics, rather than video production. Barb said that many people that visit ask if the students use the HCTV facility, and are disappointed when they hear the answer is no, so it would be nice to get the students coming through again.

Don asked about help from interns. Barb responded that there is an intern from the University of Akron that is currently using the HCTV studio and equipment, but most of the intern's work is dedicated to short videos related to the school system. The intern works directly for Sheryl Sheatzley, Hudson Schools

Nick reported that a lot of video was shot at the Pancake Breakfast and he expects to have a program ready for presentation on the station shortly.

The station posted directional signs and was open to welcome guests during the Pancake Breakfast, but the small number of visitors was disappointing. Nick mentioned that Kerry was considering not opening the station to guests at next year's Pancake event.

Nick said that the Hudson Hub-Times has a new editor, named Andrew Adam. Nick suggested that the committee needs to start building a relationship with Mr. Adam, something that we did have with Mr. Hammerstrom, the previous editor

The Hudson Community Expo will take place on April 13, 2013 and the City plans to have a table at that event. This year, the event will be held from 10 AM – 3 PM at the High School. Nick suggested that it would be a good idea for the members to devote some time to meeting with the public at the event.

Nick said that the idea of the Business Link program should get off the ground now that Basketball season is over. Nick will contact Mr. Chuck Wiedie, the City's Economic Development Director to try to get things rolling on starting the program.

## **X. Once Around**

Dr. Williams asked if the new wiring was available for the Media Center. Nick responded that the wiring was installed from the Auditorium to the Media Center, but that wiring has not yet been terminated and is therefore not usable.

Don asked if the high-definition signal would be available on all channels. Barb responded that Time Warner does not currently provide high-definition service of the HCTV channels.

Don then asked if the high-definition format was available on the DVDs that are created. Barb said that Dan Gerbracht has been having problems getting the high-definition version to transfer to DVD. Barb said that they had only tried creating a high-definition DVD using a PC and that they were going to try creating the DVD on an Apple computer, in hopes that the transfer would work.

Abby suggested that it would be a good idea to have Barb e-mail a list of upcoming events that could be recorded to the producers so that the information is available to those that are interested. E-mailing the list would be another way to “spread the word” about recording opportunities beyond the information written on the scheduling board.

Barb reported that she worked with Mr. Frank Youngwerth on a program of the party celebrating the transition of ownership of the Learned Owl Book Shop in Hudson.

Nick also mentioned the Melanoma Education Initiative presentation that Barb was kind enough to record during a recent Hudson High School Health class. The Public Access program that will result from that presentation should be an eye-opening education for those that are unfamiliar with that serious disease.

Nick said that he would generate the notes for the March meeting, after which he will redo the schedule and assign the note task on a rotating basis among the committee members.

## **XI. Next Meeting Date**

The next regularly scheduled HCTV Advisory Committee meeting date is set for Thursday, May 16, 2013 at 6:30 PM in the HCTV Studios in Hudson High School.

## **XII. Adjournment**

With no further business indicated, the meeting was adjourned at 7:55 P.M.