



## Hudson Community Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: August 12, 2021

Meeting Location: HCTV Studios, Hudson High School

**Members in attendance:** Kabir Bhatia, Aimee Dunphy, Ginny Frazer, Emily Lopick, Patrick Miller and Nick Zaklanovich.

**Members not in attendance:** Michael Beam.

**Ex Officio:** Barbara VanBlarcum and Dan Gerbracht.

### **I. Call to Order**

Committee Chair Nick Zaklanovich called the meeting to order at 6:33 P.M. Nick also took notes.

### **II. Greeting of members and guests**

Nick greeted all in attendance. Kabir Bhatia was not in attendance at the start of the meeting, but did arrive in the second half. No guests were in attendance at the meeting.

### **III. Approval of Previous Meeting Minutes**

The draft minutes for the June 10, 2021 committee meeting were approved as written. Thanks to Patrick Miller for providing the minutes. The approved minutes will be posted to the City web site.

### **IV. Station Management Reports – Dan Gerbracht & Barbara VanBlarcum**

#### **Barbara VanBlarcum**

- **Public Access:**

North of 60 produced 3 episodes – Jill Rango with chair yoga, exercising and stretching, Diane Blum with advice on moving and Nick Bellas, the new Zoning Inspector for the City;

Brian Suntken produced a new show called “Race Matters”; NZAM productions recorded a talk by Tom Vince on “Hudson & the Underground Railroad” at the Senior luncheon.

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

##### **Barbara VanBlarcum, continued**

- **Public Access, continued:**

NZAM also recorded a combined program on the Downtown Mural Reveal as well as the Hudson - Landsberg Biergarten event; the Hudson Montessori Middle School Graduation 2021; The Hudson Players performed: “10 Minutes from Cleveland”; Hudson Montessori School Conservatory of Music concert.

- **Acquired:**

Hudson Library & Historical Society: 5 virtual author talks; City Club of Cleveland forums: 10; Akron Roundtable forums: 3; a new Vlada’s Seeds of Life “Cooking for Kids”: 4 episodes; Summit Soil & Water Conservation District: Rain Gardens; Ohio Conservatory of Music concert at Church on the Green.

- **HCTV:**

Highlights of HHS performance of “The Little Mermaid”; 2021 Hudson Summer Music Festival concerts: The Night Owls, Red Light Roxy, Freedom Brass Band & LaFlavour; Good Day in Hudson: July & August; Hudson Invitational golf tournament – recorded by Meg Andrus-Grider and Lilly Fisher, the KSU intern that has been working at HCTV this summer; Tom Vince: “John Brown in Hudson” presented at Case Barlow Farm and recorded by Phil Leiter; several Hudson Headlines for the City of Hudson (4).

##### **Dan Gerbracht**

Dan reported that staff has been preparing for the upcoming football season. New cabling was installed and connected to operate some new equipment that will be used during game coverage, and improve the efficiency of the set up and tear down operations for the games.

The Friends of HCTV is attempting to raise funds for new broadcast consoles for the game commentators. The current equipment is 10-15 years old. New equipment will cost around \$3,500. Also, a grant request was submitted to the Hudson Rotary for funding new camera equipment for the football season.

All five home football games will be offered live on HCTV, like was done last year. Due to changes in OHSAA rules, all high school sporting events can now be presented live. The only exception is if the rights were purchased by another company or during tournament season.

Two non-home football contests will be presented this year. Solon and Twinsburg have both agreed to share their coverage for use by HCTV.

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

##### **Dan Gerbracht, continued**

Very preliminary work was completed preparing for basketball season, using the robotic camera equipment that was installed in the gymnasium. That equipment also makes it possible to present some volleyball games this coming season.

The budget for the coming year is being developed and will be shared with the committee at the September meeting.

In person meetings have resumed at Town Hall. Meg has been trained in the operation of the Town Hall system and she will serve as a back up to Phil Leiter in the Town Hall recording operation.

Meg attended the ACM annual conference that took place at the end of June. She issued a nice report on what she learned at the event. Dan said that he would forward her report to the committee members.

The four Hudson Headlines productions that were previously mentioned included one episode on the July 4<sup>th</sup> Fireworks program, with another on recycling right plus two additional programs that were just recorded. The first concerned the Celebrate Hudson event that is coming up on Labor Day weekend and the second pertains to Back to School safety.

Another program that was produced in June, but has not yet been released, was a joint effort of the Hudson Police department and the Summit County Prosecutor's office that explains the operation of the Safe Internet Exchange area that was recently established at the Hudson Police station.

Dan received an inquiry from one of the Hudson Lacrosse teams, asking if they could hire HCTV to record their contests. Dan will look into the proposal further, as allowing use for hire may require a change in the current station rules. However, this type of endeavor could be a source of additional income for the station. One of the possible options is making the costs for such an arrangement a contribution through the Friends of HCTV organization.

Dan asked that the e-mail notification at the top of the committee meeting agenda be removed, now that meetings have gone back to in-person form.

Barb added that the HCTV van was just returned from being "wrapped" with graphics that will greatly improve its appearance when traveling around town. The Friends of HCTV will provide funds to cover the cost of the van wrap. Nick added that two anonymous donors contributed the bulk of the cost of the wrap, and a Facebook fundraiser created by the FOHCTV made up the remainder of the needed funds.

## **V. Follow-Up Discussion items from May 13, 2021 meeting – All**

In June, the committee decided to delay making a decision on the “must air” requirement for all access user productions. The delay was intended to gather more information from other Ohio PEG operations regarding what they do regarding “must air”.

Nick supplied to the members a summary of the six responses that he received from the eleven operations that he had contacted. The general consensus from that research was that many of the stations do have must air requirements in place for all productions created using station equipment. After discussion, the committee felt that HCTV should maintain the current “must air” requirements for all productions using station equipment.

Nick added that some of the PEG operations that responded to his survey were interested in communicating further, perhaps in sharing information for the benefit of all.

## **VI. “Friends of HCTV” update – All**

Ginny Frazer asked if the Friends organization had solicited sponsors for the football games. Dan responded that he had spoken to Gary Dixon, President of the FOHCTV, and that efforts are under way to raise sponsorship funds in support of the football coverage.

Nick said that the monthly contributions to the FOHCTV from the First Energy Foundation have stopped recently and wondered if Dan or Barb knew why. Barb said that she would check to see what has happened to the monthly fund source.

## **VII. Alliance for Community Media update – Nick Zaklanovich**

An ACM virtual Public Policy call meeting was held on June 8th. Attending that meeting were two lawyers involved in the litigation of the case of the City of Eugene, Oregon versus the FCC that challenged the FCC ruling 626. An appeal of the less-than-favorable decision in that case has been submitted, requesting a re-trial. However, chances of the appeal moving forward are low.

One positive impact of the court ruling is that any redactions from franchise fees requested by the cable providers must be valued at their marginal cost, rather than at fair market value. It was also noted that capital costs, the cost of equipment purchases and the like, are not subject to the redactions that can be claimed by the suppliers.

It is unclear from the ruling in the case if channel capacity is subject to redaction from franchise fees. Neither the FCC nor the sixth district court in the case decision addressed the channel capacity issue.

One other note from the meeting discussion was that any redaction requests from the cable suppliers must be negotiated with the franchise entity, and cannot be levied without negotiating the claims. All claims should also be documented by the supplier to assure that they are at marginal cost, something that the providers will certainly be reluctant to reveal.

## **VII. Alliance for Community Media update – Nick Zaklanovich, continued**

There has been no reported action on the nomination of a new FCC commissioner. The Biden administration has yet to name a replacement for former commission chair Ajit Pai. With the empty seat unfilled, the commission is deadlocked at two votes per party. A replacement commissioner would remedy that deadlock situation.

The latest circulating rumor is that Gigi Sohn, an advisor to former commission chair Tom Wheeler, may be the front runner to fill the empty seat.

At this point, Kabir arrived at the meeting.

## **VIII. New Access program ideas, previous meeting follow-up & once around – All**

- Nick generated and shared a spreadsheet that contained the Charter franchise payment history over the past few years. The data showed that payments have been inconsistent at times, but did decrease 7.4% from 2019 to 2020 and are down 4.4% year-to-date from 2021 to 2020.
- Emily Lopick asked about the means that are used to distribute the weekly HCTV schedule. Delivery of the Hudson Hub Times has become unreliable since the paper's purchase by Gannet, and Emily asked about other schedule distribution methods. Barb answered that the schedule is distributed weekly, via e-mail, to those that sign up for the service
- Ginny made the suggestion that committee members should attend events in town and sign up people to receive the schedule at the event. Barb said that she spoke with J Hudson, the manager of the Hudson Farmer's Market and he said that the committee could come to the Market at any time and they would make room for us.
- Aimee made the suggestion that the newly wrapped van could make an appearance in the upcoming Labor Day parade. Barb said that she would check into doing so.
- Patrick Miller suggested recording at the upcoming Car Show that will be held at the Evaporator Works on 9/5.
- Kabir said that he could routinely post the weekly HCTV schedule to the Hudson Roundtable web site in an effort to broaden the availability of the schedule to the citizens.
- Emily suggested that Constant Contact could be another means of sharing the schedule and increasing the availability of news about HCTV.
- Ginny suggested that a picture of the HCTV staff in front of the newly wrapped van would be a good promotion for posting in the Hudson Hub Times.
- Kabir reported that the communications personnel at both Hudson City Schools and Western Reserve Academy have changed recently and he suggested that we contact the new people about becoming active liaison to the HCTV committee. Nick said that he would contact the communications manager at both schools.
- Nick mentioned that the nomination and election of committee chair and vice chair will take place, as scheduled, at September's committee meeting

## **IX. Adjournment**

The next committee meeting date is tentatively scheduled for Thursday, September 9, 2021 at 6:30 PM at the HCTV studio. With no further business indicated, the meeting adjourned at 7:18 PM.