



**AGENDA**  
**CABLE COMMUNICATIONS COMMISSION**  
**Regular Meeting**  
**April 2, 2014**

Meridian Township Municipal Building  
5151 Marsh Road, Okemos, MI  
**Administrative Conference Room**

- A. Call Meeting to Order at 6:00 p.m.
- B. Public Remarks
- C. Introductions
- D. Approval of Agenda
- E. Approval of Minutes – February 26, 2014
- F. Communications/Announcements
- G. Old Business
  - 1. Audits
    - a. Comcast Franchise Fee Audit Discussion
    - b. AT&T Review Franchise Fee Audit Discussion
    - c. Technical Review Audit Discussion
  - 2. Special Committee Interim Chair's Report: Community Needs Assessment Discussion–Tunga Kiyak
- H. New Business / Discussion Items
  - 1. Resolution of Support Regarding PEG Fees
- I. Reports
  - 1. Complaints/Compliments: Deborah Guthrie
  - 2. Video Service Provider(s):
  - 3. Communications Director Report: Deborah Guthrie
  - 4. Chair's Report: Walter Benenson
  - 5. Township Information: Ron Styka
  - 6. Programming: Deborah Guthrie
  - 7. Viewership/Promotions: Deborah Guthrie
  - 8. Finance: Deborah Guthrie
- J. Other Business & Announcements
- K. Public Remarks
- L. Adjournment

Individuals with disabilities requiring auxiliary aids or services should contact Meridian Township by writing or calling the following:  
Frank Walsh, Township Manager, 5151 Marsh Road, Okemos, MI 48864-1198 (517-349-1200, Ext. 308). Ten days notice required.

# Cable Communications Commission Regular Meeting Minutes

## DRAFT

Administrative Conference Room  
Meridian Municipal Building, Okemos, MI  
February 26, 2014

**Present:** Commissioners: Walter Benenson, Patrick Crowley and Tunga Kiyak, Brian Seipel  
Staff: Deborah Guthrie and Kristi Schaeding  
Township: Ron Styka  
Comcast: John Gardner  
AT&T: None  
Haslett Schools: None  
Okemos Schools: None

**Call Meeting to Order:** Chair Benenson called the meeting to order at **6:04 pm**.

### Approval of Agenda:

Chair Benenson moved TO APPROVE THE AGENDA. Seconded by Commissioner Seipel.

Voice vote. Motion carried unanimously.

### Approval of Minutes:

Chair Benenson moved TO APPROVE THE MINUTES OF DECEMBER 4, 2013 AS SUBMITTED. Seconded by Commissioner Crowley.

Voice vote. Motion carried unanimously.

### Public Remarks:

No Public Present

**Communications:** Communications Director Deborah Guthrie reported the Communications Department received many compliments for their communication efforts and press conference during the ice storm power outage in December.

### Old Business:

1. Audits – Director Guthrie provided the commission with a timeline of the renewal process for the Franchise Fee Audits, Technical Review Audits and Community Needs Assessment. A Video Service Franchise and the Refranchising Process at-a-glance document was also prepared and discussed.

2. Special Committee Interim Chair's Report: Community Needs Assessment – Tunga Kiyak - Commissioner Kiyak reported to the commission the present projections of the community needs assessment. He stated the scope had been narrowed to the following questions:

- To create the survey ourselves or create a Request for Proposal (RFP) to have an outside company conduct the survey
- The kind of survey multi-method to be used
- To narrow down specific questions and find the most effective number of questions to ask

Director Guthrie provided an Elements of a Community Needs Assessment document created and shared by the Buske group which outlined the purpose and scope of work involved with a survey.

Commissioner Kiyak moved TO FOCUS ON CREATING A REQUEST FOR PROPOSAL (RFP) AT THE NEXT SPECIAL COMMITTEE MEETING. Seconded by Commissioner Crowley.

Voice vote. Motion carried unanimously.

**New Business:** No New Business was reported.

**Reports:**

- Cable Compliments/Complaints: Director Guthrie reported that residents with Comcast complaints who she followed up with have shared that they are satisfied with the resolutions made by Comcast.
- Video Service Provider(s): Comcast Representative John Gardner announced the pending merger with Time Warner Cable and stated it is a pro-competitive and pro-consumer agreement. He specified that the merger will give satellite companies more competition they have not seen before on a national level. And Time Warner customers will receive the benefit of the X1 Platform, he commented. XFINITY TV on the X1 Platform is a new XFINITY TV product that combines a vast library of traditional TV and OnDemand programming with additional content and features. With the X1 Platform, customers can enjoy seamless access to live TV, XFINITY On Demand, DVR recordings, video clips, Pandora, weather, traffic applications and more.

Gardner also showed the commission how to connect their device to the Xfinity Wifi Application and explained that Comcast had agreements with other multi video suppliers that allow other customers to utilize the different wifi spots.

Director Guthrie mentioned it would be important during franchise negotiations to make sure the township has access to more wifi spots from Comcast in the township and in the municipal building.

He also reported that Comcast has a peering agreement with Netflix to connect their networks directly to improve service for consumers.

Gardner referred to the Comcast letter dated December 18, 2013 in the packet, regarding the completion of their digital migration and will begin encrypting all of their signals soon. This will result in the reduced need for home service calls and the enhanced security of the network by reducing service theft that impacts the customer's service experience, he stated.

- Communications Director's Report: Please refer to items in packet. No additional items to report.
- Chair's Report: Chair Benenson informed the commission that he attended the Joint Meeting with the Boards and Commission members meeting and provided a report. During the joint meeting, the members were upset about AT&T representatives not attending cable commission meetings and they requested a letter be created and sent to AT&T inviting them to attend future meetings, he recounted.
- Township Information: Township Liaison Ron Styka reported that the Township Board is actively working to move the process of the new fire station along. He also stated that two new large companies will make the Meridian Mall their future home.
- Programming: Director Guthrie reported that she received a Comcast complaint from a Meridian resident and she followed up with him and he complimented her and stated that he is a regular viewer of the Jewels N General program she co-Hosts.
- Viewership/Promotions: Please refer to items in packet. No additional items to report.
- Finance: Please refer to items in packet. No additional items to report.

**Other Business & Announcements:**

Nothing to Report.

**Future Agenda Items:**

Nothing to Report.

**Public Remarks:**

No remarks from the public.

**Adjournment:**

Commissioner Crowley moved TO ADJOURN THE MEETING. Seconded by Commissioner Kiyak.

Hearing no objections, Chair Benenson ADJOURNED THE MEETING AT 7:24 p.m.

**NEXT MEETING:**

The next scheduled meeting is Wednesday, April 2, 2014 in the Administrative Conference Room.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS**

## Deborah Guthrie

---

**From:** Brian Kusch <kusch@msu.edu>  
**Sent:** Friday, February 21, 2014 9:46 PM  
**To:** Deborah Guthrie  
**Subject:** RE: question

You are awesome.

brian K

Quoting Deborah Guthrie <[Guthrie@meridian.mi.us](mailto:Guthrie@meridian.mi.us)>:

> Actually yes. We keep a spreadsheet here. Fancy that!  
>  
> From: Brian Kusch [<mailto:kusch@msu.edu>]  
> Sent: Friday, February 21, 2014 3:36 PM  
> To: Deborah Guthrie  
> Subject: question  
>  
> Deb, is there such a thing as a Michigan listing for Public Access or  
> community access stations like HOM TV? I have a student who is  
> looking to work at a place like HOM TV, but in the Troy, Bloomfield  
> areas over the summer.  
>  
> Thanks  
>  
> Brian Kusch  
> Broadcast & Information Systems Engineer  
>  
>  
> Michigan State University  
> 141 College of Communication Arts and Sciences  
> 404 Wilson Road  
> East Lansing, MI 48824  
>  
> [kusch@msu.edu](mailto:kusch@msu.edu)<<mailto:kusch@msu.edu>>  
> office: 517-353-7253  
> cell: 517-449-9552  
>  
>

Broadcast and Information Systems Engineer  
College of Communication Arts & Sciences  
Michigan State University  
141 Communication Arts Building

## Kristi Schaeding

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**From:** Deborah Guthrie  
**Sent:** Monday, March 03, 2014 3:28 PM  
**To:** Kristi Schaeding  
**Subject:** FW: Job Opportunity - any ideas?

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**From:** Brandie Yates  
**Sent:** Thursday, February 20, 2014 2:20 PM  
**To:** Deborah Guthrie; Robert Gingerich-Jones; Darkus Beasley; Andrea Mantakounis; Lynn Meikle; Kristi Schaeding  
**Subject:** Job Opportunity - any ideas?

Cynthia Thompson News Director from WJMN-TV, the CBS affiliate in Marquette, MI just called me... apparently someone she knows talked to us at the MSU career fair and told her to get in touch. They are beginning two news shows and trying to get some people in right away. The station is looking for an Evening Anchor/Reporter to start March 17th. She is looking for someone who has 1-2 years' experience.

She said she knows Kevin Ragan and heard some of our former interns go to WILX and has the same taste as Kevin and would like to get someone who worked under him after us.

Any ideas on who we should send her way?

I also thought we could share this opportunity on the HOMTV Alumni FB wall and alumni email.

Here is the link to the job posting: [http://www.upmatters.com/story/d/story/job-opening-evening-anchor-reporter/33139/Sq52u\\_BFDkqiuDuNBdBIDA](http://www.upmatters.com/story/d/story/job-opening-evening-anchor-reporter/33139/Sq52u_BFDkqiuDuNBdBIDA)

It looks like they have several job postings: <http://www.upmatters.com/jobs>

Thanks,  
Brandie

## Kristi Schaeding

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**From:** Deborah Guthrie  
**Sent:** Monday, March 17, 2014 4:07 PM  
**To:** Kristi Schaeding  
**Subject:** FW: EZNews acquired by Ross Video

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**From:** EZNews [mailto:sales@eznews.com]  
**Sent:** Monday, March 17, 2014 11:06 AM  
**To:** Deborah Guthrie  
**Subject:** EZNews acquired by Ross Video



**To:** All EZNews Clients  
**From:** The EZNews Team  
**Subject:** Ross Video Acquires Automated Data Systems (EZNews, EZPrompt & EZCaption)

We are pleased and proud to announce that your EZNews software is now a product of Ross Video

<http://www.rossvideo.com/about-ross/press-releases/library/corporate/ross-video-acquires-automated-data-systems-ads/>

The people you have come to know and work with at Automated Data Systems (ADS) will all continue at Ross Video, will remain located at our La Crosse, WI offices and will continue to provide the outstanding support you expect.

Ross Video has become a world wide leader and one of the most respected names in the Business, with Switchers, Character Generators, Video Servers, and Newscast Automation, so much more. Now, with Newsroom Software (including the best of EZNews merging into Ross Inception) Ross Video is providing truly an End-to-End solution.

As a Ross Video client :

- You will continue to use your EZNews software, until you are ready to transition
- You will be able to continue with value-packed EZNews SMA program
- A current SMA Status, now also brings ..
  - Eligibility for the amazingly attractive transition path to Inception News

Significant Inception News features include:

- A modern browser based interface (access from Windows, Macs, tablets etc...)
- Direct authoring & publishing to social media (Facebook, Twitter, YouTube etc...)
- Seamless production device interface options (including MOS) for character generators, video servers,

production switchers and much more.

<http://www.rossvideo.com/newsroom-computer-systems/eznews/>

We know that this is the time of year when many of you are looking at your Hardware and Software needs (and wants), we also know that "compatibility" is more important than ever. Please contact us to talk about how the Ross Video view of Newsroom / Production Integration can benefit your '14-'15 Budget - but, also well into the future.

We encourage you to call us directly at 608-785-1415 with any questions regarding this change, or about the wonderful opportunities that will come to you (including the opportunity to transition from EZNews to Inception) as a result.

We appreciate your support of ADS/EZNews over the years, and look forward to this new and expanded chapter of working together.

Your EZNews Team,  
Bill Sacia, Matt Peschau, & David Pichner

**See Us (EZNews - Ross) at NAB  
North Hall - Booth N 4610  
( Adjacent to the large Ross Booth )**

**See Us (EZNews - Ross) at BEA  
La Vegas Hotel (Formerly Hilton)**

This message was sent to [guthrie@meridian.mi.us](mailto:guthrie@meridian.mi.us) from:

Automated Data Systems | 115 Fifth Avenue South, Suite 500 | La Crosse, WI 54601

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## Kristi Schaeding

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**From:** Deborah Guthrie  
**Sent:** Tuesday, March 18, 2014 11:19 AM  
**To:** Kristi Schaeding  
**Subject:** FW: Invitation to speak at SCAN NATOA Spring Conference in Santa Monica, CA on June 18th

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**From:** Robin Gee [<mailto:Robin.Gee@SMGOV.NET>]  
**Sent:** Monday, March 17, 2014 10:53 PM  
**To:** Deborah Guthrie  
**Subject:** Invitation to speak at SCAN NATOA Spring Conference in Santa Monica, CA on June 18th

Hi Deborah,

Michael Smith from the City of Torrance suggested that I contact you to speak at our SCAN NATOA Spring Conference on June 18<sup>th</sup> from 2pm to 3:30pm in Santa Monica, CA. The session is about Reimagining Your Channel and using video in other ways beyond the channel. Michael mentioned that you shared good ideas at the national NATOA Conference on a panel that he moderated. I'm the co-chair of the conference with Michael and I will moderate your session.

SCAN can underwrite up to \$400 of the costs to come to Santa Monica, if you find that the costs are beyond that, let us know and I will try to get the budget approval. We would expect you to fly out on Tuesday, have two nights of hotel and then fly out on Thursday. We will host you for dinner on Wednesday night at a thank you dinner. You would have to shop around for hotels since Santa Monica can get pricey. We would find a way to make things work out if you would be able to come and participate. Let me know any questions you might have.

I hope you can join us!

Thanks,  
Robin

**Robin Gee**  
Cable TV and Public Information Manager  
City of Santa Monica  
Studio 16 | 1654 19<sup>th</sup> Street | Santa Monica, CA 90404  
310.458.8590 | [robin.gee@smgov.net](mailto:robin.gee@smgov.net)  
[City of Santa Monica](#) | [CityTV](#) | [Facebook](#) | [Youtube](#) | [Twitter](#)



March 19, 2014

Ms. Deborah Guthrie, Cable Coordinator  
Meridian Township  
5151 Marsh Road  
Okemos, MI 48864

Dear Ms. Guthrie:

As part of Comcast's commitment to keep you informed about important developments that affect our customers in your community, I am writing to notify you of some channel changes. Customers are being notified of these changes via bill message.

Effective April 29, 2014, the following channels will no longer be available; CBTV (channel 648), HTV Musica (channel 615) and La Familia (channel 626).

As always, feel free to contact me directly at 517-334-5686 with any questions you may have.

Sincerely,

A handwritten signature in cursive script, appearing to read "John P. Gardner".

John P. Gardner  
Senior Manager, External Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911

# CHARTER TOWNSHIP OF MERIDIAN

Elizabeth Ann LeGoff  
Brett Dreyfus  
Julie Brixie  
Frank L. Walsh

Supervisor  
Clerk  
Treasurer  
Manager



Milton L. Scales  
Ronald J. Styka  
John Veenstra  
Angela Wilson

Trustee  
Trustee  
Trustee  
Trustee

March 26, 2014

Jim Murray  
Michigan President  
AT&T  
221 N. Washington Square  
Lansing, MI 48933

RE: Invitation to Attend Cable Commission Meetings

As the Communications Director for Meridian Township, I serve as staff liaison for the Meridian Township Cable Communications Commission. They have requested a letter of invitation be sent to AT&T regarding attending Cable Commission meetings. Some of their functions include:

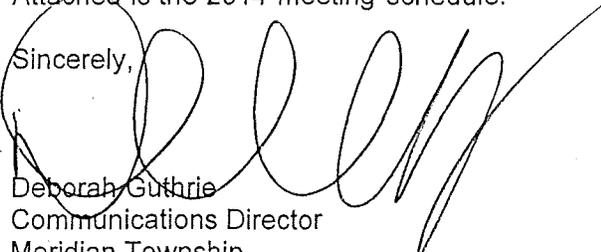
- Advising the Township Board on applications regarding Franchise Agreements;
- Encouraging the use of access channels by institutions, groups, and individuals within the township;
- Reviewing and reporting to the township board concerning records and reports that the franchisee is required to submit.

Meridian Townships franchise agreements include nine access channels with two operated by Meridian Township. The Government Access Channel serving Meridian Township is HOMTV (Haslett Okemos Meridian Township). The regional Public Access Channel serving Meridian Township and its surrounding communities is CAMTV (Capital Area Media Television).

The Cable Commissioners and I would like to invite you to attend future regularly scheduled official Cable Commission meetings. We believe your participation in the commission meetings and taking a more active role in the township would benefit AT&T and Meridian Township residents. Comcast representatives attend commission meetings regularly.

Cable Commission meetings are held four times a year at the Township Municipal Building. Attached is the 2014 meeting schedule.

Sincerely,

  
Deborah Guthrie  
Communications Director  
Meridian Township

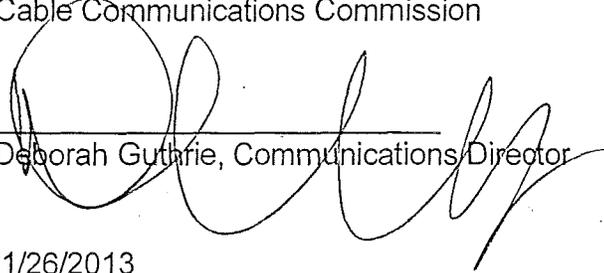
Cc: Cable Communications Commission

5151 MARSH ROAD, OKEMOS, MICHIGAN 48864-1198 (517) 853-4000  
[www.meridian.mi.us](http://www.meridian.mi.us)



# MEMORANDUM

TO: Cable Communications Commission

FROM:   
Deborah Guthrie, Communications Director

DATE: 11/26/2013

RE: Revised 2014 Cable Communications Commission Regular Meeting Schedule

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The Cable Commission of the Charter Township of Meridian recommends the adoption of the 2014 regular meeting schedule as follows:

Wednesday, February 26, 2014	6:00 pm	Administrative Conference Room
Wednesday, April 2, 2014	6:00 pm	Administrative Conference Room
Wednesday, August 6, 2014	6:00 pm	Administrative Conference Room
Wednesday, December 3, 2014	6:00 pm	Administrative Conference Room

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**OLD  
BUSINESS**

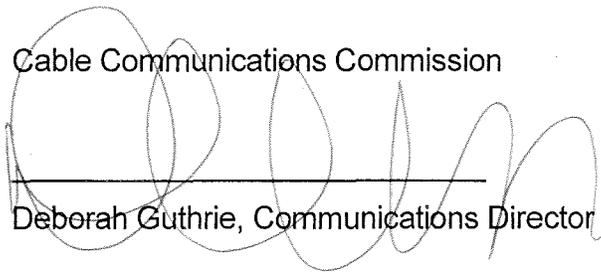
**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**NEW  
BUSINESS**

# MEMORANDUM

To: Cable Communications Commission

From:   
Deborah Guthrie, Communications Director

Date: April 2, 2014

Re: Resolution of Support Regarding PEG Fees

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The California General Assembly recently introduced a Joint Resolution that urges the U.S. Congress to amend the federal Cable Act, 47 U.S.C. Sec. 542 to allow localities to decide how best to use PEG funding. Passing the federal law amendment would ensure that PEG funding can be used for any purpose related to public, educational or government use of the cable system, as is permitted by Michigan state law.

The purpose of passing the resolution is:

- (a) To show members of Congress that communities in Michigan support a change in federal law to ensure that PEG monies can be used flexibly -- and perhaps help California build support for a change in federal law; and
- (b) As a potential first step to encourage Michigan to adopt a resolution similar to that adopted in California.

A resolution of support is attached calling on the United States Congress to amend Section 542 of Title 47 of the United States Code to allow states and their municipalities to determine the best use of PEG channel support and to prohibit charges for the carriage of PEG channels. Copies of the signed resolution will also be provided to the Township Board and local, state and federal officials.

In California, 54 different cities, counties, community groups and PEG Access Centers provided letters of support.

**Resolution of Support  
Regarding PEG Fees**

**RESOLUTION**

At a regular meeting of the Cable Communications Commission of the Charter Township of Meridian, Ingham County, Michigan, held at the Meridian Municipal Building, in said Commission on the 2<sup>nd</sup> day of April 2014, at 6:00 p.m., local time.

PRESENT: \_\_\_\_\_

ABSENT: \_\_\_\_\_

The following resolution was offered by \_\_\_\_\_ and supported by \_\_\_\_\_.

**WHEREAS**, Public, educational, and government (PEG) channels are one of the last surviving sources for local television programming across the country and PEG channels play a significant role in televising open and public meetings; and

**WHEREAS**, PEG channels are a unique and valuable resource for local information and discourse for residents; and

**WHEREAS**, PEG channels televise local government meetings, including city commission meetings, planning commission meetings, county board of supervisors meetings, and school board meetings, so that citizens are informed about the actions taken by local officials; and

**WHEREAS**, PEG channels also are utilized to communicate with citizens on municipal events and services and provide advisories and preparation directions to residents for emergency purposes; and

**WHEREAS**, PEG channels provide a window through which residents can view the diversity of cultures, educational information, recreational activities, and artistic endeavors in their local community; and

**WHEREAS**, PEG channels reflect the unique identity of the communities they serve; and

**WHEREAS**, It is important to preserve PEG channels and funding for PEG channels and to ensure that PEG channels continue to be available to the entire community to serve residents; and

**WHEREAS**, As one of the conditions of the Michigan State uniform franchise, the state provided that PEG funding may be used for any purpose including to provide critical operating funding to ensure that PEG facilities are open to the community;

**WHEREAS**, Cable operators contend Section 542 of Title 47 of the United States Code effectively requires them to require that PEG funding only be used for PEG capital; and

**WHEREAS**, Amending federal law to ensure that PEG funding can be used for any purpose related to public, educational or government use of the cable system, as is permitted by Michigan State law, will help ensure the continued availability and vitality of PEG channels and would also prevent operators from charging additional fees now being charged to localities related to carriage of the PEG channels; and

**NOW, THEREFORE, BE IT RESOLVED** the Cable Communications Commission calls on the United States Congress to amend Section 542 of Title 47 of the United States Code to allow states and their municipalities to determine the best use of PEG channel support and to prohibit charges for the carriage of PEG channels; and be it further;

**RESOLVED**, the Township Clerk transmit copies of this resolution to the Township Board, to the County Clerk Barb Byrum, to State Representative Sam Singh, to State Senator Gretchen Whitmer, to Congressman Mike Rogers, to the House of Representatives, to the Majority Leader of the Senate, and to each Senator and Representative from Michigan in the Congress of the United States.

ADOPTED: YEAS: \_\_\_\_\_

NAYS: \_\_\_\_\_

STATE OF MICHIGAN     )  
  ) ss  
COUNTY OF INGHAM    )

I, the undersigned, the duly qualified and acting Chair of the Township of Meridian, Ingham County, Michigan, DO HEREBY CERTIFY that the foregoing is a true and complete copy of a resolution adopted at a regular meeting of the Cable Communications Commission on the 2<sup>nd</sup> day of April 2014.

\_\_\_\_\_  
Walter Benenson  
Chair, Cable Communications Commission

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMPLAINTS/  
COMPLIMENTS**

# Individual Video Provider Customer Intakes

**Complaint Number** 2014-004

**Date** 1/23/2014

**Name** Stephen Gebes

**Street Address** 5151 Marsh Road

**City / Zip** Okemos 48864-

**Work Phone** (517) 853-4222 **Ext**

**Cell Phone**

**Home Phone**

**Email** gebes@meridian.mi.us

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**   
**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**   
**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** On January 23, 2014, Mr. Gebes spoke to Communications Director Deborah Guthrie directly regarding a Comcast complaint. He spoke about a downed cable line in his neighbors yard since the spring of last year. He stated that his neighbor called Comcast about the line three times but nothing was resolved, so he gave up. Mr. Gebes personally coiled the cable up.

They would like the cable line fixed.

The address of the location for the downed line is: 47 West Sherwood Road, Okemos, MI. 48864.

Mr. Gebes also stated that he would hope the customer care representatives would give better service so that it would not get to the point of having to work with a Meridian Township employee to resolve the issue. Although he appreciates it and is glad it is there and that relationship exists between Meridian and Comcast, he would like issues resolved when calling customer service.

Guthrie expressed to him that she would forward his complaint to Comcast to put the cable back up.

**Problem Before?** Yes  **Ongoing**   **MPSC Information**  **MakeCableBetter.org**  
**Assigned Staff** Communications Director Deborah Guthrie **Given** **Information Given**

**Staff Response** On January 23, 2014, Communications Director Deborah Guthrie sent Mr. Gebes' information to Senior Manager, Government Affairs John Gardner at Comcast via email.

**Resolution** On January 23, 2014, Gardner replied via email that he would take care of this. On February 3, 2014, Mr. Gebes emailed Communications Director Guthrie stating that he received a call from Kate at Comcast and their plan is to come back after the spring thaw because the line is likely frozen to branches, which are in-turn frozen to the ground and under at least 12 inches of snow.

# Individual Video Provider Customer Intakes

**Complaint Number** 2014-005

**Date** 2/22/2014

**Name** Randall Schaetzel

**Street Address** 2294 Hamilton Road

**City / Zip** Okemos 48864-

**Work Phone** (517) 353-7726 **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**

**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**

**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** On February 22, 2014, Communications Director Deborah Guthrie received an email from Mr. Randy Schaetzel regarding a Comcast complaint. He stated in his email: My wife, Julie Brixie, suggested that you may be able to help me with a problem I'm having with Comcast. During the December ice storm, a large tree fell on the Comcast cable across the road from me and about 50 yards to the east. The line is still up but it is hanging low, due to the weight of the tree. Shortly after the storm, some crew people came by and cut the branches off that overhang the road, but left the rest of the tree hanging on the wire. I attach two pictures of the tree.

I assumed that someone would be by to eventually take the tree completely down, but that never happened. In mid-January I contacted Comcast and told them about the matter. They informed me that they would send a person to the site and that he would contact me by phone before he did any cutting. About two weeks later, a man called me who said he was at the site and that could see no tree on any wire. He was about to leave, convinced that this was all a mistake. I then told him he needs to look harder because he's probably parked right in front of the tree, and sure enough he was. I bring this up to begin to illustrate the nature of dealing with Comcast personnel.

The person told me that he could not take care of the tree but that he would inform some pay-for-hire foresters that Comcast uses, and that they would come by and take it off the line. I was clear about the fact that I did not expect him or them to clean it up, but simply to take it off the line. I told him that I would clean it up, because we burn wood in our house for heat. It was my way of trying to help the neighborhood.

I waited another two weeks while the tree still hung there. Nothing. So I contacted Comcast again. They informed me that they had no record of such a tree or of this incident, even though the previous person had made a record of it, and even given me a record number. Same story follows, round 2. They said they would send someone by and take care of it. I asked them to be sure to have the person call me before they actually started cutting. About two weeks later a person came by. That was yesterday. The person talked to my children who are at home and said that he could not cut the tree out of the line, and that it wasn't even the Comcast wire. That represents phase 2 of dealing with Comcast. They don't even know which wires are their own. Now there's a chance that is not a Comcast wire, although I'm pretty sure that it is. It's certainly not a power line.

So that's where we're at. I wonder if you can do anything for me in this matter? Clearly the tree needs to be removed from the line and it's one of those cases of, ?not my job.? Well I'm trying to do the right thing here and make it my job, because I am willing to clean

# *Individual Video Provider Customer Intakes*

up the tree. But I obviously cannot and will not get it off of the line.

The tree is located at the corner of Hamilton and Kenmore about 50 yards east of the intersection. You can't miss it. I appreciate any help you can give on this matter and look forward to hearing back from you.

**Problem Before?** Yes      **Ongoing**        **MPSC Information**       **MakeCableBetter.org**

**Assigned Staff** Communications Director Deborah Guthrie      **Given**      **Information Given**

**Staff Response** On February 22, 2014, Communications Director Deborah Guthrie sent Mr. Schaetzl's information to Senior Manager, Government Affairs John Gardner at Comcast via email.

**Resolution** On February 25, 2014, Mr Gardner responded via email and reported that Comcast technicians were out yesterday to assess the situation. He said they will have the branches removed from the cable.

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Sunday, March 02, 2014 8:35 AM  
**To:** Kristi Schaeding  
**Subject:** Fwd: Coffee Break

Sent from my Samsung Galaxy Note® II

----- Original message -----

**From:** Milton Scales  
**Date:** 03/01/2014 1:11 PM (GMT-06:00)  
**To:** Christine Beavers  
**Subject:** Re: Coffee Break

Ms. Beavers,

Thank you so much for the kind words. I appreciate having the opportunity to serve our community. I enjoy meeting wonderful residents, such as yourself. This continues to be a good transition from retirement to community service.

Again thank you and as always, let me know if I can ever be of assistance.

---  
Sincerely,  
Milt

"Moving Meridian Forward"

Our vision is to achieve and maintain the highest quality of life for our residents.

Milton L. Scales, Trustee  
Meridian Township Board  
P.O. Box 1552  
Okemos, Michigan 48805

Our mission is to create a sustainable community through the most effective use of available resources in order to achieve the highest quality of life for our residents.

On Mar 1, 2014, at 12:30 PM, Christine Beavers <[cgbeav777@gmail.com](mailto:cgbeav777@gmail.com)> wrote:

I just finished watching Coffee Break and I am glad you retire to our Township. I suspect Deborah only touched the top of your life and when you spoke of your Uncle I thought "oh my, the stories they must both have from that time in history". It is clear

this is a full time commitment for you ,and aren't we ,in Wardcliff ,and throughout the township lucky. I pray you stay well.

christine

# Individual Video Provider Customer Intakes

**Complaint Number** 2014-006

**Date** 3/26/2014

**Name** Kent Creswell

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone** (517) 349-4855

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

- Unburied Cable**       **Waiting for Service**       **Missed Service Call**       **Cable Box**   
**Bad Reception**       **Cable Out**       **Cannot Phone**       **Other**   
**Bad Treatment**       **Bad Information**       **No Response to Request**

**Problem Description** On March 26, 2014, Communications Director Deborah Guthrie received a phone call from Mr. Kent Creswell regarding Comcast's DTA boxes. He stated he really enjoys HOMETV and many other things on the Comcast system. He stated that Comcast is now charging him for two DTA boxes and only uses one. He remembered that years ago Meridian had fought Comcast on the moving of the channels and he appreciates our effort on that. He also recalled Meridian receiving the DTA boxes for free and he wondered why he is being charged.

Director Guthrie stated that the DTA boxes were free for two years and that last year the FCC approved the encryption of channels.

Mr. Creswell stated he would be contacting Comcast regarding returning one of the DTA boxes and if he had any further issues he would contact Director Guthrie again. He was very thankful for the information and for the help he received from Comcast technicians who have come to his house to help him with technical issues.

**Problem Before?** No      **Ongoing**        **MPSC Information**       **MakeCableBetter.org**  
**Assigned Staff** Communications Director Deborah Guthrie      **Given**      **Information Given**

**Staff Response** On March 26, 2014, Communications Director Deborah Guthrie sent Mr. Creswell's information to Senior Manager, Government Affairs John Gardner at Comcast via email.

**Resolution**

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS  
DIRECTOR  
REPORT**

Current Programs on HOMTV:

**Meetings:**

Environmental Commission	3-5-14
Park Commission	2-11-14
Planning Commission	2-24-14
Township Board	3-4-14
Zoning Board of Appeals	2-26-14

Community Connection	12-23-13
InnerView: Pollution	3-5-14
Jewels 'N General	3-6-14
Meridian Magazine	3-3-14
Meridian News Now	3-6-14
Open Line: Substance Abuse	3-6-14
Senior Living	3-3-14
SF: Award Winning Programs: MM	2-25-14
SF: Vision Charrette	3-3-14
Women of Meridian	3-3-14

**Original Programming:**

Beyond the Badge	3-3-14
Coffee Break with Taylor Taylor	3-5-14

- HOMTV was contracted to record and broadcast the Capitol Corridor Summary Report Presentation before the Tri-County Regional Planning Commission on Wednesday, February 26th. The presentation and subsequent public comment is being broadcast on CAMTV and HOMTV during the month of March, and is available on demand at homtv.net.
- Staff attended the MSU Summer Job & Internship Fair on February 12th and the MSU CAS Connect Fair on February 21st to recruit potential interns for the HOMTV Internship Program summer semester. Staff attended "The Power of Selling Experiences Over Places" webinar on February 13th to further research branding opportunities for the Township.
- Staff conducted an additional interview for the Social Media Intern position during the month of February. The applicant was offered and accepted the position.
- Staff is writing articles and gathering pictures for the Meridian Monitor slated to be sent to homes in April. Staff is finalizing the design of the Parks and Recreation Family Fun Guide and will be mailed to residents next week. Staff mailed and emailed the spring Scoop newsletter to all HOMTV alumni.

Facebook Page summary through 2-28-14:

	PEOPLE LIKE THIS	HIGHEST REACH
ALL ACCESS SPORTS	59	16
BEYOND THE BADGE	86	31
CAMTV	185	45
COFFEE BREAK	77	951
DOWNTOWN OKEMOS	357	4172
FRIENDS OF OKEMOS LIBRARY	119	9
GREEN MERIDIAN	187	37
HOMTV	861	1252
INNERVIEW	58	230
JEWELS N' GENERAL	140	345
MERIDIAN MAGAZINE	92	467
MERIDIAN NEWS NOW	80	1123
MERIDIAN SENIOR CENTER	118	82

MERIDIAN TOWNSHIP	947	7416
MERIDIAN TOWNSHIP FIRE DEPARTMENT	367	1998
MERIDIAN TOWNSHIP PARKS	334	282
MERIDIAN RECREATION & SPORTS	245	222
OPEN LINE	46	18
SENIOR LIVING	133	495
WOMEN OF MERIDIAN	74	15

**SENT/FINISHED PRESS RELEASES:**

Meridian Ice Fishing Derby (2/3/14)

Van Atta Road Bridge Closed (2/11/14)

Central Fire Station Closed (2/12/14)

Township Hosts Affordable Care Act Information Session (2/17/14)

Assessing Review (2/17/14)

Temporary Fire Station Location Decided (2/18/14)

For the period ending February 28, 2014:

- Communications Department created and distributed **6 new** press releases.
- HOMTV completed **1 of 1** Cable Complaints/Cable Inquiries (not including presentations).
- HOMTV interns have contributed approximately **1,400** hours during the month of February.
- HOMTV Social Media interns contributed approximately **50.5** hours during the month of February.
- HOMTV completed **6** dub/copy orders.
- HOMTV received **24 new** internship applications and resumes.
- HOMTV completed/changed **3** Bulletin Board announcement requests.
- HOMTV produced and aired **41 new** original programs.
- HOMTV aired **6 new** official township meetings.
- HOMTV produced and aired **11 new** promotions.
- CAMTV aired **16** syndicated programs.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**PROGRAMMING**

## Kristi Schaeding

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**From:** Deborah Guthrie  
**Sent:** Monday, March 10, 2014 12:47 PM  
**To:** Kristi Schaeding  
**Subject:** FW: Greening Mid-Michigan on CAMTV

---

**From:** Harmony Gmazel [<mailto:hgmazel@mitcrpc.org>]  
**Sent:** Monday, March 10, 2014 9:23 AM  
**To:** LeRoy Harvey; Darkus Beasley; Deborah Guthrie  
**Cc:** "Erin Campbell"  
**Subject:** RE: Greening Mid-Michigan on CAMTV

Thank you VERY much! This is wonderful!!!  
Harmony

---

**From:** LeRoy Harvey [<mailto:harvey@meridian.mi.us>]  
**Sent:** Friday, March 07, 2014 3:53 PM  
**To:** Darkus Beasley; Deborah Guthrie  
**Cc:** Harmony Gmazel; 'Erin Campbell' ([ecampbell@mitcrpc.org](mailto:ecampbell@mitcrpc.org))  
**Subject:** RE: Greening Mid-Michigan on CAMTV

Awesome Darkus! Thanks so much. I will pass this on to Harmony and Erin who I'm sure will be happy that these are getting out/aired/etc.

-LeRoy

---

**From:** Darkus Beasley  
**Sent:** Friday, March 07, 2014 1:13 PM  
**To:** Deborah Guthrie; LeRoy Harvey  
**Subject:** Greening Mid-Michigan on CAMTV

Deb and LeRoy,

I have compiled the "Greening Mid-Michigan" programs from Youtube into two episodes. The first, which will air daily at 10:00 a.m. and 2:00 p.m. on CAMTV, is "Jewels of Mid-Michigan: Our County Parks" and "Get Active in Mid-Michigan." The second episode will begin airing on March 24<sup>th</sup>. That episode will contain "Protecting Mid-Michigan's Waterways" and "Mid-Michigan Farms & Markets: Healthy and Local."

All of these videos were well shot, but were also a cruel reminder that winter is not over yet. Think Spring!

Have a good weekend,

Darkus Beasley

Video Programmer / Studio Producer, HOMTV and CAMTV

[beasley@meridian.mi.us](mailto:beasley@meridian.mi.us)



## Programming Schedule for Week of March 24 - 30, 2014

Time	Monday 3/24	Tuesday 3/25	Wednesday 3/26	Thursday 3/27	Friday 3/28	Saturday 3/29	Sunday 3/30	
12:00 AM	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Zoning Board of Appeals REPLAY	Meridian Live - Park Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY	
1:00 AM								
2:00 AM								
3:00 AM								
4:00 AM								
4:30 AM	Coffee Break: Massage Bliss	Meridian Live - Environmental Commission REPLAY	Beyond The Badge	Beyond The Badge	Beyond The Badge	Beyond The Badge	Meridian Live - Environmental Commission REPLAY	
5:00 AM								
5:30 AM			Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine		
6:00 AM			Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW		
6:30 AM	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	
7:00 AM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	
7:30 AM	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	
8:00 AM	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	
9:00 AM	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	
9:30 AM	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	
10:00 AM	InnerView: Wharton Center - Porgy & Bess	InnerView: Wharton Center - Porgy & Bess	InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	
10:30 AM	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	
11:00 AM	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	
11:30 AM	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	
12:00 PM	Meridian Live - Park Commission REPLAY	Meridian Live - Planning Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Zoning Board of Appeals REPLAY	Meridian Live - Park Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY	
1:00 PM								
2:00 PM								
2:30 PM								
3:00 PM								
3:30 PM	Women of Meridian	Meridian Live - Environmental Commission REPLAY	Beyond The Badge	Women of Meridian	Women of Meridian	Beyond The Badge	Meridian Live - Environmental Commission REPLAY	
4:00 PM	InnerView: Wharton Center - Porgy & Bess			InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat			
4:30 PM	Coffee Break: Massage Bliss			Coffee Break: Massage Bliss	Coffee Break: Massage Bliss			
5:00 PM	Meridian Magazine			Meridian Magazine	Meridian Magazine			
5:30 PM	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	
6:00 PM	Award Winning Programs - InnerView #43	Meridian Live - Township Board REPLAY	Award Winning Programs - InnerView #43	Award Winning Programs - InnerView #43	Award Winning Programs - InnerView #43	Award Winning Programs - InnerView #43	Award Winning Programs - InnerView #43	
7:00 PM	Meridian Live - Planning Commission LIVE		Meridian Live - Zoning Board of Appeals REPLAY	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Vision Charrette
8:00 PM				InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	InnerView: 2014 Caregivers Retreat	
8:30 PM				Community Connection	Community Connection	Community Connection	Community Connection	
9:00 PM				Senior Living	Senior Living	Senior Living	Senior Living	
9:30 PM	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	Open Line: Alternative Medicine	
10:00 PM	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	Coffee Break: Massage Bliss	
10:30 PM	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	
11:00 PM	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	

<b>Meetings</b>	<b>Programs/Specials</b>	<b>Talk Shows</b>	<b>News</b>
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All programs subject to change. LIVE meeting coverage may pre-empt other programs.

# Programming Schedule for March, 2014

Capital Area Regional Television also available online [WWW.HOMTV.NET](http://WWW.HOMTV.NET)



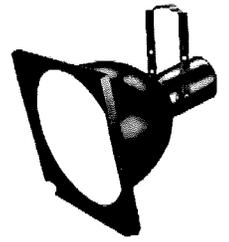
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2:00 AM	Open for Faith Based Programming	Open for programming					
3:30 AM							
3:00 AM							
4:00 AM	Sustaining the Future: Energy Presentations						
5:00 AM							
6:00 AM	Facts of Congress						
6:30 AM	In The Fight						
7:00 AM	Sustaining the Future: Charrette Project						
7:30 AM							
8:00 AM							
8:30 AM	The Michigan Experience						
9:00 AM							
9:30 AM	Poetree-n-Motion						
10:00 AM	Greening Mid-Michigan						
10:30 AM	Cooking with Cathy	Open Line: Call-In Show	Cooking with Cathy				
11:00 AM	Cooking with Cathy						Cooking with Cathy
11:30 AM	City Pulse Newsmakers						
12:00 PM	Open for Faith Based Programming	Coffee Break					
12:30 PM		Michigan Court Stories					
1:00 PM		Give a Child a Great Start					
1:30 PM							
2:00 PM	Greening Mid-Michigan						
2:30 PM	Facts of Congress						
3:00 PM	InnerView						
3:30 PM	In The Fight						
4:00 PM	Inspirational Corner						
4:30 PM	Poetree-n-Motion						
5:00 PM	Democracy Now!						
5:30 PM							
6:00 PM	Michigan Court Stories						
6:30 PM	Coffee Break						
7:00 PM	Open Line: Call-In Show						
7:30 PM							
8:00 PM	Sustaining the Future: Charrette Project						
8:30 PM							
9:00 PM		Battle of Ideas					
9:30 PM	How Congress Works	Veteran's Focus	How Congress Works				
10:00 PM							
10:30 PM	Cooking with Cathy	InnerView	InnerView	InnerView	InnerView	InnerView	Cooking with Cathy
11:00 PM	Cooking with Cathy	Veteran's Focus	Cooking with Cathy				
11:30 PM	City Pulse Newsmakers						

All programs are subject to change.

HOMTV/Produced Programming	Open for programming	Public Programming	MI Regional Programs	National Programs
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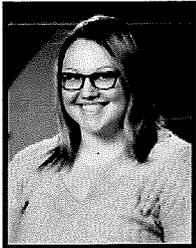
CHARTER TOWNSHIP OF MERIDIAN  
CABLE COMMUNICATIONS COMMISSION

**VIEWERSHIP/  
PROMOTIONS**



**HOM to Stay**

By: Heather Hartmann (13)



Congratulations to HOMTV's newest **Video Programmer/Studio Producer: Darkus Beasley (12)**, who was hired into the position in January. But this isn't Darkus' first pass around the HOMTV block. She first became a production intern at HOMTV in 2012, after graduating from Loyola University in Chicago in 2010 with her Bachelor's in two different degrees: International Film & Media Production, and Music. While an intern, Darkus produced packages, promotions, etc., as well as directed and technically directed Meridian Magazine. As time went on, she also was able to direct and produce Beyond the Badge, post-produce Community Connection and Senior Living, as well as help produce live board meetings.

Moving up to a paid position in July 2013, Beasley stayed at HOMTV while she began working at **WILX-TV** as a part-time **News Photographer/Editor**. Beasley became full time at **WILX-TV** in October 2013 and made a **Producer** in December, as she continued to work at HOMTV. In the same month, **Bryan Reynolds (11)** left HOM, opening up the **Video Programmer/Studio Producer** position. Beasley was hired soon after.

*"I didn't leave HOMTV even when I was full time at WILX, because I felt I could still learn more, that I could still better my skills,"* she commented. *"I took this job because it allows me to work toward my potential in a field that I love."* Her main responsibility is programming the CAMTV Public Access Channel. In addition, Darkus is also in charge of directing Jewels N' General, Coffee Break and Meridian News Now programs, and continues to edit and produce stories and video. Congratulations to Darkus for staying with the HOMTV family!

**Editorial: My Winter X Games Experience**

By: Zach Berridge (11)

2014 began with a bang when I walked into my **News Reporter** position at **KKCO Channel 11** and learned I would be heading to Aspen, Colorado to preview the Winter X Games. I learned it was the 13th straight year the central-Colorado town would host. It was one of the more exciting things I've been able to cover. While there, I spoke with and interviewed Gretchen Bleiler, a four-time X Games Snowboard Superpipe gold medalist.



In addition to the Games which were a few weeks out, several athletes had chosen Buttermilk Mountain as their training grounds for the Sochi Olympics, so there was quite a bit of talent on site.

Later in January, I had the tremendous opportunity to make that same trip back to the mountain, where ESPN crews had finished assembling and prepping the venue. I was there for the kick-off and the atmosphere was incredible.

I was a one-man-band. With me I brought my camera and gear, tripod, TVU Live backpack, and laptop. I conducted all of my live shots for both TV stations we run (both the NBC and ABC affiliates). The coolest event I covered was Colten Moore winning the Snowmobile Freestyle event. Moore's brother, Caleb, lost his life a year prior at the 2013 X Games after losing control on his snowmobile and crashing to the ground.

The X Games have been the most exciting story to cover since my time here, but I'm looking forward to a few more events coming up, including the Junior College World Series of Baseball.

**Editorial: Reporting my Experience covering the President's Visit to East Lansing**

By: Erin Cook (12)

Through the snow, slush and below freezing temperatures carrying two heavy camera's and two bulky tripods, I hiked from Wharton Center to the McPhail Equine Performance Center on Michigan State University's campus.



The President of the United States visited campus on February 7th to sign the Agriculture Act of 2014, more commonly known as the Farm Bill into legislation. After multiple introductory speeches, President Obama finally walked up on stage to the tune of "Hail to the Chief" and promptly began talking to the crowd as if we were all old friends.



**Production Rookie Intern Connor Wilton (14)** and **Junior Production Intern Bryan Schroeder (13)** covered the event.

He spoke in front of 200 people with tractors and hay bales as the backdrop. He praised the work of the agriculture community, and I was mainly focused on making sure I didn't accidentally stop recording, or trip over an audio cord.

Other interns and alumni reporting on the speech included: **Morgan Hall (13)**, **Anthony Sabella (11)**, **Kevin Burrows (13)**, **Bryan Schroeder (13)**, **Alex Honey (13)** and **Connor Wilton (14)**.

Listening to him speak and sign a historic bill into law was an amazing experience that I know I was lucky to witness and one that I will never forget.



**Production Freelancer Erin Cook (12)** and **Reporting Junior Intern Alex Honey (13)** waiting for the President's speech.

Courtesy Milton L.Scales

## Alumni in the Biz

### Alum Stays Creative With His Own Company



**Brian Town (95)**, CEO and Owner of **Michigan Creative**, began his full service marketing company in 2010 and it is running strong today. He had humble beginnings as a high school teacher, creating a nationally recognized film and TV production program at **Haslett Public Schools**. Brian and his students received numerous awards to recognize their work in educational and film production competitions, including three Michigan Station of the Year awards from the Michigan

Association of Broadcasters (MAB) as well as Best Educational Access Station in the Nation. He resigned in the summer of 2011 to operate Michigan Creative full time.

Brian's company runs out of The Center for New Enterprise Opportunity in Lansing, with a team of employees and interns and remains constantly dedicated to helping Michigan businesses and entrepreneurs succeed. Brian is also one of only a few certified Apple Final Cut Pro 7 and X trainers in the mid-Michigan area.

*"I remember my first day at HOMTV and I had to switch tapes live for a board meeting and I almost quit right there because it looked too tough," he commented. "But I made it through and I am glad I did. I tell all my staff and interns that every job I had, and the success of Michigan Creative is in large part due to the start I received at HOMTV."*

### Alum Makes News as an Award Winning Reporter



**Demond Fernandez (99)** is an Investigate Reporter at **KTRK Channel 13** in Houston, Texas. Demond came to KTRK in May of 2011, from **WOAI Channel 4**, the NBC affiliate in San Antonio, where he worked as a Reporter and Anchor.

Prior to working in Texas, he spent time at **WEYI, Newscenter Channel 25** in Flint, where he was a **Weekend Anchor, Crime Reporter**, and "On Your Side" investigator and as Newscenter 25's "Consumer Watchdog." His broadcasting career began at HOMTV and **WSYM Fox 47** in Lansing, where he worked as a **General Assignment Reporter** by day and as a student at Thomas Cooley Law School by night.

Demond received a Michigan Association of Broadcaster's Award for investigative reporting by exposing beauty supply shops that were illegally selling cosmetic contact lenses to kids and adults across mid-Michigan. He's also received numerous awards from civic and community groups for his crime coverage and commitment to community service.

*"As a reporter working for ABC, I am given the privilege of traveling across the country to cover stories making major news and weather headlines," he commented. "Some of those assignments included the Aurora, Colorado movie theater shootings, the elementary school shootings in Newtown, Connecticut, and coverage of many major storms."*

*"HOMTV played an integral part in making, shaping, and creating the journalist I am today," he stated. "The staff accepted me into the internship program when I was a student at Thomas Cooley Law School. I was passionate, and HOMTV provided the resources, atmosphere, technology and access to professionals needed to become, not only skillful, but successful in this awesome industry."*

**Karl Barr Roder (01)** is a Marketing Coordinator at **Boyne Mountain** in Boyne Falls.

**Adrienne Broaddus (04)** is a Reporter at **KARE Channel 11** in Minneapolis, Minnesota.

**Katelyn Coates (12)** is a Public Relations Assistant for Event Marketing at **Wisconsin Events** in Milwaukee, Wisconsin.

**Senior Reporting Intern Lou DIVizio (13)** is a Production Director at **Impact 89 FM Sports** and a Part-Time Producer at **WILX-TV Channel 10** and **Fox 47** in Lansing.

**Maddie Fetchiet (12)** is a High School Basketball Reporting Intern at **MLive** in Lansing. She is also a Videographer at the **MSU Alumni Association and Production Assistant** at **WKAR NewsRoom** in East Lansing.

**Communications Director Deborah Guthrie (96)** was elected as an At-Large Member to the Michigan Chapter Alliance for **Community Media (ACM)**.

**Jennifer Hutchins (94)** is a Supervising Producer at **Discovery Communications** in Los Angeles, California.

**Andrew Kelleher (12)** is a Sales Zone Manager at **Ford Motor Company** in Chicago.

**Brett King (07)** is a Television Operations Coordinator at **WKAR** in East Lansing.

**Rachel Ray (08)** is an Associate Events Manager at **Foundation Fighting Blindness** in Chicago.

**Junior Reporting Intern Melissa Sebring (13)** won a Best of MSU Journalism Award in the television feature category for her "Susan Barry creates change after the death of her son" story. Congratulations!

**Angela Yu (10)** is a Motion Designer at **FirstPerson**, which is a new company combined with **Westernized Production** and **Elastic Creative** in San Francisco, California.

**Ursula Zerelli (10)** is a Reporter for **Crain Communication's Automotive News Television (ANTV)** in Detroit.

Where Are They Now...

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tweet us   
pin us

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**FINANCE**

# CHARTER TOWNSHIP OF MERIDIAN

## CABLE COMMUNICATIONS COMMISSION

# FYI

The following materials are "for your information"  
and do not necessarily relate to an agenda item

# GAO Highlights

Highlights of GAO-14-203, a report to congressional requesters.

## TELECOMMUNICATIONS

### Federal Broadband Deployment Programs and Small Business

#### Why GAO Did This Study

Increasingly, small businesses rely on Internet-based applications to improve efficiencies and expand market access. Although broadband Internet access is widely available to businesses, areas of the country remain that still have little or no access. Since 2008, federal programs have provided over \$15 billion in funding to help deploy broadband to these areas. Additionally, some municipal governments have begun to build and operate networks to provide broadband access to their communities.

GAO was asked to describe issues related to broadband availability for small businesses. This report addresses (1) the federal government's efforts to ensure the availability of broadband services for small businesses, and (2) the effect of selected federally funded and municipal networks on broadband service and small businesses. GAO reviewed documents and interviewed officials from five federal agencies that support broadband deployment and research on broadband availability. GAO interviewed service providers that received federal funding, municipal network operators, and small businesses in four states, and collected speeds and prices for broadband services in selected communities in these states. The states, communities, and businesses were selected based on the presence and use of a federally funded or municipal network.

GAO is not making any recommendations. In commenting on this report, the agencies provided technical comments, which GAO incorporated as appropriate.

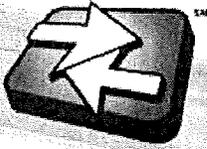
View GAO-14-203. For more information, contact Mark Goldstein at (202) 512-2834 or GoldsteinM@gao.gov

#### What GAO Found

Federally funded programs to expand broadband access encompass but do not specifically target small businesses. These programs—the Broadband Initiatives Program (BIP), Broadband Technologies Opportunities Program, Community Connect Grants, Connect America Fund, Rural Broadband Access Loan and Loan Guarantee Program, and Telecommunications Infrastructure Loan Program—have eligibility requirements based on the need of an area, as well as deployment requirements that can maximize the number of businesses served. For example, the Community Connect grants require providers to serve all businesses and residences in deployment areas. Since these federal programs do not target deployment to small businesses, they do not measure the impact on small businesses. However, BIP has a specific goal to increase access to rural Americans and provide broadband speeds to businesses, and in August 2013, the United States Department of Agriculture reported BIP's funding had resulted in over 5,800 businesses' receiving new or improved broadband service since 2009. Other programs have broader goals and measures related to the program's purpose, such as serving schools and libraries.

Improvements to broadband service have resulted from federal funding and the existence of municipally operated networks. Service providers have used federal funding for expansions and upgrades, such as building out to previously unserved areas and replacing old copper lines with fiber optic cable, resulting in faster and more reliable broadband connections. GAO examined broadband services for 14 federally funded and municipal networks and found they tended to have higher speeds than other networks. For example, in 9 of the 14 communities where GAO collected information on broadband speeds and prices, federally funded or municipal networks offered higher top speeds than other networks in the same community and networks in nearby communities. Additionally, prices charged by federally funded and municipal networks were slightly lower than the comparison networks' prices for similar speeds. Prices for lower to mid-range speed tiers available from federally funded and municipal networks in nonurban areas also compared favorably to prices in urban areas in the same state. However, providers in urban areas were more likely than those in nonurban areas to offer higher speeds. According to small businesses GAO met with, the speed and reliability of their broadband service improved after they began using federally funded or municipal networks. Furthermore, according to small business owners, the improvements to broadband service have helped the businesses improve efficiency and streamline operations. Small businesses that use the services of these networks reported a greater ability to use bandwidth-intensive applications for inventory management, videoconferencing, and teleworking, among other things.

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## Inside The Netflix/Comcast Deal and What The Media Is Getting Very Wrong

Dan Rayburn | Sunday February 23, 2014 | 08:03 PM | [137 Comments](#)

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On Sunday, Comcast and Netflix [announced](#) a commercial interconnect relationship between the two companies, which is in the very early stages of implementation, and as a result, many who clearly don't understand how the Internet works are writing about the news. [[Here's How The Comcast & Netflix Deal Is Structured, With Data & Numbers](#)] Those who don't cover network infrastructure for a living should not be trying to explain the technical details behind today's announcement. Articles from mainstream outlets like TechCrunch, WSJ, NPR, ~~Time~~ and [many others](#) aren't even getting the basics right. Words like transit, peering, speed, bandwidth, capacity, etc. are being used interchangeably without any understanding of what they mean. [*Updated 10:15pm: Time was originally mentioned due to a short piece they quickly put up when the news was announced. Since that post, they have done extensive, detailed coverage which is actually very good, so in fairness to them, I have removed them from the list.*]

Naturally, many of these same people are also implying that because Netflix has to pay Comcast, consumers will foot the bill for this as Netflix will have to charge more for their service. This could not be further from the truth. Those stating this have no clue how Netflix delivers their content today or what costs they already incur. If they did, they would know this is not a new cost to Netflix, it's simply paying a different provider, and it should be at a lower cost. It should actually be cheaper for Netflix to buy direct from Comcast, and they also get an SLA, which also improves quality and that's a good thing. Given that Netflix has many options to buy transit from many different transit providers, why would they pay more? They wouldn't.

Some are mad at this deal as they say this will start a trend where content owners will need to pay multiple ISPs to have good video quality, which isn't true. The problem with that idea is that the vast majority of all content owners use third party content delivery networks ([www.cdnlist.com](http://www.cdnlist.com)) to get the content to ISPs and are NOT trying to build their own CDN like Netflix has. Only Netflix, Microsoft, Yahoo, Apple, Google and a handful of others have built or are building out their own CDNs. Every other content owner out there including MLB, CBS, FOX, Disney, Viacom, NFL, etc. all use third party CDNs. So this has no impact on any of them as they aren't trying to place servers inside last mile networks and use companies like Akamai, Level 3, Limelight and EdgeCast for content delivery.

Even worse, some want to imply that today's announcement has to do with Net Neutrality and Tech Crunch went as far to say that the deal "may be legally outside of the traditional net neutrality rules." May be? Are they serious? Commercial interconnect relationships, also referred to as paid peering agreements, have been around since the Internet started, and it's how the Internet works. Commercial interconnect deals have **NOTHING TO DO WITH NET NEUTRALITY**. Implying otherwise shows a complete lack of regard in understanding how traffic is and has been exchanged across networks for the past twenty years. The media as a whole should stop trying to insinuate or imply that everything that happens between two networks comes down to Net Neutrality. It

doesn't. [See: [Netflix's Streaming Quality Is Based On Business Decisions by Netflix & ISPs, Not Net Neutrality](#)]

In the hopes of trying to educate the market, let's clear up a lot of the confusion many in the media have created. The first one is that consumers need more "speed" from Comcast or Verizon to get better quality video streaming from Netflix. This is not the case. Netflix's videos are encoded at a certain level of quality, which requires the consumer to have a specific level of throughput, to get that quality. It has nothing to do with "speed". If you want to stream a 2Mbps video or a 4Mbps video from Netflix, you don't need more "speed", you need more throughput. Speed is the rate at which packets get from one location to another. Throughput is the average rate of successful message delivery over a communication channel. SPEED AND THROUGHPUT ARE NOT THE SAME THING. Next up are articles where it says that transit allows two networks to exchange "bandwidth", which is not accurate. Transit allows providers to exchange traffic, but bandwidth and traffic are not the same things. Bandwidth is simply the data rate measured in bits per second. Traffic is data in a network encapsulated in network packets.

Another statement I have seen people write about is saying that the deal focuses on the "two company's pipes". Netflix is not a network operator, they don't have any "pipes", they buy capacity from other network providers who have the pipes. So while this deal is about the interconnection between Comcast and Netflix, Comcast is the only one who actually owns the pipes. Netflix is simply leasing capacity from other network providers. In addition, Netflix does not own an "Open Connect Network". Open Connect is a program, it's not a network that Netflix "owns" as the servers caching and delivering Netflix's content are sitting inside the ISP networks, which isn't owned or operated by Netflix. Open Connect is just another CDN. It is most similar to Akamai, except Open Connect doesn't have SLAs with their customers.

Lately, many have been writing about transit with no real idea of just how many types of transit one can buy or how transit deals work. You can buy full transit, partial transit, select routes, on-net routes, etc. and ISPs will create a service and price around the customer request. Transit deals vary greatly, in size, type, price and host of other factors and are not a one-size-fits-all model. So when people write about "transit" without any definition, they are being too generic in its description. Many transit deals are alike, but transit relationships also vary greatly based on the region of the world you are buying transit in. CDNs like Netflix typically connect with many transit suppliers. This helps them route around problems and helps them avoid becoming a traffic problem by overloading any one path.

One thing not mentioned in all of these stories is all the different ways in which Netflix is currently streaming video. To date, a large percentage of Netflix's traffic, by my guess 50% or more in the U.S., hasn't been moved away from third-party CDNs and into the last mile. There are three different ways Netflix currently streams their videos. Via ISPs that are in their Open Connect Program, through third-party CDNs Level 3 and Limelight Networks and via Netflix's own CDN where they lease network services and run their own servers. So most writing about Netflix don't even know the basics of how their content is delivered today or how CDN and transit providers are involved.

Today's news is very simple to understand. Netflix decided it made sense to pay Comcast for every port they use to connect to Comcast's network, like many other content owners and network providers have done. This is how the Internet works, and it's not about providing better access for one content owner over another, it simply comes down to Netflix making a business decision that it makes sense for them to deliver their content directly to Comcast, instead of through a third party. Tied into Netflix's decision is the fact that Comcast guarantees a certain level of quality to Netflix, via their SLA, which could be much better than Netflix was getting from a transit provider. While I don't know the price Comcast is charging Netflix, I can guarantee you it's at the fair market price for transit in the market today and Comcast is not overcharging Netflix like some have implied. Many are quick to want to argue that Netflix should not have to pay Comcast anything, but they are missing the point that Netflix is already paying someone who connects with Comcast. It's not a new cost to them.

This how the Internet has grown since its inception. Senders and receivers of content have funded access, services, backbone and growth costs across the Internet. Each may pay different costs per Mbps based on volume, competition, location and many other factors. This is where being big and powerful helps negotiate a

more favorable deal based on efficiencies you may be able to drive. If you get into picking and choosing that a really big CDN player gets bandwidth free because they are powerful, but a small CDN or content owner has to buy transit, that's not fair either. That is why companies have settlement-free interconnect policies, which are based on balanced and shared network investment. Commercial deals around interconnect help alleviate the bright lines between settlement-free interconnect (or peering) and a customer buying a retail product. Wholesale commercial deals take into account efficiencies and many other factors to drive a much lower unit cost.

There are no major "peering wars", as the media likes to portray, disagreements yes, but they are based off of business decisions, like any other contract for services. [See: [Netflix's Streaming Quality Is Based On Business Decisions by Netflix & ISPs, Not Net Neutrality](#)] Many options exist in the market for exchanging traffic and what is taking place between Netflix and ISPs is not new. These types of commercial arrangements between carriers, ISPs, content owners and transit providers happen every day. This time its simply high profile because it involves Netflix and the media picks up on it and implies or assumes things that simply aren't accurate.

Outside of authors who cover networking for a living, I wonder if any member of the media even knows how to do a traceroute. You'll notice that this whole Comcast/Netflix story broke early as a networking person who isn't a member of the media, [published](#) what he saw in a traceroute. If you write about content delivery, LEARN HOW TO DO A TRACE ROUTE and see ~~how content is being delivered~~ how you get to the source of where the content is being delivered from. If you are too lazy to learn, then you should really stop writing about the subject. I'm no networking engineer, so even for my piece I made sure to speak to those who design, build and connect networks for a living. Bottom line is this is good for Netflix, Comcast and for consumers and it has absolutely nothing to do with Net Neutrality.

**Updated 9:46pm:** Someone emailed me to suggest that I picked the title I did simply to fight with other media outlets as a way to push more traffic to my blog and make more money. So let me put it on record right now that no sponsor of my blog is charged based on how many page views I get. They all pay a flat fee per month no matter how many page views I get. I have no financial incentive to try and bump my page views quickly.

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**boys5** • 2 days ago

Thanks for the informative article. Being an original SeaChange guy I was frustrated enough by the decline in my Netflix service in December to go through rigorous debugging to figure out why Netflix from my Panasonic TV on Verizon FIOS was hardly ever HD anymore. A few days later, digging thru user groups and using my own house as a lab. I figured out the same basic problem you

## Kristi Schaeding

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**From:** Deborah Guthrie  
**Sent:** Tuesday, February 25, 2014 3:28 PM  
**To:** Kristi Schaeding  
**Subject:** FW: Senate Committee to Look at Comcast TW Merger  
**Attachments:** ATT00001.txt

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**From:** [policy-bounces@lists.natooa.org](mailto:policy-bounces@lists.natooa.org) [mailto:[policy-bounces@lists.natooa.org](mailto:policy-bounces@lists.natooa.org)] **On Behalf Of** Steve Traylor  
**Sent:** Tuesday, February 25, 2014 8:22 AM  
**To:** NATOA Policy & Legal Committee  
**Subject:** [Policy] Senate Committee to Look at Comcast TW Merger

The Senate Judiciary Committee has scheduled a hearing for March 26 to examine the recently announced Comcast/Time Warner Cable merger. The hearing will be at 10 a.m. in 226 Dirksen. Witnesses have not yet been announced.

### Press Release

WASHINGTON (Monday, February 24, 2014) – The Senate Judiciary Committee will hold a hearing next month to review the impact of the Comcast-Time Warner Cable merger on American consumers, Chairman Patrick Leahy (D-Vt.) announced Monday.

The hearing comes weeks after Comcast announced it was purchasing Time Warner Cable, resulting in the merger of the two dominant cable companies in the market.

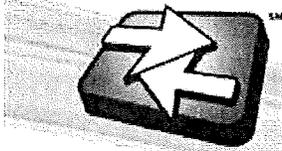
“Millions of Americans rely on cable connectivity to receive the programs they love and to access the Internet at the fast speed needed as we conduct more of our lives online,” Leahy said. “The merger of Comcast and Time Warner Cable touches on important policy questions about how Americans access these valuable services. It also presents a critical moment to discuss net neutrality principles that have allowed the Internet to remain an open marketplace for ideas.”

Leahy added: “Because these are issues of national importance, they deserve the full attention of the Judiciary Committee. I look forward to next month’s discussion.”

Senator Amy Klobuchar (D-Minn.), who chairs the Subcommittee on Antitrust, Competition Policy and Consumer Rights, said “This hearing will be an opportunity to take a close look at the details of the proposed merger and how it will impact competition in the cable and broadband markets. Consumers deserve fair prices and high quality service for their TV and internet access, and as chair of the Senate Antitrust Subcommittee I plan to carefully scrutinize these aspects of the proposed agreement.”

The hearing will be held on Wednesday, March 26, at 10 a.m. in Room 226 of the Dirksen Senate Office Building. Member statements, witness testimony, and a live webcast will be available online on March 26.

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## Here's How The Comcast & Netflix Deal Is Structured, With Data & Numbers

Dan Rayburn | Thursday February 27, 2014 | 12:14 PM | [55 Comments](#)

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There's been a lot of speculation involving the business and technical details surrounding the recent deal between Comcast and Netflix and plenty of wrong numbers and information being used. I thought it would be helpful to detail what's really taking place behind the scenes, highlight some important publicly available data in the market, talk about the deal size, and debunk quite a few myths that people are spouting as facts. It's time we cut through a lot of the misconceptions of the deal, from both a business and technical level, and focus on what's really happening. This is a long post, but if you really want to know what's happening, I've tried to make it really detailed. *[My first post on the deal can be found here: [Inside The Netflix/Comcast Deal and What The Media Is Getting Very Wrong](#)]*

From a technical level, Netflix has their own servers that are sitting inside third-party colocation facilities in multiple locations. To connect Netflix's servers to ISPs, Netflix buys transit from multiple providers, which then connect their networks to the ISPs. Netflix pays the transit providers for those connections and with that, gets a certain level of capacity from the transit provider. While Cogent is one of the companies Netflix is buying transit from, they are not the only one. Netflix buys transit from multiple companies, including Cogent, Level 3, Tata, XO, Telia, and NTT, with Cogent and Level 3 being the primary providers. Transit providers like Cogent then connect their networks to ISPs like Comcast in what's called peering. This is where a lot of the confusion starts as many are under the impression that ISPs like Comcast are suppose to allow any transit provider to push an unlimited amount of traffic into their network without any compensation. This isn't a Comcast specific policy, but rather one that is standard for all ISPs.

ISPs have something called a peering policy ([comcast.com/peering](http://comcast.com/peering)), which are rules that govern how networks connect with one another and exchange traffic. ISPs like Comcast will allow transit providers like Cogent to connect to their network, for free, in what's called settlement-free peering. However, once the transit provider sends more traffic to the ISP than they are allowed to, per the ISPs peering policy, the transit provider pays the ISP for more capacity to get additional traffic into their network. Remember, Netflix is the one paying Cogent and Cogent is selling Netflix on the principle that it can get all of Netflix's traffic into an ISP like Comcast. As a result, Cogent has to take all the necessary business steps to make sure Cogent has enough capacity to pass Netflix's traffic on from Cogent's network to Comcast. But Cogent isn't doing that.

The reason for the poor quality streaming is that Cogent refuses to pay Comcast to add more capacity, even though Cogent is taking Netflix's money for the service. Cogent is charging Netflix for a service it can't deliver. Some are arguing that Comcast should be the one to pay to upgrade that connection with Cogent since Comcast charges consumers to get access to the Internet and is double dipping by charging both the consumer and the content owner. In reality, they aren't. Netflix does not need to go direct to Comcast and pay them anything, they chose to because they could not get the level of service they were paying Cogent for directly. Netflix has also

decided it makes more business sense for them to build their own CDN instead of relying 100% on third party CDNs ([cdnlist.com](http://cdnlist.com)) like they used to.

You will notice that when Netflix was using third party CDN providers Akamai, Level 3 and Limelight for 100% of their video delivery, there were no quality issues. Just look at their speed ratings from 2012. The reason for this is that those CDNs already have their servers connected to ISPs like Comcast and have put in place all the necessary links, both free and paid, to guarantee, via an SLA, that they can deliver Netflix's video. So for all the people who say that Comcast forced Netflix into paying or is strong arming them, that is not true. Netflix has multiple options in the market for delivering good quality video, but Netflix chose to build their own CDN and change their delivery strategy because they want to have more control over it and save money. Netflix's streaming quality is based on business decisions, that's it.

In a little known, but public fact, anyone who is on Comcast and using Apple TV to stream Netflix wasn't having quality problems. The reason for this is that Netflix is using Level 3 and Limelight to stream their content specifically to the Apple TV device. What this shows is that Netflix is the one that decides and controls how they get their content to each device and whether they do it via their own servers or a third party. Netflix decides which third party CDNs to use and when Netflix uses their own CDN, they decide whom to buy transit from, with what capacity, in what locations and how many connections they buy, from the transit provider. Netflix is the one in control of this, not Comcast or any ISP.

As a result, this also shoots down all the arguments where people are saying that this deal is bad because streaming services that aren't as big as Netflix won't be able to cut the same direct deal with Comcast. Why would they? They don't need to connect directly to Comcast as they don't have enough traffic for it to make sense and haven't built out their own CDN. All they have to do is use a third party CDN provider to be able to get their content to the ISP with excellent quality, guaranteed with an SLA by the CDN. Nearly every single content owner today outside of Netflix, Google, Microsoft, Yahoo, AOL, Amazon and a few others all use third party CDNs for video delivery. Pick any major broadcaster, sports league, Hulu etc. they all use third party CDNs as they are cheap and back up their service with a guarantee. It works really well.

Now that Netflix has a deal direct with Comcast, here's how it will work. Netflix's servers that are sitting in third party data centers connect to Comcast's network, which is also in the building, via a cross connect that Netflix buys from the co-lo facility provider. While I have heard people say that Netflix will need thousands of physical interconnects into Comcast's network, that's not accurate. Comcast has a total of 18 national locations (public info) and Netflix and Comcast will initially connect in about 10 of those locations to start. Out of those 10 locations, Netflix will need 300+ 10GigE ports. Netflix gets a guaranteed level of service from Comcast but as the two companies have announced, Netflix does not get any prioritization in the last mile. This is also where many are getting confused. Some are saying that Netflix is now getting "guaranteed delivery through the last mile", but that's not true. That would be paid prioritization, which Comcast cannot do and does not offer.

Moving on to the deal size, I've seen all kinds of crazy numbers put out there, with many saying Netflix will spend \$25M-\$50M a year with Comcast. Some even reported that Comcast was asking Netflix to pay \$400M, based on a report put out by Wedbush Securities, which I will get to in a moment. While I do have a lot of sources and am privy to a lot of details others aren't, there is plenty of public and easily accessible data that allows you to get a good estimate on the size of this deal and debunk the numbers being reported. For starters, no one has reported how much traffic Netflix is actually sending into Comcast's network and you need to know that before you can discuss the size of the deal. Without doing that math first, any dollar signs attached to this deal are pure guesses.

In 2012, Comcast said they were carrying 4 Tbps of traffic and with the current Internet growth rates, one could easily extrapolate that Comcast's network is now at 8 Tbps. Based on Sandvine's data that says Netflix account for 1/3 of traffic, Netflix would need about 3 Tbps of capacity from Comcast today, with that number growing. The way these deals are priced is on a per Mbps sustained model, also known as 95/5 or 95th percentile. Wedbush Securities put out a report that ran numbers based on a per GB delivered model, not per Mbps sustained, saying "Comcast likely sought as much as \$0.01/GB transmitted".

They then estimated that each of Netflix's 33M U.S. subscribers consume 100 GB of data per month and came up with a total of 3.3B GB of data delivery per month, saying "Netflix would be required to pay approximately \$400M per year." While Wedbush's numbers are wrong and aren't using the per Mbps sustained model, the number they gave out was for all of Netflix's delivery, across all ISPs, not just Comcast's. However, the media didn't read it right and went with the idea that Comcast was asking Netflix for \$400M, which is sloppy reporting. Once one media outlet said it, many never second guessed the number and started re-quoting it. In the end, Wedbush said they "estimate that Comcast will charge Netflix between \$25M-\$50M annually", which still isn't right and they provide no methodology of how they came up with that range. I provide methodology below to show it's not accurate.

What no one seems to have noticed is that Comcast has previously stated that less than .1% of their total revenue came from these kind of commercial interconnect relationships in 2013. That means that for all of last year, Comcast got paid between \$30M-\$60M, which included all of the similar deals they have with Google, AOL and others. So the idea that Netflix would be larger than all of those deals combined, makes no sense. If you want to get a sense, not an exact number, but an idea of what Netflix is paying use transit pricing.

I laugh when I see all of these "save the internet" people saying these deals are bad as they are clouded in secrecy and no one knows what's really taking place. When we know how much traffic Netflix has and we know the average going rate of transit, both public numbers, you can estimate what Netflix's cost is. That said, keep in mind a few things. Transit pricing is higher than what Netflix pays Comcast as wholesale is cheaper than transit. Also, Netflix is not the "average" customer and their contract clearly has to have a lot of variables in it, with lots of sliding scale pricing, and different ways to measure it, since the volume of their traffic increases so quickly.

So with those caveats, some of the lowest transit pricing I have seen, which I have previously published here, is around \$.50 per Mbps. If Netflix needs 3 Tbps of capacity from Comcast to start, that would cost Netflix \$1.5M per month. But, and this is a big one, Netflix isn't the average customer. Their price will be special and they have a multi-year contract and a lot of variables. So to get a "rough estimate" of what this deal costs Netflix, simply pick whatever per Mbps price you want and multiply it times 3 Tbps. Some will pick a higher number, some lower. If you pick a number a bit lower than \$0.50, this deal would cost Netflix about \$12M per year. But run the numbers yourself using whatever variable you want, now that I have outlined how much capacity Netflix needs.

I have seen people suggest that Comcast will pull a bait-and-switch on Netflix and raise rates or not deliver good quality video now that they have them locked in a contract. That's a lame argument as Netflix isn't a bunch of dummies, they are anything but. It's the whole reason why Netflix signed a multi-year deal and, this is really important to note, Netflix is getting an install SLA, packet loss SLA and latency SLA from Comcast, which guarantees quality. This is very different from what Netflix was getting from Cogent because Comcast is providing fully dedicated capacity, unlike sending it through someone like Cogent where those connections are potentially over-subscribed if a transit provider over-sells their capacity, which Cogent has a history of doing.

To date, Cogent has had peering disputes with AOL, Teleglobe, France Telecom, Level 3, TeliaSonera, Sprint-Nextel and Verizon. I find it interesting no one in the press mentioned how Cogent always seems to be the one major transit provider who continues to have disputes with so many other network providers, year after year.

A few weeks ago there were all these viral Internet reports of Comcast throttling Netflix content, supposedly backed-up by experiments where somebody would stream Netflix at home on Comcast and get a lower bitrate. Then they'd run that same stream through a VPN (which connects to a different ISP) and get a different and better bit-rate and stream quality. It was the smoking gun gotcha for a lot of folks and 100% sure-fire proof of throttling to some, even though Netflix's own CEO publicly denied ISPs were throttling. What was happening in the VPN experiment backs-up my earlier points that Netflix was making these networking and performance decisions based on ISP and other factors.

Also, let's play out what might have happened if Comcast gave Cogent all the capacity it wanted for free. Does that mean Netflix would work well into perpetuity and everyone would be happy? No. Netflix switches

providers quite frequently. What if Netflix then moved traffic to NTT and Telia, we'd be back where we started, as those providers would then need all the capacity they wanted on Comcast. What if Netflix started making other traffic shifts to extract greater concessions from ISPs and transit vendors? Fortunately we're now past that with this Netflix and Comcast deal, but instead of seeing the benefit here to Netflix's customers, the picture is clouded with far-fetched negatives. The winner in the whole deal is you and me, the consumer. We get better quality video and Netflix gets a cheaper cost over time to deliver the stream to us, which keeps them from having to raise the price of our subscription to give us better quality.

Now all of this aside, I get that many people don't think the proposed Comcast and TWC cable merger is good for consumers, that cable TV providers raise their rates every year and that Net Neutrality is something that needs to be watched. Those are all valid concerns to debate. However, don't use the deal between Netflix and Comcast as ammunition in those arguments as it's not relevant. If you have further questions about the deal, put them in the comments section and I will try to answer them if I can. I know this is a touchy subject for many, but be professional. Lively debates are welcomed but comments that use foul language will be removed. Also for those that have asked, I do not have Comcast as my ISP, I have Verizon FiOS as I live in the NYC area.

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**Ken Nielsen** • 32 minutes ago

Thanks for the informative post Dan..

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**lazr47** • 15 hours ago

So what is the agreement between Comcast and Netflix called. Are Comcast/Netflix now peering with each other, this seems like a better solution than Netflix deploying content delivery servers inside of each ISP's network?

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**GroupFlix** • 16 hours ago

I'll certainly pass this article on. It is quite similar to the research we did over at GroupFlix on the topic of net neutrality.

As a new comer to the game, I can safely say we don't have any worries about being "held

# The Washington Post

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## Comcast's web of influence touches many corners of Washington

By Holly Yeager,

As Comcast pushes for approval of a \$45 billion merger that would cement its dominance of the cable industry, the company stands to benefit from ties across Washington that it has built through contributions to think tanks, civil rights groups, and other organizations.

Comcast's prolific charitable spending, together with top-level political connections, a roster of executives who have held key jobs in government, and one of the biggest lobbying operations in the city, have helped establish its status as one of the most influential companies in Washington.

The company's reach across the capital also illustrates the many tools beyond traditional lobbying that corporations have at their disposal as they seek to influence policymakers.

"They've spread a lot of money around town to a lot of places, just for moments like this," said Craig Aaron, president of Free Press, a consumer advocacy group that opposes the Time Warner Cable merger. At a minimum, Comcast could encourage the deal's critics to sit out the debate, he said. "At best, they've got a whole network of people advocating for them."

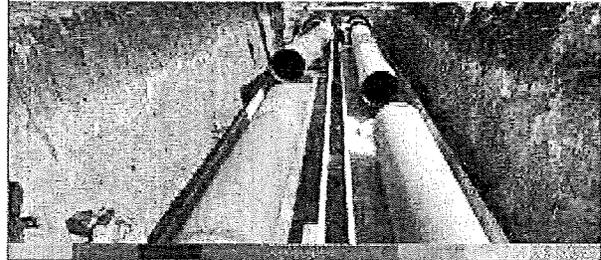
The Comcast Foundation gave out just over \$16 million in grants in 2012, the most recent year for which tax documents are available.

"It's an important corporate responsibility to participate in making the communities where we do business healthy and vibrant," said David Cohen, the company's government relations chief. Comcast officials said most of the foundation's giving has little to do with Washington but reflects a long-term commitment to civil rights, education and leadership development.

That kind of corporate largesse proved useful the last time Comcast was trying to win regulatory approval for a major transaction.

As the Federal Communications Commission was weighing Comcast's takeover of NBC Universal in 2010, members of Congress asked about its outreach to minorities. In a response submitted to the agency, attorneys for Comcast said the company and its foundation had given more than \$1.8 billion in

The facts are all in.  
**BUILD KEYSTONE XL.**



cash and in-kind support to community organizations over the previous nine years. And, they said, more than 200 of Comcast's "community partners" had filed letters supporting the takeover, with most citing Comcast's support of the communities it serves.

Many of the foundation's grants are to small, local groups in the 39 states where Comcast does business. But others have a resonance in Washington. In 2012, for instance, it gave \$385,000 to the National Council of La Raza, a major Hispanic civil rights group; \$250,000 to the National Urban League; \$50,000 to the Ford's Theatre Society (the fourth installment of a five-year, \$250,000 grant); and \$5,000 to the Securities and Exchange Commission Historical Society.

The pending deal, announced Feb. 13, will be reviewed by the FCC and by antitrust officials at either the Justice Department or the Federal Trade Commission, and Comcast said it expects to win approval in nine to 12 months. The combined company would have 33 million cable subscribers and nearly as many broadband users, as well as content produced by NBC Universal, prompting worries that it will have huge power in determining what programs reach consumers.

Weeks before the deal was announced, billboards were plastered across Washington area Metro stations, drawing attention to Comcast's efforts to bridge the digital divide by providing Internet access to low-income communities. And since November, the company has been sponsoring programming on the city's main public radio station, WAMU (88.5 FM).

Contributions to think tanks are also part of the Washington strategy. They are intended to ensure that Comcast is "involved in the public policy discussions that affect the company," said Sena Fitzmaurice, a spokesperson for the cable giant.

"Shoe leather lobbying gets you only so far," said Michael Meehan, president of VennSquared Communications, who helps companies manage their Washington messages. "Then it's think tanks that write white papers, and white papers are taken by shoe-leather lobbyists into the congressional offices."

Comcast "has worked with most of the major think tanks in town who are interested in communications issues," including the Aspen Institute, the Brookings Institution and the American Enterprise Institute, Fitzmaurice said, declining to provide further details.

Comcast, its affiliates and employees have also been active political donors to both parties, giving \$6.5 million in the 2012 election cycle, according to the Center for Responsive Politics.

Cohen, a longtime Democratic insider who served as chief of staff to former Philadelphia Mayor Ed Rendell (D), is Comcast's best known advocate in Washington. He attended the February White House state dinner for French President François Hollande just two days before the deal was announced.

"To effectively advocate for the company, you need to have a presence, you need to have relationships, and you need to participate in the fabric of what goes on in Washington," Cohen said.

Cohen arrived at Comcast about the time of its takeover of AT&T Broadband, in 2002, and is credited with building a bigger Washington team as the company moved into new geographic areas and new lines of business.

In the decade since, Comcast's Washington lobbying budget has skyrocketed, from \$2.4 million in 2003 to \$18.8 million in 2013, according to federal disclosure reports. It ranked 7th in a year-end tally of spending on federal lobbying by the Center for Responsive Politics, with most of the other top spots held

by trade associations, including the National Cable & Telecommunications Association, which counts Comcast as a member. (Northrop Grumman, a top defense contractor, was the only individual company that spent more, at \$20.6 million.)

Comcast counts nearly 100 lobbyists working at outside firms, including four former members of Congress and a lawyer who worked on the Senate Judiciary Committee, which will hold a March 26 hearing on the consumer impact of the deal.

Lobbyists for Time Warner Cable, which last year reported more than \$8 million in lobbying spending, are also working on the merger.

Cohen's in-house hires include Melissa Maxfield, who was a top political aide to former Senate Majority Leader Tom Daschle (D-S.D.) and now leads the company's congressional lobbying team, and Meredith Attwell Baker, who, as an FCC commissioner, voted to approve the acquisition of NBC Universal, months before she moved to Comcast.

As Free Press's Aaron put it, "In recent years, no one has been better at organizing an onslaught to push forward a deal that they want."

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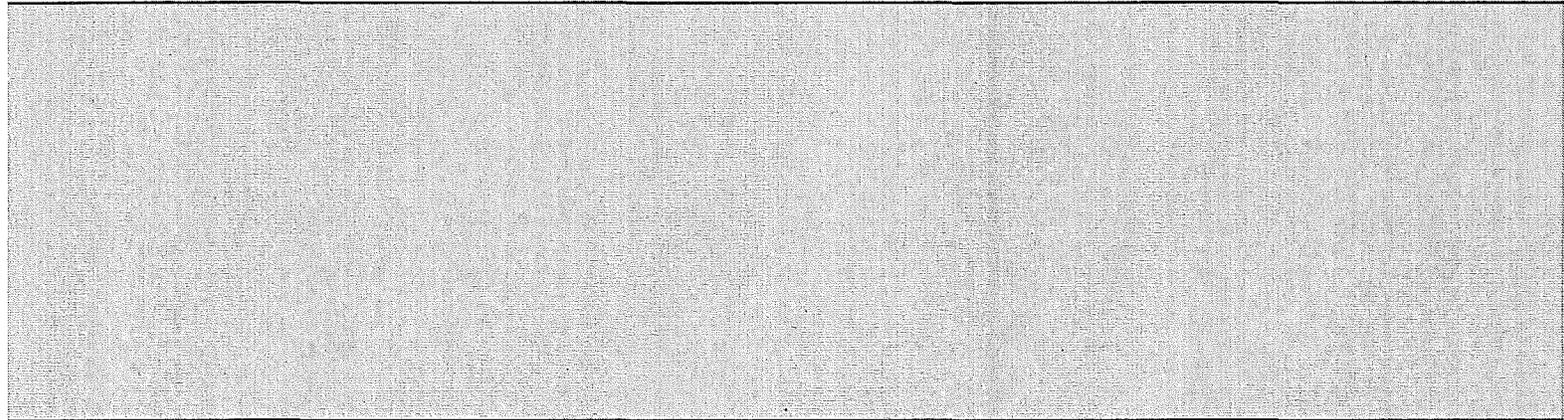
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## Deborah Guthrie

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**Sent:** Tuesday, April 01, 2014 5:30 PM  
**To:** Deborah Guthrie  
**Subject:** Emailing: article.htm



AMPAIGNS » Hold Big Media Accountable

## Rescue Public Access TV Passes CA U&C Committee

Article, Access Sacramento  
March, 2014

A groundswell of 54 support letters and more than a dozen speakers, Assembly Bill (AJR) 39, aimed at helping fiscally struggling public, education and community (PEG) cable television channels, earned unanimous 12-0 approval Monday by the Assembly Utilities and Commerce at the California State Capitol.

Report by Access Sacramento:

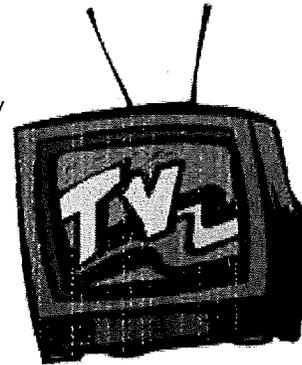
Assembly member Roger Hernández (D-Dist. 48, West Covina) authored AJR 39 which, if passed by the full CA Assembly and Senate, would call on US Congress to change laws that restrict the way PEG community centers can spend money to help residents with limited equipment to tell the stories of their communities.

"We're spending money for a library building and books, with no money to hire a librarian to order the books and keep the doors open," said Hernández. AJR 39 "urges Congress to allow states and their municipalities to make the best use of public, educational and government funds."

Representatives from across California attended the hearing, representing cities and counties, and access centers from as far south as Long Beach to Marin County, Sacramento and Access Humboldt in the

Northwest. These are known across the US for their commitment to providing outreach that informs viewers of local news, community events, and culturally diverse programs not seen on regular commercial television.

Support were listed from 54 different cities, counties, community groups and PEG access centers. A representative from the California Cable & Telecommunications Association opposed AJR 39 saying if local governments don't support PEG broadcasting, they should pay for it themselves from franchise fees the cable company already



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their use.

countered with the notion that restricting dollars the way the current law does is like having medical hat pays for medical equipment like a wheelchair, but not the doctor. He said US Congress needs to PEG rules, because they simply don't make sense.

rt witness, Sue Buske of The Buske Group in Sacramento, said the restrictions enacted in 2007 have PEG centers in California to close for lack of appropriate funding. While federal law requires cable providers to give channel space to PEG broadcasting and ensured some dollars for equipment, the has not been revisited since 1984, and AJR 39 if approved in the CA Assembly and Senate would ask is to fix the rules and allow cities and counties the right to authorize funding in a more flexible way.

Letter of Support for Joint Resolution.pdf

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