



**AGENDA**  
**COMMUNICATIONS COMMISSION**  
**Regular Meeting**  
**December 7, 2016**  
Meridian Township Municipal Building  
**5151 Marsh Road, Okemos, MI**  
**Administrative Conference Room**

- A. Call Meeting to Order at
- B. Public Remarks
- C. Approval of Agenda
- D. Approval of Minutes – November 2, 2016
- E. Communications/Announcements
  - 1. Application for Public Service – Communications Commission
  - 2. Philo Awards Press Release
  - 3. Ingham County Board of Commission Tribute
- F. Old Business
- G. New Business
  - 1. Reappointment of Commissioner Chair Benenson
  - 2. Reappointment of Commissioner Vice Chair Crowley
- H. Reports
  - 1. Complaints/Compliments: Deborah Guthrie
  - 2. Video Service Provider(s):
  - 3. Communications Director Report: Deborah Guthrie
    - a. Year End Report
  - 4. Chair's Report: Walter Benenson
  - 5. Township Information: Ron Styka
  - 6. Programming: Deborah Guthrie
  - 7. Viewership/Promotions: Deborah Guthrie
  - 8. Finance: Deborah Guthrie
- I. Other Business & Announcements
- J. Public Remarks
- K. Adjournment

# Communications Commission Regular Meeting Minutes

Administrative Conference Room  
Meridian Municipal Building, Okemos,  
MI DRAFT

**November 2, 2016**

**Present:** Commissioners: Chair, Walter Benenson; Vice Chair, Patrick Crowley; Commissioner, Tunga Kiyak and Commissioner Kevin Thatcher

Staff: Deborah Guthrie, Communications Director, Andrea Smiley, Administrative Assistant, Brandie Yates, Internship Coordinator and Mike Watza, Principal Kitch Law Firm

Township: Trustee, Ron Styka

Comcast: John Gardner, Director of External Affairs

AT&T: None

Haslett Schools: None

Okemos Schools: None

**Call Meeting to Order:** Chair, Benenson called the meeting to order at **6:00 pm. Public**

**Remarks:** None

## **Approval of Agenda:**

Commissioner Kiyak moved **TO APPROVE**. Seconded by Vice Chair Crowley

Voice vote: Motion carried unanimously.

## **Approval of Minutes:**

Vice Chair Crowley moved **TO APPROVE THE MINUTES OF AUGUST 3, 2016**.

Seconded by Commissioner Kiyak Voice

Voice vote: Motion carried unanimously.

## **Communications/Announcements:**

1. HOMTV Internship Program 35<sup>th</sup> Anniversary  
Communications Director, Guthrie introduced Brandie Yates, Internship Coordinator and thanked her for attending the meeting. Internship Coordinator, Yates announced the 35<sup>th</sup> Anniversary of the Internship Program. Chair Benenson presented Yates with a tribute for the 35<sup>th</sup> Anniversary on behalf of the Commission. Yates announced the 2016 Intern Appreciation and Golden Tape Awards Ceremony and invited the Commissioners to attend. She also announced that the Communications Department was seeking sponsors for the event, with Leightronix, Great Lakes Audio Visual and AVI as current sponsors. Guthrie discussed the advantages of the internship program and all the hard work the interns devote to the program.

## **Old Business:**

1. DAS update – Principal Watza began the discussion that the Commission should make the attempt to develop a process, a flow chart for the direction of the Township as it

relates to DAS. He passed out a policy decision tree to the commissioners stating that they should answer the questions in order to move forward. The Township board is asking how to deal with DAS on a larger scale. Commissioner Kiyak stated that it was his understanding that the questions needed to be answered in order to develop the policy. The Commission's input along with the Planning and Engineering Departments will develop an agreement or ordinance. The commissioners commented that the questions aren't really directed towards the Communications Commission. Trustee Styka commented that the Board is looking for the Communications Commission to make a recommendation to the Board about how to proceed.

Principal Watza continued to discuss what needs to happen in order to get the DAS cell towers project moving forward.

ACD.net commented that East Lansing is on wave 3 with 14+ poles already installed. Chair Benenson requested a map of the locations so he had a point of reference. They also commented that Lansing currently has 20 towers and they are still working on the downtown corridor. ACD.net stated that they will make the towers look however the Township wants. The Board wants consistency for all DAS tower requests.

The Commissioners questioned why a motion was passed at the previous meeting but it was never taken to the Township Board. ACD.net stated that there is a current licensing agreement with Boyne and the Commission could use that agreement as a starting point.

Commissioner Kiyak moved **TO APPROVE STAFF ASKING TOWNSHIP MANAGER, FRANK WALSH TO CREATE A DAS COMMITTEE, CONSISTING OF ONE MEMBER FROM EACH OF THE FOLLOWING; THE TOWNSHIP BOARD, THE PLANNING COMMISSION, THE COMMUNICATIONS COMMISSION, THE PLANNING DEPARTMENT, THE ENGINEERING DEPARTMENT, LEGAL COUNSEL, MIKE WATZA AND THE COMMUNICATIONS DIRECTOR, DEBORAH GUTHRIE TO DEVELOP A LICENSING AGREEMENT FOR THE TOWNSHIP USING THE BOYNE LICENSING AGREEMENT AS A STARTING POINT IN ORDER TO MOVE THIS PROJECT FORWARD. THE LICENSING AGREEMENT WILL BE DEVELOPED WITH THE INTENTION THAT IT CAN BE THEN USED AS A BASIS FOR AN ORDINANCE FOR THE TOWNSHIP. THE COMMITTEE WILL THEN FORWARD A RECOMMENDED DRAFT LICENSING AGREEMENT TO THE TOWNSHIP BOARD.**

Seconded by Vice Chair Crowley.

Voice Vote: Motion carried unanimously

Vice Chair Crowley moved **TO APPROVE THAT THE COMMISSION RECOMMEND COMMISSIONER KİYAK TO BE APPOINTED TO THE COMMITTEE TO REPRESENT THE COMMUNICATIONS COMMISSION.** Seconded by Commissioner Thatcher

Voice Vote: Motion carried unanimously

2. Comcast Financial Audit – Director Guthrie commented that the Commission approved monies to be spent and introduced Principal Watza to provide an update. Watza stated that the audit is being performed by Garth Aspaugh and that there are issues with the audit but that he doesn't have the details of those issues. He is hoping

to have more information by the end of the year, 2016. The total scope of the audit consists of two years of the franchise agreement. The purpose of the audit is to find financials that may be owed to the Township by Comcast, including fees. Watza stated that the main idea is to work out an agreement without litigation. John Gardner, Director of External Affairs for Comcast, stated that Comcast provided a written response claiming that no financials were owed.

### **New Business:**

1. 2017 Communications Commission Schedule – Discussion began with Trustee Styka commenting that the April 5, 2017 date may be a conflict since it will be during the Spring break period. Commissioner Thatcher made a motion **TO APPROVE MOVING THE APRIL 5, 2017 DATE TO APRIL 12, 2017 DATE.** Seconded by Commission Kiyak.

Voice Vote: Motion carried unanimously

### **Reports:**

1. Cable Compliments/Complaints:  
Chair Benenson made a comment on the amount of complaints being made concerning channel availability. Director Guthrie stated that it is concerning that we have received so many complaints this year about PEG channels being in black (unavailable) on Comcast. She felt that the number received this year is probably driven by it being an election year because many subscribers commented that the channels had been unavailable for some time and that is alarming. Director Guthrie also commented that Comcast is normally reliable, so it is alarming about the number of residents/subscribers with the same complaint. Director Guthrie explained the process on how the Communications Department handles complaints once received. Comcast representative, John Gardner commented that most of the issues end up being inside wiring that has gone bad. Vice Chair Crowley and Commissioner Thatcher questioned as to why only PEG channels would be unavailable, all channels would be unavailable if the wiring is bad. Gardner also commented that perhaps the customers contact information should be blacked out before including the information in the packet for privacy issues.
2. Video Service Provider(s):  
John Gardner, Director of External Affairs for Comcast provided a handout on the Internet Essentials program. He stated that customers can access Netflix now through the X1 box and will be available on November 4, 2016 through the Apps icon.
3. Communications Director Report:  
Director Guthrie provided a summary update on the 175<sup>th</sup> Anniversary events and sponsorships, the Meridian Cares Fundraising campaign, the Township Branding and the new Township Website. Commissioner Kiyak suggested that the new logo be shown to people outside of the committee before the final decision is made.
4. Chair's Report: Nothing to report
5. Township Information:
6. Programming:  
Commissioner Kiyak asked about how to view the debates on the HOMTV website.

Director Guthrie explained that all the debates were on the YouTube channel now because the department was switching software for the on demand part of the programming. Commissioner Kiyak made the suggestion to have a link to direct customers to the YouTube channel.

7. Viewership/Promotions:
8. Finance:

**Other Business & Announcements:**

**Public Remarks:** No public present

**Adjournment:**

Commissioner Kiyak moved **TO ADJOURN THE MEETING**. Seconded by Vice Chair Crowley.

Hearing no objections, Chair Benenson **ADJOURNED THE MEETING AT 7:36 pm.**

**NEXT MEETING:**

The next scheduled meeting is **December 7, 2016 in the Administrative Conference Room.**

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS**

# 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



## APPLICATION FOR PUBLIC SERVICE

I am interested in service on one or more of the following public bodies as checked below:

- |   |   |
|---|---|
| <input type="checkbox"/> Assessing Board of Review*   | <input type="checkbox"/> Elected Officials Compensation Commission* |
| <input type="checkbox"/> Board of Water and Light Representative*                           | <input type="checkbox"/> Environmental Commission                   |
| <input type="checkbox"/> Building and/or Fire Board of Appeals and Building Hearing Officer | <input type="checkbox"/> Lake Lansing Watershed Advisory Committee* |
| <input type="checkbox"/> Capital Area Transportation Authority (C.A.T.A.)                   | <input type="checkbox"/> Land Preservation Advisory Board           |
| <input checked="" type="checkbox"/> Communications Commission*                              | <input type="checkbox"/> Park Commission (elected/appointed)        |
| <input type="checkbox"/> Community Resources Commission                                     | <input type="checkbox"/> Pension Trustees                           |
| <input type="checkbox"/> Corridor Improvement Authority*                                    | <input checked="" type="checkbox"/> Planning Commission             |
| <input type="checkbox"/> Downtown Development Authority*                                    | <input type="checkbox"/> Township Board (elected/appointed)         |
| <input type="checkbox"/> East Lansing-Meridian Water & Sewer Authority                      | <input type="checkbox"/> Transportation Commission*                 |
| <input checked="" type="checkbox"/> Economic Development Corporation                        | <input type="checkbox"/> Zoning Board of Appeals                    |
|   | <input checked="" type="checkbox"/> Other                           |

(\*Special conditions restrict eligibility for appointment)

Indicate areas not included above which may warrant special attention or study that are of interest to you:

CIA

Summarize your reasons for applying for this type of public service:

I would like to serve as a resource in Meridian Twp in any way my skills and experience allow

Describe education, experience or training which will assist you if appointed. (Attach resume if available)

see resume

Name: Eric Langdon

Occupation: Fundraising Director

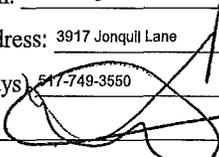
Place of Employment: Capital Area Humane Society

Home Address: 3917 Jonquill Lane

Phone: (days) 517-749-3550

(evenings) 517-749-3550

E-mail ealangdon@yahoo.com

Signature 

Date 10/25/16

Other than the Downtown Development Authority Board and the Economic Development Corporation, persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment.

(PLEASE USE BACK IF NEEDED)

The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years. Please return this form to the Office of the Clerk, Charter Township of Meridian.

FOR OFFICE USE ONLY			
Date Received	<u>11.2.16</u>	Distro: <u>EL FW</u>	Application # <u>CC 1605</u>
Registered Voter:	<u>(Y)/N</u>	<u>DG PM MK</u>	<u>CIA 1605 EXP 1607</u>
Date Appointed:		<u>BD MEMBERS</u>	<u>PC 1610</u>

Revised: October 19, 2015

5151 MARSH ROAD, OKEMOS, MICHIGAN 48864-1198 (517) 853-4000

www.meridian.mi.us



# Eric A. Langdon

ealangdon@yahoo.com  
517-749-3550

3917 Jonquil Lane  
Okemos, MI 48864

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## SUMMARY OF EXPERIENCE

More than 15 years of professional experience, with nearly 13 years of successful fundraising and donor relations experience. Six and a half years in direct staff management and Board, committee and organizational leadership at the senior management level. Nearly 13 years experience collaborating with individuals and businesses and leading meetings to attain quantitative and qualitative goals. Six and a half years experience directing public relations, advertising, and marketing campaigns.

## EMPLOYMENT HISTORY

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**Director of Annual & Major Gifts** – Responsible for nearly all facets of fundraising for the shelter; including bequests and major donor giving and relations, direct mail and email appeals, newsletters, corporate sponsorships, grant writing, coordinating third party fundraising relationships, online giving, Capital Area United Way affiliation, and directing 3 significant community fundraising events. Manage fundraising staff and work in close conjunction with the volunteer, governing Board of Directors. Promote and further the charitable mission every day.

**Capital Area  
Humane Society  
Lansing, Michigan  
2010 to present  
6.5 years**

- Successfully led fundraising activities and Campaign Cabinet volunteers to raise more than \$1.6 million for the initial phase of an expansion and renovation project that broke ground in July 2016
- Secured grants of \$256,000 and \$80,000 and two personal gifts of \$100,000 each within this capital campaign; among 31 other gifts of \$10,000+ to attain the Phase 1 goal
- Solicit and steward planned gifts from donors ranging in current estate values estimated near \$800,000 as well as a documented trust gift for \$2 million
- Maintain high activity cultivating, stewarding and soliciting core 75-100 donors and manage annual giving campaign seeing an average of 7,800 unique donors giving nearly 13,000 gifts annually
- Led fundraising programs surpassing goal in a progressively growing budget in five of six years
- Plan and execute annual donor reception for cultivating and thanking donors; oversee donor selection, creation and mailing of the invitation and RSVP, food planning and preparation, venue selection, materials, and presentation
- Created a new methods for evaluating gift data in donor software to identify new and underserved prospects
- Established a new donor giving club for recurring credit card donations and expanded credit card pledges from \$5,025 to an expected billing of more \$55,000 in 2016
- Facilitate progress through leadership on the Fund Development Committee and Capital Campaign Cabinet; as well as cooperatively strategize and solicit in partnership with the Board of Director
- Oversaw staff and led committees to the most-successful Fur Ball in the 12-year history of the event, including more than double the sponsorship dollars ever raised, and also for revamping the Walk for the Animals toward revenue growth of 12% in just one year
- Experience with media appearances on live radio as well as video for use on both television and website news

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**Corporate Development Associate** – Prospected and solicited for donations from corporations and foundations to support TV and radio broadcasting services in the form of underwriting credits. Aided in the planning and execution of station fundraising events and community engagements. Coached on-air talent during pledge drives to ensure effective messaging. Facilitated the recruitment of volunteers.

**WKAR AM/FM/TV  
East Lansing, Michigan  
2003 to 2010  
6.0 years**

- Responsible for writing grants and proposals and making presentations to acquire funding for various projects and broadcast components totaling more than \$200,000 per year; with a history of managing and growing multiple relationships to gifts totaling \$10,000-\$30,000 from a single organization
-

# Eric A. Langdon

ealangdon@yahoo.com  
517-749-3550

3917 Jonquil Lane  
Okemos, MI 48864

- Contributed in planning for Membership responsibilities such as pledge, special events and direct mail which accounted for nearly \$2 million per year; and was directly involved in the execution of these events through coaching and volunteerism
- Sought and successfully raised money for projects such as Ready To Learn, Classical Music Endowment, QuizBusters 20<sup>th</sup> Anniversary set re-design, as well as pledge challenge grants and general radio and TV program underwriting
- Successfully represented the mission and goals of a nonprofit organization encouraging support and fostering a will in businesses and foundations to contribute money to help maintain that mission and attain fundraising goals

**Market Development Representative** – Worked in conjunction with clients, sales, and project managers to develop successful marketing programs and websites for strategic business relationships. Created marketing strategies, managed individual budgets, payments, and coordinated ongoing ROI for these alliances. Evaluated and provided direct input into product marketing, partner advertising strategies, and collateral creation.

- Successfully managed day-to-day operations and both short- and long-term marketing efforts for more than 50 business partnerships across Michigan
- Created strategy for and led teams in out-bound telemarketing and direct mail campaigns for partners such as the Michigan Nurses Association, the Michigan State Medical Society, and the Michigan Osteopathic Association
- Consistently the top-performing Market Development Representative in the Strategic Alliance Division, a five-state regional group, and recognized for the establishment of successful partnerships with key organizations

**CoreComm**  
East Lansing, Michigan  
2002 to 2003  
1.5 years

**Account Manager** – Formed business strategies and delegated tasks to achieve project and company goals in a complex design and production environment. Facilitated daily manufacturing meetings to guide procurement, direct manufacturing, and set priorities company-wide for projects. Served as the primary contact for turnkey engineering and manufacturing projects; managing processes from inception to delivery.

- Managed client accounts representing over 25% of total company revenue
- Responsible for managing daily supply chain status to ensure on-time delivery of key components in the manufacturing process, as well as relay any potential lead-time difficulties to clients and upper management

**TelGen Corporation**  
Lansing, Michigan  
1999 to 2001  
2.0 years

## ADDITIONAL INFORMATION

- Member of the Association for Fundraising Professionals (AFP)
- Completed three courses through The Fund Raising School at Indiana University; "Principles and Techniques", "Major Giving", "Managing the Capital Campaign" with a fourth, "Fundraising for the Business Sector" scheduled in October
- Self-motivated and effective conducting business in face-to-face donor and customer interactions; comfortable and experienced initiating contact via phone
- High proficiency with core Microsoft Office products
- Excellent verbal and written communication skills
- Ability to relate to a wide variety of individuals regardless of age or interests
- Detail-oriented with strong customer service
- Attentive and highly responsive to donors to maximize engagement

**Bachelor of Arts**  
**Marketing**  
Michigan State  
University  
East Lansing, Michigan  
Graduated in 2000



FOR IMMEDIATE RELEASE  
November 21, 2016

**Media Contact:** Brandie Yates  
Internship Coordinator  
[yates@meridian.mi.us](mailto:yates@meridian.mi.us)  
517.853.4208

### **HOMTV Wins Philo T. Farnsworth Video Awards**

**Meridian Township** – HOMTV has won two first place regional Philo T. Farnsworth Video Awards in the 2016 competition, as determined by the Central States Region of the Alliance for Community Media (ACM). The Philo is awarded as recognition of excellence in cable programming.

In the 2016 competition, HOMTV received two first place awards:

<u>Category</u>	<u>Program</u>
<b>Non-Professional Seniors</b>	<b>“Senior Living #74 2/5/16</b>
<b>Non-Professional Sports Entertainment/Talk</b>	<b>All Access Sports #106 6/28/16</b>

“The fact that the award was so unexpected made it truly delightful to be recognized. It speaks well of what we bring to our seniors,” said Ralph Frisch, Senior Center member and host of Senior Living. In 2015, the “Senior Living” program welcomed two new hosts, Peggy and Ralph Frisch. Their goofy sense of humor and enthusiasm has brought new life to the program and helps make the content more relatable to the senior audience.

“Winning these awards is a true testament to all of the hard work and dedication HOMTV interns put into the programs to provide quality information to Meridian Township,” said Brandie Yates, Internship Coordinator at HOMTV. “The acknowledged honors in the Non-Professional categories are an example of the guidance and experience the HOMTV interns receive when developing their resumes and beginning their careers.”

The Philo T. Farnsworth Video Competition honors the memory of Philo T. Farnsworth by recognizing the efforts of modern day pioneers who work to further develop the use of television technology and promote the use of television in our communities.

###

*HOMTV is Meridian Township’s award-winning government access channel providing exclusive gavel to gavel coverage of township meetings and additional programming that offers news and information about the community. HOMTV programming can be viewed on demand at [www.homtv.net](http://www.homtv.net).*

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**5151 MARSH ROAD, OKEMOS, MICHIGAN 48864-1198 (517) 349-1232**  
**[www.homtv.net](http://www.homtv.net) [homtv@meridian.mi.us](mailto:homtv@meridian.mi.us)**



**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**NEW  
BUSINESS**

# MEMORANDUM

**TO:** Communications Commission

**FROM:**   
Deborah Guthrie, Communications Director

**DATE:** December 1, 2016

**RE:** Term Expiration and Application for Public Service

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The following terms are due to expire in 2016 for current Communications Commission members:

Walter Benenson – Term Expires: 12-31-2016

Patrick Crowley – Term Expires: 12-31-2016

Per the Communications Commission (CCC) Rules and Procedures:

**3.1 Terms of Service.** Terms of service for Commission members shall be three (3) years or until a successor is appointed.

**3.2 Vacancies.** A successor shall be recommended to the Township Board for appointment not more than thirty (30) days after the term of the previous member has expired.

Staff recommends the Commission discuss seeking an alternate member(s) to serve on the Communications Commission. An alternate could serve the purpose of substituting for a Communications Commissioner when he/she cannot attend a meeting, thus reducing the amount of meetings canceled due to lack of quorum. In 2016, two meetings were canceled due to lack of quorum.

According to the Communications Commission Rules and Procedures, an alternate could serve the following functions:

## 2.2 Alternate Members.

A. An alternate member shall be called to serve in place of a regular member by the chairperson or vice chairperson if:

- 1) a regular member is absent from or will be unable to attend two or more consecutive meetings of the Commission; or,
- 2) a regular member is absent from or will be unable to attend meetings for a period of more than thirty (30) consecutive days; or,
- 3) a regular member will be abstaining from participating in consideration of a case in which the regular member has a conflict of interest.

B. When called to serve, an alternate member has the same voting rights as a regular member.

C. Alternate members may be called in any order.

The Communications Commission moves TO RECOMMEND THE REAPPOINTMENT OF COMMISSIONERS BENENSON AND CROWLEY TO THE CC.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMPLAINTS/  
COMPLIMENTS**

CHARTER TOWNSHIP OF MERIDIAN  
CABLE COMMUNICATIONS COMMISSION

**VIDEO  
SERVICE  
PROVIDER(S)**



November 16, 2016

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 changes. Customers are being notified of these changes via bill message.

Beginning January 1, 2016, we're simplifying some charges on your bill. We're lowering the cost of Professional installation from to \$75 to \$60, and our In-Home Service visits are going from \$70 to \$60. We're also removing the \$30 fee for activating new additional outlets, and shipping fees for Self-Install Kits will change to \$15.

Additionally, pursuant to P.A. 480 of 2006, Section 9 (4), Comcast Cable's local operating entity hereby reports that Comcast does not deny access to services to any group of potential residential subscribers because of the race or income of the residents in the local area. A similar report will be filed with the Michigan Public Service Commission.

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

Sincerely,

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



Comcast Cable  
41112 Concept Drive  
Plymouth, MI 48170

November 29, 2016

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

Dear Franchise Administrator:

As part of our ongoing commitment to keep you informed, we want to let you know that Comcast's right to continue carrying:

- Fox College Sports Atlantic;
- Fox College Sports Central; and
- Fox College Sports Pacific

(collectively referred to as "Fox College Sports") will expire on December 31, 2016. At that time, we lose authorization to continue carrying Fox College Sports signals, so we must remove the programming from our lineup on January 1, 2017.

We are committed to keeping you and our customers abreast of the expiration of upcoming programming agreements. We regularly inform our customers in their bills, and our customers and franchising authorities in our annual notices, that we maintain a website ([www.xfinitytv.com/contractrenewals](http://www.xfinitytv.com/contractrenewals)) and toll free number ((866) 216-8634) that are updated regularly to reflect the programming contracts that are set to expire each month and the channels we might lose the rights to continue to carry.

Sincerely,

Craig D'agostini  
Vice President, Government and Regulatory Affairs  
Heartland Region



November 10, 2016



603843 T1273 P1 \*\*\*\*\*AUTO\*\*5-DIGIT 48864  
Hom TV Gov Access Peg  
5151 Marsh Rd  
Okemos, MI 48864-1104

### IMPORTANT INFORMATION ABOUT YOUR BILL

Dear Hom TV Gov Access Peg,

Beginning **December 5, 2016**, we will be converting to a new billing system in order to provide an improved billing experience for our customers.

As part of this billing system conversion, several changes will take place starting with your next monthly bill. Your **account number and your bill due date will change**. Your **new due date is 19th**. We will be unable to mail bills during the billing system conversion, so we may be a couple of days late mailing your bill. Please be assured even if your bill is delayed, you will have 21 days to pay.

**If you use electronic banking to pay your Comcast bill, you need to:**

Update your due date with the new due date.

Update the Comcast information on your bank's bill pay system with your new account number.

**If you use Comcast's AutoPay service to pay your Comcast bill:**

No action is required.

**If you are a Comcast Ecobill customer:**

No action is required however the availability of your bill online may be delayed. You will receive an email when your Ecobill is available.

For more information or to sign up for Ecobill, please log in to your Comcast account online at [www.xfinity.com/help](http://www.xfinity.com/help).

Thank you for choosing Comcast. We appreciate your business and look forward to serving you in the future. Should you have any questions or concerns, please feel free to visit us at [www.xfinity.com/billchange](http://www.xfinity.com/billchange) or call 1-800-XFINITY.

Sincerely,  
Comcast



Your new Comcast account number will also appear on your bills and your account online starting December 5, 2016

Bill

**Comcast**

Account Number 9999 11 222 3333333  
 Billing Date 09/07/14  
 Total Amount Due \$ 0.00  
 Payment Due By 09/15/14  
 Page 1 of 4  
 Customer PIN 1234

Contact us: [www.comcast.com](http://www.comcast.com) 1-800-COMCAST

**N E Subscriber** Statement by request  
 For service at:  
 1234 WASHINGTON AVE  
 ANYTOWN, ST 12345-0001

**News from Comcast**  
 Thank you for choosing Comcast  
 Parents: do you know you have options to help determine which programming is appropriate for your family? Visit [www.comcast.com](http://www.comcast.com) and click on "Parental Controls" to learn more about the types of parental control features that are available as part of your Comcast service.  
 Big fan of the Broncos? You'll love Broncos ON DEMAND. Watch Pat's Replay, press conferences and more! Tune to Channel 1, go to Sports & Fitness, then NFL Network ON DEMAND and select from the Broncos ON DEMAND menu. You must have the Sports Entertainment Package for access.

**Monthly Statement Summary**

Previous Balance	0.00
Payment - 08/21/14 - Thank You	-0.00
Payment - 08/22/14 - Thank You	-0.00
New Charges - see below	0.00
<b>Total Amount Due</b>	<b>\$0.00</b>
Payment Due By	09/15/14

**New Charges Summary**

XFINITY Bundled Services	0.00
Additional XFINITY TV Services	0.00
Additional XFINITY Internet Services	0.00
Additional XFINITY Voice Services	0.00
XFINITY Home	0.00
Additional Products and Services	0.00
Partial Month Charges & Credits	-0.00
Other Charges & Credits	0.00
Taxes, Surcharges & Fees	0.00
<b>Total New Charges</b>	<b>\$0.00</b>

You saved \$0.00 this month with your XFINITY services!

Detach and enclose this coupon with your payment. Please write your account number on your check or money order. Do not send cash.

**Comcast**  
 1711 E WILSON ST BATAVIA IL 60510-1470  
 800 110 80 PP or 800 221 1000 or 630 222

**N E SUBSCRIBER**  
 1234 WASHINGTON AVE  
 ANYTOWN ST 12345-0001

Account Number 9999 11 222 3333333  
 Payment Due By 09/15/14  
 Total Amount Due \$0.00  
 Amount Enclosed \$

Make checks payable to Comcast  
 COMCAST  
 PO BOX 1677  
 NEWARK NJ 07101-1677

99991122233333300769372

**Account Number** 9999 11 222 3333333  
**Billing Date** 09/07/14  
**Total Amount Due** \$ 0.00  
**Payment Due By** 09/15/14  
 Page 1 of 4  
 Customer PIN 1234

**Statement Summary**

Previous Balance  
 08/21/14 - Thank You  
 08/22/14 - Thank You

Online

**xfinity**

Home: 1234 WASHINGTON ST | Account: 9999 11 222 3333333

**Hello, N E SUBSCRIBER**  
 Refer your friends to XFINITY® and get up to \$500 in Visa® Prepaid cards.

**\$0.00**  
 due 09/15/14

History: Activity  
 Recent and upcoming bills  
 View account details by account type  
 Search for services and equipment

My account settings | My account settings | My account settings | My account settings | My account settings | My account settings | My account settings

**Billing & Payment**

**T | Account: 9999 11 222 3333333**

**SCRIBER**  
 to XFINITY®

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS  
DIRECTOR  
REPORT**

**2016**  
**COMMUNICATIONS DEPARTMENT**  
**ANNUAL REPORT**

# **COMMUNICATIONS DEPARTMENT 2016 ANNUAL REPORT**

## **Narrative:**

The Communications Department of Meridian Charter Township serves eight main functions:

- Oversees the Video Service Uniform Agreements between Meridian Charter Township and video service providers including overseeing Metro Act Permits and handling video rights of way issues.
- Serves as the PIO (Public Information Office) for emergency situations as outlined in the Meridian Township Emergency Plan.
- Manages and provides Meridian Township external communications through video, print, social media, Meridian Township and HOMTV websites, third party websites, press releases, press conferences and other forms of communications.
- Provides services for marketing and promotions of Township-wide events, grand openings, ribbon cuttings, fundraisers, including the Meridian Cares Program and sponsorships for Township events.
- Operates and produces all content for HOMTV, the government access television station which appears on Comcast cable service. Operates CAMTV, the public access channel which appears on Comcast and AT&T U-verse.
- Operates an intensive multimedia television internship program which focuses on training in all areas of journalism, production, social media and promotion. The HOMTV Internship Program strives to provide information to Township residents which provides a tremendous amount of hands-on real world experience for college students.
- Provides assistance to Township video cable subscribers with any unresolved ongoing disputes with video service provider(s).
- Provides staff support to the Communications Commission.

## **Members of the Communications Commission in 2016:**

**Walter Benenson**, Chair 1/1/2014-12/31/2016  
**Patrick Crowley**, Vice Chair 1/1/2014-12/31/2016  
**Tunga Kiyak**, 2/22/2012-12/31/2017  
**Andrew Lathrop**, 12/31/2015-12/31/2018  
**Kevin Thatcher**, 8/29/2016-12/31/2017

The Township Board appointed Kevin Thatcher as Commissioner to fill the vacancy and to serve out Brian Seipel's remaining term. The Communications Commission is seeking an Alternate Member to serve on the Commission.

## **Accomplishments/Achievements/Awards:**

### **New HOMTV Website**

Ongoing, to be completed by the end of 2016

### **New Township Website**

The graphic design and wireframe (layout of the new site) has been approved. Clean up work, updates and changes on the old website continues in anticipation of the roll out of the new website in 2017. Once the new township brand image has been decided, those graphics will be incorporated into the new design.

### **Township Branding Campaign**

Phase 1 – Phase 3 of the Branding Campaign are complete. Phase 1 was the research phase which included a survey sampling of over 400 community members, businesses and elected and appointed

officials. The survey results were analyzed by the Branding Selection Committee, Branding Development Committee (BDC) and team leaders for review and creation of the branding image for the township. The BDC spearheaded the new design concept. Phase 3 included collected data from department heads and team leaders for branding needs. The next part of the process will be a presentation to the Township Board on December 13 on the final 2 design concepts and final decision on the branding campaign.

### **DAS Strategic Plan**

Ongoing

### **175<sup>th</sup> Anniversary Special Events**

On Tuesday, July 5, 2016 the Township Board passed an Enactment Day Resolution proclaiming 2017 as the 175<sup>th</sup> Year of the Establishment of Meridian Township. Staff has planned several family friendly events in celebration of the Township's Anniversary; New Year's Eve Kick Off & Fireworks celebration at Studio C!, Enactment Day at the State Capitol, Fun in the Day at Lake Lansing, Independence Day Parade & Celebration, an Official Gus Macker Tournament and two different Rock the Block! Celebrations at Carriage Hills Shopping Center and Douglas J Salon & Spa in Downtown Okemos.

The Kick Off celebration will feature fireworks over Central Park South and a family friendly New Year's Eve event at Studio C! - Okemos featuring the documentary "Meridian: The Lines That Define Us" presented by HOMTV. The Meridian Monitor 175<sup>th</sup> Special Edition Event Guide listing all the events has been sent to the printer and will go to the 22,500 homes in Meridian Township on December 19<sup>th</sup>. It will also be sent to 14 Michigan Welcome Centers, hotels in Meridian Township, Township buildings and various businesses.

Taste of Meridian has 15 participating businesses. We are waiting for one more to join the program. The Traveling Pictorial Exhibit has 9 locations verified. We are confirming the high schools this week and up to three other locations.

Fundraising totals thus far:

Taste of Meridian: \$2,100

Independence Day Banners: \$1,800 (we expect this to increase substantially)

Financial Sponsors: \$55,640 (we will continue to receive sponsors for the Gus Macker event which will double the sponsorship dollars)

In Kind Donations: \$49,400 (the amount will increase, as well)

### **HOMTV Online Video Transition Project**

Ongoing, to be completed by year end 2016

### **SD to HD HOMTV Final Transition Project**

Completed with the upgrade of SD studio cameras to HD and the installation of the HD transmission units.

### **Provide Fair and Balanced Election Coverage on HOMTV**

HOMTV's *Ballot Meridian 2016* Election coverage began in June for the Primary and continued through October for the General Election on November 8th. According to HOMTV's Operating Policies, "Candidates for elected office shall not be included in HOMTV programming during the time period ninety days before an election, with the exception of Township meeting coverage, special election coverage and coverage of incumbents performing official duties which warrant cablecasting. The Communications Director shall decide if equal time for opposing candidates is necessary to balance the coverage of incumbent candidate's performance of official duties." Candidate Interviews and Statements were produced and aired on HOMTV during the months July and October. The programs were recorded 'live to tape', which means there is no content editing of any program. Each candidate was given a standard list of questions 24 hours in advance of their interview. Playtimes were evenly balanced among candidates seeking the same office.

### **Speaking Engagements & Certifications:**

In 2016, Communications Administrative Assistant, Andrea Smiley and Social Media Specialist, Erin Cornett became Certified Tourism Ambassadors (CTA's) through the Greater Lansing Convention & Visitor Bureau's (GLCVB) Greater Lansing Tourism Ambassadors Program. As CTA's, the Department will be

able to showcase and share information about the Township, encouraging visitors to stay at the hotels, experience the parks and trails and attend Township-wide events.

Deborah Guthrie, Communications Director:

- Board Member, Michigan ACM
- Chapter President, Michigan NATOA

Brandie Yates, Communications Specialist/Internship Coordinator:

- Speaker (HOMTV Internship Program): MSU ASCOT (Associated Students for Career Orientation in Technology) Convergence (2/19/16)
- Committee Member: MAB Marketing & Communications Committee Meeting (8/2/16)
- Speed Networking Mentor: MAB Broadcasting Career Builder Conference (11/18/16)

### **Events:**

#### **Ribbon Cutting Ceremonies**

LIVE COVERAGE ON HOMTV: Whole Foods, Central Fire Station Grand Opening, Orlando Park - Storywalk, Wonch Park, Okemos High School Weight Room. HOMTV acquired a TVU pack which provided LIVE audio and video of the event on-air with only a small amount of latency.

#### **Celebrate Meridian**

The Communications Department created the event program guide, PSA's, website updates on [celebratemeridian.com](http://celebratemeridian.com) and [meridian.mi.us](http://meridian.mi.us), social media promotions and press releases. The Department also scheduled interviews and promotions for Parks & Recreation Director LuAnn Maisner to appear on local television.

### **Print Publications:**

The Communications Department produced four township wide publications: the semi-annual Parks & Recreation Family Fun Guide, two Meridian Monitor newsletters, the monthly Meridian Senior Center newsletter, three quarterly editions of the Alumni Scoop newsletter and various posters and flyers for other Township departments. In addition, the Communications Department wrote 155 press releases for various departments with more than 75% of those covered by local media outlets.

### **Sponsorships:**

#### **Media Sponsorships & Monetary Value for 2016**

In 2016, HOMTV sponsored six (6) events throughout the community. As a media sponsor, HOMTV offers a number of amenities at no charge, such as press releases, promotions, social media posts, news story coverage and mentions in programs.

Michigan Parkinson Foundation – \$2,000.00 (10/8/16)  
American Heart Association - \$2,510.00 (10/1/16)  
Alzheimer's Association - \$2,010.00 (9/25/16)  
Lansing 5:01 – \$900.00 (multiple events Summer 2016)  
MSU Safe Place "Race for the Place" – \$1,255.00 (4/17/16)  
MSU Science Festival – \$755.00 (4/15/16)

#### **Intern Appreciation & Golden Tape Awards Ceremony**

Each year, HOMTV hosts an Intern Appreciation & Golden Tape Awards Ceremony to recognize the hard work and dedication of the HOMTV interns. The following companies/organizations provided monetary and/or in-kind donations for the 2016 event: Leightronix, Inc., Kitch Attorneys & Counselors, AVI Systems and Great Lakes Audio & Visual.

### **Social Media – Online Content:**

The Communications Department oversees and supplies content to the HOMTV, Meridian Township, Celebrate Meridian, and Meridian Celebrates 175th websites. The Department also manages content

across 25 different social media accounts.

The highest average number of people reached at any given time for the Meridian Township fan page in 2016 was over 10,000 people. The highest average number of people reached at any given time on the HOMTV fan page in 2016 was 6,000. At the time of this report, the Township Facebook page had 3,574 likes and the HOMTV Facebook page had 1,265 likes.

The Communications Department oversees 7 Twitter accounts. At the time of this report, the accounts had 5,956 followers.

The Communications Department oversees the following social media accounts:

- 1 Instagram account (HOMTV)
- 2 Flickr accounts (Meridian Township, HOMTV)
- 1 Pinterest account (Meridian Township)
- 2 YouTube channels (Meridian Township, HOMTV)
- 2 LinkedIn company pages (Meridian Township, HOMTV)
- 1 LinkedIn group (HOMTV Alumni)
- 1 LinkedIn showcase page (Harris Nature Center)
- 2 Facebook groups (HOMTV Alumni, HOMTV Interns)
- 2 Wordpress Blogs (HOMTV News, Manager's Perspective)

### **Social Media Campaign**

By utilizing social media campaigns, marketing efforts can have an increase in targeting and measurability for the brand, fundraiser, event, etc. Social media campaigns call for action from users, can be promoted across multiple platforms, and can help monitor performance.

### **Rock the Vote Campaign**

This campaign was coordinated with the Clerk's office and included a tri-fold display, an on-air PSA that could be seen on HOMTV and at both Haslett and Okemos schools, as well as student event rally's held at both public schools in order to increase the number of voter registration applications. The event was a huge success! The campaign tapped into a student audience that otherwise would not have been available to reach. The Township Clerk stated, "The display was quite attractive in terms of layout, color scheme, and general content. The large checkmark (which also serves as the "V" for Vote!) was a particularly effective graphic, and the photos selected were relevant and very appropriate for our target demographic of students. The effort truly paid off!"

We received a record 59 voter registration applications – far exceeding the typical response rate when we conduct this kind of outreach activity to potential voters.

### **Scoop the Poop Campaign**

The Communications Department created the Scoop the Poop Pledge Campaign for the Parks and Recreation Department. The goal was to bring awareness to the community about the dangers of not cleaning up after your dogs while in the Township parks and to encourage a cleaner environment for residents and visitors by pledging to pick up after their pet. The Department utilized social media to raise awareness about the campaign using #ScoopthePoop. Posts were made to the Parks and Recreation Facebook Page twice a week, for the duration of 5 weeks. A customized promotional video was created and graphics featuring residents with their dogs as well as volunteers and pets from the Capital Area Humane Society were used to promote the pledge. Promotional material was created for the Meridian Monitor publication. The Scoop the Poop campaign also coincided with efforts of stormwater management. **This campaign in total reached over 10,000 people from the Parks and Recreation Facebook, with an increase of 68 likes on the page.**

**HOMTV and CAMTV Production Totals:**

**NUMBER OF NEW HOMTV PROGRAMS AIRED DURING THE MONTH**

<i>Program</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug</i>	<i>Sept</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Total</i>	<i>Hours</i>
All Access	1	3	4	4	3	5	4	4	4	4	3	1	40	15:09:22
Beyond the Badge	1	1	1	1	1	1	1	1	1	1	1	1	12	04:22:44
Coffee Break	1	3	1	2	2	2	2	3	3	2	3	1	52	09:34:34
Community Connection	0	0	0	0	0	1	0	0	0	0	0	0	1	0:26:58
Meridian News Now	2	4	5	4	2	5	3	2	3	4	4	2	72	49:33:14
HOM Entertainment	0	1	1	1	1	1	1	1	1	1	1	1	11	04:27:36
HOMTV Promo	0	3	9	2	1	9	9	3	6	4	4	5	54	0:44:30
Topical Promo	5	12	10	10	9	12	10	9	8	10	7	4	106	0:26:30
Senior Living	1	1	1	1	1	1	1	1	1	1	1	1	12	04:14:15
Special Features	1	1	1	2	0	0	0	1	0	1	0	0	7	03:59:18
Ballot Meridian 2016 Elections	0	0	0	1	13	22	4	1	15	8	1	0	65	22:02:28
<i>Monthly Totals</i>	<i>7</i>	<i>29</i>	<i>33</i>	<i>28</i>	<i>33</i>	<i>59</i>	<i>35</i>	<i>26</i>	<i>42</i>	<i>36</i>	<i>25</i>	<i>16</i>	<i>432</i>	<i>115:01:29</i>

**NUMBER OF NEW CAMTV PROGRAMS AIRED DURING THE MONTH**

<i>Program</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug</i>	<i>Sept</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Total</i>	<i>Hours</i>
Battle of Ideas	1	1	0	1	1	3	1	2	3	4	2	2	21	23:59:34
Democracy Now	3	5	0	0	0	0	2	2	2	1	2	3	20	20:59:59
Event Coverage	0	0	0	0	0	1	0	0	0	0	0	0	1	0:30:00
Inspirational Corner	2	4	4	2	2	1	1	0	0	1	1	1	19	09:19:42
Novella	1	1	1	3	2	0	0	0	0	0	0	0	8	09:10:47
Poetree-n-Motion	2	2	2	3	2	3	2	3	2	1	1	2	25	11:41:46
Cut Ins	0	0	0	0	0	0	0	0	0	3	0	0	3	0:20:30
Promos/PSA's	0	0	0	0	0	0	0	0	0	0	0	0	0	0:00:00
In the Fight	1	1	1	0	0	0	0	0	0	0	0	1	4	01:52:16
UM Wolverine Caucus	0	0	2	1	2	0	1	0	0	0	2	1	8	07:38:15
Syndicated Special Features	0	0	0	0	0	0	1	0	1	0	0	2	4	00:40:00
<i>Monthly Totals</i>	<i>10</i>	<i>14</i>	<i>10</i>	<i>10</i>	<i>9</i>	<i>7</i>	<i>7</i>	<i>7</i>	<i>8</i>	<i>10</i>	<i>8</i>	<i>10</i>	<i>113</i>	<i>86:12:49</i>

**Live Meeting Coverage**

<i>Meridian Live Program</i>	<i>J a n</i>	<i>F e b</i>	<i>M a r</i>	<i>A p r i l</i>	<i>M a y</i>	<i>J u n e</i>	<i>J u l y</i>	<i>A u g</i>	<i>S e p t</i>	<i>O c t</i>	<i>N o v</i>	<i>D e c</i>	<i>To tal</i>	<i>Hours</i>
Township Board	3	2	2	2	2	2	2	2	3	2	2	2	26	102:41:31
Planning Commission	2	2	2	2	1	2	2	2	2	2	1	2	22	44:18:37
Environmental Commission	1	1	1	1	1	1	1	0	1	1	1	1	11	05:14:35
Zoning Board of Appeals	1	1	2	2	2	2	2	2	4	1	2	1	22	21:51:47
Park Commission	0	1	0	1	0	1	0	1	0	1	0	0	5	11:22:43
<i>Monthly Totals</i>	<i>7</i>	<i>7</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>7</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>7</i>	<i>6</i>	<i>5</i>	<i>86</i>	<i>185:29:13</i>

## **Production Services**

Ingham County Regional Planning Commission 60th Anniversary Video - contract of \$1,256.25, signed 10/21/16

## **Completed Requests/Inquiries**

Township departments & Organizational AV Equipment Setups: **25 total requests** to include Garden Club, M3Group for Branding presentations, Leadership Breakfast and LeRoy Harvey for Recycling group.

Program Duplications: **zero requests, zero inquiries**

Cable Subscriber Inquiries/Complaints: **27 cable inquiries/complaints processed**

CAMTV aired programs from the following producers:

- 1- Battle of Ideas
- 2- Democracy Now
- 3- Event Coverage
- 4- Inspirational Corner
- 5- Novella
- 6- Poetree-n-Motion
- 7- In the Fight
- 8- UM Wolverine Caucus
- 9- Syndicated Special Features

## **Internship Program**

### **Interns, Paid Interns, Freelancers and Job Shadows**

In 2016, 51 interns participated in HOMTV's multimedia television internship program with a total of 11 paid interns and freelance employees. The average number of interns and freelance employees per semester during 2016 was 17. The program had 9 interns and freelance employees from 2015 continue on in 2016. The interns contributed approximately 23,380 hours and produced more than 773 stories and promo/PSAs. HOMTV received 91 applications, interviewed 64 prospective interns and accepted 32 first time interns. The Department also hosted 4 job shadows in 2016.

### **Internship Program 35th Anniversary**

2016 marked the 35th anniversary of the HOMTV Internship Program. Interns began working at the station in 1981, since then, approximately 1,000 interns have successfully completed the Internship Program and over 500 have moved on to work in the field of journalism, television production, film production and the communications industry both nationally and internationally, creating a strong HOMTV Alumni Network. Each year interns continue to be a valuable asset to the Meridian Township community, volunteering around 14,000 hours serving as production crew and on-air talent for nearly 90 official Township meetings and over 600 HOMTV programs, as well as producing more than 1,000 stories and PSA's. HOMTV celebrated this significant milestone at their annual Intern Appreciation & Golden Tape Awards Ceremony on December 5, 2016 with keynote speaker Ben Stark, the very first intern and founder of the HOMTV Internship Program. HOMTV received tribute certificates from the Meridian Township Board, Meridian Township Communications Commission, Ingham County Board of Commissioners and U.S. Representative Mike Bishop's Office, 8th Congressional District recognizing the HOMTV Internship Program as an established and exemplary hands-on training program to retain and foster talent for the professional television and communications industry.

### **HOMTV Recruitment Fairs (8)**

- Michigan State University (MSU) Diversity Career Fair (1/21/16)

- MSU Summer Job & Internship Fair (2/17/16)
- MSU CAS (Communications Arts & Sciences) Connect Fair (2/19/16)
- Central Michigan University BCA Career Fair (3/29/16)
- Saginaw Valley State University Spring Employment & Networking Fair (4/1/16)
- Michigan Association of Broadcasters (MAB) Great Lakes Broadcasting Conference Career & Networking Fair (5/3/16)
- MSU Earn, Learn & Intern Career Fair (9/7/16)
- MAB Broadcasting Career Builder Conference (11/18/16)

## **HOMTV Alumni**

In 2016, 14 HOMTV alumni members entered into the television/marketing industry with part-time, full-time careers or internships directly after leaving the HOMTV Internship Program:

Alysia Burgio, Reporter/Video Journalist - WLNS-TV 6, Lansing, MI

Kayla Clarke, Digital Producer - WILX News 10, Lansing, MI

Hannah Cook, Video Producer, Princess Cruises

Brandon Craigie, Production Assistant - "The Incredible Dr. Pol" National Geographic Studios, Mt. Pleasant, MI

Lia Davis, Junior Content Editor - Katie Wagner Social Media, Aliso Viejo, CA

Anamaria Dickerson, Reporter - Chronicle-Tribune, Marion, IN

Siobhan Findlay, Video Production Manager - Michigan Creative, Lansing, MI

Alexis Howell, News Producer - WILX News 10, Lansing, MI

Brett Kast, Weekend Sports Anchor/Reporter WPBN-TV, Traverse City, MI

J Case Lamphere, News Assistant - WLNS-TV 6, Lansing, MI

Ji Eun Lee, Recruiting Coordinator & Marketing Analytics - P&J Search Group, Columbus, Georgia

Caroline Mizuki, Social Media Analyst - National Geographic Partners, Washington, District of Columbia

Chris Ryan, Sports Anchor/Reporter - Fort Wayne's NBC, Fort Wayne, IN

Jerdon Torrey, Sports Commentator - JTV, Jackson, MI

\*Many HOMTV alumni members either changed jobs or were promoted within the industry.\*

## **Communications Staff**

**Deborah Guthrie**, Communications Director, Public Information Officer

**Brandie Yates**, Internship Coordinator, Communications Specialist

**Darkus Beasley**, Senior TV Production Manager (Resigned June, 2016)

**Roy Kellerman**, Studio TV Production Manager (Hired September, 2016)

**Brandon Wirth**, Video Programmer (Resigned March, 2016)

**Ben Makulski**, Video Programmer (Hired March, 2016)

**Andrea Smiley**, Administrative Assistant

**Coty Kenneth**, Part time Communications Assistant (Resigned August, 2016)

**Erin Cornett**, Part time Social Media Specialist (Hired September, 2016)

**Lynn Meikle**, Freelance Media/Print Publications/Graphics