



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
SPECIAL MEETING
OCTOBER 7, 2024 5:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. June 26, 2024 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
 - A. 2024 3rd Quarter Report
 - B. 2025 Budget
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair's Report
 - B. Township Board Liaison's Report
 - C. Commissioner Reports
8. ACTION ITEMS
 - A. Televising Senior/Community Center Task Force Meetings
 - B. Alternate Commissioner Appointment to Regular Member – Mike Nevells
 - C. Communications Commission Application – Amol Pavangadkar
9. DISCUSSION ITEMS
 - A. General Fund Allocation for Communications Commission Grants
10. COMMUNICATIONS
 - A. Compliments/Complaints
 - B. Correspondences
11. REPORTS
 - A. Video Service Provider(s)
 - B. Programming
 - i. Program Totals and Video On-Demand Analytics
 - C. Website & Social Media
 - i. Website Analytics
 - ii. Social Media Analytics
 - D. Promotions/Publications
 - i. 2024 Prime Meridian Magazine
 - E. Finance
 - i. PEG/Franchise Fees Update
 - F. HOMTV Internship/Alumni
 - G. Broadband
12. PUBLIC REMARKS
13. ADJOURNMENT

All comments limited to 3 minutes, unless prior approval for additional time for good cause is obtained from the Commission Chair.

Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Communications Department; Communications Manager, Brandie Yates, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4208 - Ten Day Notice is Required.
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Administrative Conference Room



CHARTER TOWNSHIP OF MERIDIAN
Communications Commission Regular Meeting **DRAFT** minutes
Wednesday, June 26, 2024 | 6:00 pm

PRESENT: Chair, Leslie Charlies; Commissioner, Mike Nevells; Alternate Commissioner, Lisa Whiting-Dobson
ABSENT: None
STAFF: Samantha Diehl, Communications Manager; Rachael Stohlin, Marketing and Public Relations Specialist
TOWNSHIP: Clerk Deborah Guthrie
COUNSEL: None
COMCAST/AT&T: None

1. **CALL MEETING TO ORDER**

Chair Charles called the meeting to order at **6:07 pm**.

4. **APPROVAL OF AGENDA**

Alternate Commissioner Nevells moved **TO APPROVE THE AGENDA AS SUBMITTED**.
Seconded by Commissioner Whiting-Dobson.

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Commissioner Whiting-Dobson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, DECEMBER 13, 2023 REGULAR MEETING**. Seconded by Alternate Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Manager Diehl went over the 1st and 2nd quarter reports due to the March 27, 2024 regular meeting being cancelled.

1st Quarter Report: CAMTV server failed due to its age, new channel server equipment purchased; Prime Meridian Magazine sent to residents; Good Morning, Meridian still being filmed; planning for the 50th anniversary of the Friends of Historic Meridian and the Meridian Township Farmers' Market; help promote various Township events; Celebrate Meridian planning begins.

2nd Quarter Report: New channel equipment was installed, staff is still training; informed the Commission of personnel changes with the Township Manager and Township Board; Able Eyes filmed virtual tours at the Municipal Building, Service Center, and Central Fire Station; conducted candidate interviews as part of HOMTV's Your Choice 2024 Primary Election coverage; new Farmers' Market logo was created as part of the 50th anniversary; event promotions for the spring/summer.

Clerk Deborah Guthrie asked Manager Diehl if candidate debates were being filmed. Manager Diehl said that she and Interim Manager Schmitt discussed it but decided against it due to time constraints and staffing limitations. Clerk Guthrie stated that programming decisions are made by the Communications Commission.

7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Communications Chair: Chair Charles mentioned her interest in new member recruitment and the types of qualities the Commission would be looking for in new members.

Commissioner Whiting-Dobson stated that Michigan State University was open to passing along information about the Communications Commission openings, but they would like a flyer to hand out and send people. Alternate Commissioner Nevells stated his interest in moving from alternate member to full-time member.

Township Board Liaison: Clerk Guthrie stated that one of the budget items the Township Board is discussing is reinstating the position of Communications Director. Chair Charles stated emergency communications is also an important piece to her.

Commissioners Report: None.

8. **ACTION ITEMS**

A. DAS and Small Cell Policy

A Meridian Township resident had concerns about Meridian Township's DAS and Small Cell Policy and met with Township staff in 2023 to discuss the matter. Manager Diehl presented the topic to the Communications Commission and recommended that the Commission move to have the policy looked at by Township attorneys and staff.

Commissioner Whiting-Dobson moved **TO MAKE A RECOMMENDATION TO THE TOWNSHIP BOARD TO HAVE TOWNSHIP ATTORNEYS AND STAFF REVIEW AND UPDATE THE WIRELESS COMMUNICATIONS ORDINANCES FOR THE TOWNSHIP.** Seconded by Alternate Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

B. General Fund Allocation for Communications Commission Grants

In 2023, a resident came before the Commission to discuss an issue with Comcast. The resident lives in an area where Comcast fiber has not been installed, so they would have to pay thousands of dollars out of pocket for service to be connected. Clerk Guthrie informed the Commission that they could request the Township Board to allocate money from the General Fund to be awarded as grants for residents who are without internet access.

Alternate Commissioner Nevells **MOVED TO REQUEST THAT THE TOWNSHIP BOARD ALLOCATES \$30,000 FROM THE GENERAL FUND TO THE COMMUNICATIONS**

COMMISSION IN ORDER TO ADMINISTER GRANTS TO RESIDENTS WHERE INTERNET SERVICE DOES NOT EXIST OR FOR HOUSEHOLDS WHO ARE ECONOMICALLY CHALLENGED. Seconded by Commissioner Whiting-Dobson.

VOICE VOTE: Motion carried unanimously.

9. DISCUSSION ITEMS

None.

10. COMMUNICATIONS

A. Compliments/Complaints

None.

A. Correspondences

None.

11. REPORTS

A. Video Service Provider(s)

None.

B. Programming

Program totals and video on-demand analytics were shared in the packet. Manager Diehl stated that she would like to see a live stream of the Summer Concert Series at some point.

C. Website & Social Media

Marketing and Public Relations Specialist Rachael Stohlin provided website and social media updates for the 1st and 2nd quarters.

D. Promotions/Publications

Manager Diehl explained how the costs to print and mail out the magazine have increased from 2019 to 2024. Clerk Guthrie requested that the magazine move from 16 pages to 24 pages so that more topics could be included.

E. Finance

Manager Diehl went over the PEG fee amounts received in 2022 and 2023. She explained that there was a 7.2% decrease in PEG fees from 2022 to 2023. This is due to residents getting rid of their cable services. Manager Diehl also explained that PEG fees are supposed to be in their own restricted fund but that they have been going into the general fund since 2020 after the Communications Department was restructured.

F. HOMTV Internship/Alumni

Manager Diehl provided an update on the summer internship program and said that the Communications Department would be recurring at an MSU career fair in September.

G. Broadband

Manager Diehl explained the Merit BEAD Mapping Challenge that occurred from March 25, 2024 through April 23, 2024. Information has been gathered for that challenge, but no information has been released.

12. PUBLIC REMARKS

None.

13. ADJOURNMENT

Chair Charles moved **TO ADJOURN THE MEETING**. Seconded by Alternate Commissioner Nevells.

VOICE VOTE: Motion carried unanimously.

Chair Charles adjourned the meeting at 7:45 pm.



Communications Commission

COMMUNICATIONS MANAGER REPORT



Communications Department
3rd Quarter Report
July - September 2024

Philo Award Winner

On September 10, 2024, HOMTV was notified that one of their submissions won Best Documentary in the Student Division for the 2024 Philo Festival of Media Awards. The submission was titled *Meridian Makers: Young Environmentalists* and was created by Stella Govitz, a HOMTV intern during the summer and fall 2023 semesters.

The video can be viewed at the following link:

https://www.youtube.com/watch?v=ObnKVvb_XFo&t=3s

Nathan Beemer – Eagle Scout Project with HOMTV

In April 2024, Manager Diehl was approached by a student from Okemos High School who was looking to complete his Eagle Scout Project and hoping to do that project with HOMTV. Nathan Beemer is currently a senior at Okemos High School and is part of a troop in Okemos. After meeting with Nathan to hear more about his project requirements, Manager Diehl suggested that he digitize old HOMTV CDs.

Nathan began his project in July 2024 and is still working on it as of September 2024. The goal is to be wrapped up before the end of the year. After his work is done, Manager Diehl will present on how many hours of footage was digitized, as well as what programs they were.

Your Choice 2024 Primary Election Coverage

For the August 6, 2024 Primary Election, HOMTV conducted candidate interviews with 18 candidates from various races. Due to staff availability at the time of filming, Manager Diehl decided it was in the department's best interest to only offer candidate interviews.

According to Section 3 (Election Coverage) of the HOMTV Operating Policies, Article II states:

Special efforts shall be made to produce programming in "even year" Township elections, with a maximum emphasis on elections held to fill positions on the Township Board and/or the Park Commission. All registered candidates shall be afforded an equal opportunity to be included in this coverage. The scope and format of such election year programming shall be determined by the Communications Manager, and may include the following components:

- A. An interview program for candidates, including standardized questions and follow-up questions.*
- B. An opportunity for candidates to make up to a two minute statement on their candidacy.*
- C. A debate-style program for candidates, organized by party affiliation and/or desired office.*
- D. A call-in show to allow residents to ask questions of the candidates.*

The policy states that we *may* offer those four coverage options for even-year elections, but that it ultimately is decided by the Communications Manager.



Communications Department
3rd Quarter Report
July - September 2024

Marketing & Communications:

- Summer Concert Series
- Meridian Pride Event
- Team Puzzle Competitions
- Summer Green Fair
- Karaoke at the Marketplace
- Senior/Community Center Information Sessions
- National Night Out
- Primary Election
- Turtle Toast
- Beer in the Barn Fundraising Event
- Touch-A-Truck Event
- Pancake Breakfast

Internship

There are currently no interns scheduled for the fall 2024 semester. There was going to be one intern for the fall semester, but he had to defer his internship enrollment until spring 2025 due to an increased class load he has to take.



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: September 20, 2024
Re: 2025 Budget

At the September 17, 2024 regular Township Board meeting, the 2025 budget was passed. The biggest ask that the Communications Department had was an increase in the Publications line item to account for a 24-page Prime Meridian Magazine.

The line items for the Communications Department, as well as their amounts, will be displayed in the table attached to this memo.

The full budget can be viewed at the link below:

<https://www.meridian.mi.us/home/showdocument?id=28834&t=638623383348328356>

2025 Contractual Services

101-750.806-820.000

Item:	Submitted	Approved
Beginning Balance		
Community Promotion	\$5,000.00	
Contractual Services	\$71,600.00	
Equipment Maintenance	\$500.00	
Mileage	\$500.00	
Miscellaneous	\$0.00	
Office Equipment & Furniture	\$500.00	
Operating Supplies	\$500.00	
Overtime	\$2,000.00	
Professional Conferences & Dues	\$13,250.00	
Publications	\$19,000.00	
Special Events	\$3,000.00	
Temporary Salaries	\$32,500.00	
Video Production Equipment	\$12,000.00	
Total:	\$160,350.00	



Communications
Commission

Commission Members Reports & Announcements



Communications Commission

Action Items



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: September 20, 2024
Re: Televising Senior/Community Center Task Force Meetings

At the September 17, 2024 regular Township Board meeting, an item was placed on the agenda to discuss a new Senior/Community Center Task Force. During this discussion, it was requested that the Task Force meetings be televised on HOMTV, so we are bringing this item before the Communications Commission.

To watch the September 17, 2024 regular Township Board meeting, visit the following link: <https://meridianmi.newswagit.com/videos/315683>. The items pertaining to this topic are under agenda items 13E and 15.

The Senior/Community Center Task Force formed in 2023 as a part of one of the Township Board's Top 5 Goals to replace the Meridian Senior Center and explore the possibility of incorporating a Community Center for all ages. Between 2023 and 2024, the Task Force held regular meetings and developed a concept for a potential center.

In August 2024, the Task Force proposed language for a millage to appear on the August 2024 ballot, which was ultimately not passed by the Township Board. Following input from the community on the potential millage and concept plan, the Task Force reformed with new members.

The first Task Force meeting will be held on September 24, 2024, at 6:00 pm in the Town Hall Room of the Meridian Township Municipal Building. Since this meeting will be held prior to our September 25 meeting, special meeting coverage had to be requested. According to HOMTV's Operating Policies under Section 2 (Live Meeting Coverage), article IV states:

To schedule special meeting coverage, the staff liaison to the Board or Commission in question, must present the television coverage request to the Communications Manager in writing at least two weeks in advance of the meeting. Special efforts will be made to provide "skeleton crew" coverage of Township Board or Commission meetings, which are scheduled with less than two.

Interim Township Manager, Tim Schmitt, submitted a written request on September 18, 2024. Though this notice was less than two weeks, Staff is available to crew the September 24 meeting and will be doing so.

According to HOMTV's Operating Policies under Section 2 (Live Meeting Coverage), article I states:

The Communications Department staff and HOMTV interns are responsible for providing live coverage of regular meetings of the Township Board, the Planning Commission, the Park Commission, Zoning Board of Appeals and the Environmental Commission, up to a total of ten meetings per month. The Township Communications Commission may recommend to the Township

Board expansion or limitation of meeting coverage responsibilities based upon staff and facility capabilities.

Staff interpreted this section of the policies as requiring the Commission's approval to add additional meeting coverage on HOMTV. At this time, the Task Force plans to meet once a month, every month, through April 2025. Supervisor Scott Hendrickson stated that one of the goals for the September 24 meeting is to set a meeting schedule for October 2024 through April 2025.

A new Senior/Community Center Task Force webpage has been created under the Boards and Commissions section of the website. Agenda, packets, and minutes will be housed there, along with a link to watch the meetings. Staff also sent out a press release on September 20, 2024 and will promote the meetings on Meridian Township's social media accounts.

Staff is recommending approval of this request but would like to comment on one topic. Due to limited staff availability, it is more difficult to arrange for staff coverage of televised meetings on short notice. All televised meetings are only staffed by one person. Meeting coverage is not handled the same way that it was prior to 2020, where there were two full-time staff members doing meetings, along with multiple interns. We plan on updating the HOMTV Operating Policies due to outdated language, but all meeting coverage is skeleton coverage, so Staff wanted the Commission to be made aware of that.

Because of other confusing language in the HOMTV Operating Policies, Staff is planning on bringing a revised version of the policies for discussion at the December 18, 2024 regular Communications Commission meeting.

The Communications Commission MOVES TO RECOMMEND THE APPROVAL OF THE REQUEST TO TELEVISION THE SENIOR/COMMUNITY TASK FORCE MEETINGS ON HOMTV BEGINNING IN OCTOBER 2024 AND LASTING UNTIL APRIL 2025.



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: September 19, 2024
Re: Alternate Commissioner Appointment to Regular Member - Mike Nevells

The Communications Commission is composed of five regular members and two alternates. Currently, there are two regular members and one alternate.

Mike Nevells serves as the alternate member, with a term ending on December 31, 2024. At the June 26, 2024 regular Communications Commission meeting, Alternate Commissioner Nevells stated he would like to move the role of a regular member.

Staff is recommending that the Commission approve the appointment of Mike Nevells to the role of a regular Communications Commission member, with a term ending on December 31, 2024. If Alternate Commissioner Nevells wishes to extend his term, he can do so at the December 18, 2024 regular meeting.

The Communications Commission MOVES TO RECOMMEND THE APPOINTMENT OF MIKE NEVELLS TO THE ROLE OF A REGULAR COMMUNICATIONS COMMISSION MEMBER, WITH A TERM ENDING ON DECEMBER 31, 2024.



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: September 19, 2024
Re: Communications Commission Application – Amol Pavangadkar

At the June 26, 2024 regular Communications Commission meeting, Chair Leslie Charles stated her interest in recruiting members to join the Commission. Commissioner Whiting-Dobson informed the Commission that Michigan State University was open to passing along information as long as they had a flyer with more information. Marketing and Public Relations Specialist Rachael Stohlin created the flyer that was distributed to potential members, and that flyer will be attached to the end of this memo.

On August 19, 2024, Amol Pavangadkar emailed Manager Diehl asking for more information about the role. She met with him on August 21, 2024, to explain the tasks of the Communications Department, as well as the tasks of a Commission member. After the meeting, he stated his interest in applying, and his application was received on September 19, 2024.

Amol's application, as well as his resume, are attached to this memo. Staff is recommending the approval of Amol Pavangadkar to the role of Communications Commission member, with a term ending on December 31, 2025.

The Communications Commission MOVES TO RECOMMEND THE APPOINTMENT OF AMOL PAVANGADKAR TO THE ROLE OF COMMUNICATIONS COMMISSION MEMBER, WITH A TERM ENDING ON DECEMBER 31, 2025.



BECOME A COMMISSIONER

Your experience in communications can support Meridian Township's Communications Commission in guiding department decisions and promoting broadband access in our community.

DUTIES:

- Encourage the use of government and public access channels
- Evaluate, research and advise on the implementation and expansion of broadband and internet connectivity
- Discuss and advise on cable franchise agreements

REQUIREMENTS:

- ✓ Meridian Township resident
- ✓ Available for quarterly evening meetings, plus occasional workshops as deemed necessary
- ✓ Experience in any of the following is helpful: telecommunications, media production, rights-of-way, public information, and marketing



To learn more about the Communications Commission, contact Meridian Township's Communications Manager at diehl@meridian.mi.us or 517.853.4378.

To apply, visit: <https://bit.ly/MTwpPublicService>.

Submission #	3494272
IP Address	
Submission Recorded On	09/19/2024 9:04 AM
Time to Take Survey	16 minutes, 26 seconds

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

Communications Commission *

*** 2. Summarize your reasons for applying to do this type of service**

Answering the call of civic service. Can contribute to diversifying the content for HomTV with more community engagement, mentoring students from the high schools and colleges to create programming and research new avenues for outreach.

*** 3. Describe education, experience or training which will assist you if appointed.**

29 years as a film maker, TV producer, documentarian and PBS short form content creator. Taught filmmaking, media management and production at Michigan State University for over 21 years. Multiple degrees in different areas. Regional, State, National and International awards and fellowships. Experience in branding, advertising and recruiting campaigns.

(Attach resume if available)

Amol_resume_June_2023.docx

*** Full Name**

Amol Pavangadkar

*** Occupation**

Senior Specialist, Professor of Practice

*** Place of Employment**

Michigan State University

*** Home Address**

*** Phone (Day)**

*** Phone (Evening)**

*** Email**

*** Please type your name in the box below as a digital signature**

Amol S Pavangadkar

*** Date and Time**

09/19/2024

Other than the Downtown Development Authority Board, the Corridor Improvement Authority, 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. 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.

Amol Suhas Pavangadkar

EDUCATION & TRAINING

- 2005 MA, Telecommunication, Information Studies and Media, Michigan State University, East Lansing, Michigan
- 2002 Master in Personnel Management, Part-I, University of Pune, India
- 2001 MDBA, Financial Management, Symbiosis Institute of Management Studies, Pune, India
- 1999 BS, Electronics, University of Pune, India

POSITIONS HELD

2020-Present	School of Journalism	Senior Academic Specialist
2016-2020	Department of Media and Information	Senior Academic Specialist
2016-2020	Media Sandbox Integrated Program	Director, Sandbox Studios
2015-2017	MSU Translational Scholar Program	Executive Producer
2007- 2015	CAS Media, Michigan State University	Senior Producer
2014- Present	Summer Study Abroad in India	Program Lead
2009- 2015	Department of Telecommunication, Information Studies and Media, Michigan State University	Teaching Specialist
2006-2009	Knight Center for Environmental Journalism, Michigan State University	Course Developer/ Media Producer
2006-2009	College of Communication Arts and Sciences, Michigan State University	Teaching Specialist
2005-2006	Department of Telecommunication, Information Studies and Media, Michigan State University	Project Manager/ Media Producer
2003-2005	Department of Telecommunication, Information Studies and Media, Michigan State University	Teaching Assistant/ Instructor
1998-2002	Bars and Tone Tel. Pvt. Ltd., Pune, India	Production Manager
1997-1998	Bars and Tone Tel. Pvt. Ltd., Pune, India	Production Assistant

TEACHING EXPERIENCE (All at Michigan State University)

- DS441/ MI 442: Cinema and Television projects, Fall 2009 till present
Design and development of television and cinema projects in a team setting. Participation in a production cycle including research, planning, budgeting, design, proposal writing, production, testing, and evaluation. Issues of professionalism, ethics, and communication.
- DS241/MI241: Film Making I, Fall 2016 till present
Process of creating a film product. Basic camera operation, sound capture, the editing process and producing a final product

- MI 401: Media Impacts on Society Summer 2018, 2016, 2015 and 2014
Cultural, technological, and design evolution of media. Current and historical genres, content, audience, and industries for media.
- CAS112: Story Sound and Motion in Summer 2019, Summer 2018, Summer 2017, Fall 2015 and Spring 2009
Central role of storytelling in human communication from the earliest oral traditions through the most recent mediated communication
- MI491/891 Special Topics in Media and Information, Summer 2018, 2016, 2015 and 2014
Contemporary issues in media and communication technology.
- CAS 492: Client based media design in Summer 2013, Summer 2011, Summer 2010, Spring 2009, Fall 2008, Spring 2008, Fall 2007, Summer 2007, Spring 2007 and Fall 2006
Introduction to project design and implementation while actually developing a real deliverable for a real client.
- CAS 492: Fundamentals of Digital Media in Spring 2007 and Fall 2006
Storytelling using basic audio, video, web and graphic design
- TC 343: Basic audio productions, Summer 2004 till Summer 2005
Basic audio production techniques. In-depth audio and radio industry analysis. Media writing
- TC 240: Introduction to Digital Media Arts and Technology, Fall 2003 and Spring 2004
Basic audio, video, web and graphic design

HONORS AND ACHIEVEMENTS

- **2021-22 Michigan State University Academic Leadership Fellow**
- **2020-21 Michigan State University Adams Academy Fellow**, a cross-disciplinary cohort program focused on learning and teaching.
- **2019 Inaugural #iTeachMSU Award**, commending educators who have made a difference at MSU.
- **2018 Balgandharva Parivaar puraskar** (Balgandharva family award) for distinguished and continuous service to the performing arts, theatre, film and media arts. This is one of the most prestigious honors, in memory of one of India's foremost theatre personality.
- **2017 Regional Emmy Nomination** in the Public/ Current/ Community Affairs category for Invisible Wounds, a PBS documentary about PTSD in Veterans.
- **2017 Best in Category award as Independent Producer** in the Public Television Category for Invisible Wounds in the **2017 Michigan Broadcast Excellence Awards**.

- **2017 Silver ADDY** for Invisible Wounds in the Integrated Advertising Campaigns, Consumer Campaign category at the **mid Michigan regional ADDY** awards.
- **2017 Bronze ADDY** for Beyond Bollywood Poster in the Illustration, Single category at the **mid Michigan regional ADDY** awards
- **2016 Faculty Impact Award**, the highest teaching award offered by the College of Communication Arts and Sciences at Michigan State University
- **2016 Bronze ADDY** in the Integrated Media Campaign professional category at the **mid Michigan regional ADDY** awards
- **Michigan Veterans Affairs Agency Directors medallion** for exceptional service towards veterans in Michigan June 2015.
- **Academy of Television Arts and Sciences Foundation Faculty seminar fellowship** in Hollywood, California, November 2012.
- **Fellow of the Strategies and Tools Across Fields: Teaching with Writing workshop** at Michigan State University, Summer 2011
- **Invited speaker** at the Society of Environmental Journalism annual conference in Missoula, Montana, October 2010.
- **Invited speaker** at the Society of Environmental Journalism annual conference in Madison, Wisconsin, October 2009.
- **Executive producer** of the Bioeconomy project campaign videos, awarded the **first and the second prize** in short length video category at the Great Lakes Environmental Film festival in Bay City, January 2009.
- **Invited speaker** at the Great Lakes Environmental Journalism training institute at Michigan State University, June 2009.
- **Executive producer** of the WASTE project, awarded the **first prize** in short length video category at the Great Lakes Environmental Film festival in Bay City, January 2008.
- **Executive Producer** of “Keeping the future bright, awarded the **second prize** in long length video category at the Great Lakes Environmental Film festival in Bay City, January 2008.
- The **Nancy Dempsey graduate scholarship** award at Michigan State University for 2005.
- The **Robert W. Schlater graduate scholarship** award at Michigan State University for 2004.

- **Laxmanrao Kirloskar scholarship** for international education, 2002.

GRANTS, CONTRACTS AND FUNDED PROJECTS

- Producer and Director for Training Environmental Journalists in Peru, funded by the US Department of State, August 2021-July 2022.
- Producer and Director on Online Parenting Intervention Program to support Michigan Families, funded by the Michigan Health Endowment Fund, August 2018-July 2020.
- Koo Endowment for international studies and programs for the Dr. Kurien-AMUL-MSU documentary project, December 2019
- Co- Investigator on “Using an mHealth app to transition care of Type-1 diabetes from parents to teens”, funded by the American Diabetes Association, January 2016-December 2018.
- Union of non tenured faculty travel grant for 2018 to present at the National Association of Broadcasters conference in Las Vegas, April 2018
- Principal Investigator on Strategic Partnership Development grant offered by the International Studies and Programs and Asian Studies Center at Michigan State University, June 2016-August 2017.
- Principal Investigator on Environmental Journalism in India grant by the Knight Center for Environmental Journalism at Michigan State University, June 2016-August 2017.
- Principal Investigator on Global Food Systems Innovation grant by the Global Center for Food Systems Innovation at Michigan State University, June 2016-August 2017.
- Union of non tenured faculty travel grant for 2017 to present at the Broadcasters Education Association conference in Las Vegas, April 2017
- Principal Investigator on Training Videos for pre-hospital trauma management in India. Funded by the Koo Endowment for international studies and programs. December 2015-March 2016.
- Union of non tenured faculty travel grant for 2016 to present at the Broadcasters Education Association conference in Las Vegas, April 2016
- Translational Scholar program with the Global Center for Food System Innovation outreach project. Funded by USAID, January 2015- Present.
- Outreach media campaign with the Global Center for Food System Innovation outreach project. Funded by USAID, January 2015- Present.

- “Invisible Wounds: Preparing First Responders for Veterans with PTS”, funded by the Veterans Affairs and Michigan State Police, February 2015- June 2015.
- Project Safe Neighborhoods (PSN) National Training and Technical Assistance Program, funded by the Bureau of Justice Assistance (October 2015-September 2018)
- Union of non tenured faculty travel grant for 2015
- Study Abroad Research grant in India, Summer 2014.
- Information Architect and Senior Producer on the Department of Justice funded project, Violence Reduction Assessment Tool (VRAT), January 2014- Present.
- Principal Investigator and Producer/Director on the Michigan Department of Community Health funded project on Mercury Outreach, November 2012- August 2013.
- Emergency Services Consolidation training and outreach project, funded by the Community Oriented Policing Services unit of the Department of Justice, October 2012- September 2013
- Principal Investigator in the Michigan Department of Community Health funded project on Mercury Outreach, November 2011- October 2012.
- Evolution in Action outreach project for the BEACON initiative, funded by the National Science Foundation, August 2012- December 2012.
- The Great Lakes Climate Change Science and Education Systemic Network project, funded by the National Science Foundation, July 2012- December 2012.
- Anti-Counterfeiting training and curriculum development project, funded by the Bureau of Justice Assistance, January 2012-December 2012.
- Project Safe neighborhood program training video materials; funded by the Bureau of Justice Assistance, September 2011-December 2012.
- Drug Market Intervention program website and training video materials; funded by the Bureau of Justice Assistance, May 2010-December 2012.
- Co-Investigator in the NIH funded project, ‘Improving feeding practices for child diet and weight in low-income families, September 2010- August 2011.
- Website development for the Mine risk education project; funded by the Golden West Humanitarian Foundation and the US State department office of weapons removal and abatement, November 2010.

- Promotional and training videos for the Mine risk education project; funded by the Golden West Humanitarian Foundation and the US State department office of weapons removal and abatement, November 2010.
- Promotional video for the Michigan Energy Efficiency Network project, November 2010.
- Sustainable Michigan Endowed Project Academy, October 2010
- Social effects of the biomass operation in the Upper Peninsula of Michigan, October 2010.
- Educational video on food safety issues with the National Food safety and Toxicology Center at MSU, August 2010.
- Virtual tour for the Recycling facility at MSU, August 2010.
- Online training modules for near shore water testing for E. coli using qPCR, with the Center for water sciences and the DNRE; funded by the Environmental Protection Agency, July 2010 – December 2011.
- Overview video for the Michigan Prosperity Project with the Office of Governmental Affairs at Michigan State University, June 2010.
- Series of short length videos highlighting green initiatives on the MSU campus, April 2010.
- Web site design for the Sustainable Michigan Endowed Project, March 2010.
- College overview video for the College of Agriculture and Natural Resources at MSU, November 2009.
- Short length video promoting Environmental Stewardship at MSU, August 2009.
- Technical Facilitation for Yobi TV, 2009
- The facility overview video for the recycling center at MSU, August 2009.
- Facility for Rare Isotope Beams (FRIB) Rap video at MSU, May 2009.
- Official launch slideshow for the FRIB launch at MSU, May 2009
- Conference coverage for the “Transforum” event at Michigan State University, April 2009
- Video titled, “Sustainability: Not your normal science”, funded by the Sustainable Michigan Endowed Project, February 2009.

- Promotional video for the Sustainable Michigan Endowed Project, March 2009
- Series of short length and a longer length video promoting the Biochemistry and Molecular Biology program at MSU, August 2008
- Series of short length and a longer length video highlighting undergraduate research at MSU, April 2008.
- Promotional video for Weathervane Advisors LLC, April 2008.

UNIVERSITY SERVICE (All at Michigan State University)

- Chair, Task Force of Best Practices for Student Centered Teaching and Learning, 2022
- Member, 1855 Journalism Professorship Search Committee, 2022-23
- Chair, Diversity, Equity and Inclusion committee, School of Journalism, 2020-Present
- Member, DEI in Journalism Professorship Search Committee, 2021-22
- Member, Specialist Review committee, College of Natural Sciences, 2022
- Scholarship committee, Department of Media and Information, 2021-2022
- Member, Digital Storytelling Ad-Hoc committee, School of Journalism, 2020-2021
- Scholarship committee, Department of Media and Information, 2020-2021
- Scholarship committee, Department of Media and Information, 2019-2020
- Media Curriculum revision committee, Department of Media and Information, 2018-2019
- Member, College DEI Committee, 2017-2019
- Chair of search committee for the Professor of Practice position in Film making, 2017-2018
- Lead coordinator for the production based curriculum revision committee, 2016- 2017
- Lead Facilitator for improved MSU branding in India, July 2016- Present
- Sandbox Scholars scholarship committee, June 2016
- Partner with the Anti-Counterfeiting and Product Protection Program, 2012- present
- Partner with the Police Consolidation and Shared Services program, 2012-present

- Curriculum development specialist search committee for the Confucius Institute at the College of Education, 2012
- Undergraduate creative curriculum revision committee for the College of Communication Arts and Sciences, 2009-2010
- Chair of the audio-video curriculum subcommittee for the College of Communication Arts and Sciences, 2009-2010
- Environmental Steward and media advisor for the Be Spartan Green campaign since 2009
- Documentary Film faculty search committee member for the Department of English and Department of Telecommunication, Information Studies and Media, 2008
- Undergraduate curriculum revision committee for the School of Journalism, 2005-2006

STUDENT MENTORING

- Over a hundred undergraduate independent study and special project advisees since 2007
- Thirteen graduate independent study advisees since 2007
- Over seventy research and creative forum presentations for undergraduates
- Supervised over a dozen Honors projects

PUBLICATIONS

An interactive parental guide for feeding preschoolers, pilot studies for improvement
Journal of the Academy of Nutrition and Dietetics, April 2014
Melissa M. Reznar, PhD, MPH; John S. Carlson, PhD; Sheryl O. Hughes, PhD; Amol S. Pavangadkar, MBA, MA; Marci K. Scott, PhD, RD;
Sharon L. Hoerr, PhD, RD, FACN

CREDITS ON AIRED PROGRAMMING

- Over eighty credits on WKAR
- Six credits on Indian National Television
- Two credits in regional Bollywood feature films

PROFESSIONAL PRESENTATIONS AND EVENT ORGANIZING (Since 2014)

- Invited Speaker and Panelist for the University workshop on Thriving as an Academic Specialist (February 2023)
- Invited Speaker and Panelist for the University workshop on Thriving as an Academic Specialist (February 2022)
- Invited Speaker and Moderator for the Global Spartan Summit
- Invited Speaker on DEI in Media by Disney Media and Entertainment, (September 2021)
- Invited Speaker and Panelist for the University workshop on Thriving as an Academic Specialist (February 2021)
- Invited Speaker and Panelist for the University workshop on Thriving as an Academic Specialist (February 2020)
- Lead organizer for the India based film and behind the scenes premiere event (October 2018)
- Lead organizer for the two week American research and immersion trip by doctoral fellows from MICA, India (September 2018)
- Presented on the future partnership possibilities between the Film and Television Institute of India and Michigan State University (July 2018)
- Organizer and Moderator of the panel on regional news coverage at ABP Mazha Mumbai (June 2018)
- Organizer and Moderator of the panel on growing theme park industry in India in Pune (June 2018)
- Successfully pitched the documentary on the role of Michigan State University in influencing the white revolution in India with the National Dairy Development Board of India, Indian Institute of Rural Management, Gujarat Dairy Co-operatives and AMUL in Anand, Gujarat (October 2017)
- Presented on Improving First Responder Training at AMUL (October 2017)
- Lead coordinator for the Immersion visit by MICA faculty and administrators (September 2017)
- Co-hosted the visit by Mr. R.S Sodhi, Managing Director of AMUL dairy (September 2017)
- Organizer and Moderator for “The Little AMUL girl”, a presentation on the branding campaign by the world’s largest dairy co-operative society in India.

- Organizer of the Kurien Lecture series events with Mr. R.S Sodhi, Managing Director of AMUL dairy
- Lead media organizer for the USAID sponsored Food Systems Innovation workshop in Malawi (August 2017)
- Lead presenter for the USAID sponsored “Media Production on the cheap” workshop for the journalists in Lilongwe, Malawi (August 2017)
- Media Director and presenter at the Smart suite training academy, supported by the US Department of Justice, Lansing (July 2017)
- Presented on a Broadcast Educators panel on Planning and running successful study abroad programs during BEA Annual Convention 2016 in Las Vegas (April 2017)
- Lead organizer for the visit by the Dean of MICA, Dr. Preeti Shroff, March 2017
- Lead Organizer for the USAID funded Grantee workshop with the Global Center for Food System Innovation at Michigan State University (March 2017)
- Presented on Michigan State University’s capabilities in skill development and Human resource development with the Union minister in Delhi, (January 2017)
- Overview of Michigan State University interests and Capabilities with the Transportation ministry of Maharashtra, Mumbai (January 2017)
- Overview of Michigan State University interests and Capabilities at the Ramoji Film City, Hyderabad (January 2017)
- Lead Organizer of the MSU administrator and faculty visit to India (January 2017)
- Presented and moderated the panel on the PBS Independent Lens documentary, “Meet the Patels” with WKAR (1st December 2016)
- Presented the premiere of the documentary, “Invisible Wounds” for an evening with WKAR (10th November 2016)
- Represented Michigan State University at Indywood 2016, India’s leading film carnival. (September 2016)
- Presented a talk on “Exploiting mass media Exploiting mass communication to improve outcomes: Fast Growing Economies trauma care” at the World Trauma Congress at Vigyan Bhawan, New Delhi (20th of August 2016)
- Workshop Director for Pre Hospital trauma response training in New Delhi, India. The team trained more than 200 traffic policemen, doctors in residency, nursing students and public transport employees on how to handle trauma in accident victims (17th August 2016)

- Co-hosted MSU Alumni Association event, “Green and White evening in Fort Lauderdale featuring Andre Blay. (21st of April 2016)
- Presented on a Broadcast Educators panel, “Creating an academic department production company during BEA Annual Convention 2016 in Las Vegas (19th April 2016)
- Presented MSU’s research and creative capabilities to Mr. Ramoji Rao, Chairman of the Ramoji Film City. Co-presented with Dean of College of Communication Arts and Sciences Prabu David, PhD. and Director of Asian Studies Center, Siddharth Chandra, PhD. (25th February 2016)
- Lead Organizer for presentation to the top management of Central Board of Secondary Education (largest educational governing body in India) to pitch the integration of pre hospital trauma response in India. Co-presented with Director of Asian Studies Center, Siddharth Chandra, PhD, CEO of Ramoji Film City, Mr. Rajeev Jalnapurkar and Directors of Bharti Public School, Mr. Rajesh Batra and Ms. Savita Arora (24th February 2016)
- “Effective use of media in classroom”: A talk at Bharti Public School, New Delhi (23rd February 2016)
- “Importance of branding and marketing in education”: A talk at Bharti Public School, New Delhi (23rd February 2016)
- Lead Organizer for the USAID funded Grantee workshop with the Global Center for Food System Innovation at Michigan State University (22nd-24th January 2016)
- Lead Organizer of Pre Hospital trauma response training in Karimnagar, Telangana, India. The team trained more than 470 traffic policemen, doctors in residency, nursing students and public transport employees on how to handle trauma in accident victims (3rd- 4th January 2016)
- Presented the project plan for pre hospital trauma response in India to Dr. Rajendra Jagdale, DG and CEO of the Science and Technology Park, Government of India. Funding through the Koo Endowment Grant under International Studies and programs at MSU. (30th December 2015)
- Presented the project plan for pre hospital trauma response in India to Mr. Ramoji Rao, Chairman of the Ramoji Film City and ETV executives. Funding through the Koo Endowment Grant under International Studies and programs at MSU. (30th December 2015)
- Conducted sensitization training of high-ranking police officers at the National Police Academy, Hyderabad on the subject of Pre Hospital trauma. This is India premiere law enforcement training academy (30th December 2015)
- Presented the project plan for pre hospital trauma response in India to Mr. R Ravi, Hon. Minister for Non Resident Indian affairs in Andhra Pradesh, India. Funding through the Koo Endowment Grant under International Studies and programs at MSU. (29th December 2015)

- Organized the first ever CAS112 film festival which showcased thirty eight short length films produced by underclassmen at MSU (17th December 2015)
- Organized the premiere for the Beyond Bollywood. (22nd October 2015)
- Presented the Bollywood film and dance videos to the College Alumni board (2nd October 2015)
- Coordinated the Bollywood Study Abroad Film Premiere held at Ramoji Film City. Many renowned guests from the media industry joined the event (3rd August 2015)
- Conducted an interaction session with the students of Bharti Public School regarding jobs in the media industry. Also took part in the coordination of a cultural show put up by the students of BPS for MSU Bollywood study abroad participants. (22nd July 2015)
- Lead Organizer for a tour to leading news channel, ABP Mazha along with an informative session with the producers of the channel (18nd July 2015)
- Organized a visit to the sets of Jai Malhar (the top rated soap in regional television) at Mumbai Film city (18th July 2015)
- Lead Organizer for a visit and an interactive session with the farmer/filmmaker women of Deccan Development Society in Pastapur, a small village near Hyderabad (14th July 2015)
- Organized a studio premiere for the project Invisible Wounds: Preparing First Responders for Veterans with PTS. (17th June 2015)
- Lead Organizer for the Global Center For Food Systems Innovation Food Fix premiere. (13th November 2015)
- Presented the Invisible Wounds: Preparing First Responders for Veterans with PTS videos to the Michigan Governor's council on law enforcement and Reinvention (25th June 2015)
- Organized the first ever Premiere for the Human Trafficking project at Communication Arts and Sciences where the pilot video was showcased. (29th June 2015)
- Presented the project concept of Human Trafficking project to the Department of Homeland Security and Federal Bureau of Investigations (19th May 2015)
- Organized the visit and a seminar for Mr. Sanjay Dabke, on the topic of Indian media and the evolution of theme parks in India (November 2014)
- Organized the visit of Mr. Rajeev Jalnapurkar, the CEO of the Ramoji Film City (November 2014).

- Organized the Bollywood Premiere for the second time at Communication Arts and Sciences where the short film and behind the scenes of Study Abroad to India 2016 were showcased. Beyond Bollywood premiere 2014 (2nd October 2014)

IN THE MEDIA (Since 2012)

1. ComArtSci News (7th December 2020)
<https://comartsci.msu.edu/about/newsroom/news/j-school-film-students-movie-project-breaking-and-entering-debuts-december-7>
Launch of student film project
2. ComArtSci News (31st August 2020)
<https://comartsci.msu.edu/about/newsroom/news/pavangadkar-named-adams-academy-fellow>
Adams Academy fellowship announcement
3. ComArtSci News (22nd May 2020)
<https://comartsci.msu.edu/about/newsroom/news/msu-researchers-release-free-online-parenting-video-series-michigan-families>
MSU Researchers release Parenting Video series
4. MSUToday (18th May 2020)
<https://msutoday.msu.edu/news/2020/helping-michigan-families-stay-home-with-free-online-parenting-video-series/>
Launch announcement of the MI Parenting Resource Project
5. Michigan Department of Health and Human Services (10th August 2019)
<https://www.generationpmto.org/post/michigan-parenting-resource>
Press release announcing the MI Parenting Resource Project
6. ComArtSci News (30th July 2019)
<https://comartsci.msu.edu/msu-tcff>
MSU participation at Traverse City Film Festival
7. ComArtSci News (15th July 2019)
<https://comartsci.msu.edu/about/newsroom/news/msu-alumni-wins-first-place-undergraduate-research-work-digital-media>
MSU UURAF Winner
8. MSU 360
<https://msutoday.msu.edu/360/2019/andrea-uglietta-undergraduate-research-in-media-and-information/&sa=U&ved=2ahUKEwi75tSnutfnAhUPT6wKHT7jDCUQFjAFegQIBRAC&usg=AOvVaw12YeEC6NSSSskiRC1yiJiB>
MSU student researchers and mentors

9. ComArtSci News (18th September 2018)
<https://comartsci.msu.edu/about/newsroom/news/amol-pavangadkar-honored-global-contributions-film-and-media>
Balgandharva Award press release
10. ETV ANDRA PRADESH (18th July 2018)
<https://www.youtube.com/watch?v=93ASerErIeU>
Program coverage in primetime news in Andra Pradesh
11. ETV Telangana (18th July 2018)
<https://www.youtube.com/watch?v=31pLUxukNIU>
Program coverage in primetime news in Telangana
12. Hindustan Times, Delhi (5th July 2018)
Article on partnership with Bharti Public schools
13. CAS NEWS (31st October 2017)
<https://comartsci.msu.edu/stories/student-film-crew-brings-bollywood-lansing>
14. MSUToday (14th March 2017)
<https://msutoday.msu.edu/news/2017/msu-to-partner-with-indian-media-giant-helping-local-farmers/>
WKAR to premiere 'Invisible Wounds'
15. WKAR FM/AM (10th November 2016)
<http://wkar.org/post/msu-produced-film-explores-post-traumatic-stress-and-larger-community#stream/0>
Current State: MSU produced film explores Post Traumatic Stress and the larger community
16. MSUToday (2nd November 2016)
<http://msutoday.msu.edu/news/2016/wkar-to-premiere-invisible-wounds-nov-10/>
WKAR to premiere 'Invisible Wounds'
17. WKAR.ORG (2nd November 2016)
<http://wkar.org/post/invisible-wounds-msu-new-documentary#stream/0>
Invisible Wounds/ MSU New Documentary
18. MSU 360 (2nd November 2016)
<http://msutoday.msu.edu/360/2016/experiencing-bollywood/>
Experiencing Bollywood
19. CAS NEWS (4th October 2016)
<http://cas.msu.edu/professor-teaches-first-response-training-in-india-developing-online-module/>
Professor teaches first response training in India, developing online module
20. ETV Telugu (21st September 2016)

<https://www.youtube.com/watch?v=62oL2bGLGKM>

Primetime feature on the study abroad program in India and MSU's partnership with the Ramoji Film City

21. MSUToday (7th March 2016)
<http://msutoday.msu.edu/news/2016/msu-professor-to-develop-mobile-app-for-type-1-diabetes-self-management/>
MSU professor to develop mobile app for type-1 diabetes self-management
22. EANADU NEWS, India's largest circulating regional language daily (26th February 2016)
<http://archives.eenadu.net/02-26-2016/news/newsitem.aspx?item=hyd-panel&no=5>
Article highlighting the exploratory talks between MSU and the Ramoji Film City
23. CAS NEWS (24th February 2016)
<http://cas.msu.edu/professor-to-develop-app-for-diabetes-management/>
Professor to Develop App for Diabetes Management
24. <http://cas.msu.edu/celebration/> (19th February 2016)
CAS Celebration announcing the winners of the 2016 awards
25. MSUToday (11th November 2015)
<http://msutoday.msu.edu/360/2015/comm-arts-team-helping-understand-ptsd/>
Article announcing the launch of the series of videos to train Michigan Law Enforcement agencies to assist veterans with post traumatic stress disorder.
26. MSUToday (11th November 2015)
<http://msutoday.msu.edu/360/2015/gratitude/>
Editorial on the occasion of Veterans Day
27. CAS NEWS (10th November 2015)
<http://cas.msu.edu/helping-to-better-understand-ptsd/>
Helping to Better Understand Veterans with PTSD
28. CAS NEWS (28th October 2015)
<http://cas.msu.edu/successful-premiere-held-for-student-produced-films/>
Successful Premiere Held for Student-Produced Films
29. CAS NEWS (20th October 2015)
<http://cas.msu.edu/beneath-the-banyan-tree-to-premiere-oct-22/>
'Beneath the Banyan Tree' to Premiere Oct. 22
30. HINDUSTAN TIMES (3rd August 2015)
US-India culture exchange: News print article on a joint cultural exchange program between my study abroad program to India and Bharti Public School, one of Delhi's premier schools.
31. THE TIMES OF INDIA (1st August 2015)
Global ties grow stronger: News print article on a joint cultural exchange program between my study abroad program to India and Bharti Public School, one of Delhi's premier schools.

32. MSU 360 (23rd July 2015)
<http://msutoday.msu.edu/360/2014/bollywood-dreams/>
Editorial : Bollywood Dreams
33. MSU 360 (22nd July 2015)
<http://msutoday.msu.edu/360/2014/amol-pavangadkar-learning-through-lenses/>
Faculty profile: Learning through lenses
34. MSUToday 360 (21st July 2015)
<http://msutoday.msu.edu/360/2014/alyssa-cleland-study-abroad-india-part-i/>
Student View: Alyssa Cleland, Study Abroad-India
35. MSUToday 360 (9th July 2015)
<http://msutoday.msu.edu/360/2014/katie-abdilla-a-bollywood-dream/>
Student View: Katie Abdilla, A Bollywood Dream
36. CAS NEWS (24th June 2015)
<http://cas.msu.edu/curious-crew-preparing-for-second-season/>
'Curious Crew' Preparing for Second Season
37. CAS NEWS (13th May 2015)
<http://cas.msu.edu/summer-classes-have-begun/>
Summer Classes Have Begun
38. CAS NEWS (21st February 2015)
<http://mediasandbox.cas.msu.edu/students-produce-video-shorts-for-wkar/>
STUDENTS PRODUCE VIDEO SHORTS FOR WKAR
39. CAS COMMUNICATOR (SPRING 2015)
<http://communicator.cas.msu.edu/india-study-abroad.html>
New Study Abroad Program Takes Students Beyond Bollywood
40. STATE NEWS (6th October 2014)
<http://statenews.com/article/2014/10/first-msu-study-abroad-production-goes-beyond-bollywood>
41. WKAR FM/AM (1st October 2014)
<http://wkar.org/post/msu-students-produce-bollywood-film-india#stream/0>
Current State: MSU students produce Bollywood film
42. CAS NEWS (30th September 2014)
<http://cas.msu.edu/bollywood-movie-produced-by-study-abroad-students-to-premiere-oct-2/>
Movie Produced by Study Abroad Students to Premiere Oct. 2
43. CAS NEWS (8th July 2014)
<http://cas.msu.edu/students-return-from-india-with-new-global-perspective/>
Trip to India Gives Students New Global Perspective

44. STATE NEWS (1ST July 2014)
<http://statenews.com/article/2014/07/coming-home>
45. EANADU NEWS, India's largest circulating regional language daily (17th June 2014)
Article on the Beyond Bollywood study abroad program
46. EANADU NEWS, India's largest circulating regional language daily (17th June 2014)
Photo feature on the program experiences in the Ramoji Film City
47. CAS NEWS (3rd September 2013)
<http://cas.msu.edu/mercury-spills-subject-of-new-videos/>
Mercury Spills Subject of New Videos
48. STATE NEWS (13th November 2012)
<http://statenews.com/article/2012/11/teaching-specialist-meets-top-network-producers>
Teaching specialist meets top network producers



Communications Commission

Discussion Items



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: September 20, 2024
Re: General Fund Allocation for Communications Commission Grants

At the June 26, 2024 regular Communications Commission meeting, the Commission voted to request \$30,000 from the General Fund to the Communications Commission in order to administer grants to residents where internet service does not exist or for households who are economically challenged.

However, due to the cancellation of the March 2024 Communications Commission meeting and the 2025 budget being due on June 28, 2024, no time was left for the Commission and Staff to actually discuss what this project might look like.

As the person responsible for creating and submitting the Communications Department budget, I did not feel comfortable asking for \$30,000 from the General Fund when this program is not something that has been developed yet. I would like us to take the time to build out what this program could look like, and then make the budget ask in June 2025.

I met with Chair Charles on August 15, 2024, to express my concerns and she agreed with my assessment. I know we have a much stronger chance of this getting approved if we have a plan to back it.

Staff would like to discuss this program in more detail at the September 25, 2024 regular meeting, as well as at the December 18, 2024 regular meeting. If more work sessions are needed, they can be scheduled at any time.



Communications
Commission

Compliments/ Complaints



Communications
Commission

Video Service Provider



Communications
Commission

Programming



11Bi.

To: Communications Commission
From: Danneisha McDole, Multimedia Production and Operations Specialist
Date: September 10, 2024
Re: Program Totals and Video On-Demand Totals

Program Totals (Year to Date):

- Meridian Live: 41
 - Township Board: 18
 - Planning Commission: 13
 - Environmental Commission: 7
 - Zoning Board of Appeals: 2
 - Park Commission: 1
- HOM Entertainment: 5
- Event Coverage: 2

Video On-Demand Analytics on next page.

Memo to Communications Commission
September 10, 2024
Re: Programming
Page 2

HOMTV Website Video On-Demand (Swagit)

Currently unavailable due to not completing the migration process to update a newer version of Google Analytics.

YouTube Live vs. Uploaded Content Stats

This graph shows the amount of HOMTV YouTube views based on uploaded content and live streams. Of the 42,765 total views for the year, 92.9% of those were for uploaded content and 7.1% were for the video streamed live (Township meetings).

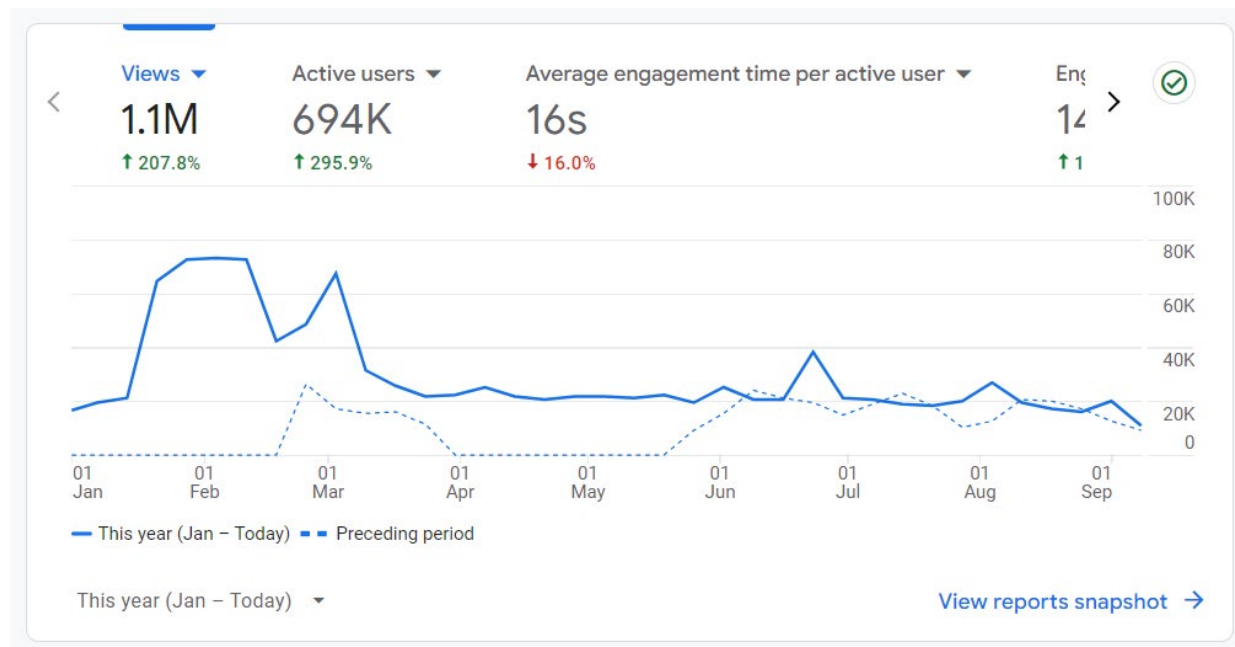




To: Communications Commission
From: Rachael Stohlin, Marketing & Public Relations Specialist
Date: September 19, 2024
Re: Meridian Township & HOMTV Website Analytics

Updates

In the last 90 days, Meridian Township's website received 273,000 unique page views from 132,000 viewers. The diagram below shows the year-to-date values of four analytics, with the views visualized in the graph. Most of these unique visits were associated with the Township board and commission calendar events Meridian Township home page, meeting agendas, packets, or minutes, and Township home page (approximately 106,000 views this quarter across these three page titles).



Google Analytics data still needs to be set up for the HOMTV.net webpage. This has not yet been done due to an inability to get in contact with HOMTV.net's developer.



To: Communications Commission
From: Rachael Stohlin, Marketing & Public Relations Specialist
Date: September 19, 2024
Re: Marketing Updates & Social Media Performance Summary

Updates

Meridian Township's marketing and PR efforts over the 2024 summer season were productive by measure of performance and gains in professional development.

This quarter, the Communications Department brought attention to local development and infrastructure projects, several recreation events (Celebrate Meridian Festival, Meridian Pride, the Summer Concert Series, the Children's Concert Series, and three jigsaw puzzle competitions), Touch-A-Truck, and the Meridian Township Farmers' Market 50th Anniversary.

To amplify organic marketing efforts, our department collaborated with local media outlets (WLNS and WLAJ) to promote the Celebrate Meridian Festival and Meridian Pride to a wide audience. Events with a broad audience, such as Meridian Pride, continue to benefit from City Pulse print advertising.

My second semester directing the Marketing & Public Relations Internship went much smoother than the first. With more detailed training and greater access to mentorship, intern Leilani Castele provided feedback on having had a useful and exciting experience in a supportive work environment. Still, room for improvement exists for this internship, including opportunities to add more training workshops and independent projects.

Moving forward, Communications Manager Samantha Diehl and I will pursue more frequent professional development opportunities related to crisis communications, government social media, and more. Pending projects for the upcoming quarter include improved media relations, the creation of staff social media training, and the development of a written social media strategy.

Social Media Performance Overview

As a review, X (formerly known as Twitter) began requiring a paid subscription for users to obtain analytics data in the spring of 2024. The Communications Department remains uninterested in purchasing a paid subscription for this purpose, given the Township's limited reach and engagement on X in recent years.

Beyond X, we have noticed the following opportunities for improvement in our social media performance:



Successes

- Meridian Township Fire Department's Facebook account greatly benefited from goofy and authentic posts, including birthday wishes for the Fire Chief and event photos taken by EMS personnel.
- Keeping the community updated about impactful infrastructure projects (Park Lake Road closure north of Lake Lansing Road, Lake Lansing Road west of Hagadorn Road, etc.) has proved helpful in building engagement and post reach. Residents outside of Meridian Township have expressed an interest in our pages for this reason.
- Instagram video content had greater reach and engagement than posts that utilized photos and graphics.
- Animated content performed better than static equivalents across Facebook and Instagram.

Opportunities

- Identifying content that resonates with our Instagram audience. Compared to the average Instagram user (18 to 34 years of age), our audience is generally older (35 to 44 years of age) and more likely to be female than male.
- Train staff with access to social media accounts on strategies to improve post quality and interpret basic post analytics.
- Using more human-interest topics, such as introducing staff, storytelling, and more.

Facebook

Meridian Township:

- Facebook followers: 9794 (+261 this quarter)
- Page reach: 167,100 (+11.7% this quarter)
- Content interactions: 5300 (+4.9% this quarter)
- Content interactions/reach: 3.2% this quarter
- Content quantity: 97 (+12.8% this quarter)
- The top performing organic post of the quarter informed residents of road and lane closures to take place along Saginaw Street in northern Meridian Township.

HOMTV:

- Total Facebook followers: 2,470 (+8 this quarter)
- Page reach: 5,500 (+37.8% this quarter)
- Content interactions: 241 (-13.9% this quarter)
- Content interactions/reach: 4.4% this quarter
- Content quantity: 31 (+138.5% this quarter)
- The top performing organic post in the quarter included a past interview with 2024 Miss America winner, Alma Cooper.

Meridian Township Parks & Recreation:

- Facebook followers: 3,689 (+104 this quarter)



- Page reach: 20,700 (-12.5% this quarter)
- Content interactions: 998 (+25.7% this quarter)
- Content interactions/reach: 4.8% this quarter
- Content quantity: 60 (+38.6% this quarter)
- The top performing organic post of the quarter was a graphic listing out the Celebrate Meridian Festival event schedule.

Harris Nature Center:

- Facebook followers: 4,499 (+25 this quarter)
- Page reach: 8,600 (-60.9% this quarter)
- Content interactions: 68 (-61.8% this quarter)
- Content interactions/reach: 0.8% this quarter
- Content quantity: 19 (-5% this quarter)
- The top-performing organic post promoted the Night Out in Nature for Kids event in September.

Meridian Township Farmers' Market:

- Facebook followers: 14,321 (+540 this quarter)
- Page reach: 155,200 (+34.2% this quarter)
- Content interactions: 6,700 (+28.2% this quarter)
- Content interactions/reach: 0.8% this quarter
- Content quantity: 70 (+1.4% this quarter)
- The top-performing organic post for this quarter promoted the July 6 Farmers' Market.

Meridian Township Fire Department:

- Facebook followers: 3,131 (+23 this quarter)
- Page reach: 14,600 (+37.2% this quarter)
- Content interactions: 268 (+46.4% this quarter)
- Content interactions/reach: 1.8% this quarter
- Content quantity: 7 (-12.5% this quarter)
- The top performing organic post of the quarter was a celebratory post for the Fire Chief's birthday.

Meridian Cares:

- Facebook followers: 352 (+13 this quarter)
- Page reach: 759 (-55.6% this quarter)
- Content interactions: 100 (+170.3% this quarter)
- Content interactions/reach: 13.2% this quarter
- Content quantity: 24 (-27.3% this quarter)
- The top-performing organic post highlighted hunger resources in Meridian Township.

Instagram

**Meridian Township:**

- Instagram followers: 2,466 (+102 since the start of 2024)
- Page reach: 5,800 (+83.7% this quarter)
- Content interactions: 486 (-17.1% this quarter)
- Content interactions/reach: 8.4% this quarter
- Content quantity: 44 (83.3% this quarter)
- The top-performing organic post was a collection of photos of staff on their “first day of school.” Staff had filled out a questionnaire of basic questions (favorite lunch spot, etc.) to help promote local activities and let residents get to know their government.

HOMTV:

- Facebook followers: 501 (+9 this quarter)
- Page reach: 1200 (+68.4% this quarter)
- Content interactions: 118 (+84.4% this quarter)
- Content interactions/reach: 9.8% this quarter
- Content quantity: 32 (+146.2% this quarter)
- The top-performing organic post included a clip from an episode of “Over a Cup of Coffee” that highlighted Brewitt Cafe.

Meridian Township Parks & Recreation:

- Facebook followers: 278 (+29 this quarter)
- Page reach: 1200 (+102.1% this quarter)
- Content interactions: 149 (+16.4% this quarter)
- Content interactions/reach: 12.4% this quarter
- Content quantity: 35 (+118.8% this quarter)
- The top-performing organic post showed a clip from the movie Grown Ups that was used to promote registration for co-ed volleyball.

Harris Nature Center:

- Facebook followers: 1010 (+12 this quarter)
- Page reach: 392 (-28.9% this quarter)
- Content interactions: 84 (-22.2% this quarter)
- Content interactions/reach: 21.4% this quarter
- Content quantity: 11 (35.3% this quarter)
- The top-performing organic post promoted the annual Turtle Toast in August.

Meridian Township Farmers' Market:

- Facebook followers: 1577 (+88 this quarter)
- Page reach: 1400 (+44.9% this quarter)
- Content interactions: 604 (+6.9% this quarter)
- Content interactions/reach: 43.1% this quarter
- Content quantity: 35 (+31.9% this quarter)
- The top-performing organic post promoted the August 31 Farmers' Market.



LinkedIn

Meridian Township

- Total followers: 820
- Unique visitors: 106

HOMTV:

- Total followers: 1,189
- Unique visitors: 42

Performance Summary

Nextdoor: Nextdoor continues to have the highest volume of followers and greatest engagement for the Township. Meridian Township has 14,750 subscribers, which is an increase of 389 this quarter.

Constant Contact: Currently, we have 9,461 contacts across the Township's three newsletters, with an average open rate of 56%, remaining well above the government industry average of 40%.



To: Communications Commission
From: Rachael Stohlin, Marketing & Public Relations Specialist
Date: September 20, 2024
Re: 2025 Prime Meridian Magazine

At the Meridian Township Board's September 17 regular meeting, the Board approved an increase in the budget for the 2025 Prime Meridian Magazine, allowing the magazine to expand from sixteen pages in 2024 to twenty-four pages in 2025.

We are thrilled to provide an extended magazine to our residents. This magazine remains a tool for residents who prefer print communications and those who have limited access to our digital communications.

The 2025 Prime Meridian Magazine's outline will be written within the next few weeks. A schedule for the development of the magazine is provided below:

- Early October to late October:
 - Marketing & Public Relations Specialist to develop magazine layout.
- Early November to late December:
 - Communications staff to gather magazine content from Meridian Township department directors.
- Mid-December to late December:
 - Marketing & Public Relations Specialist to collect quotes from local printing companies.
- Late December to early January:
 - Marketing & Public Relations Specialist to complete magazine layout and content placement.
 - Marketing & Public Relations Specialist to request and receive proofreading assistance from at least three staff members or volunteers, including the Communications Manager.
- Early January to mid-January:
 - Magazine to be reviewed and approved by the new Township Manager.
 - No revisions will be permitted beyond this time.
- Late January:
 - Magazine to be sent to selected printer for publication and mailing.



Communications
Commission

Finance



To: Communications Commission
From: Samantha Diehl, Communications Manager
Date: September 20, 2024
Re: PEG/Franchise Fees Update

At the June 26, 2024 regular Communications Commission meeting, Manager Diehl presented on the PEG fee amounts in 2023 and how they have been decreasing every year since 2020.

At that meeting, Manager Diehl also informed the Commission that PEG fees were being deposited into the General Fund instead of their own restricted fund. This had been happening since 2020 when the Communications Department was restructured.

After meeting with Interim Manager Tim Schmitt and Finance Director Dante Ianni to discuss the issue, the Township attorneys were tasked with writing an opinion on how PEG fees should be handled. That opinion will be attached to this memo.

Starting in 2025, PEG fees will be back in their own restricted fund like they were in 2019 and all the years before that.

FW: PEG Fee Accounting

Tim Schmitt <schmitt@meridian.mi.us>

Tue 9/3/2024 3:36 PM

To: Dante Ianni <ianni@meridian.mi.us>; Samantha Diehl <diehl@meridian.mi.us>

Hey Team,

See below for the opinion on PEG fees from the attorneys. At this point, we'll keep them in a separate fund for next year's budget and start building out a long term plan/CIP for the use of the funds on capital expenses. Let me know if you have any questions.

Sincerely,



Timothy R. Schmitt, AICP

Interim Township Manager///Director of Community Planning and Development

[schmitt@meridian.mi.us]schmitt@meridian.mi.us

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meridian.mi.us

From: Matthew Kuschel <MKuschel@fsbrlaw.com>

Sent: Sunday, September 1, 2024 7:30 PM

To: Tim Schmitt <schmitt@meridian.mi.us>

Cc: Christopher Patterson <cpatterson@fsbrlaw.com>; Helen Mills <hmills@fsbrlaw.com>

Subject: PEG Fee Accounting

Confidential Legal Opinion

Dear Tim:

You have asked us to conduct further research into the question of where Meridian Township may deposit PEG fees. Since we drafted the 2019 Legal Opinion (previously provided), there has been no applicable case law, statute, or agency order that directly addresses depositing or accounting of PEG fees. As such, our conclusion is based upon accounting standards and definitions rather than legal authority. From a legal standpoint, the fees may be deposited in the general fund or in a restricted account. A specific ledger may be more appropriate if there are significant funds, if all the fees are not expended each year, or if the Township's financial audit recommends the approach.

PEG fees fund public, education, and government channels. HOM Tv is the most prominent example within the Township. It is a robust channel. The revenue from the PEG fees is restricted for capital expenses associated with providing the Township's public, educational, and government channels. (In contrast, the franchise fee is not required for a particular purpose.) The PEG fee is paid "as support for the cost of the public, education, and government access facilities and services [as] an annual fee." MCL 484.3306(1).

Accounting practices outlined in the [Governmental Accounting Standards Board No. 54](#) provide guidance on the matter. In relevant part, it provides: "*Special revenue funds are used to account for and report the proceeds of specific revenue sources that are **restricted or committed to expenditure for specified purposes other than debt service or capital project**...*" (pg. 13). PEG fees are committed to specific expenditures per state law. The PEG fees should be the major or substantial inflow into this fund. This supports separating them from the general fund and depositing them into a specific revenue fund.

However, there are exceptions to the general rule. PEG revenue should make up a “substantial portion” of the fund. If there are more dollars from other sources (investments, transfers) then the Township may “discontinue” reporting a special revenue fund (such as the PEG revenue fund) and instead utilize the general fund. (pg. 14). Essentially, if the general fund has to support the majority of the cost of providing the service, the Township generally would not set up a special revenue fund. For further example, suppose all the revenue brought in from the PEG fees was expended that same year (i.e., nothing needed to be carried over) and this was consistent year after year. In that case, you may not need to set the money up as a special revenue fund because it is fairly straightforward to see that the PEG fees were used on qualified expenditures with additional funding from the general fund or elsewhere.

In short, either answer may be correct depending on the specifics of the revenue and expenditures. Meridian may need to deposit PEG fees in a special revenue fund if the revenue is significant or capital expenditures do not annually exhaust the funds. Or Meridian may place PEG fees directly into its general fund if the PEG fees are only a supporting role of total government capital costs. The conclusion is dependent upon the amount of fees received and amount of fees expended.

We understand that this analysis is echoed by the Township auditor. At the June 18, 2024 Board Meeting, auditor Ali Barnes from Yeo & Yeo, presenting the 2023 financial audit, noted that the Township’s general fund may include funds for capital improvements. Although not addressing PEG fees directly, they are similar capital improvement funds. As noted above, in this prudential accounting matter, we recommend the Township consult with Yeo & Yeo as to best accounting practices for depositing the Township's PEG fees.

Please feel free to reach out with questions or comments.

Regards,

Matt



Matthew A. Kuschel

Associate • Fahey Schultz Burzych Rhodes

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Communications
Commission

HOMTV Internship/Alumni



12G.

To: Communications Commission
From: Danneisha McDole, Multimedia Production and Operations Specialist
Date: September 10, 2024
Re: HOMTV Internship/Alumni

The Summer 2024 HOMTV Internship Program successfully ended on Thursday, August 8th. Our Multimedia Production intern, Jenna Arnold completed her independent projects which included Meridian Mosaic. This series explores the vibrant tapestry of Meridian Township delving into the diverse art scene that defines our community. Jenna was able to highlight the School of Rock East Lansing and Lake Lansing Summer Bandshell Concert Series. Jenna's next series was, "Over a Cup of Coffee," a documentary series exploring coffee shops all over Meridian Township, where she highlighted Constellation Cat Café and Brewitt Cake and Bakery.

Jenna's last project was titled, "Call For Service – From Dispatch to Action," a compelling new video series dedicated to honoring the unsung heroes of our communities. This series will take you behind the scenes with first responders who put their lives on the line every day. The first and only episode highlighted the Meridian Township Police Department. Overall, Jenna did a great job this past semester.

I would also like to highlight that our Summer 2023 intern, Stella Govitz, who created her documentary series, "Meridian Makers: Young Environmentalists," won a Philo Award for best student documentary!