



**AGENDA**  
MERIDIAN TOWNSHIP  
COMMUNICATIONS COMMISSION  
REGULAR MEETING  
December 8, 2021 6:00 PM

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1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
  - A. October 6, 2021 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
  - A. 2021/2022 Communications Department Goals Report
  - B. Video Franchise Survey Results
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
  - A. Chair's Report
  - B. Township Board Liaison's Report
  - C. Commissioner Reports
8. ACTION ITEMS
  - A. 2022 Communications Commission Meeting Schedule
  - B. Appointment/Reappointment of Communications Commissioners
  - C. CAMTV Operating Policies Revisions
9. DISCUSSION ITEMS
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
  - E. Finance
  - F. HOMTV Internship/Alumni
12. PUBLIC REMARKS
13. ADJOURNMENT

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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  
Virtual via Zoom Conferencing  
Wednesday, October 6, 2021 | 6:00 pm

PRESENT: Chair, Tunga Kiyak; Vice Chair, Walter Benenson; Commissioner, Leslie Charles;  
Commissioner, Mike Nevells; Alternate Commissioner, Riti Adhi  
ABSENT: Commissioner, Brian Seipel  
STAFF: Brandie Yates, Communications Manager  
TOWNSHIP: Deborah Guthrie, Township Board Liaison/Township Clerk; Pat Herring Jackson,  
Township Board Trustee  
COUNSEL: None  
COMCAST/AT&T: None

1. **CALL MEETING TO ORDER**

Vice Chair Benenson called the meeting to order at **6:01 pm**.

4. **APPROVAL OF AGENDA**

Vice Chair Benenson moved **TO APPROVE THE AGENDA AS SUBMITTED**. Seconded by Commissioner Nevells

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Vice Chair Benenson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, AUGUST 25, 2021 REGULAR MEETING**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Attended FCC webinars; one about DEI and digital inclusion mainly for the aging population. Community channels are continually trying to reach that group of people, especially due to COVID-19.

Broadband project update: start with a resident survey. Hoping to invite a representative from Ingham County to speak at the next Communications Commission meeting.

Two new Rookie interns, usually a smaller amount in the Fall Semester. First assignments just started.

Website update: now have the new staging site, working to make sure the new design elements are correct and match the approved design. All changes have to be made on old site and new staging site. A Microsoft form was created to track changes and alert staff of the changes.

Resident Survey results were provided in the packet. Broadband was a big topic of interest. 66% of residents would be interested in a millage to support broadband. However it was a small sample that the data was gathered from.

Training scheduled for Multimedia Production and Operations Specialist, engineering duties involved, software training and switcher training. This will provide her the tools necessary for her position responsibilities.

Commission Chair commented on survey. When did Metronet start installing service to the Township? The metro agreement was approved in 2019. Still doing build out to 48823. Most likely they come over the border thinking it is still East Lansing, but it is actually Meridian Township. Originally, the service started as Light Speed. A transfer of control was signed over from Light Speed to Metronet.

Commission Chair shared that it was encouraging to see the community support for Broadband, even willing to go for a millage.

HOMTV was rated lower as far as receiving information, but then residents would like more meeting coverage. Email was higher but we probably could have rephrased the question to know whether email meant our digital newsletter Meridian Happenings.

## 7. **COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS**

Township Board Liaison:

Thank you to the Commissioners for their roles in the Broadband questions. The Board appreciated their input and the letter of support for the Prime Meridian Magazine.

Village of Okemos project still has a lot of work to be done. New pipes are currently being installed down Okemos Road. Trying to solve the hole in the ground. The developers want assistance financially from the Township for art, etc.

The Board approved the Daniels Drain project resolution to pay 50% of the project. Residents have 20 years to pay back the assessment for their home.

The Board approved having a marijuana question on the ballot for the next election. Currently residents are asking where their ballot is, but the Township doesn't have an election this November.

The Clerk's Office held a voter registration drive for National Voter Registration Day. Thank you to the Communications Team for the marketing and communications efforts, signage and QR code. This was the first curbside voter registration.

The Township Board approved the 2022 budget to include an IT info structure assessment. This is a \$500,000 dollar budgeted project.

HOMTV Wi-Fi is also at its max, so the department is working with IT to increase bandwidth.

**Commissioners Report:**

Public perception based on the survey. Do our residents know the word “Prime”? Commissioners feel that the word Prime needs to be defined and introduced regularly to the community.

Branded signage is coming for the Township which will help. The new website is also part of the process, but branding does take time.

**9. DISCUSSION ITEMS**

**A. CAMTV Operating Policy Manual Revisions**

The Communications team worked on editing the CAMTV Operating Policies, updating technology jargon, rephrased for DEI and timeframe of occurrences. The team is hoping to move to Action for the next meeting. Recommended to move to action. No comments from the commissioners at this time.

**10. COMMUNICATIONS**

HOMTV won some rewards from PHILO and NATOA. Information will be sent shortly.

**11. REPORTS**

**B. Programming** – not at full strength with program numbers, but slowly bringing them back. Looking to do a community survey to see what residents are actually watching and what content they would like to see. Hoping to launch in 2022. Online viewing has increased.

There was a big spike in July for Video on Demand. Will have to look back to see what was happening at that time.

**C. Website & Social Media** – Transition period for Facebook changing from Likes to Followers. The way metrics are reported has changed. Learning to navigate the changes.

Township Clerk made an announcement that Lynn Meikle, previous Graphic Designer and Station Manager for HOMTV, has recently been hired as the Communications Manager at Calhoun County.

The department is looking to release a new copy of the Prime Meridian Magazine in late January 2022. There will only be one print copy mailed to all households and then additional digital copies throughout the year.

**13. ADJOURNMENT**

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

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 6:43 pm.



Communications  
Commission

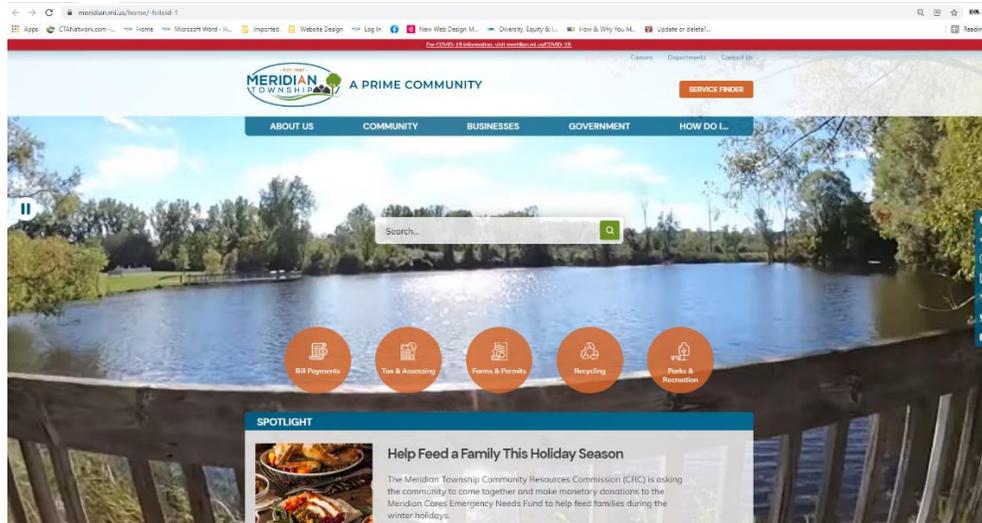
# COMMUNICATIONS MANAGER REPORT



## Communications Department 2021-2022 Goals Report

### 2021 Communications Department Goals Review

#### Upgrade and Refresh Township Website



Industry standard states a website should be re-evaluated and revamped every 2-3 years, the previous Township website was launched in 2017. The Township Website Redesign Project initially began in 2020 with an internal audit of website content. In April 2021, the Granicus Project Manager and Communications staff started the Innovator Redesign Implementation Timeline with the Discovery/Consulting Phase of the project. Website traffic tracking utilizing heat maps and analytical data was the baseline for layout and design decisions. The Graphic Design, Development, Content Migration and Soft Launch Phases of the project took several months to complete. The redesigned website was launched and live to the public on November 15. The goal of the website refresh is to strengthen the Township's online presence and includes a new look and experience for site visitors. **Added features and modified navigation provides community members with improved functionality and encourage additional use of the Township's online services** such as live web forms, online payments and the new Service Finder component. The website remains mobile friendly and responsive. Accessibility enhancements have also been made and will continue to be addressed in the future. **The website redesign has been undertaken as part of an existing contract with the Township's website host, Granicus, at minimal cost to the Township. The Communications Department will continue to work on streamlining content and making improvements to the site's navigation in the weeks and months to come.**

#### Implement New Strategic Communications & Marketing Plan

The Strategic Communications and Marketing Plan was developed as a foundation for all communications and marketing activities and to assist with meeting the needs of the other



## Communications Department

### 2021-2022 Goals Report

departments of the Township. The Communications Department has implemented new task management web-based software, ClickUp, to assist with team collaboration efforts, as well as streamline marketing and communications processes. The team continues to work with staff from multiple departments on planning marketing needs. As part of the new strategic plan, the department will launch a marketing and communications ticket system in 2022.

#### Expand Branding



The Communications Team continues to expand Township Branding through the use of branded graphics on social media, branded flyers and a new branded digital newsletter. With the launch of the redesigned Township website, the team also redesigned the Meridian Happenings digital newsletter to have the same look. The team has worked with multiple departments on branded promotional campaigns, including Parks & Recreation, Green Meridian and Economic Development to name a few. Canva web-based software has been recommended to other departments as a way to collaborate on graphics, signage, etc. A new logo was also created for the Harris Nature Center to incorporate the Township branded colors and the Communications staff is working on a new Farmers' Market logo. Expanding branding both internally and externally is an ongoing process and will continue into 2022.

#### Onboarding Training Videos

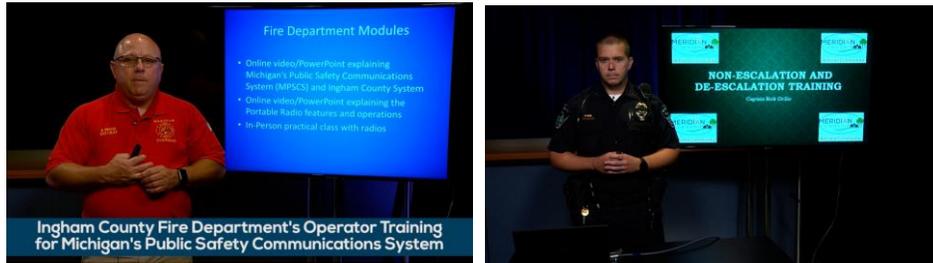
The Communications Department worked with both the Meridian Township Police and Fire Departments to film and produce training videos for staff. Utilizing HOMTV production equipment and editing software, staff recorded a radio system training video with EMS/Training Chief Bill Priese to not only be used for staff within the Meridian Township Fire Department, but for all fire departments in Ingham County. The training video recorded with Police Captain Rick Grillo was a



## Communications Department

### 2021-2022 Goals Report

non-escalation and de-escalation customer service training that will be used internally for all Meridian Township employees.



Staff will continue to work with the Human Resources Department on recording staff training videos for onboarding of new employees. The goal is to compile a library of training videos that could be utilized within a new Intranet that would be accessible for all employees as a tool of internal communications.

#### CAMTV Community Access Channel



The goal was to re-evaluate the purpose of the CAMTV Community Access Channel and to strengthen programming and participation of community producers. Staff discovered the encoder, which sends the CAMTV signal to AT&T was no longer functioning. In order to comply with the AT&T Franchise Agreement and stream CAMTV to approximately 17 communities on the AT&T Universe system, it was imperative for an emergency purchase to replace the HD encoder and restore the channel signal. The new encoder was installed in summer 2021.

In addition to installing the encoder, staff is looking to revise the CAMTV Operating Policies & Procedures Manual, which has not been updated since April 18, 2012. Majority of the changes included updating the technical requirements, omitting obsolete information, adding Diversity, Equity and Inclusion (DEI) language and mirroring principles from the PBS Editorial Standards and Practices as it pertains to Programming Content Requirements. The Communications Commission is expected to approve the changes to the policies at the December 8, 2021 meeting.

#### Investigate & Implement HOMTV Podcast

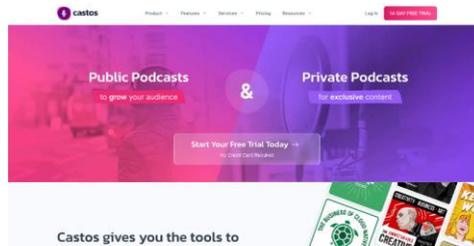
To capture additional audiences and increase awareness of HOMTV, staff has been investigating setting up a HOMTV podcast. The first program of the HOMTV podcast will be called "Township Today" and will be hosted by Multimedia Production and Operations Specialist Samantha Diehl. It



## Communications Department

### 2021-2022 Goals Report

will cover the biggest topics happening in Meridian Township and include viewpoints from people on both sides of the issue. The software platform to host the podcast has been chosen and HOMTV is working with the company to secure final pricing.

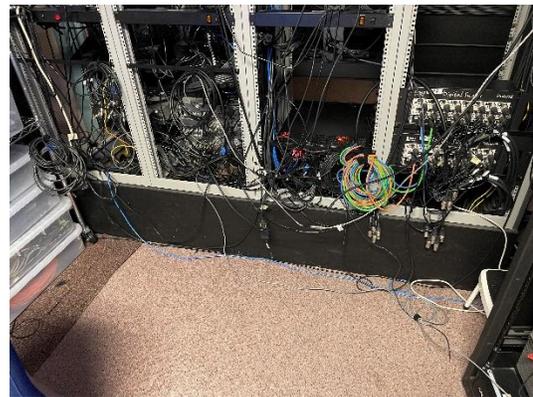


The photo above shows the podcast hosting company chosen. HOMTV plans to launch the new podcast with the first program in 2022.

### HOMTV Server Room Reconfiguration



**BEFORE**



**AFTER**

Throughout 2021, Multimedia Production and Operations Specialist Samantha Diehl worked with the IT Department and a local engineer on reconfiguring the HOMTV Server Room. Staff training was also included in this project on the workflow and troubleshooting of equipment. Old equipment and approximately 52 cables that were no longer needed were removed from the racks in the HOMTV Server Room to make way for new equipment and/or proper equipment maintenance. The first picture above shows all the cables in the racks that weren't needed or coiled properly. The second photo shows the progress after the unnecessary equipment was removed and the cables were properly coiled. The equipment that was removed was recycled and any equipment not recycled will be sold.





## Communications Department

### 2021-2022 Goals Report

of Beyond the Badge, 116 episodes of All Access Sports and 57 episodes of Open Line. Once the metadata is finished for all existing shows in EditShare, then staff will continue with the digitization of tapes, DVDs, etc.

In addition to that, staff has also cleaned up the EditShare system. This includes deleting files no longer needed and reorganizing how files are stored and what folders they belong to. Staff has also trained 3 interns on how to enter metadata and the process for tracking the project's progress.

The photo above shows how staff tracks progress of this project. Each show has a spreadsheet that categorize the episodes by year. Each column shows the episode number, the date and the runtime. Once staff has finished entering the metadata for an episode, it is highlighted in pink to signify its completion. The digital conversion into the HOMTV Video Archive System is making progress, but will be an ongoing project in the coming years.

#### Additional HOMTV Revenue Sources



The Communications team launched two t-shirt fundraisers to generate additional revenue for HOMTV and the department. Through the use of [bonfire.com](https://www.bonfire.com), the team set up two separate t-shirt fundraisers; one for the community - HOMTV Proud Supporter and the other for HOMTV Alumni - HOMie4life. Supporters can select their item and color and the team receives a kickback for every item purchased. To date, these fundraisers have raised \$45.00. Staff will continue seeking additional revenue sources for HOMTV including encouraging HOMTV Alumni members to give back to current HOMTV interns.

#### Other Accomplishments

Marketing:

Marketing and Public Relations Specialist Andrea Smiley assisted the Meridian Cares team in launching fundraisers to encourage donations to the Emergency Needs Fund. The Meridian Cares Fundraisers consisted of t-shirts and other apparel, and shopping bags. The shopping bags were



## Communications Department

### 2021-2022 Goals Report

sold at the Farmers' Market and will continue to be sold this winter inside the Township Municipal Building.



Every time an item is sold, Meridian Cares receives a percentage of the sale. To date, the t-shirt fundraiser through Bonfire has raised \$592.04.

Production:



- HOMTV was recognized at the regional and national level in three different awards competitions in 2021.
  - HOMTV won another first place Overall Excellence in Governmental Access for the 2021 Hometown Media National Awards Competition put on by the Alliance for Community Media.
  - HOMTV was also awarded 1st place in the Public/Community Meetings category of the NATOA 2021 Government Programming Awards for their Meridian Live coverage of Township meetings.
  - HOMTV received a Finalist recognition from the Alliance for Community Media Central States Regional Philo Festival of Media Arts in the Professional Documentary Category for the First Female Eagle Scouts: Troop 164 Special Feature.



## Communications Department

### 2021-2022 Goals Report

- Multimedia Production and Operations Specialist Samantha Diehl completed trainings for various equipment including EditShare, ROSS Expression and the NewTek Tricaster switcher. She will continue more trainings into 2022 to increase her knowledge of the HOMTV equipment, workflow and troubleshooting techniques.
- Staff adapted effectively to the changing landscape during the COVID-19 pandemic:
  - For the first time, HOMTV broadcast hybrid Township Board meetings with the help of the IT Department. This allowed for Board members to attend virtually, if they needed. The hybrid meeting set-up takes a lot more equipment set-up, testing and production techniques in order to achieve successful coverage. Both virtual and in-person Township meeting coverage also continued in 2021.
  - At the beginning of 2021, the HOMTV Internship Program was entirely virtual. Because of this, HOMTV Staff needed to revise and update the training procedures. These new procedures proved beneficial to both staff and the interns. These new procedures will carry over into future internship semesters, regardless of if they are in-person or virtual.

### 2022 Communications Department Goals

- **Town Hall Room A/V Upgrade Project** - Enhance the Town Hall Room audio and visual equipment to improve meeting room capabilities and better serve future multimedia usage.
- **Township Website Marketing Plan** - Promote and build awareness for added functionality of the newly refreshed Township website. Encourage additional use of the Township's online services. Continue to add new features to the website including reservations, payments and a Business Directory.
- **Employee Web Intranet** - Work with the Human Resources Department to create a web portal for employee information and to house a library of staff training videos to utilize for onboarding of new employees and internal communications.
- **Branding Strategy and Implementation Plan**
  - External – Strengthen and reinvigorate community support of the Township's brand through a multitude of platforms: Prime Meridian Magazine, new Township signage, digital channels and additional print materials. Plan a multi-year phased approach for rolling out brand campaigns throughout the community.
  - Internal – Audit internal documents, forms and brochures for Township brand standards and create a timeline to re-brand documents, as needed. Provide additional templates and staff training to create internal brand ambassadors.
- **Marketing Ticket System** – Launch a marketing and communications ticket system to assist with the planning of marketing needs across departments. This is the next step of implementing the processes within the newly developed Strategic Communications and Marketing Plan.



## Communications Department

### 2021-2022 Goals Report

- **HOMTV Server Room & Archive System** – Continue working with the IT Department and a local engineer on reconfiguring the HOMTV Server Room, including removing old equipment, installing new equipment, labeling and creating new schematics for the updated workflow. Once archival equipment is properly installed in the racks of the HOMTV Server Room, begin the next phase of the digital conversion of HOMTV historic programs, footage and stories into the HOMTV Archive System.
- **PEG Channel & Franchise Agreement Review** – In support of our local PEG Channels, staff will be discussing and evaluating the future of the channels, including reviewing the franchise agreement. Staff will also work with the local school districts on signal quality and equipment needs.

# Video Survey Franchise

## Forms

### Status of Competition for Video Services in Michigan

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Here is the information you have submitted.

Please print a copy for your records.

Franchise Entity:	Meridian Township
Address:	5151 Marsh Road
Address 2:	
City:	Okemos
County:	Ingham
State:	Michigan
Zip:	48864
Contact Person:	Brandie Yates
Phone:	5178534208
Contact Email:	yates@meridian.mi.us
Total Agreements:	2
Current Provider:	Comcast AT/amp;T U-verse
Other:	
Providers since 01/01/18:	0
Providers Prior:	1
Satellite Providers in your community:	Dish Network Direct TV
Other:	
Aware of Public Act 4?	Yes
Receive Complaints?:	Yes
Number of Complaints:	7
Resolve Attempts:	Yes
Complaints to MPSC:	0
Complaint Type:	Customer Service Billing Issues Service/Equip
Other:	
Awareness of MPSC:	Yes
Provide Link to MPSC:	Yes
Informal Disputes:	No
Dispute Regarding:	
Other Disputes:	
Contact MPSC about Disputes:	No
Impact on Community:	Competition: None Franchise Fee Payments: Decrease PEG Fee Payments: Decrease Complaints: None Other: None
Other:	

Quality of Service:	Customer Service Quality: None PEG Studios and Equipment: None Services Offered: None Number of CSCs: None Other: None
Other:	
PEG Channels:	Yes
Complete survey before 2018?:	Yes
E-mail Notifications?:	yates@meridian.mi.us
Recommendations:	
Date Submitted:	11/12/2021

[Back to Video Franchise Survey](#)

[MI.gov \(http://www.michigan.gov\)](http://www.michigan.gov)

[MPSC Home \(http://www.michigan.gov/mpsc/\)](http://www.michigan.gov/mpsc/)

[Policies \(http://www.michigan.gov/policies\)](http://www.michigan.gov/policies)

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Communications  
Commission

# **Commission Members Reports & Announcements**



Communications  
Commission

# Action Items



**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: December 3, 2021**  
**Re: 2022 Communications Commission Regular Meeting Schedule**

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Staff recommends the Communications Commission consider changing the frequency of their meetings from every other month to quarterly for the 2022 regular meeting schedule. Two options are presented to the Commission for consideration.

**Option A:**

This updated schedule will allow for better reporting of analytics and include adjustments for holidays. The Communications Commission can always request to hold a Special Meeting for urgent business.

- Wednesday, March 2, 2022 6:00 pm Administrative Conference Room
- Wednesday, June 1, 2022 6:00 pm Administrative Conference Room
- Wednesday, October 5, 2022 6:00 pm Administrative Conference Room
- Wednesday, December 7, 2022 6:00 pm Administrative Conference Room

Alternatively, if the Commission prefers to continue meeting every other month the proposed schedule is as follows in **Option B:**

- Wednesday, February 2, 2022 6:00 pm Administrative Conference Room
- Wednesday, April 6, 2022 6:00 pm Administrative Conference Room
- Wednesday, June 1, 2022 6:00 pm Administrative Conference Room
- Wednesday, August 10, 2022\* 6:00 pm Administrative Conference Room
- Wednesday, October 5, 2022 6:00 pm Administrative Conference Room
- Wednesday, December 7, 2022 6:00 pm Administrative Conference Room

*\*The August meeting will be held the second week of the month due to the Michigan Primary Election.*

The Communications Commission **MOVES TO APPROVE OPTION <A OR B> AS THE 2022 COMMUNICATIONS COMMISSION REGULAR MEETING SCHEDULE.**



**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: December 3, 2021**  
**Re: Appointment/Reappointment of Communications Commissioners**

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The Communications Commission has the following terms expiring on December 31, 2021:

- **Brian Seipel, Commissioner – Term Expires: 12/31/2021**
- **Mike Nevells, Commissioner – Term Expires: 12/31/2021**
- **Riti Adhi, Alternate Commissioner – Term Expires: 12/31/2021**

Staff requests the Communications Commission review the reappointments submitted and make recommendations to the Township Board to approve the following:

- The Communications Commission moves **TO RECOMMEND THE REAPPOINTMENT OF COMMISSIONER BRIAN SEIPEL** with a new term expiring on December 31, 2024.
- The Communications Commission moves **TO RECOMMEND THE REAPPOINTMENT OF COMMISSIONER MIKE NEVELLS** with a new term expiring on December 31, 2024.

The Communications Commission also has the following vacancies:

- **Alternate Commissioner – New Term: 12/31/21 – 12/31/22**
- **\*Alternate Commissioner – New Term: 12/31/21 – 12/31/22**

\*The second Alternative Commissioner position is now vacant due to Alternate Commissioner Riti Adhi expressing she is not interested in reappointment at this time.

Staff has received three Public Service Applications for residents who wish to serve on the Communications Commission. Staff requests the Commission review the applications and provide feedback on who may be considered to fill the current vacancies. Action will be requested at the first meeting in 2022.

Per the newly approved Communications Commission Rules and Procedures:

**RULE 2: MEMBERSHIP**

**2.1 Members.** The Commission shall consist of five regular members and two alternate members appointed by the Meridian Township Board. The Commission may recommend names of suggested appointees to the Township Supervisor. Members must be residents of the Township with an interest in telecommunications, communications and/or marketing of the Township. Conflicts of interest that would inhibit a person’s ability to serve on the Commission includes employment by a video/internet service provider or communications company.

Submitter DB ID 13190  
 IP Address 2606:5580:310:7fd4:f19d:6086:1c51:a216  
 Submission Recorded On 02/24/2021 8:31 AM  
 Time to Take the Survey 11 minutes, 58 secs.

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## Public Service Application Form

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

**\*Special conditions restrict eligibility for appointment**

1.

**Communications Commission\***

**Community Resources Commission**

**Environmental Commission**

**Land Preservation Advisory Board**

**Park Commission (Elected/Appointed)**

**Planning Commission**

**Township Board (Elected/Appointed)**

**Transportation Commission\***

2. **Occupation:**

Senior research associate

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

In addition to areas indicated above, I am particularly interested in food systems and food security. In the face of COVID-19, the importance of a resilient local food system and the frailties of our current national food system have become even more apparent as supply chains have been disrupted, food insecurity has skyrocketed, and outbreaks have occurred in processing facilities. Identifying the local food system's strengths and weaknesses and strategies for creating a more resilient food system in the face of disaster/crises may warrant special attention or a study.

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

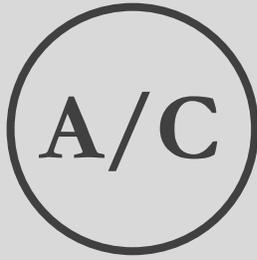
I have a decade of experience in public policy development and analysis. I have experience in food systems, healthy communities, immigration, educator workforce development, and criminal justice.

My key skills and areas of expertise include policy development, communications, research and evaluation, community engagement, and facilitation.

I am personally an avid cyclist, hiker, walker, and public transportation user. I am therefore interested in commissions relevant to protecting outdoor space and creating walkable communities.

I have a Master of Public Policy and a Master of Geographic Information Science and Technology from the University of Southern California. I have a Bachelor of Art in graphic design. I have a commitment to diversity, equity and inclusion and have received training on implicit bias.





Dear Ron Styka,

I am writing to express my interest in serving on a Meridian Township commission. I have a decade of experience in public policy development and analysis. I have experience in food systems, healthy communities, immigration, education, workforce development, and criminal justice.

My key skills and areas of expertise include:

- **Policy Development and communications.** I was a key member of a small team that developed the state policy and led the campaign that increased access to nutritious food for over 650,000 children.
- **Research and evaluation.** I help my clients define success and measure their performance. I have authored reports, policy briefs, and peer-reviewed journal articles.
- **Engagement and facilitation.** I have convened focus groups, facilitated community listening sessions, and led working group meetings.

I am personally an avid cyclist, hiker, walker, and public transportation user. I am therefore interested in the transportation commission and others relevant to improving outdoor space and walkable communities.

I have a commitment to diversity, equity and inclusion. Improving equity and access to social services has been a unifying theme in my professional pursuits. I strive to identify and interrupt bias and use an equity lens in my work and life.

I look forward to an opportunity to contribute my skills and expertise to a township commission. I hope to hear from you soon!

Kind regards,

Anna Colby, M.S., M.P.P.

## CONTACT

(314) 221-7829

[anna.j.colby@gmail.com](mailto:anna.j.colby@gmail.com)

[linkedin.com/in/annajfischer](https://www.linkedin.com/in/annajfischer)



# ANNA FISCHER COLBY

## OVERVIEW

I am a policy professional with a decade of experience working with nonprofit organizations to research, develop, pass, and implement policies. I have expertise in food systems and anti-hunger policy.

## EDUCATION

University of Southern California

**MASTER OF SCIENCE, GIS &**

Technology | 2014

**MASTER OF PUBLIC POLICY** | 2012

Maryville University of Saint Louis

**BACHELOR OF FINE ARTS** | 2008

## RECENT PUBLICATION

“Promoting Effective Communication with Limited English Proficient Families,” *The Joint Commission Journal on Quality and Patient Safety*, 2019.

## OTHER EXPERIENCES

**Co-founder**, Price Women and Allies graduate student group | 2011

**Editor**, USC Price student-run academic journal | 2011

**Site Manager**, youth summer program, Rising Sun Energy | 2010

**Site Director**, school-aged child-care, YMCA of Greater St. Louis | 2010

**English Teacher**, UN Development Programme, Chile | 2009

## CONTACT

(314) 221-7829

[anna.j.colby@gmail.com](mailto:anna.j.colby@gmail.com)

[linkedin.com/in/annafischer](https://www.linkedin.com/in/annafischer)

## EXPERIENCE

### Public Policy Associates

**SENIOR RESEARCH ASSOCIATE** | Mar 2018 - present

- Led Food Is Medicine project to conduct Medicaid policy analysis and develop recommendations to enhance collaboration between food banks and the health care sector
- Managed project to conduct needs assessment, develop racial equity plan, and provide equity training for a state criminal justice system
- Developed implementation plan for a food club/pantry based on input from community members and organizations

### California Food Policy Advocates

**NUTRITION POLICY ADVOCATE** | Apr 2015 – Jan 2018

- Key member of team that developed the policy and led the campaign to pass CA SB-138 that increased food access for 650,000 children
- Developed best practices that were adopted by federally assisted meal program providers for reaching low-income immigrant families
- Led research and published report that resulted in increased media attention about summer hunger

### Tomás Rivera Policy Institute

**ASSISTANT DIRECTOR** | Jul 2014 – Mar 2015

- Conducted GIS analysis and developed maps used by the California DMV to implement CA AB-60, *Drivers Licenses for All*.
- Delivered research and report used for criminal justice advocacy

**PROJECT COORDINATOR** | May 2012 – Jun 2014

**RESEARCH ASSISTANT** | May 2011 – May 2012

## KEY SKILLS

- Program Evaluation
- Data Analysis
- Qualitative Methods
- Policy Research & Analysis
- Policy Advocacy
- Communications

Submitter DB ID 14026  
IP Address 73.145.132.9  
Submission Recorded On 09/02/2021 11:05 PM  
Time to Take the Survey 12 minutes, 41 secs.

Page 1



## Public Service Application Form

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

**\*Special conditions restrict eligibility for appointment**

1.

- Capital Area Transportation Authority - CATA      Communications Commission\*
- Community Resources Commission
- Downtown Development Authority\*
- Economic Development Corporation
- Lake Lansing Watershed Advisory Committee\*
- Transportation Commission\*

2. Occupation:

Graduate Student

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

- Environmental policy
- Mental health action
- Equalizing wealth and income disparities
- Zoning with sustainability in mind

4. Describe education, experience or training which will assist you if appointed:

## Education

- B.A. International Relations at MSU (2019-2021)
- M.P.P. at MSU (2021-present)

## Work Experience

- Communications Intern at Sierra Club Michigan Chapter
- Social Media & Design Intern at Michigan Democratic Party
- Field Organizing Intern at Democratic Party of Wisconsin
- Development Assistant at On Earth Peace
- Field Representative at U.S. Census Bureau
- Polling Canvasser at Practical Political Consulting
- Assistant Public Information/Relations Specialist at ISCG

## 5. Contact Information:

**Name:** Graham Diedrich

**Occupation:** Graduate Student

**Place of Employment:** Michigan State University **Home Address:** 5754 Ridgeway Dr, Apt 17

**Phone (days):** 5179746046

**Phone (evenings):** 5179746046

**Date:** 09/02/2021

**Email:** grahamdiedrich2@gmail.com

## 6. Attach Resume

Resume is attached [Resume\\_GrahamDiedrich \(6\).pdf](#)

## 7. Attach Cover Letter

Cover Letter is attached [CoverLetter\\_GrahamDiedrich \(2\).pdf](#)

# Graham David Diedrich

B.A. International Relations, Master of Public Policy

**Phone:** (517) 974-6046

**Email:** [diedgr@msu.edu](mailto:diedgr@msu.edu)

To whom it may concern,

As a current graduate student and seasoned professional with over 4 years of diverse public affairs and constituent outreach experience, I am applying to serve Meridian Township. In this application, you will find my resume and a brief description of my qualifications.

I am a self-motivated and adaptive team player with the possession of analytical, public service, and strategic planning skills I believe would be useful in empowering constituents and our residents. I am interested in working with Meridian Township because I believe that one of the government's primary duties is to work for the people.

As a Township board or commission member, I would use my constituent outreach and analysis skills I have learned throughout my positions at the Michigan Democratic Party and in federal service to build relations with Michigan residents and stakeholders. I would promote the goals of the Township and the particular body I am selected to serve on to the best of my ability by utilizing my time management and analytical expertise.

I look forward to speaking with you in further detail about an open position and opportunity with the Township.

Sincerely,

Graham Diedrich



## Graham David Diedrich

"I have over four years of experience working in the public affairs, political campaigning, and data analysis industries. I led my first digital campaign in 2017 for the French presidential election. Since then I have held positions with the Michigan Democratic Party, the Democratic Party of Wisconsin, and others in various outreach and data management roles."

East Lansing, MI | (517) 974-6046 | [diedgr@msu.edu](mailto:diedgr@msu.edu) | <https://grahamdiedrich29.wixsite.com/resume>

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### Work Experience

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#### **Infinite Source Communications Group**

**August 2021-present**

Assistant Public Information/Relations Specialist

- Preparing community outreach plans
  - Coordinating special events (groundbreaking ceremonies, ribbon cutting ceremonies, public meetings, press conferences)
  - Providing customer service to clients and the public on various projects in the South Florida area
- 

#### **Practical Political Consulting**

**June 2021-present**

Polling Canvasser

- Contract work for PPC, one of Michigan's leading opinion polling and data analysis firms
  - Opinion data collection to gauge the success of classified ballot measures
- 

#### **U.S. Census Bureau**

**April 2021-July 2021**

Field Representative

- Data collection and analysis for the [2021 American Housing Survey](#)
- Certified in extensive training of civilian privacy protections including Title 13, U.S. Code
- Boosting public confidence in the reliability and effectiveness of government data and programs

## **On Earth Peace**

**January 2021-April 2021**

Development Assistant Intern

- Coordinated and directed a development team of three other interns
  - Oversaw the launch of the Just Peace Leaders campaign, boosted digital engagement by 18%
  - Focused on creating sustainable fundraising sources by evaluating donor networks and current organizational expenditures via Microsoft Excel
  - Digital fundraising through Facebook
- 

## **Democratic Party of Wisconsin**

**September 2020-November 2020**

Field Organizing Intern

- Used NGPVAN to contact potential volunteers, register voters, and GOTV
  - Registered and trained volunteers for virtual phone banking
  - Grew social media engagement by 12% on Facebook and Twitter
  - Increased Democratic turnout by 21% in the St. Francis, WI area
- 

## **Michigan Democratic Party**

**April 2020-August 2020**

Social Media & Design Intern

- Created digital infographics and videos using the Adobe Suite in order to increase party exposure
  - Managed accounts with over 25,000 followers across Twitter, Facebook, and Instagram
  - Heavily engaged with constituent relations and policy questions
- 

## **Sierra Club Michigan Chapter**

**December 2019-April 2020**

Communications Intern

- Communicated and explained anti-environmental legislation in Michigan to voters
  - Came up with the idea for "Weekly Action Minute" videos on Facebook and TikTok
- 

## **Education**

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## **Department of Political Science | Michigan State University    September 2021-present**

Master of Public Policy

- Relevant courses: *Quantitative Methods, Microeconomic Theory, Policy Evaluation, Public Policy, Policy Development and Administration, Public Finance, Policy Workshop, Issues in Public Policy*

## **James Madison College | Michigan State University**

**August 2019-August 2021**

B.A. International Relations, Minor in Public Relations

- Graduated with an undergraduate degree in two years
- Maintained a high GPA, ending with a 3.78
- Dean's List Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Summer 2021
- Member of the JMC Student Senate and the JMC Kennedy Democrats
- Relevant courses: *Microeconomics, Identity and Community, Public Affairs, Writing for Public Relations, Principles of Public Relations, Methods of Communication Inquiry, Survey of International Economics, World Politics and International Security, Russian Foreign Policy, Social Research Methods, Quantitative Analysis for Social Regression, International Environmental Policy*

## **Organizations & Projects**

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### **Graham Diedrich For State Representative**

**May 2021-present**

Candidate

- Managing my campaign to represent the 69th district in the Michigan House of Representatives
- Hiring and managing a volunteer and intern staff
- Creating fiscal reports, fundraising campaigns
- Connecting with like-minded political and non-political organizations and institutions

### **Tracking Biden**

**November 2020-April 2021**

Founder & Director of Operations

- Analyzing legislation, executive orders, and government appointments announced during the Biden Administration
- Increasing website traffic and follows on social networks by 25% each week
- Hiring and interviewing interns to help grow the organization

### **En Marche! Europe**

**February 2017-May 2017**

Founder & Social Media Coordinator

- Self-started digital campaign that targeted potential voters through social media
- Gained over 10,000 followers and improved post engagement by 20% during the campaign period
- Recognized by the national campaign in France

## Skills

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- **Hard Skills:** Policy and data analysis, international and domestic governmental affairs, campaigning, constituent services, management experience, public relations, integrated marketing, strategic planning, team leadership, international telecommunications, negotiating
- **Soft Skills:** Adobe Suite, GSuite, Microsoft Suite, Affinity Photo, NGPVAN, NationBuilder, Excel, ActBlue

# CHARTER TOWNSHIP OF MERIDIAN

Ronald J. Styka  
Deborah Guthrie  
Phil Deschaine  
Frank L. Walsh

Supervisor  
Clerk  
Treasurer  
Manager



Courtney Wisinski  
Patricia Herring Jackson  
Dan Opsommer  
Kathy Ann Sundland

Trustee  
Trustee  
Trustee  
Trustee

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

Summarize your reasons for applying for this type of public service: *It is a privilege AND duty to serve your community.*

Describe education, experience or training which will assist you if appointed. (Attach resume if available): *Former Judge : Substitute Teacher*

Name: Beverley Nettles

Occupation: Attorney Place of Employment: Private Practice

Home Address: 2372 Fieldstone DR

Phone: (days) 517-29-5378 (evenings) \_\_\_\_\_ E-mail bev.nettles.law@gmail.com

Signature Beverley Nettles Date 9-13-2021

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		Distro:	Application #	
Registered Voter:	Y / N			
Date Appointed:				

Revised April 24 2017



8C.

**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: December 3, 2021**  
**Re: CAMTV Operating Policies & Procedures Manual Revisions**

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One of the Communications Department's 2021 Goals is to re-evaluate the CAMTV Community Access Channel and work to strengthen programming and participation of community producers and organizations. As part of this endeavor, staff has revised the CAMTV Operating Policies & Procedures Manual, which has not been updated since April 18, 2012.

As a follow-up to the CAMTV Operating Policies & Procedures Manual Revisions discussed at the March 23, 2021 and October 6, 2021 meetings, staff made significant changes to the CAMTV Policies. Majority of the changes included updating the technical requirements, omitting obsolete information, adding Diversity, Equity and Inclusion (DEI) language and mirroring principles from the PBS Editorial Standards and Practices as it pertains to Programming Content Requirements.

Staff is requesting the Commission to **MOVE TO APPROVE THE PROPOSED REVISIONS TO THE HOMTV OPERATING POLICIES AS RECOMMENDED IN ATTACHMENT A.**



## **CAMTV Policies and Procedures**

**Originally approved by the Cable Commission on August 4, 2010**  
**Approved by the Township Board on August 17, 2010**  
**Revised and approved by the Cable Communications Commission on February 1, 2012**  
**Revised and approved by the Cable Communications Commission on April 18, 2012**

## History of CAMTV

Out of the results of the Michigan Uniform Franchise Agreement; Public Act 480, local municipalities are providing great opportunities for the region.

When Public Act 480 was enacted on January 1, 2007, Comcast subsequently closed public access studios across the state, because housing a public access studio on the part of the video service provider was no longer a requirement of the Act. In fact, there was also no requirements for video service providers to schedule and play programming on public access channels. Comcast, however, continues to do so as a service to their subscribers across the state. However, at any time, Comcast could choose not to provide this service.

As a result of this Act and looking into the future, Meridian Township sought and was awarded a grant which paid for the costs to have the technical capability to playback programming on the public access channels for the Lansing region (Comcast channel 30 in Meridian Township and East Lansing areas, and AT&T channel 99 on the U-verse system across 25 communities). Because of the monies awarded to Meridian Township through the Centers for Regional Excellence Program, that technical capability is still in place, and housed at the Meridian Township government offices as the CAMTV channel.

On top of this effort, the Meridian Township Communications Department continues coordinating efforts with area non-profit organizations and qualified residents to provide programming about the region and for the region. Meridian Township took the lead in this programming effort because of their long standing HOMTV programming tradition of excellence. The Meridian Township facilities and staff are not sufficient to house additional production capabilities and do not intend and has never intended to provide a facility for the general public to produce programming. Instead, producers are directed to use other local facilities for the purpose of creating content to air on the CAMTV channel.

The intended purpose of the CAMTV channel, under the policies and procedures that were originally set in place, is to provide programming to a channel that was under-utilized and without regional focus. The Meridian Township Communications Department staff will continue creating informational programs with a Township focus, while taking the lead in working with municipalities and organizations to provide regionally focused programs for CAMTV. It is the mission of CAMTV to form a consortium that supports programming provided by residents and organizations from the region to provide subscribers of Comcast and AT&T in the Lansing region greater access to information stretching across communities.

### Acknowledgements:

**Financial:** Originally, funding for the purchase of equipment to playback programs on the CAMTV channel was made possible through a 2008 Centers for Regional Excellence (CRE) grant of up to \$25,000. Funds were made available through Michigan State Housing Development Authority (MSHDA).

Currently, the Meridian Township Communications Department funds all CAMTV operations and equipment. Content is provided by community producers and programmed to the channel by Meridian Township's Multimedia Production & Operations Specialist.

**Equipment Donation:** PEG Central software, equipment, and training donated by Leightronix, Inc.

**Meridian Township Board:** Leading the way for sustainability of the channel by approving in 2010 that the cable division be allowed to allocate PEG funds received through the AT&T franchise agreement to be used for CAMTV purposes.

**CAMTV Purpose:** Provide programming relevant to the Lansing region and its local communities.

**CAMTV Vision:** Capital Area Media Television will provide an additional outlet for nonprofits to connect with Lansing area communities and businesses through local programming.

**CAMTV Mission:** Capital Area Media Television will support local programming provided by residents and organizations across the Lansing region, allowing for greater access to relevant information stretching across communities.

**Video Service Providers:**

- **Comcast Channel 30:** East Lansing, Meridian Township
- **AT&T Channel 99:** Alaiedon Township, Bath Township, Blackman Township, Charlotte, Delhi Township, Delta Township, DeWitt Township, East Lansing, Eaton Rapids Township, Eaton Rapids, Jackson, Lansing, Lansing Township, Leoni Township, Liberty Township, Mason, Meridian Township, Oneida Township, Rives Township, Sandstone Township, Summit Township, Tompkins Township, Vevay Township, Watertown Township, and Williamstown Township.

**Social Media:**

- **Facebook:** [www.facebook.com/CAMtvCapitalAreaMedia](http://www.facebook.com/CAMtvCapitalAreaMedia)

**Channel Operations/Office Location:**

Meridian Township Municipal Building  
5151 Marsh Road  
Okemos, MI 48864

**Regional Channel Coordinator:**

Brandie Yates  
Meridian Township Communications Manager  
517.853.4208  
[yates@meridian.mi.us](mailto:yates@meridian.mi.us)  
5151 Marsh Road  
Okemos, MI 48864

**Channel Programming Requests and Submissions:**

Meridian Township has the technical capability of sending the CAMTV signal to Comcast across the region. For CAMTV to be seen in your municipality, your government which holds a franchise agreement contract with Comcast, must submit a letter to Meridian Township agreeing that CAMTV can play programs supplied by residents in their community and that their community would like to receive the CAMTV channel in said municipality.

Residents meeting the Producer Qualifications, as defined on page 6 of the CAMTV Policies and Procedures, can submit programming for playback on the CAMTV channel.

Subscribers of AT&T automatically receive the CAMTV channel because no such letter of agreement is required. In order to submit programming for playback, you must meet the Producer Qualifications as defined on page 6 of the CAMTV Policies and Procedures.

### **Producer Qualifications**

It is the purpose of CAMTV to provide programming relevant to the Lansing region and its local communities. Any person and/or entity wishing to supply programming to air on CAMTV must first meet the qualifications as defined below:

- Resides within the CAMTV viewing area.
- Owns property or a business within the CAMTV viewing area.
- Is employed by a business within the CAMTV viewing area.
- \*And/or those affiliated with an organization/resident within the CAMTV viewing area.

*\*The affiliated organization/resident must supply a letter to sponsor said person and/or entity wishing to supply programming to air on CAMTV.*

### **The following criteria must also be met:**

In order to financially operate a Capital Area Media Channel, any person and/or entity wishing to supply programming must also agree to the following:

- Sign and complete all CAMTV producer forms.
- A \$50.00 annual fee must be paid prior to programming being aired.
- Programming must meet minimum standards as described under the Programming Content Requirements, page 7 of the CAMTV Policies & Procedures and Compliance/Waiver form, page 12.

### **Payment and signed forms can be mailed, emailed, dropped off to:**

Meridian Township Communications Department  
CAMTV  
5151 Marsh Road  
Okemos, MI 48864  
[camtv@meridian.mi.us](mailto:camtv@meridian.mi.us)

## Programming Content Requirements

**Please read carefully the Programming Content Requirements including all terms and conditions. Thoroughly fill out the Application for Playback Form, before signing and submitting your request for playback.**

The Communications Commission oversees and assures that the content requirements, waiver and compliance agreement and contractual obligations have been met for programming to air on the channel. The Communications Commission has obligation and right to review programming and make final determination on whether content meets these standards and is appropriate for distribution. A review process of content will be scheduled on a quarterly basis, as needed.

Programming content requirements mirror the core principles of the PBS Editorial Standards and Practices. Although CAMTV is not considered a Public Broadcast Station, the principles that govern the work of producers and staff outlines the mission, vision and purpose of the channel.

CAMTV content is produced by a variety of local producers. In selecting content for distribution, CAMTV staff must rely heavily on the honesty, integrity, talent, skill, judgment and good faith of producers. While producers will, where applicable, adhere to their own editorial policies, they must also carefully adhere to these standards.

The following programming criteria must be met:

1. Programming shall be developed with Diversity, Equity and Inclusion principles in mind and strive to represent the unique make-up of the community and be accessible to all. Inclusiveness means that content should reflect views from different backgrounds, such as geographic areas, ethnicities, genders, age groups, religious beliefs, political viewpoints and income levels.
2. Producers must consider all relevant facts and perspectives on a particular subject and present information in a respectful and responsible manner—without favoritism or discrimination.
3. Editorial independence is essential to serving the public's interest and preserving the public's trust. Content distributed must be free of undue influence.
4. Transparency is the principle that content should be produced in a way that allows the audience to evaluate the credibility of the work and determine for themselves whether it is trustworthy.
5. Accountability requires producers to stand by their work and to be prepared and willing to respond to relevant inquiries about it, including through active and thoughtful digital engagement with the audience. Accountability also means that producers must adhere to the highest professional standards of conduct.

Programming content **must not include** the following:

1. **Commercial Time or Commercial Content** - No commercial content is allowed. Commercial content includes, but is not limited to product placement, solicitation, advertising, bartering or promotion of commercial advertisement and service descriptions provided in exchange for value of any kind or nature. Commercial content also includes promotion of any individual business, partnership, or

corporation by direct or indirect reference or testimonial for the purpose of commercial exploitation.

2. **Political Campaigns or content that is political campaigning in nature.**  
Programs providing fair and balanced election coverage in an informational based format is permitted. Programming shall ensure that all programming featuring registered candidates be fairly balanced with programming featuring their opponents. In cases where balance is not possible due to the lack of participation of one or more candidates, the participating candidates will receive balanced coverage in comparison to the entire field of participating candidates.
3. **Gratuitously Offensive or Objectionable Material** - While controversial and sensitive material may need to be included in CAMTV content, material that is gratuitously offensive (e.g., extreme violence, racial epithets, profanity, indecency, obscenity, or nudity) should not be included unless it is essential to understanding the matter at hand and does not violate federal law against airing indecent and profane content. Material that is included merely to shock or draw attention and that does not impart valuable information is gratuitous. Given that questions of taste cannot be answered in the abstract, specific issues should be resolved in consultation with CAMTV staff and the Communications Commission. If the conclusion that the exclusion of such material would distort an important reality or impair the content's artistic quality, CAMTV may condition distribution of the content on providing audiences with sufficiently clear advance notice.
4. **Slander, Libel or Defamation as defined:**
  - Slander- The speaking of false and malicious words concerning another person whereby injury results to his reputation.
  - Libel- A false and unprivileged publication in print, writing, pictures or signs of defamatory material.
  - Defamation- The unprivileged publication of false statements which result in injury to another (injure reputation, diminish the esteem, respect, goodwill or confidence, or to excite adverse, derogatory or unpleasant feelings or opinions against another).

#### **Sponsorship/Underwriting Policy**

Sponsorship and underwriting recognition may be given to businesses or other organizations that have contributed goods, services or funding supporting program production. Individual credits for such contributions are limited to fifteen seconds. Total recognition for such is limited to sixty seconds. Recognition may include an acknowledgment of the contribution made. Recognition may not contain any advertising information. The following guidelines apply to recognition for such:

- Recognition must appear at either the beginning or end of the program.
- Recognition may be oral, visual or both.
- Recognition may include a name, address, phone number, web address, and email.
- Recognition may include a phrase describing the nature of the contribution.
- Recognition may include a phrase describing the nature of the business or organization.
- Recognition may **not** contain any qualitative or promotional information.
- Recognition may **not** contain a call to action.

### **Program Credits for Contribution of Goods & Services**

Programs may contain credit for individuals, businesses or other organizations that have contributed goods or services used in the program production. Individual credits for such contributions are limited to *text only* during a program's *final credits*. Individual credits may appear on-screen for a maximum of fifteen seconds; total credits for all contributions are limited to sixty seconds. Credits may include text acknowledgment of the contribution made. Credits may not contain any advertising information. The following guidelines apply to all credits for contributors:

- Credit must appear at the end of a program.
- Credit may be textual only.
- Credit may not include a logo or voice-over.
- Credit may include a business or organization name, address, and phone number.
- Credit may include a phrase describing the nature of the contribution.
- Credit may not contain any qualitative or promotional information.

### **Phone Numbers, Website Addresses and Other Contact Information**

Commercial phone numbers and website addresses cannot be shown for more than 30 seconds during any 30-minute segment of a program. This restriction does not apply to telephone numbers displayed for the sole purpose of facilitating non-commercial live call-in or programs requesting audience participation.

### **Use of copyright**

Producers are responsible for securing authorization for the use of any copyrighted content they wish to incorporate in their programs, and proof of such authorization may be required by CAMTV.

### **Programming in Foreign Languages**

Programs submitted in a language other than English, must be accompanied by a written or audio transcript/translation in English at the time of submission for playback.

### **Sale of Time Slots**

Time on the CAMTV channel is available free of charge. Channel users may not require compensation from individuals in exchange for appearing on a public access channel. Furthermore, channel time may not be bartered or sold.

### **Origin of Programming**

CAMTV accepts programming from residents within the CAMTV viewing area.

### **Limits of Liability**

CAMTV is not liable for any mistakes, omissions or interruptions in the cablecast and any other means of distribution of programs.

### **Purpose and Intent**

Any person or entity that wishes to use the CAMTV channel managed by the Communications Department of Meridian Township, under contract with Meridian Township for CAMTV shall first provide to the staff and Communications Commission of CAMTV a digital or DVD copy of any such programming so that said programming may be reviewed for compliance with the terms, conditions and spirit of this Section.

The policies of this Section are designed to provide programmers and viewers with all the rights and protections afforded by the United States Constitution and to be consistent with the obligations imposed on franchising authorities and their agents by both State and Federal law. The terms, conditions and spirit of this Section, as well as any restriction upon programming imposed under this Section, shall at times be viewpoint, opinion and idea neutral. Any restriction on programming imposed by this Section shall be tailored as narrowly as possible to limit the effects on a person or entity's freedom of speech or freedom of expression.

Further, it shall be the intent of this Section to secure programming that the local viewing community considers valuable and to limit and restrict access by children and young adults to programming that is considered obscene, patently offensive, indecent or adult in content by the viewing community.

The Communications Manager may impose, at their discretion, sanctions and penalties for failure to comply with CAMTV policies.

CAMTV reserves the right to refuse playback requests to any person who violates any of the stated policies. Individuals who wish to appeal a decision made by CAMTV may do so in writing. The Communications Commission will attempt to respond within 60 days.

#### **Program Submissions:**

All material submitted for playback must not exceed in length for a 30-minute program; 29 minutes, and 54 seconds or for a 60-minute program; 59 minutes, and 54 seconds. Program times are from the start of the program until the end of the program.

#### *Options to Submit:*

- Upload video to Vimeo or YouTube and provide the Multimedia Productions & Operations Specialist with the link.
- Submit using Dropbox.
- Upload to Google Drive and share with the Multimedia Productions & Operations Specialist, [camtv@meridian.mi.us](mailto:camtv@meridian.mi.us).

#### **Program Preparation & Scheduling**

##### *Preparation:*

- Programs that do not meet these time requirements will be cut by the Multimedia Productions & Operations Specialist at the specified end point listed above.

##### *Playback Scheduling:*

- All programs submitted to Meridian Township Communications Department must fall within the guidelines as defined under the Producer Qualifications section on page 5.
- A completed Application for Playback Form, and Annual Producer Compliance/Waiver Form must accompany each program submitted via email or mailed to 5151 Marsh Rd, Okemos, MI 48864. New program series and programs submitted for playback will be considered on a first come, first served basis.
- CAMTV will, to the best of its ability, provide channel time on a first come, first-served basis, subject to the policies and guidelines herein. CAMTV will schedule programs within the parameters of overall program composition and flow, taking into consideration audience building and the representative diversity of programming on the channel.

- Determination of the program schedule is at the discretion of CAMTV staff and the Communications Commission.
- CAMTV will also exercise scheduling discretion to ensure access for new channel users, single programs, series of limited duration, and special events.
- It is the producer's responsibility to keep the rotation current.
- CAMTV reserves the right to remove any program after one airing.
- No timeslot is ever permanently assigned to a producer. All timeslots are subject to change and CAMTV staff may temporarily remove a program from its scheduled timeslot in order to play another program that is time or date sensitive.

**Annual Producer Compliance/Waiver Form**

CAMTV (Capital Area Media Television) and the Communications Department of Meridian Township require all members sign this form once it is read and understood.

I have read and understood the CAMTV content requirements, resident qualifications and agreement, and am thoroughly familiar, and agree to abide by them.

I assume full responsibility for the content of all program material produced, created or included, and ensure that such program materials will not violate the rights of any third party.

I agree to indemnify and hold harmless the participating municipalities, CAMTV, and their agents, employees and representatives from any and all liability and injury (including reasonable attorney fees and costs incurred in defending claims) arising from, or in connection with: claims for failure to comply with any applicable laws, rules regulations or other requirements of local, state or federal authorities; claims of libel, slander, invasion of privacy, or the infringement of common law or statutory copyright; claims for unauthorized use of any trademark, trade name or service mark; for breach of contractual or other obligations owing to third parties by the producer including union residuals or other payment for any purpose whatsoever, and claim, in law or equity, which may arise or result from this program or the producer's utilization of the Communications Department of Meridian Township and CAMTV services, equipment, facilities and cable access channels. I understand that I may be criminally or civilly liable for producing or presenting such material for transmission.

I will not represent to others that I am an employee, representative or agent of the Communications Department of Meridian Township, CAMTV or its affiliates; nor will I make such representations on behalf of any other person involved with my production.

I agree that use of facilities and equipment is not for public use and is for use only by the Communications Department of Meridian Township.

I understand that false or misleading statements or omissions made in this application are grounds for forfeiture of the privilege to submit programming to CAMTV and I will hold the Communications Department of Meridian Township and its affiliates harmless and indemnify such against any loss or claim which results from any false or misleading statements or omissions.

I agree no oral or written modification, amendment, extension, or waiver of this agreement will be binding upon me or the Communications Department of Meridian Township and its affiliates.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Township: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_



Communications  
Commission

# Compliments/ Complaints

# Individual Video Provider Customer Intakes

**Complaint Number** 2021-005

**Date** 10/11/2021

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

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

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

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

**Problem Description** Resident is trying to pay bill. Originally set up on automatic payment plan, but credit card has expired. Resident spent over an hour on the phone trying to get his information updated. Resident is asking for a Comcast Representative to contact them.

**Problem Before?** No  **Ongoing**   **MPSC Information Given**

**Assigned Staff** Andrea Smiley

**Staff Response** Staff forwarded resident information and situation to regional Comcast representative.

**Resolution** Comcast representative spoke with resident on October 11, 2021 and resolved issue completely.

# Individual Video Provider Customer Intakes

**Complaint Number** 2021-006

**Date** 10/8/2021 **Name**

**Street Address**

**City / Zip**

**Work Phone**

**Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

**Unburied Cable**

**Waiting for Service**

**Missed Service Call**

**Cable Box**

**Bad Reception**

**Cable Out**

**Cannot Phone**

**Other**

**Bad Treatment**

**Bad Information**

**No Response to Request**

**Problem Description** Resident was unhappy with Comcast price increases for internet and cable. Resident requested assistance to speak with Comcast to get pricing concerns addressed because they couldn't get through. Resident also contacted ACD, AT&T & MetroNet to see if service was available at address which the resident was told they were not in the service area. Resident was frustrated with Comcast being the only Internet Service Provider in the area.

**Problem Before?** No

**Ongoing**

**MPSC Information**

**Assigned Staff** Brandie Yates

**Given**

**Staff Response** Staff forwarded resident information and situation to regional Comcast representative.

**Resolution** Comcast representative spoke with resident on October 11, 2021 and resolved issue completely.



Communications  
Commission

# Communications/ Announcements



November 4, 2021

Ms. Brandie Yates, Communications Manager  
Meridian Township  
5151 Marsh Road  
Okemos, MI 48864

RE: Programming Advisory

Dear Ms. Yates:

We are committed to keeping you and our customers informed about changes to Xfinity TV services. As part of that ongoing commitment to keep you informed, we wanted to update you on the following:

Effective December 31, 2021, NBC Sports Network (NBCSN) will cease operations.

Also, 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 has been filed with the Michigan Public Service Commission.

Please feel free to contact me at 734-359-2077 if you have any questions.

Sincerely,

Benjamin Miller  
Director, External Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911



November 11, 2021

Ms. Brandie Yates, Communications Manager  
Meridian Township  
5151 Marsh Road  
Okemos, MI 48864

RE: Important Information—Price Changes

Dear Ms. Yates,

At Comcast, we are always committed to delivering the entertainment and services that matter most to our customers in Meridian, as well as exciting experiences they won't find anywhere else. We are also focused on making our network stronger in order to meet our customers' current needs and future demands. As we continue to invest in our network, products, and services, the cost of doing business rises. Rising programming costs, most notably for broadcast TV and sports, continue to be the biggest factors driving price increases. While we absorb some of these costs, these fee increases affect service pricing. As a result, starting January 1, 2022, prices for certain services and fees will be increasing, including the Broadcast TV Fee and the Regional Sports Network Fee. Please see the enclosed Customer Notice for more information.

We know you may have questions about these changes. Please feel free to contact me at 734-359-2077 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Miller", is written over a white background.

Benjamin Miller  
Director, External Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911

Enclosure

# Important information regarding your Xfinity services and pricing

Effective January 1, 2022

Xfinity TV	Current	New
Digital Starter	\$62.45	\$65.45
Entertainment	\$15.00	\$17.00
Choice TV Select	\$30.00	\$32.50
Choice TV Select - - with TV Box (Flex upgrade)	\$37.50	\$41.00
Broadcast TV Fee	\$15.10	\$16.90
Regional Sports Fee	\$9.10	\$9.50
Service to Additional TV	\$7.50	\$8.50

Xfinity Internet	Current	New
Connect	\$56.00	\$59.00
Connect More	\$76.00	\$79.00
Fast	\$86.00	\$89.00
Superfast	\$96.00	\$99.00
Ultrafast	\$106.00	\$109.00
Gigabit Extra	\$116.00	\$119.00

Xfinity Equipment	Current	New
TV Box	\$7.50	\$8.50

Alaieden Township, Bath Township, East Lansing, Meridian Township, Wheatfield, Williamstown Township

85291100 (4150, 4160, 4180, 4190, 4200, 4210)

P205AH22

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Share Bulletin



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

PURE MICHIGAN®

## Michigan Broadband Report

Michigan Economic Development Corporation sent this bulletin at 11/23/2021 03:00 PM EST

Having trouble viewing this email? [View it as a Web page.](#)



### MICHIGAN BROADBAND REPORT

## Top Stories

### What the \$1 Trillion Infrastructure Bill Means for Broadband Expansion

This month, President Joe Biden signed the \$1 trillion Infrastructure Bill and Job Acts into law. This was not just another bill but rather an historic and bipartisan moment when it comes to investment in expanding internet access.

“This bill provides an unprecedented \$65 billion in funding to build robust broadband infrastructure and address the many digital equity issues that our country still faces,” said Tom Ferree, Chairman & CEO, Connected Nation. “We’re heartened by the way this bill tears down barriers to broadband access and adoption in ways that no previous legislation has and that states will play such a critical role to identify inequities, improve competition, and close coverage gaps once and for all.”

In addition to providing additional funding to states, a portion of the \$65 billion was set aside to make the Emergency Broadband Benefit Program permanent under its new designation as the Affordable Connectivity Program. This program is critical as it directly benefits low-income families and other households struggling to pay for internet access.

[READ MORE](#)

## In the News

- Infrastructure money could conquer the digital divide
- Rural Schoolcraft County to get internet upgrade in 2023
- Lack of Broadband access is a barrier to health care - and Michigan is aiming to eliminate it
- What Does the \$1 Trillion Infrastructure Law Mean for Michigan
- Equitable Internet Initiative to Accelerate Outreach, Training, and Wireless Broadband Internet Sharing
- Thumb Electric buys internet company as part of its broadband expansion
- Highline brings real high-speed internet service to Michigan
- The telestroke program that’s saving lives remotely

## Resources and Opportunities

- \$1 Billion in rural broadband funding available through USDA ReConnect. Application window opens **November 24**. [LEARN MORE](#)

- Connect K-12 provides data for school administrators and state leaders looking to expand bandwidth in classrooms. [MORE INFORMATION](#)

---

## Listen to This...Webinars and Podcasts

### **Bridging the Digital Divide: Explore broadband funding in the infrastructure bill webinar.**

Join special guests from Merit Network and Grants Office, LLC as we detail the broadband funding that will flow from the Infrastructure Bill. Whether you are a state or local government, educational entity, or health care agency, attending this session will ensure you are well positioned to capitalize on this unprecedented funding. **December 9, 2021, 12 - 12:30 PM** [REGISTER HERE](#)

### **A national conversation on the Digital Divide The same week the infrastructure bill became law, Connected Nation marked 20 years of service in 2021 by hosting a "national conversation on the Digital Divide."**

This event examined the issue of digital inclusion and inequities across the country. It featured live, expert panels in three U.S. cities (Portland, Oregon; Sugar Land, Texas; and Washington, DC) and stories from across the country about the impact of the Digital Divide. [WATCH HERE](#)

### **Keeping Connected: Meet Those Impacting the Digital Future of Michigan** In this podcast series, we talk with leaders working to secure the broadband and digital futures of our communities. [LISTEN NOW \(OR LATER\)](#).

---

## Additional Resources Available Online

To learn more about how the MEDC is convening a group of stakeholders across Michigan to address broadband and technology adoption issues and increase broadband access throughout the state. Go to [michiganbusiness.org/broadband](http://michiganbusiness.org/broadband)

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Communications  
Commission

# **Video Service Provider**



Communications  
Commission

# Programming



**11B.**

**To: Communications Commission**  
**From: Samantha Diehl, Multimedia Production & Operations Specialist**  
**Date: December 2, 2021**  
**Re: Program Totals and Video On-Demand Totals**

---

**Program Totals (Year to Date):**

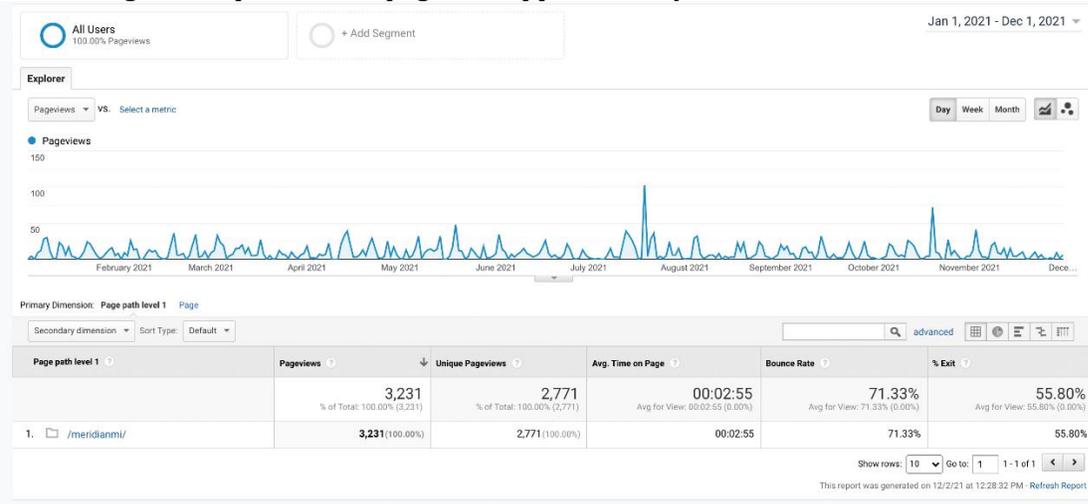
- Meridian Live: 70
  - Township Board: 25
  - Planning Commission: 17
  - Environmental Commission: 12
  - Zoning Board of Appeals: 11
  - Park Commission: 5
- All About Animals: 1
- Your Choice Special Election Coverage: 2
- Virtual View: 15
- Summer Concert Series: 6
- Back-to-School Series: 4
- Meet Your Elected Officials: 2
- Special Features: 5
- Women of Meridian: 4
- Promos/Story Promos: 50
- Meridian News Now: 15
- Community Connection: 1
- HOM Entertainment: 1

**Video On-Demand Analytics on next page.**

**Memo to Communications Commission**  
**December 2, 2021**  
**Re: Programming**  
**Page 2**

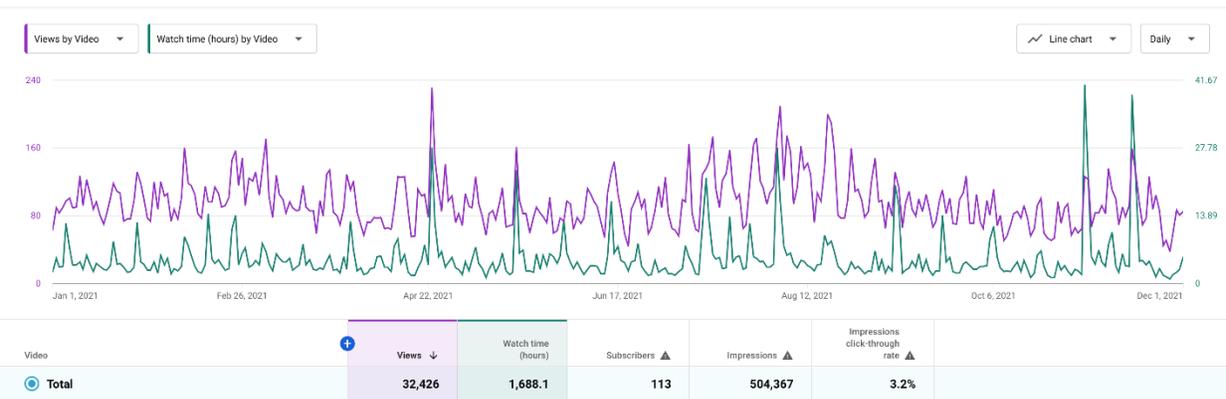
**HOMTV Website Video On-Demand (Swagit)**

The graph shows that HOMTV on-demand services via Swagit had 3,231 year-to-date pageviews. The average time spent on our page was approximately 3 minutes.



**YouTube Video Programming Stats**

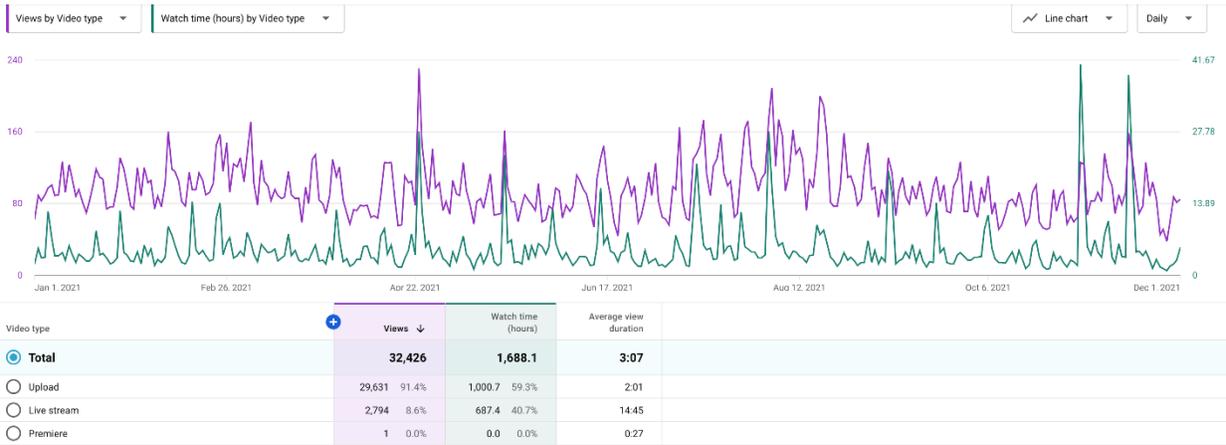
This graph shows the total amount of HOMTV’s views on YouTube. The purple line shows the total amount of video views since the start of the year (32,426) and the green line shows the amount of watch time in hours (1,688). The total amount of subscribers is 494, with 113 of those being new in 2021.



**Memo to Communications Commission**  
**December 2, 2021**  
**Re: Programming**  
**Page 2**

**YouTube Live vs. Uploaded Content Stats**

This graph shows the amount of HOMETV YouTube views based on uploaded content and live streams. Of the 32,426 total views for the year, 29,631 of those were for uploaded content and 2,974 of those were for the videos that were streamed live.





Communications  
Commission

# **Analytics**

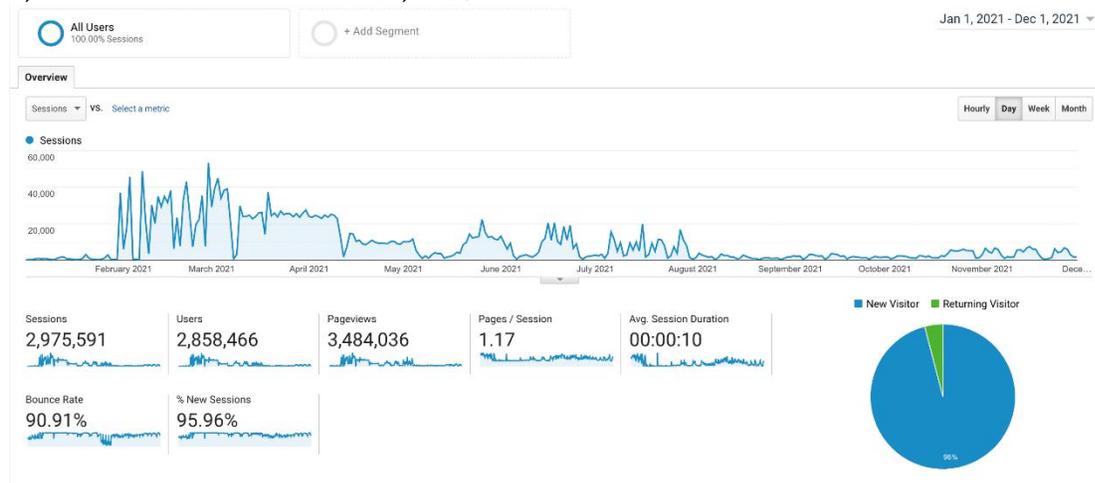


11Ci.

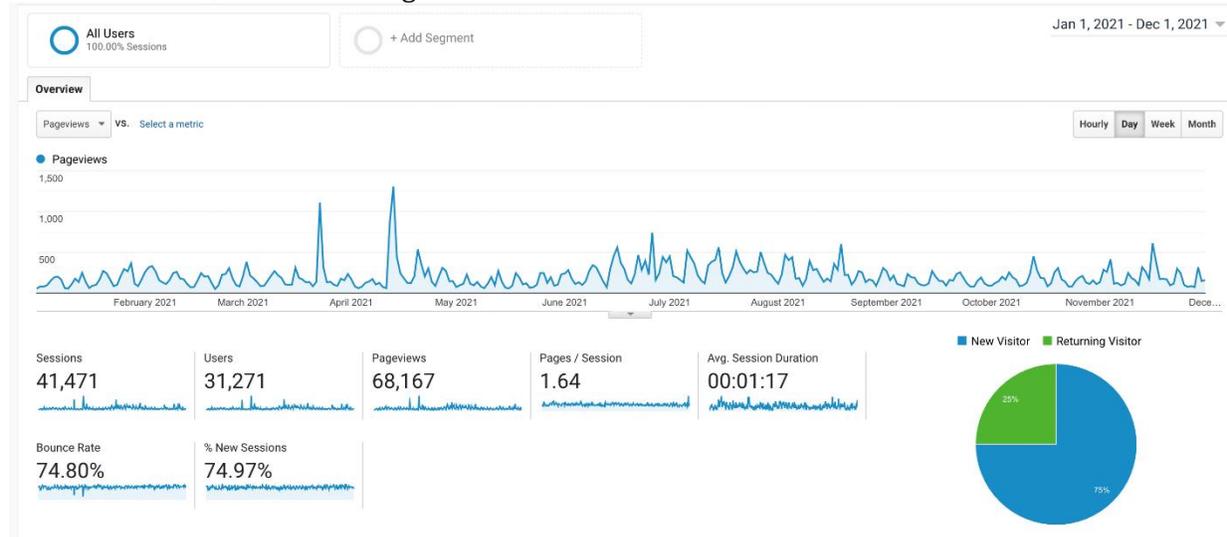
**To:** Communications Commission  
**From:** Samantha Diehl, Multimedia Production & Operations Specialist  
**Date:** December 2, 2021  
**Re:** Meridian Township & HOMTV Website Analytics

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The Meridian Township website reached 3.4 million page views from January 1, 2021 to December 1, 2021. Of the 2.9 million users, 96% were new visitors.

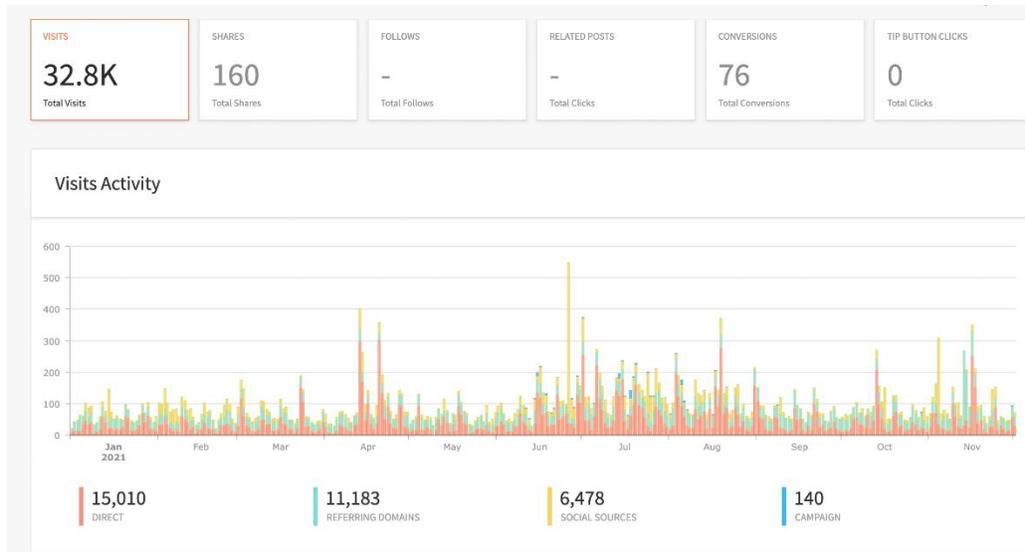


The HOMTV website had 68,167 year-to-date pageviews. Of the 31,271 users, 75% were new visitors and 25% were returning visitors.



**Memo to Communications Commission**  
**December 2, 2021**  
**Re: Website Analytics**  
**Page 2**

This graph is from the HOMTV website add-on app called AddThis. From the start of the year, the website has seen 32,800 total visits. 15,000 are from direct searches, 11,000 from referring domains and 6,400 from social sources.



This graph is also from AddThis and shows the top referring domains as well as top social sources. The largest referring domain for HOMTV’s website came from Google while the top social source came from Facebook.

Top Referring Domains		Top Social Sources	
Domain	Total Visits	Social Source	Total Visits
google.com	10.6K	Facebook	6K
android.gm	176	Twitter	359
yahoo.com	143	Pinterest	50
bing.com	90	LinkedIn	32
duckduckgo.com	87	Outlook	2

**Memo to Communications Commission**  
**December 2, 2021**  
**Re: Website Analytics**  
**Page 3**

Send by GovDelivery is the new service used through Granicus to provide eNotification stats from the Meridian Township website. In August, there were 559 total subscribers. Now there are 561 subscribers as of November. From August to November, the engagement range increased from 91% to almost 94%.

**Subscriber Metrics**

**559**  
 Total Subscribers

AUGUST 2021	SEPTEMBER 2021
+21 ▲ 3.8%	-18 ▼ 3.1%
New Subscribers	New Subscribers

**Bulletin Reach & Engagement**

SEPTEMBER 2021		
<b>53</b>	<b>16,016</b>	<b>91.3%</b>
Bulletins Sent	Recipients	Engagement Rate*

AUGUST 2021		
<b>55</b>	<b>14,498</b>	<b>86.3%</b>
Bulletins Sent	Recipients	Engagement Rate*

**Subscriber Metrics**

**561**  
 Total Subscribers

OCTOBER 2021	NOVEMBER 2021
+3 ▲ 0.5%	-1 ▼ 0.2%
New Subscribers	New Subscribers

**Bulletin Reach & Engagement**

NOVEMBER 2021		
<b>58</b>	<b>15,203</b>	<b>93.7%</b>
Bulletins Sent	Recipients	Engagement Rate*

OCTOBER 2021		
<b>59</b>	<b>16,906</b>	<b>93.9%</b>
Bulletins Sent	Recipients	Engagement Rate*

\*Percentage of recipients who opened an email or click a link

Here is a monthly summary we think you'll find helpful.

**Subscriber Metrics**

**562**  
Total Subscribers

SEPTEMBER 2021	OCTOBER 2021
-18 ▼ 3.1%	+3 ▲ 0.5%
New Subscribers	New Subscribers

**Bulletin Reach & Engagement**

OCTOBER 2021		
<b>59</b>	<b>16,906</b>	<b>93.9%</b>
Bulletins Sent	Recipients	Engagement Rate*

SEPTEMBER 2021		
<b>53</b>	<b>16,016</b>	<b>91.3%</b>
Bulletins Sent	Recipients	Engagement Rate*

\*Percentage of recipients who opened an email or click a link



**To:** Communications Commission  
**From:** Andrea Smiley, Social Media & PR Specialist  
**Date:** December 2, 2021  
**Re:** Social Media Performance Summary

---

### **New Social Media Strategy**

The new strategy and recommendations have given a boost to our social media accounts. We continually work to create more engaging content by analyzing the content that continues to reach the community. Engagement is key to meeting our Social Media goals.

### **Facebook**

We continue to manage our Facebook business pages using the Facebook Business Suite. The Township and HOMTV pages have both been converted to the new Experience Page format. These pages now track “followers” instead of “likes”.

**Meridian Township:** Total Facebook followers increased by 25 over the last month. Total Facebook reach from November 5 – December 2 was 6,856 and post engagement was 2,167. The posts with the highest amount of reach for the page were; Okemos Public Schools Seeking Mascot Names (3.1K), Congratulations to Okemos Soccer (2.3K), Haslett Schools Vaccination Spot (2.3K), Art Sculpture Ribbon Cutting (2.3K) and Fun For the Whole Family at the Farmers Market (2.1K). The page had 283 link clicks, 679 photo views and 35 shares.

**HOMTV:** Total Facebook followers increased 2,370 to 2,382 during the month of November. Total Facebook reach was 2,096 and post engagement was 752. The post with the greatest reach during the period (828) was the announcement of HOMTV winning awards. The page also had 331 link clicks, 18 photo views and 27 shares.

### **Twitter**

**Meridian Township:** Total followers is up to 3,175. Twitter impressions during the month of November equaled 10.3K with 1,150 profile visits. The top tweet, which earned 140 impressions during the period, was about Meridian Cares and Giving Tuesday. The top mention, earning 6 engagements, was a tweet from @HOMTV about the awards won. The top media tweet, which earned 125 impressions, was about Drive-thru Santa event.

**HOMTV:** Total followers is at 1,790. Twitter impressions for the period equaled 6,121 with 1,144 profile visits. The top tweet, which earned 137 impressions, was about HOMTV winning awards. The top mention, earning 53 engagements, was a tweet from Meridian Township about the Okemos Boys Tennis Champs.

**Memo to Communications Commission**  
**December 2, 2021**  
**Re: Social Media Performance**  
**Page 2**

**Instagram**

**Meridian Township:** Total Instagram followers for Meridian Township YTD equals 1877, an increase of 13 during the month of November. Posts reached 1,173 accounts. Content interactions equaled 266, an increase of 40.0%. Follow accounts engaged equaled 157, an increase of 42.7%.

The recommendation is to continue increasing engagement while decreasing the amount of postings paying attention to content. We will continue to track engaging posts and post similar content.

**HOMTV:** Total Instagram followers for HOMTV equals 476. There were 104 content interactions, and 737 accounts reached, an increase of 78.8%. Follow accounts engaged equaled 49, an increase of 16.6%

The challenge is to continue with engaging content during the semester breaks while maintaining a good balance of posts.

**LinkedIn**

**Meridian Township:** Total LinkedIn followers are up to 582. Post impressions is at 2K. The account also had 22 unique visitors.

**HOMTV:** HOMTV LinkedIn has 1204 followers, with 3 new followers. Total impressions equaled 877, an increase of 10% and 19 unique visitors.

**NextDoor** – Meridian Township has an agency account, which is a communication platform for neighborhoods to connect and have conversations about everything from finding a babysitter to learning about what is happening in the Township. The Communications Team continues to post a variety of content to the Nextdoor platform because it seems to be our greatest method for informing and alerting the community.

Total members equals 11,254 which is an increase of 228 new members.

**Constant Contact** – The Communications Team sends out a weekly eNewsletter using Constant Contact. Due to a change in Apple (iOS) Mail Privacy Protection, Constant Contact is focusing now on clicks and not as much on the open rates.

In November, after the launch of the new website, the Communications Team launch a newly designed Meridian Happenings digital newsletter. Currently, we have 10.5K contacts with an average open rate of 48%. This percent remains high because the newsletter is shared on our social platforms and sent to contacts that have stated they want to receive information about the Township. The newsletter is our second best means of communicating information to residents.



Communications  
Commission

# **Publications/ Promotions**

The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.

[View as Webpage](#)



# A PRIME COMMUNITY



## Meridian Happenings - November 30, 2021

### SPOTLIGHT

#### MERIDIAN CARES - FINDING WAYS TO GIVE BACK

Now more than ever we are called to make a difference.

**MERIDIAN**  
*Cares* Making a Difference

#GivingTuesday | November 30, 2021

Today's global celebration of generosity helps to fight the impact of COVID-19.

Meridian Cares allows our community to celebrate Giving Tuesday on a local level. Help feed a family in our community, or learn about other ways to make a donation.

[LEARN MORE >](#)

### NEWS



### Help Support Harris Nature Center

This Giving Tuesday, consider making a donation to the Harris Nature Center Foundation to enhance the quality of nature appreciation and education.

[MORE INFORMATION >](#)



### Drive-thru Santa

Community members are invited to visit with Santa, and have a photo taken without leaving your vehicle. Santa will interact with everyone in their vehicle, including pets!

[EVENT DETAILS >](#)



### Christmas in the Village

Join Friends of Historic Meridian and Santa for an afternoon of Christmas traditions from the Victorian Era.

[EVENT DETAILS >](#)



### Here Comes Santa Paws

Join the Parks & Recreation department for a special pet picture and walk. Take a stroll down Santa Paw Lane with your furry friend.

[LEARN MORE >](#)



### Winter Property Tax Bills Arriving

Residents will soon receive their Winter Property Tax Bills. Payments will be accepted beginning Wednesday, December 1.

[MORE INFORMATION >](#)



### Keller Williams Ribbon Cutting

The community is invited to a ribbon cutting ceremony celebrating the grand opening of Keller Williams Realty.

[EVENT DETAILS >](#)

## EVENTS / MEETINGS

DECEMBER

4

### Winter Farmers' Market Continues

Visit the Meridian Township Farmers' Market every Saturday from 10:00 am - 2:00 pm through December 18, the Saturday before Christmas. [More Info](#)

DECEMBER

11

### Wine in the Woods

Bring your favorite beverage and enjoy a guided walk through the woods with a naturalist at the Harris Nature Center. [More Info](#)

[VIEW CALENDAR >](#)

**Your Source For Community News**



HOME

NEWS

WATCH

ABOUT US



**HOMTV Proud Sponsor Fundraiser**  
 Help Raise Funds for HOMTV's Internship Program



All proceeds will directly support the HOMTV Internship Program, which provides Community News and Information.

**HOMTV Proud Sponsor Fall Apparel Fundraiser**

[STORY HERE >](#)



**Native American Heritage Month at Nokomis**

[STORY HERE >](#)



**Coast to Coast Ribbon Cutting Ceremony**

[STORY HERE >](#)

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[BUSINESSES](#) |

[GOVERNMENT](#) |

[HOW DO I...](#)

5151 Marsh Road, Okemos, MI 48864 | 517.853.4000  
meridian.mi.us





FOR IMMEDIATE RELEASE  
December 1, 2021

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

**HOMTV Recognized at Regional and National Levels**  
*Meridian Township Government Access Channel Honored in Excellence*

**OKEMOS, MI** – HOMTV continues success in competitions by receiving honors by the National Association of Telecommunications Officers and Advisors (NATOA), Alliance for Community Media (ACM) as well as the Central States Region Chapter of ACM.

***ACM Hometown Media Awards – 2021 Hometown Media National Awards Competition:***

<u>Category</u>	<u>Title</u>	<u>Award</u>
Overall Excellence in Governmental Access - \$300,000-\$600,000	“HOMTV Overall Excellence”	1st Place

The Hometown Media Awards honors and promotes community media and local cable programs that are distributed on Public, Educational and Governmental (PEG) access cable television channels. Awards are presented to the most creative programs that address community needs, develop diverse community involvement and move viewers to experience television in a different way. The Overall Excellence awards recognize access organizations for their overall operational activities and programming efforts.

***NATOA – 2021 Government Programming Awards:***

<u>Category</u>	<u>Title</u>	<u>Award</u>
Public/Community Meetings	“HOMTV’s Meridian Live Coverage: 11/17/20 Township Board Meeting”	First Place

The Government Programming Awards (GPAs) are annual awards that recognize excellence in broadcast, cable, multimedia and electronic programming produced by local government agencies.

***ACM Central States Region – 2021 Philo Festival of Media Arts Competition Nominations:***

<u>Category</u>	<u>Title</u>	<u>Award</u>
Documentary	“First Female Eagle Scouts: Troop 164 Special Feature”	Finalist

The ACM Central States Region includes Michigan, Indiana, Ohio and Kentucky. The PHILO Competition honors the memory of Philo T. Farnsworth, the father of modern television, by recognizing the efforts of modern day pioneers who work to further develop the use of this technology and promote the use of media in our communities. The “PHILO” is awarded as recognition of excellence in media creation.

“Our dedicated staff and interns are proud to provide high quality programming, news and information to the residents of Meridian Township. It’s an honor to see their hard work and combined efforts recognized by these prestigious organizations,” said HOMTV Executive Producer Brandie Yates.

###

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HOMTV is Meridian Township’s award-winning Government Access Channel televising exclusive gavel-to-gavel coverage of Township meetings, community news and original programming.





FOR IMMEDIATE RELEASE  
December 3, 2021

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

**Virtual 'Dear Santa' Program Returns to HOMTV**  
*HOMTV Helps Make Magical Family Memories for the Holidays*

**OKEMOS, MI** – Santa is coming to town in a holiday program on HOMTV. Once again this year, local children will have the opportunity to send in their holiday wishes and questions to the North Pole and have Santa respond to them on television.

'Dear Santa' features multiple family friendly activities including a holiday craft, story and sing-along. Children and parents are encouraged to record a video message to Santa sharing their Christmas wish or asking a holiday-themed question.

"We had such a great response from the community when we launched this program last year, we thought we should continue spreading holiday cheer again this year," said HOMTV Executive Producer Brandie Yates. "Our 'Dear Santa' program provides families with another option to make memories with Santa from the comfort of their own homes."

To submit your free video message to Santa:

- Record your child(ren)'s message using a camera or cell phone. The message should include the child's first name, age and Christmas wish or question to Santa. For best video quality, record the message horizontally in a well-lit, quiet area.
- Email your video to [homtv@meridian.mi.us](mailto:homtv@meridian.mi.us).
- Include "Dear Santa Submission" in the subject line of the email.
- **Send in your video message by 11:00 pm on Sunday, December 12.**
- Videos must be 1 minute or less in length.

As an alternative to sending a video message, families can also submit letters to Santa in an email. The letters would then be read out loud within the televised program.

**'Dear Santa' will air on HOMTV, Comcast Channel 21 beginning Tuesday, December 21.** Airtimes will be posted on HOMTV's website. For those who live outside the viewing area, the program will also be available to view on-demand at [www.homtv.net](http://www.homtv.net). Video clips from the program, including message submissions, may also be shared on HOMTV's Facebook page, YouTube Channel and other social media platforms.

By sending in a submission, parents grant HOMTV permission to use the video message across multiple outlets including airing on the HOMTV channel, website and social media accounts.

###

---

HOMTV is Meridian Township's award-winning Government Access Channel televising exclusive gavel-to-gavel coverage of Township meetings, community news and original programming.

