



**AGENDA**  
**MERIDIAN TOWNSHIP**  
**COMMUNICATIONS COMMISSION**  
**REGULAR MEETING**  
 December 2, 2020 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 7, 2020 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
  - A. 2020 Annual Report
  - B. 2020/2021 Communications Department Goals
  - C. 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. 2021 Communications Commission Meeting Schedule
  - B. Appointment/Reappointment of Communications Commissioners
  - C. HOMTV Operating Policies Revisions
9. DISCUSSION ITEMS
  - A. Communications Commission Goals & Objectives
    - i. Communications Commission Rules & Procedures
10. COMMUNICATIONS
  - A. Compliments/Complaints
11. REPORTS
  - A. Video Service Provider(s)
  - B. Programming
    - i. Your Choice 2020 General Election Coverage Recap
    - ii. Program Totals and Video On-Demand Analytics \*See Annual Report\*
  - C. Website & Social Media
    - i. Website Analytics \*See Annual Report\*
    - ii. Social Media Analytics \*See Annual Report\*
  - D. Promotions/Publications
  - E. Finance
  - F. HOMTV Internship/Alumni
10. PUBLIC REMARKS
11. 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 Director, Deborah Guthrie, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4830 - 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  
5151 Marsh Road, Okemos, MI 48864  
Zoom Meeting  
Wednesday, October 7, 2020 6:00 pm

PRESENT: Chair, Tunga Kiyak, Vice Chair, Walter Benenson; Commissioner, Mike Nevells; Commissioner, Brian Seipel, Alternate Commissioner, Deborah Guthrie and Alternate Commissioner, Riti Adhi.  
ABSENT: Commissioner, Leslie Charles  
STAFF: Brandie Yates, Communications Manager  
TOWNSHIP: Kathy Ann Sundland, Township Board Trustee  
COMCAST: None

1. **CALL MEETING TO ORDER**

Chair Kiyak called the meeting to order at **6:02 pm**.

4. **APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Vice Chair Benenson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, AUGUST 19, 2020 REGULAR MEETING**. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Marketplace on the Green Virtual Ribbon Cutting took place. The new Farmers' Market venue is now open. HOMTV provided live coverage of the event and the Communications Team provided graphics, signage, setup and promotions.

HOMTV will be providing General Election night coverage, as well as information on candidates and Township millage proposals.

Planning a Virtual Golden Tape Awards ceremony and the Prime Meridian Magazine issue to come out in the later part of December.

The Census deadline is fast approaching, and the Communications Team continues to promote and build awareness for the self-response survey. The goal is still 77.2%

A 2020 Goal recap will be provided at the December Commission meeting. The Internship program has a new hybrid format consisting of virtual learning and some in studio learning.

## **Minutes – Communications Commission**

**October 7, 2020 6:00 pm**

**Page 2**

Commission had questions about what the Census percentage is based on. The thought is that the percentage is based on total number of households.

Commission questioned when the election information will be posted to the HOMETV website. Currently the equipment is in transition, but all information will be posted in the current week. Commission also wanted to see more explanation between a yes and no vote on the millage proposals for the Township. Example, if you vote yes, this is what will happen. It was explained that the Township has to keep the verbiage neutral, but HOMETV helps to answer those questions in the interviews that will be posted.

### **7. CHAIRS REPORT**

The Comcast Essentials program in the Edgewood Village area is a concern. The bandwidth is not strong enough for the number of students needing internet for studies. Letter forwarded to Comcast representative to investigate.

### **TOWNSHIP LIAISON REPORT**

2020 Enhanced Deer Management program with more hunters and the purchase of a walk-in cooler. The program this year has a goal of 300 deer and 75 hunters.

2020 Budget Amendment Requests due and the projected general fund balance is right in-line at \$8,270,000.

The Township is looking at ways to celebrate Halloween virtually. Possible virtual contests, Howl-oween event at the Dog Parks and in-person Trick – or – Treating will be on Halloween from 6:00 – 8:00 pm.

Virtual Board meetings will continue until further notice.

### **8. ACTION ITEMS**

HOMETV Operating Policies – Commission concerned with section 6 to make sure the amount of programming matches at least the minimum requirement of PA480. Also, will the Communications Team be able to continue that goal. The Communications Manager assured the Commission that with the Township Meetings and regular programming, the programming goal is still the plan.

Commission also recommended that DEI language be added to the operating policies. The Communications Team will add the language and then add to the next meeting agenda for approval.

No action was taken on the HOMETV Operating Policies at this meeting.

### **9. DISCUSSION ITEMS**

#### **A. Communications Commission Goals & Objectives**

Define the purpose of the Commission and establish goals. Look for original document of goals that includes responsibilities and duties for the Commission. Include that document in the next meeting packet. Determine what the Commission can accomplish – a compilation

from the Township Manager, the Communications Manager and the Commission. Should include verbiage about programming – unbiased and based on the interests of the residents. Ultimately should include goals for PEG Fees, Programming, Legislative Efforts for Franchise & PEG Fees, and customer service with resident cable complaints. Should also include Broadband and Internet access for the Township.

Will need to add Communications Commission Goals & Objectives to the next meeting agenda for discussion. Commission needs to see what was previously written. Need a clearer description of Commission in order to actively recruit for expiring Commissioner terms.

**10. COMMUNICATIONS**

HOMTV recognized during a virtual award event. Award will be mailed. A Chance to Dance program - the first time winning an award for this type of programming.

Commission commented that the HOMTV Award webpage needs to be updated.

**11. ANALYTICS**

Commission commented that they were well put together but would still like to see a year to year comparison. The Communications Team is hoping to be able to provide that next year, as that will be one full year with the new team and consistent recording of statistics.

Commissioner Seipel commented that he provided the Communications Manager with an OBA Survey for his current employer and needed it added to the next meeting packet. This will be added to section 7 of the next Commission meeting agenda.

**12. PUBLIC COMMENTS**

No public comment

**13. ADJOURNMENT**

Alternate Commissioner Guthrie moved **TO ADJOURN THE MEETING**. Seconded by Vice Chair Benenson.

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 7:12 pm.



Communications  
Commission

# Manager's Report

# COMMUNICATIONS ANNUAL REPORT

6A.



The highest priority of the Communications Department is to provide residents with an increased access to transparency in governance with relevant information in a timely fashion. The Department is responsible for coordinating a strategic and comprehensive message to inform the public of the Township's goals, plans, activities and events through various multimedia platforms including web, digital and print. The Department ensures that all media and communications successfully reach their intended audience. Other main functions of the Communications Department include serving as the Local Franchise Authority for nine Public, Educational and Governmental (PEG) Channels in Meridian Township, overseeing the operations and production of HOMETV (Government Access Channel) and CAMTV (Public Access Channel), operating a multimedia television internship training program and providing staff support to the Township's Communications Commission.

## 2020 DEPARTMENT GOALS AND ACTION PLAN

### **Strategic Communications & Marketing Plan**

The Communications Team incorporated the current Communications and Marketing Plan into a new outline that follows the Township's strategies and goals. The new Strategic Communications & Marketing Plan included a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the current strategy and development of consistent branding objectives and messaging. A Social Media Audit was also conducted as part of the Strategic Communications & Marketing Plan to help refocus the Township's social marketing and branding to reflect the Township goals. The audit showed how well the social media accounts were performing, what needed to be changed and the priorities moving forward. Staff is in the process of evaluating and modifying current processes to reflect the new Strategic Communications & Marketing Plan and will continue to do so into 2021.

### **Township Website Audit & Enhancements**

The Communications Team worked with individual Township Department staff and representatives from the Township's website provider, Granicus, to conduct an audit of the content, accessibility and design of the current Meridian Township website, which was launched in 2017. Industry standard states a website should be reevaluated and revamped every 2-3 years. The Granicus ADA Compliance Specialist, Customer Success Team and Account Manager provided data and recommendations for enhancements to the Township website throughout 2020. Staff is utilizing this information to implement design and content revisions in November and December 2020. These steps are in preparation for the website refresh project to take place in 2021.

### **Expand Branding Efforts**

The Communications Team continues to work with the Department of Public Works as members of the Branded Sign Committee to design new monument signs to be installed within the community in 2021. This project is still in the early stages due to delays during the COVID-19 Pandemic. Throughout 2020, staff has been working with individuals on Township brand standards and training on a case-by-case basis. Township Branding Zoom Trainings will take place in December 2020 and continue throughout 2021 to promote internal brand ambassadors and provide refresher brand training within the Township Departments. Revised branded templates and instructions will be provided to employees during the trainings. Expanding Township branding internally and externally is an ongoing project and will continue into 2021.

### **2020 Meridian Township Census Count**

The U.S. Census Bureau concluded self-response and field data collection operations October 15th. As of October 27th, Meridian Township ended with a 76.6% self-response rate on the [2020 Census Self-Response Mapper](#). Out of the 76.6%, 70.4% of Township residents completed their Census survey online. In 2010, the Township's self-response rate was 77.2%. The Township's self-response rate is expected to increase, once group quarter numbers are tallied, as well as the MSU off-campus student addresses. As of October 2nd, the Non-Response Follow Up (NRFU) numbers for the Lansing Area Census Office, which includes Meridian Township, shows a completion rate of 95.2%. NRFU is the final 2020 data collection operation relative to counting households that have not already responded to the Census.

The Communications Team and the Meridian Township Census Complete Count Committee actively promoted Census information throughout 2020 across multimedia channels, including the Township website, social media platforms, NextDoor, Constant Contact digital newsletters and the HOMTV Government Access Channel. A total of 82 social media posts were sent between January 6th - October 15th. Facebook posts reached a total of 50,012 people. The Communications Department created a dedicated Census 2020 webpage on the Meridian Township website ([www.meridian.mi.us/Census2020](http://www.meridian.mi.us/Census2020)). That webpage received 745 page-views with 263 new visitors and 241 returning visitors. Staff and interns also engaged in the national "Chalk the Walk" social media campaign across the Township. The Communications Team coordinated with Census representatives to be present at the Meridian Township Farmers' Market in September to assist individuals with completing their Census questionnaires.

In a recent press release, the Census Bureau announced that they began processing the data collected from the 2020 Census. Through the hard work of thousands of dedicated employees, both temporary and permanent, the Census Bureau was able to overcome challenges and count nationally 99.98% of addresses included in the 2020 Census. The combined final numbers for communities across the country will be released next spring after tabulations have been completed.

### **Digital Conversion into HOMTV Video Archive System**

Due to staffing changes of the Multimedia Production & Operations Specialist position and the COVID-19 Pandemic, this project was put on hold for most of 2020. Staff is now gathering previous staff procedures for the Archive Project and evaluating what has been completed in order to develop a new timeline to move the project along. Before digitizing of tape formats can begin, staff is working on organizing the current file system within the EditShare media spaces and archive drives; making sure the tape conversion system is properly connected in the HOMTV Server Room. This project will

continue into 2021.

### **Additional HOMTV Revenue Sources**

Due to the COVID-19 Pandemic, plans for the Media Camp for Kids and the creation of a marketing plan for the Alumni Giving Program are both on hold until 2021.

## **Communications and Marketing Campaigns**

### **Emergency Communications**

#### **Severe Weather**

During the first quarter of 2020, the Communications Team primarily focused on emergency communications due to weather related issues. The weather continued to change from snowstorms to icy rains and flooding conditions. The team communicated information to Township residents with regular website updates, social media postings and e-Newsletters

about power outages, community partner closures and cancellations, freezing rain, freezing temperatures, flooded/closed roads, icy roads, high winds, severe weather preparedness tips, CATA bus schedule, snow and ice removal tips, fire hydrant snow removal, as well as emergency notifications such as a gas leak and water main break.

#### **COVID-19 Pandemic**

Throughout 2020, the Communications Department continued to provide news and information across various marketing and social media platforms about the COVID-19 Pandemic, including resource information for residents and local businesses and Township operations. During the summer months and into fall, the Township opened two portable Outdoor Service Centers to help provide services to the community while helping to slow the spread of the virus and keep residents and staff safe. HOMTV also continued to produce and televise virtual Township Board and Commission meetings via Zoom. All virtual meeting coverage can be viewed live on the HOMTV channel, website, Facebook and YouTube. Meetings are also available on-demand at [www.homtv.net](http://www.homtv.net). HOMTV interns continued their internship experience and produced stories and programs virtually.

### **Events**

#### **HOMTV Golden Tape Awards**

On January 23, 2020, HOMTV hosted its Annual Intern Appreciation and Golden Tape Awards Ceremony at Studio C! to celebrate the commitment and hard work of the 2019 HOMTV Interns. The event was once again open to the public, so the community could join in on showing support and celebrating the interns' success. Approximately 27 people attended this year. The Golden Tape Awards Ceremony allows interns to enter their best work from their internship at HOMTV to receive constructive criticism and feedback from industry professionals. Sixteen interns submitted 55 entries in 17 different categories. Seventeen first-place winners and one special recognition award was presented during the ceremony.

The Communications Team planned the entire event, including digital invitations, awards, securing sponsorships and the venue, decorations and creating the award night video for the big screen.

### **Pancake Breakfast**

The Communications Team worked with the local Boy Scouts and Meridian Township Firefighters again this year to host the 4th Annual Pancake Breakfast on Saturday, March 7th. The team organized the event, secured sponsorships and created the print materials, social campaign and promotional video, which aired on HOMTV and used in Facebook ads and Google Ads. The event was also shared on 3rd party promotional calendars.

This year's event raised \$1,300 to benefit the local Scouts Scholarship/Campership Fund and the Muscular Dystrophy Association.

### **Parks**

The Parks & Recreation Department scheduled Winter events for the community, such as Meridian Skates, Moonlight Sledding, Meridian Swims, the 13th Annual Polar Bear 5K Run/Walk, Winter Farmers' Market and the Chinese New Year. The Communications Team created graphics and flyers, as well as, added all the events to the website calendar and promoted on Social. Due to extreme weather conditions, many of the events were canceled.

### **Ribbon Cutting Ceremonies**

The Communications Department was able to cover a few ribbon cutting ceremonies between June and November 2020. Most of the ceremonies were held virtually with limited staff and Township Officials in attendance. The ceremonies consisted of **Cannonball Pools and House of Soles**, new businesses in the Township; **Harris Nature Center Observation Deck; Marketplace on the Green**, new venue for the Farmers' Market; and the **Large Dog Park**.

The Communications Department and HOMTV provided either video or LIVE viewing of these events, as well as signage and digital marketing.

### **Regional Recycling Event**

In September, residents in the Capital Area were invited to safely recycle their unwanted electronics while maintaining social distancing guidelines and mask requirements. The Communications Team created print and digital promotions for the event and HOMTV provided coverage of the event that included a story, video and pictures.

### **Township Board Swearing-in Ceremony**

The Township held a Swearing-In Ceremony for the members of the Township Board and Park Commission. The ceremony was held virtually due to COVID-19 and HOMTV provided the LIVE viewing.

## **Campaigns**

### **Census**

The 2020 Census promotional strategy began in December 2019 with the creation of a Census Complete Count Committee. The first phase of the strategy involved promotions to recruit Census Takers for our community. During this phase, the team also created various graphics that could be used on social accounts and the Township website to keep the community informed. The second phase of the strategy was informational. Social Media posts, website updates and eNewsletter content all contained information explaining to the community that their personal information was safe and how the census could help

different areas of the community, including health care, education and local roads. An action plan was developed during this phase that included verbiage for social postings, as well as videos and graphics. The third phase of the strategy was to keep the community engaged through results. This phase also empowers the community to reach out to family, friends and neighbors and make sure that they are filling out the survey for an accurate and complete count. Promotional information shared during this phase included the percentage complete within the Township, adding a social media frame specific to Meridian Township to individuals Facebook profiles and educational information on how the Census survey helps the community.

The Communications Team also developed campaign hashtags, #shapeyourcommunity and #MeridianCounts, which were used in every post.

### **COVID-19**

In early March, the COVID-19 pandemic hit Michigan and the Governor closed schools for the remaining part of the school year, as well as initiate the Stay Home, Stay Safe Executive Order. The Communications Team continued to work remotely communicating information pertaining to COVID-19 to the community.

While the information available to share changed quite frequently, the Communications Team developed a strategy that categorized the information. Sandwich board signs, door flyers and graphics were all created to support the information being shared. Assistance was also provided to other departments within the Township to create graphics and share additional information. The categories of information included Community Health & Safety, Meridian Cares and helping those in need, Township Operations and Closures, Event Cancellations, Park Updates, Small Business Grant Opportunity through the Meridian EDC, Police & Fire Birthday Parade Celebrations, Community Giving Back to Frontline Workers and the Township's Reopening Plan. The Reopening Plan included two portable Outdoor Service Centers.

For each category of information, the Communications Team provided website updates with links to community partners and community assistance, graphics to use on social platforms, print materials and video content.

### **Meridian Cares Program**

The Communications Team helped to develop a new logo and brand for the Meridian Cares program, which was launched in 2020.

The Meridian Cares Committee and the Communications Team then worked together to build awareness of the Emergency Needs Fund to help those in need in the community. The Emergency Needs Fund helps approximately 60-70 households with financial assistance to pay for rent or utilities and refers hundreds more to other agencies. However, in 2020, even more people found themselves needing assistance to make it through.

The Communications Team continued to promote the Meridian Cares Program, including asking for donations to feed families during the holidays, donating gifts for children and seniors, and promoting the "No Shave November" campaign. A big push was done during Giving Tuesday, December 1, 2020.

Also developed during 2020, was the ability for residents to donate to Meridian Cares when paying a Township bill. The Communications Team helped by creating graphics and promoting through the website and social media.

### Digital Analytics

The Communications Department oversees the content development and engagement of 24 different social media accounts across multiple platforms, including Facebook, Twitter, Instagram, LinkedIn, Flickr, YouTube and Nextdoor. The Township added the Nextdoor platform in June 2019.

A social media audit began in 2020 and will continue into 2021 to include a Social Media Marketing Strategy for the Township and HOMTV.

### **Social Media Performance Summary**

**Facebook** – The Communications Team manages nine Facebook pages for the Township with direct responsibility over Meridian Township, HOMTV and CAMTV pages, and indirect responsibility for the other six, which consist of the Fire Department, Parks & Recreation, Farmers' Market, Harris Nature Center, Meridian Cares and Green Meridian pages.

**Meridian Township:** Total Facebook likes YTD are 6330 with an increase of 373 likes since year-end 2019. Total Facebook followers are 6503, with an increase of 410 followers since year-end 2019. While it is important to have additional likes, followers are the most important number to increase because it means that a person has chosen to receive updates that are posted to their personal news feed. Total Facebook reach YTD is 239,656. The post with the greatest reach (32,294 in the month of March) was a message from the Okemos Schools Superintendent about Grab and Go Meals. This post reached many members of the community and beyond who were not already following the Township on a regular basis. The post with the greatest reach in the second half of the year (22.5K in the month of September) was an announcement about the new Neighborhood and Economic Development Director.

**HOMTV:** Total Facebook likes YTD are 2031 with an increase of 115 likes since year-end 2019. Total Facebook followers are 2350, with an increase of 403 followers since year-end 2019. Total Facebook reach YTD is 115,134. The post with the greatest reach (4K in the month of August) was the Life Saving Award presented by the Fire Chief.

**Twitter** – The Communications Team manages only two Twitter accounts: one for the Township and one for HOMTV.

**Meridian Township:** Total Twitter followers equals 3,101, which is a decrease of 1 compared to the 2019 YTD followers. Total Twitter impressions YTD equals 382.6K with 3,355 profile visits YTD. The top tweet, which earned 5,108 impressions during the month of May, recognized teachers during Teacher Appreciation Week. The top mention, during the month of June and earned 177 engagements, was a tweet from Christine Sermak about having great trails throughout the community. The top media tweet, which earned 1,614 impressions, was about the MEDC crowdfunding match for small businesses.

**HOMTV:** Total Twitter followers equals 1781, which is a decrease of 2 compared to the 2019 YTD followers. Total Twitter impressions YTD equals 910.2K with 4,305 profile visits

YTD. The top tweet, which earned 7,511 impressions, was about the Fire Chief granting a Life-saving Award during the month of August. The top mention, during the month of September earning 248 engagements, was a tweet from David Harns about red flag behaviors of sex offenders. The top media tweet, which earned 7,259 impressions, was a tweet about Governor Whitmer providing an update on the health crisis.

**Instagram** – The Communications Team manages two Instagram accounts: one for the Township and one for HOMTV and assists with the Harris Nature Center’s account, which was started at the beginning of 2020.

**Meridian Township:** Total Instagram followers YTD equals 1619, an increase of 182 followers since June 2020. Since creating the Linktr.ee ad-on for Instagram, we have received more visits to our profile.

Visits to the profile on Instagram now provides followers with easy access to links for our website, other social sites, special links, etc. Both the Meridian Township and HOMTV accounts offer a linktr.ee. A linktr.ee account will also be started for the Harris Nature Center Account.

**HOMTV:** Total Instagram followers YTD equals 399, an increase of 24 followers since June 2020.

**LinkedIn** – The Communications Team manages a LinkedIn account for Meridian Township and HOMTV.

**Meridian Township:** Total LinkedIn followers are up to 510, an increase of 61 new followers since January 2020.

**HOMTV:** Total LinkedIn followers are up to 1191, a decrease of 26 new followers since January 2020.

**NextDoor** – Nextdoor is a communications platform that allows neighborhoods to connect and have conversations. The platform allows the Township to post messages to specific neighborhoods and then verified residents will automatically receive the updates. Total members from the community equals 9,636 out of 22,355 households in the Township. An increase of 454 residents that have joined Nextdoor since January 2020.

**YouTube** – Staff manages two YouTube channels: one for HOMTV and one for the Township.

**HOMTV:** The HOMTV YouTube channel received 34,400 video views for 2020 YTD. Total subscribers YTD is 366, which is an increase of 140 since 2019 YTD.

**Meridian Township:** Due to the increased virtual offerings by multiple Township departments, the Meridian Township YouTube Channel has been reactivated. The channel received 7,400 views for 2020 YTD. Total subscribers YTD is 85, which is an increase of 26 since 2019 YTD and reactivating the channel.

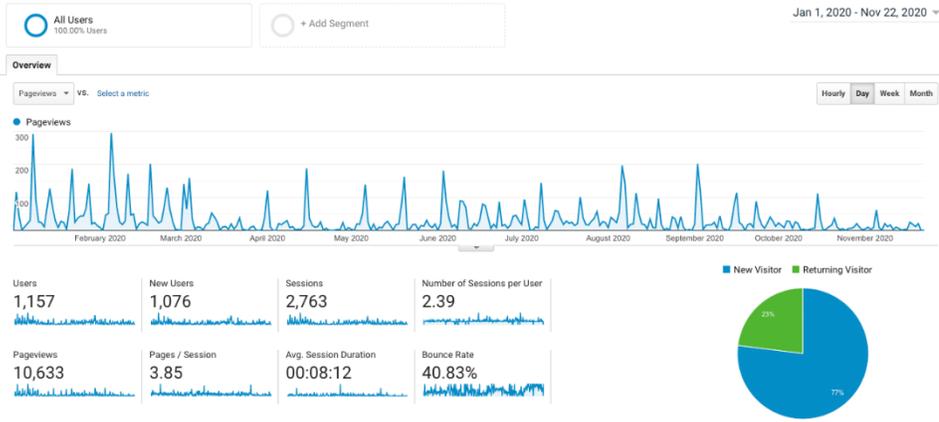
**Constant Contact** – The Communications Team sends out a weekly e-Newsletter using Constant Contact. Even while working remotely, the team has been able to send this weekly e-Newsletter. The Meridian Happenings open rate averages 42% YTD. The industry average is 24.1%. The Meridian Happenings open rate has fluctuated this year due to the COVID-19 pandemic. Many of the

contacts are work emails, so when contacts are not at work to receive and open, the open rate drops. We saw a higher open rate between June – November as contacts started returning to work or working remotely.

## Website Tracking

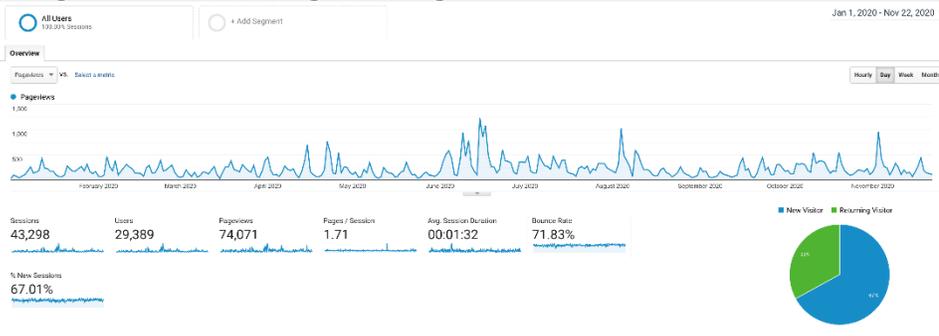
### Meridian Township Website

The graph below shows the total amount of pageviews on Meridian Township’s website from January 1, 2020 – November 22, 2020. There were 10,633 pageviews with 77% of visitors being new and 23% being returning. Of the 1,157 users in 2020, 1,076 of them were new users.



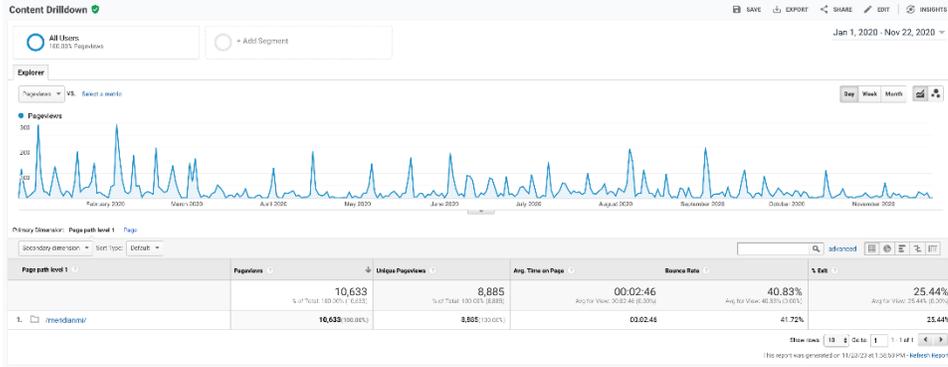
### HOMTV Website

The graph below shows the total amount of pageviews on HOMTV’s website from January 1, 2020 – November 22, 2020. There were 74,071 total pageviews with 67% of our visitors being new and 33% being returning.



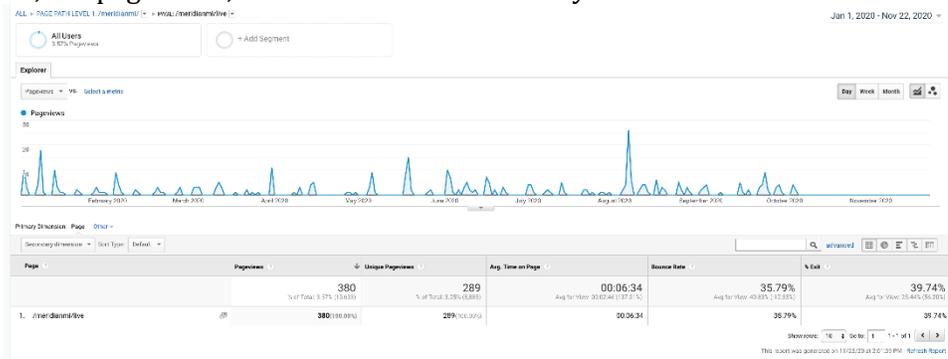
### HOMTV Website Video On-Demand (Swagit)

The graph below shows year-to-date on-demand pageviews for HOMTV’s website via Swagit. There were 10,633 total pageviews with an average view time of 2 minutes and 46 seconds.



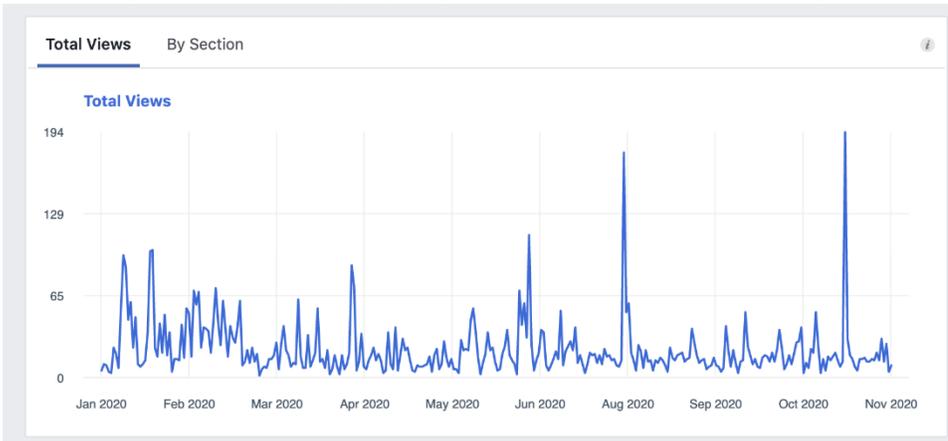
## HOMTV Website Livestream (Swagit)

The graph below shows year-to-date live stats for HOMTV's website via Swagit. Of the total 10,633 pageviews, 380 of them related directly to Meridian Live.



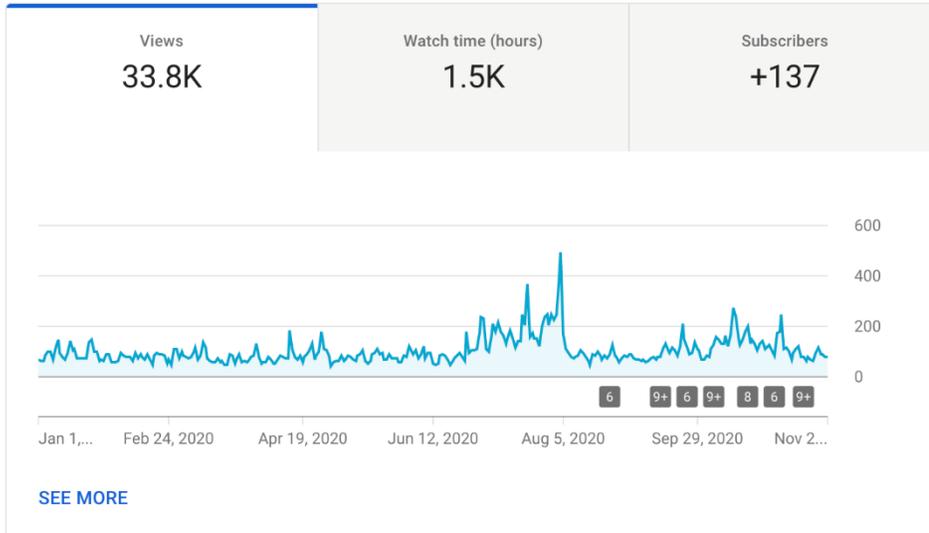
## HOMTV Facebook

The graph below shows pageviews for HOMTV's Facebook from January 1, 2020 to November 22, 2020. The two biggest spikes in August and November are from HOMTV's Your Choice 2020 Primary and General Election Night Coverage. The August 4th Primary Election saw 178 total views and the November 3rd General Election saw 194 views.



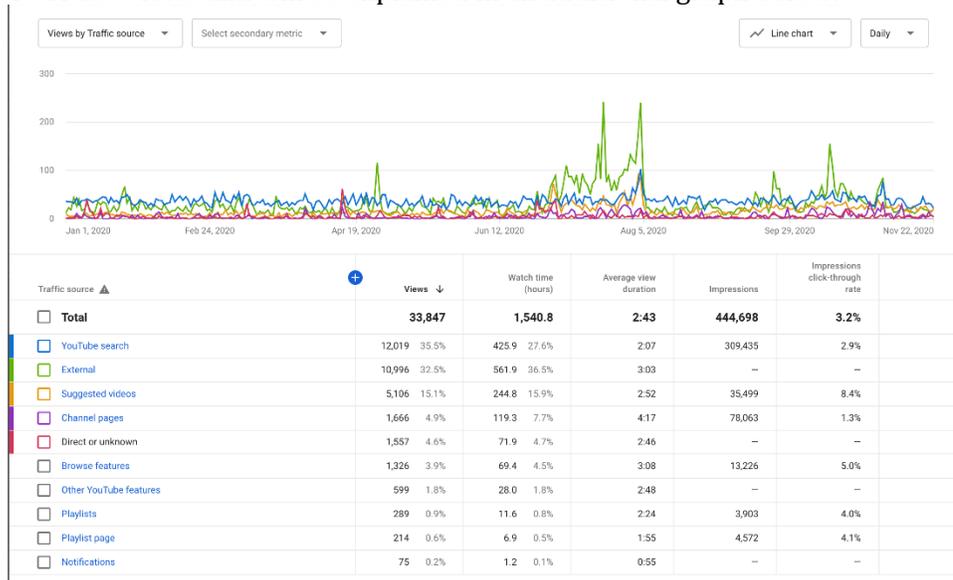
## HOMTV YouTube

YouTube year-to-date views for HOMTV is 33,800 with 137 new subscribers. The graph below shows the number of views, watch time in hours, and new subscribers.



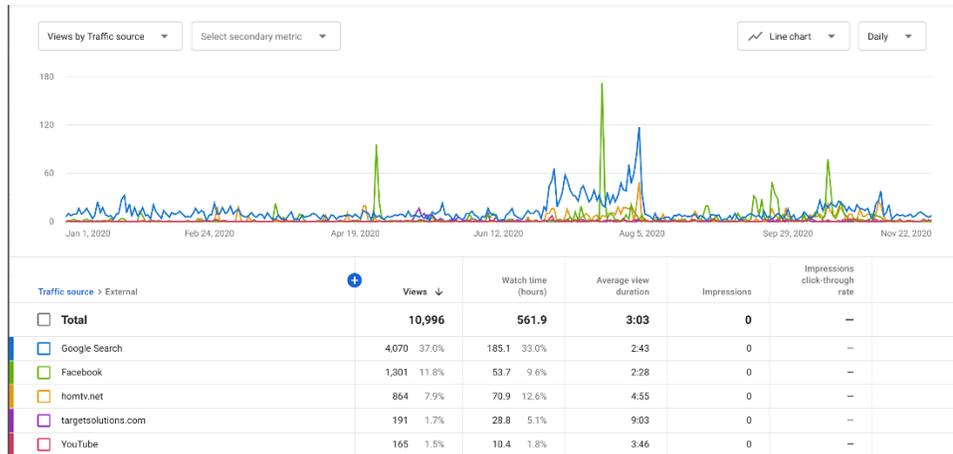
### HOMTV YouTube Traffic Sources

The graph below shows HOMTV's main traffic sources on YouTube. 12,019 of 33,847 views comes from a direct YouTube search. This accounts for 32.5% of HOMTV's YouTube views. 10,996 of 33,847 views comes from external searches. These account for 32.5% of HOMTV's YouTube views and will be explained in an additional graph below.



### HOMTV External Traffic Sources

The graph below shows the external traffic sources for HOMTV's YouTube. The most HOMTV YouTube views comes from Google searches (37%), followed by Facebook (11.8%), then hommtv.net (7.9%).



## **HOMTV and CAMTV**

### **HOMTV Programming**

HOMTV continued its tradition of excellence with award-winning election programming throughout 2020 including programming for the March Presidential Primary Election, August Primary Election and November General Election. Your Choice 2020 was a series of programs designed to help educate the public on candidates running for office and ballot proposals. Due to COVID-19 and construction occurring in HOMTV’s Studio and Control Room, this year’s election coverage was mostly conducted virtually utilizing the Zoom Video Communications Platform.

During the COVID-19 pandemic, HOMTV continued to produce and televise virtual Township Board and Commission meetings via Zoom. The virtual meeting coverage can be viewed live on the HOMTV channel, website, Facebook and YouTube. Meetings are also available on-demand at [www.homtv.net](http://www.homtv.net). HOMTV interns continued their internship experience and produced stories and programs virtually.

HOMTV also provided live event coverage of the Township’s press conferences, Virtual Community Forum on Policing, Marketplace on the Green Virtual Ribbon Cutting Ceremony and the Elected Officials Virtual Swearing-In Ceremony.

### **Program Totals - 59**

-Your Choice 2020 (37), March Election Interviews (4), Meridian News Now (8), Senior Living (1), Community Police Forum (1), Meridian Township Elected Officials Swearing-In Ceremony (1), Golden Tape Awards (1), Black History Month Interviews (2), Marketplace on the Green Ribbon Cutting (1), Internal Investigation Firefighter Comments Press Conference (2), Close Before You Doze PSA (1).

### **Meeting Totals - 51**

-Township Board (22), Planning Commission (15), Zoning Board of Appeals (6), Environmental Commission (7), Park Commission (1).

**Stories Produced - 160 online articles have been completed in 2020, with over 200 videos produced by both HOMTV interns and Staff.**

**Promos Produced - 8**

### **CAMTV Programming**

CAMTV currently has a total of 7 programs and 6 active producers who are constantly creating content to air on CAMTV. One of the main tasks of the new Multimedia Production and Operations Specialist has been getting CAMTV relaunched. This included cleaning up the programming schedule in the UltraNEXUS and programming the correct content, reaching out to all the active producers and making introductions, creating a program schedule for CAMTV's promotion, as well as for the producers to promote, creating digital and paper documents of the CAMTV producer fee payments and taking inventory of the CAMTV equipment in order to assess when replacements may be needed.

Additional marketing efforts will take place at the start of 2021 to add more producers and create digital marketing for the channel. The Communications Team is also working to replace equipment to help the channel run more efficiently.

### **Operations and Equipment**

The HVAC Replacement Project commenced at the Meridian Township Municipal Building in May 2020, which included construction in the Communications Department/HOMTV offices, Studio, Intern Edit Suite, Noise Room and Control Room. During construction, there was no air conditioning in the building. Staff continued to work with the Meridian Township IT Department and Public Works Superintendent to monitor temperatures in the rooms for the safety of HOMTV's equipment. Portable air conditioning units were installed in the Noise Room and Control Room.

Due to continuous technical difficulties during Township meeting coverage, a new switcher was purchased and installed in the HOMTV Control Room in December 2019. The new equipment was heavily used in 2020 and has streamlined production processes, allows for multiple source streaming and additional production capabilities.

### **Internship Program**

Twenty-three interns participated in HOMTV's multimedia television internship program in 2020. The interns contributed approximately 5,000 hours in 2020. Due to COVID-19, much of the internship program had to be completed virtually, but both sets of interns from the Summer 2020 Semester and the Fall 2020 Semester were able to get experience in person at the Municipal Building. This included crewing and anchoring multiple Meridian News Now shows, two full election night shows, Primary and General Election Candidate Interviews and other election programming as well as producing nearly 300 stories.

### **Awards**

The Alliance for Community Media (ACM) recognized HOMTV as a 1st place national award winner in the 2020 Hometown Media Awards Competition. For three years in a row, HOMTV has received the "Overall Excellence in Governmental Access" award from ACM in the \$650,000 - \$1,000,000 budget-based division. The Overall Excellence awards recognize access organizations for their overall operational activities and programming efforts.

The Alliance for Community Media (ACM) Central States Region, which includes Michigan, Indiana, Ohio and Kentucky, recognized HOMTV as an award winner in the 2020 Philo Media Award Competition. In the "Underserved Voices" category, HOMTV received a First Place Award in the Professional Division for the A Chance to Dance Special Feature highlighting a young dancer and Okemos High School student's journey of creating the A Chance to Dance Program offering free social dance classes to students with

disabilities. HOMTV also received a Finalist Award in the “Children’s Programming” category for the HOMTV Summer Media Camp for Kids Special Feature. Under the supervision of HOMTV Staff and Interns, the 19 campers who participated in the 2019 HOMTV Media Camp produced the special feature program.

**MEMBERS OF THE CABLE COMMUNICATIONS COMMISSION IN 2020**

Tunga Kiyak, Chair  
Walter Benenson, Vice Chair  
Leslie Charles, Commissioner  
Mike Nevells, Commissioner  
Brian Seipel, Commissioner  
Deborah Guthrie, Alternate Commissioner  
Rita Adhi, Alternate Commissioner

**TEAM MEMBERS**

Brandie Yates, Communications Manager  
Andrea Smiley, Marketing & Public Relations Specialist  
Samantha Diehl, Multimedia Production & Operations Specialist (Hired, March 2020)  
Ben Makulski, Multimedia Production & Operations Specialist (Resigned, February 2020)  
Lynn Meikle, Freelance Media/Print Publications/Graphics (Resigned, April 2020)



## 2021 COMMUNICATIONS DEPARTMENT GOALS AND ACTION PLAN

### **Upgrade and Refresh Township Website**

Work with Granicus to upgrade the design of our Meridian Township website to improve functionality as well as give a new look and experience to site visitors. Utilize data and information gathered from the 2020 Township Website Audit to inform decisions on design and content revisions.

### **Implement New Strategic Communications & Marketing Plan**

Implement the processes within the Strategic Communications & Marketing Plan developed in 2020. Create a staff procedures manual to reflect new departmental operations.

### **Expand Branding**

Continue expanding the Township's branding efforts internally and externally specifically with staff training, branded document templates and the roll-out of Township branded signage and materials within the community as the budget allows.

### **Onboarding Training Videos**

Work with the Human Resources Department on creating staff training videos to utilize for onboarding of new employees.

### **CAMTV Community Access Channel**

Re-evaluate the goals and purpose of the CAMTV Community Access Channel and work to strengthen programming and participation of community producers and organizations.

### **Investigate & Implement HOMTV Podcast**

Investigate and implement the launch of a HOMTV podcast to capture additional audiences and increase awareness of the station.

### **HOMTV Server Room Reconfiguration**

Work with the IT Department and engineers to reconfigure the wiring, labeling and equipment installed in the HOMTV Server Room to improve efficiency and safety.

### **Digital Conversion into HOMTV Video Archive System**

Continue the digital conversion of HOMTV historic programs, footage and stories into the HOMTV Archive System.

### **Additional HOMTV Revenue Sources**

Continue seeking additional revenue sources for HOMTV including the development and implementation of the HOMTV Alumni Giving Program Marketing Plan.

# Video Survey Franchise

Forms

## Status of Competition for Video Services in Michigan

Here is the information you have submitted.

Please print a copy for your records.

Franchise Entity:	Meridian Township
Address:	5151 Marsh Rd.
Address 2:	
City:	Okemos
County:	Ingham
State:	Michigan
Zip:	48864
Contact Person:	Brandie Yates
Phone:	(517) 853-4208
Contact Email:	yates@meridian.mi.us
Total Agreements:	2
Current Provider:	Comcast /AT&T U-verse
Other:	
Providers since 01/01/18:	2
Providers Prior:	Not Sure
Satellite Providers in your community:	Dish Network and Direct TV
Other:	
Aware of Public Act 4?	Yes
Receive Complaints?:	Yes
Number of Complaints:	5
Resolve Attempts:	Yes
Complaints to MPSC:	0
Complaint Type:	Customer Service, Billing Issues and Service/Equipment
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: None PEG Fee Payments: None Complaints: None Other: None
Other:	
Quality of Service:	Customer Service Quality: None PEG Studios and Equipment: Decrease 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:	11/24/2020

[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

View OBA



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 Current Agent Information

Agent No:	<b>0196488</b>	Title:	<b>AGENT</b>
Agent Name:	<b>BRIAN SEIPEL</b>	Contract Type:	<b>N9</b>
Location:	<b>A65 - MICHIGAN GENERAL OFFICE</b>	Contract Status:	<b>Active</b>
Zone:	<b>SC</b>	Contract Effective Date:	<b>11/05/2019</b>
Reg. Rep.:	<b>Yes</b>	Employment Start Date:	<b>11/05/2019</b>
Eagle:	<b>Yes</b>		

 Agent Information at the time of OBA Submission

 OBA Information

OBA Type:	<b>Board Member / Committee Member</b>	OBA Name:	<b>Meridian Township Communications Commissioner</b>
Determination:	<b>Approved PTAS to TAS</b>	Status:	<b>Closed</b>
Submitted Date:	<b>10/17/2019 06:43:30 PM</b>	Status Date:	<b>11/04/2019 11:24:06 AM</b>
Supervisor Reviewed Name:	<b>Vincent R Spaniolo</b>	Supervisor Reviewed Date:	<b>10/17/2019 08:44:57 PM</b>
Supervisor Acknowledge Name:	<b>Vincent R Spaniolo</b>	Supervisor Acknowledgement Date:	<b>11/04/2019 11:11:34 AM</b>
Submitter Acknowledgement Date:	<b>11/04/2019 11:24:06 AM</b>	Closed Date:	<b>11/04/2019 11:24:06 AM</b>

 OBA Questionnaire

**OBA Questions**

Please select the type of organization of which you are a Board Member / Committee Member:

- **Non Profit Organization**

Did you or a family member establish this organization?

- **No**

**General Questions**

Name of Outside Business Activity:

- **Meridian Township Communications Commissioner**

Please provide a brief description of the nature of this business:

**- Assess, review and recommend communications-related operations and planning for Meridian Township, including HOMTV, websites, social medial, newsletters, special bulletins, etc. This position is an appointment, made from the Meridian Township Board.**

Business address:

**- 5151 Marsh Rd, Okemos, MI 48864**

Start date/anticipated start date of your relationship with the OBA:

**- 10/2019**

Role/Title

**- Other: Commissioner**

Do you receive compensation?

**- Yes**

Method of compensation

**- Other: Token compensation, \$60/year**

Does this activity in any way pertain to Insurance, Real Estate, Banking, Securities or Commodities?

**- No**

Total number of hours per month that you plan on devoting to this activity:

**- 10**

How many of the hours spent per month on this activity will be conducted during securities trading hours (Monday through Friday 9:30 EST to 4:00 EST)?

**- 5**

Explain in detail the type of business this organization engages in (i.e. products and/or services the entity provides):

**- Communications via multi-media (Cable TV, internet, print, telephone, etc.)**

Describe in detail your functions and responsibilities associated with this OBA:

**- Assess, review and recommend communications-related operations and planning for Meridian Township, including HOMTV, websites, social medial, newsletters, special bulletins, etc.**

#### Appendix A

Has the organization achieved tax exempt status with the IRS?

**- Yes**

Do you have any authority to make investment related decisions for this organization?

**- No**

Are you serving on a loan, finance or investment committee?

**- No**

Are you the Agent/RR of record for any accounts or policies for the organization?

- No

Do you have any check writing authority for the organization?

- No

Approval Conditions

#	Condition
1	I understand that I must recuse myself from discussing or voting on any matters that could confer a direct or indirect financial or material benefit on the Company.
2	I understand that I may not be involved in any sales or proposals to Meridian Township or any of its agencies during my tenure as Communications Commissioner and for two years thereafter, and I will not refer such business to other agents.
3	I understand I cannot have a personal interest in a sale/contract with Meridian Township, or with any governmental agency that is a component of the government of the agent's county, city or town.
4	I understand that I am prohibited from: (A) Possessing discretionary authority for the transfer of investment funds (B) Receiving compensation if I am participating in the decision making process for the insurance or securities related investment decisions. I understand that I may: (C) Participate in the decision making process for the insurance or securities related investment decisions of the organization provided that a minimum of three unrelated people are involved in this process and no New York Life products are involved.
5	I understand that I am prohibited from managing or handling contributions for the OBA and cannot receive a fee for fundraising efforts. The managing or handling of contributions for the OBA must be completed by an unrelated third party (non family member).
6	I understand that I am prohibited from having check writing, debit card privileges or sole bank account authority for the OBA.
7	I understand that I am prohibited from being named as the Agent/Registered Representative of record on any product or account that this OBA may have with NYLIFE Securities LLC., New York Life Insurance Company or its affiliates.
8	I understand that I may not use any corporate resources in connection with this OBA (ie. office space, phone, computer, letterhead, business cards, logo, NYL support staff, etc.)
9	I understand that I may not represent to my customers or the public that NYLIFE Securities LLC., New York Life Insurance Company or any of its affiliates is in any way connected with this OBA.
10	I understand that this OBA may not be a full-time position and that this OBA cannot interfere with or otherwise compromise my responsibility to NYLIFE Securities LLC., New York Life Insurance Company or any of its affiliates and/or my customers.
11	I understand that, except for PTAS and Professional Alliance Program contracts, the sale of life and annuity contracts for New York Life will continue to be my principal business activity.
12	I understand that I cannot participate in the raising of money for an issuer, venture, or individual involving securities (including fractional sale of real estate) unless pre-approved in writing by the CCD OBA Unit.
13	I will avoid all situations where there may be any appearance of impropriety with regard to this OBA.
14	I agree not to participate in any fund-raising activities that involve the solicitation or sale of securities.
15	I understand that it is not permissible to promote or sell any portion of promissory notes, privately issued bonds, partnership interests, viatical settlements, real estate mortgages, equity indexed annuities (EIA's), Stranger Owned Life Insurance (STOLI), Investor Owned Life Insurance (IOLI) or any investment of this type.
16	I understand that I must abide by all applicable state, county, and municipal ethics laws, including Ingham County Ethics Policy and Meridian Township Ethics Policy.
17	I understand that I am prohibited from soliciting, coordinating, directing, or voting on matters pertaining to disbursements of funds to any elected officials (including candidates), local and/or state political party, or PAC – either as an individual or as acting on behalf of Meridian Township. If any such matter is brought to Meridian Township, I must recuse himself from that process.
18	I understand that I cannot be involved in any investment decisions on behalf of Meridian Township.

#	Condition
19	I understand that any personal political contributions to any non-national political party committees, state or local elected officials (including candidates for such office), PACs, lobbying groups, and other political organizations require CCD pre-clearance.
20	I understand that I cannot be directly or indirectly involved in any fund raising or solicitation activities on behalf of Meridian Township or any of its agencies.
21	I understand that I cannot spend more than 25 hours per week on his position.
22	I understand that I cannot use Township facilities as a source of referral for private customers or clients.
23	I understand that I cannot be engaged in outside employment during the employee's regularly scheduled working hours.
24	I understand that I may not use the name of the Township or any Township agency as a reference or credential in advertising or soliciting customers or clients.
25	I understand that I may not use any Township supplies, facilities, staff, or equipment, including computers or technology, with any outside employment or private practice.
26	I understand that I must maintain a clear separation of outside or supplemental employment from activities performed for the Township.
27	I understand that I may not cause any incompatibility, conflict of interest, or any possible appearance of a conflict of interest.

 Comments

Date Added	Added By Name	Comment
11/04/2019 11:02:37 AM	Tomasz Telewiak	Approved as a TEA agent
10/30/2019 11:42:15 AM	BRIAN SEIPEL	Please note: this is neither a Board or Committee position that I hold...I simply used the category you told me to use, as an appointed Commissioner. The Meridian Township Board appointed me, as I already wrote. These folks are ALL elected officials, and include: Phil Deschaine - Township Treasurer; Brett Dreyfus - Township Clerk; Patricia Herring - Township Trustee; Dan Opsommer - Township Trustee; Ronald J. Styka - Township Supervisor; Kathy Ann Sundland - Township Trustee; Courtney Wiinski - Township Trustee
10/30/2019 10:17:30 AM	Tomasz Telewiak	who exactly appointed you to this position? It sounds like you were appointed by the Meridian Township Board, but I would like to confirm. Also, are any members of the Meridian Township Board an elected official? If so, what elected office do they hold?
10/24/2019 05:46:19 PM	Tomasz Telewiak	please select "edit OBA questionnaire" and change the OBA Type to "Board Member/ Committee Member". Additionally who appointed you, the Board or an individual (mayor, councilman, etc.) ?
10/23/2019 10:05:18 AM	BRIAN SEIPEL	This category of OBA is incorrect...there is no "Holding of License" with respect to this position. This is NOT an elected position, rather a Township Board Appointed position.
10/23/2019 09:27:00 AM	Tomasz Telewiak	is this an elected or appointer position? if appointed, by who?
10/17/2019 06:43:33 PM	BRIAN SEIPEL	existing relationship/responsibility; this is a 2 year term and I expect to renew in @18 months

 Attached Documents

 Documents

No Documents Attached



## Communications Commission

# Action Items



8A.

**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: November 24, 2020**  
**Re: 2021 Communications Commission Regular Meeting Schedule**

---

The Communications Commission of Meridian Township recommends meeting every other month and the adoption of the 2021 regular meeting schedule is as follows:

Wednesday, February 3, 2021	6:00 pm
Wednesday, April 7, 2021	6:00 pm
Wednesday, June 2, 2021	6:00 pm
Wednesday, August 4, 2021	6:00 pm
Wednesday, October 6, 2021	6:00 pm
*Wednesday, December 8, 2021	6:00 pm

The meeting location will be determined at a later date, depending on the status of the COVID-19 pandemic and the ability to host virtual meetings.

\*The December meeting will be held the second week of the month due to the Thanksgiving Holiday.



8B.

**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: November 24, 2020**  
**Re: Term Expiration and Reappointment Recommendations**

---

The Communications Commission has the following terms expiring on December 31, 2020:

**Walter J. Benenson, Vice Chair – Term Expires: 12/31/2020**  
**Riti Adhi, Alternate Commissioner – Term Expires: 12/31/2020**  
**Deborah Guthrie, Alternate Commissioner – Term Expires 12/31/2020**

The Communications Commission also has the following \*vacancies:

**Alternate Commissioner – New Term: 12/31/20 – 12/31/21**

\*This Alternative Commissioner position is now vacant due to Alternate Commissioner Deborah Guthrie being elected as Township Clerk.

Staff requests that 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 ALTERNATE COMMISSIONER RITI ADHI** with a new term expiring on December 31, 2021.

The Communications Commission moves **TO RECOMMEND THE REAPPOINTMENT OF VICE CHAIR WALTER BENESON** with a new term expiring on December 31, 2023.

Per the Communications Commission (CC) Rules and Procedures:

## **RULE 2: MEMBERSHIP**

**2.1 Members.** The Commission shall consist of five (5) regular members and two (2) alternate members appointed by the Township Board of the Charter Township of Meridian. The Commission may recommend names of suggested appointees to the Township Supervisor. Members must be residents of the Township. No Commission member may:

1. Be employed by a locally franchised cable company.
2. Hold a contract with a locally franchised cable company.
3. Have ownership interest in a locally franchised cable company.



**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: November 24, 2020**  
**Re: HOMTV Operating Policies Revisions**

---

At the February 7, 2020 meeting, revisions to the HOMTV Operating Policies were presented to the Communications Commission for final review. Staff requested feedback and any additional changes from the Commission.

At the October 7, 2020 meeting, the Communication Commission discussed adding Diversity, Equity and Inclusion language to the revised Operating Policies and Procedures.

All recommended revisions to the HOMTV Operating Policies have been made and are ready for approval. Please see Attachment A.

The HOMTV Operating Policies were last revised and approved by the Commission on February 1, 2012.

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



## **OPERATING POLICIES**

# **MERIDIAN TOWNSHIP GOVERNMENT ACCESS CABLE CHANNEL**

Originally approved by the Cable Communications Commission on March 4, 1992  
Approved by the Township Board on October 8, 1992  
Revised & approved by the Cable Communications Commission on February 19, 1993  
Amendments recommended by the Activity Coordination Committee on April 14, 1993  
Amendments recommended by the Personnel Committee on April 26, 1993  
Approved by the Township Board on May 4, 1993  
Revised & approved by the Cable Communications Commission on September 2, 1998  
Approved by Township Board on September 15, 1998  
Revised & approved by the Cable Communications Commission on April 28, 2000  
Approved by Township Board on July 5, 2000  
Revised and approved by the Cable Communications Commission on January 7, 2009  
Approved by the Township Board on April 7, 2009  
Revised and approved by the Cable Communications Commission on February 1, 2012

## **PREAMBLE**

Communications Commission, previously called the Cable Communications Commission, was established in 1977 to oversee the administration and implementation of the Cable Franchise Agreement, including:

- I. To advise the Township Board regarding the implementation of the Franchise Agreement.
- II. To encourage the use of the access channels which include public, educational and governmental channels.
- III. To formulate policy relating to the access channels. All such policies are subject to approval by the Township Board.

(For a complete list of functions, refer to the Township Ordinances, Title XV, Chapter 115.)

The Government Access Cable Television Channel serving Meridian Township is known as HOMTV. The operating policies of HOMTV are based upon the Goals and Objectives of the Communications Commission, as approved by the Meridian Township Board. It is the intent of these policies and procedures to consolidate and regulate the implementation of the Goals and Objectives. The Communications Commission shall monitor the implementation of these policies and procedures as administered by the Communications Manager.

Employees within the Communications Department, operating HOMTV, are governed by the Township Personnel Policy. On matters related to programming, the Communications Commission shall govern.

## SECTION ONE: GENERAL GUIDELINES FOR PROGRAMMING AND PRODUCTION

- I. The Communications Manager is responsible for generating program ideas, and for implementing and overseeing their production, either directly, or by delegation through his or her subordinates. All programming decisions are to be made by the Communications Manager according to established policies and guidelines as approved by the Communications Commission.
- II. Programming shall be developed in accordance with the "Goal Statements" adopted and periodically revised by the Township Board.
- III. Programming shall be developed with Diversity, Equity and Inclusion principles in mind and strive to represent the unique make-up of the Meridian Township community and be accessible to all.
- IV. Programming of a non-local origin is to be avoided in all but the most exceptional situations. Such exceptions shall only be approved by the Communications Manager. In the case where programming of non-local origin is used, it must be presented with locally originated opening and closing statements.
- V. All production decisions are to be made by the Communications Manager, either directly, or by delegation through his or her subordinates.
- VI. The HOMTV production equipment and facilities are to be operated only by staff members and interns of Meridian Township who have been trained and approved for equipment use under the direction of the Communications Manager.
- VII. Special production requests must be submitted to the Communications Manager at least one week prior to the requested taping date.

## SECTION TWO: TOWNSHIP MEETING COVERAGE

- I. The Communications Department staff and HOMTV interns are responsible for providing live coverage of regular meetings of the Township Board, the Planning Commission, the Park Commission, Zoning Board of Appeals and the Environmental Commission, up to a total of ten meetings per month. The Township Communications Commission may recommend to the Township Board expansion or limitation of meeting coverage responsibilities based upon staff and facility capabilities.
- II. Live coverage of regularly scheduled Township meetings shall be the number one programming priority to air on HOMTV. Program schedule adjustments must be made to accommodate irregular start and end times of televised meetings.

- III. To cancel regular meeting coverage, the staff liaison to the Board or Commission in question, must present the cancellation notice to the Communications Manager in writing as early as possible before the scheduled meeting.
- IV. To schedule special meeting coverage, the staff liaison to the Board or Commission in question, must present the television coverage request to the Communications Manager in writing at least two weeks in advance of the meeting. Special efforts will be made to provide "skeleton crew" coverage of Township Board or Commission meetings, which are scheduled with less than two weeks' notice.
- V. When a Board or Commission goes into "closed session" during the live coverage of a meeting, the HOMTV Meeting Producer is authorized to display a message describing the current status of the meeting. When a Board or Commission goes into "recess" during the live coverage of a meeting, the HOMTV Meeting Producer is authorized to display a message describing the current status of the meeting or to continue live coverage of the meeting room during the break. In most circumstances, live coverage of the meeting may resume following a recess or closed session.
- VI. Video recordings of the live coverage of Township meetings are not to be edited for replay.
- VII. Video recordings of Township meetings shall not be considered the official record of the meetings and shall not be treated as such. These recordings will be available online and retained on the HOMTV Archiving System.

### SECTION THREE: TOWNSHIP ELECTION COVERAGE

- I. HOMTV shall include programming pertaining to Meridian Township elections. The scope and format of such coverage shall be determined by the Communications Manager. The minimum acceptable coverage shall be graphic material summarizing election results, initially presented sometime on election night, and carried on HOMTV at least until the normal program schedule begins the next day. The Communications Manager shall work with the Township Clerk and Election Commission to provide graphic material and/or other material announcing pre-election administration information.
- II. Special efforts shall be made to produce programming in "even year" Township elections, with a maximum emphasis on elections held to fill positions on the Township Board and/or the Park Commission. All registered candidates shall be afforded an equal opportunity to be included in this coverage. The scope and format of such election year programming shall be determined by the Communications Manager, and may include the following components:

- A. An interview program for candidates, including standardized questions and follow-up questions.
  - B. An opportunity for candidates to make up to a two minute statement on their candidacy.
  - C. A debate-style program for candidates, organized by party affiliation and/or desired office.
  - D. A call-in show to allow residents to ask questions of the candidates.
- III. The Communications Manager shall ensure that all programming featuring registered candidates be 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.
- IV. Candidates for elected office shall not be included in HOMTV programming ninety days before an election, with the exception of Township meeting coverage, special election coverage and coverage of incumbents performing official duties. The Communications Manager shall decide if equal time for opposing candidates is necessary to balance the coverage of incumbent candidate's performance of official duties.

#### SECTION FOUR: PROGRAMS AND PROGRAM-SERIES

- I. There shall be one series in the HOMTV Program Schedule based on a "public forum" format. This program may include panels of guest experts or residents, opportunity for participation by viewers and/or the opportunity for involvement by a live audience. Topics in this series should be of local interest but may include statewide or national issues discussed from a local perspective.
- II. A magazine-format series will be produced for airing on HOMTV on a regular basis as a news and information program.
- III. Other program-series' will be produced for airing on HOMTV under the direction of the Communications Manager. It is the goal of staff to produce programs of a similar nature on a regular basis to form a series. The Communications Manager shall decide which programs to produce as a series and shall supervise their production and regulate their format and frequency.
- IV. Other programs may be produced to air on HOMTV which do not fit into any existing program series. These will be considered "specials" and may be of any format.

- V. There shall be a Computer Graphics Message Display Sequence and/or Virtual Channel of promos and PSAs to air on HOMTV during times when there is no live or taped programming. Messages of an emergency nature will be displayed as soon as possible by staff.
- VI. The HOMTV Program Schedule will be determined by staff. Primary concepts for Program Schedule formulation include variety and high frequency of program replays.

SECTION FIVE: LOCAL PROGRAMMING DEVELOPMENT

- I. Requests or suggestions for program development may be made by officials and employees of Meridian Township and from the public. Requests must be made in writing. Each request for programming received by staff may be reported to the Communications Commission. The Communications Manager will respond to requests for programming within a reasonable time, based on staff and facility limitations.
- II. The Communications Manager shall use any of the following criteria to make judgments regarding the initiation of new programming:
  - A. The programming is about Meridian Township, its residents, its employees, its elected officials and/or it's appointed officials.
  - B. The programming is in demand by Meridian Township residents or employees.
  - C. The programming is a public service to Meridian Township residents.
  - D. The programming serves to promote Meridian Township as a community.
  - E. The programming serves as communication from Meridian Township employees to Meridian Township residents.
  - F. The programming serves as communication from Meridian Township residents to Meridian Township residents.
- III. The Communications Manager shall use any of the following criteria to make judgments regarding the denial of new programming:
  - A. The programming shall include no pornographic material.
  - B. The programming shall include no religious material.
  - C. The programming shall include no paid advertising.

- D. The programming shall include no direct appeals to purchase commercial goods or services.
  - E. The programming shall be of sufficient technical quality to match the current minimum quality level of programming on the channel.
  - F. The programming does not meet one or more of the criteria set forth in paragraph II of this Section.
- IV. The Communications Manager shall use any of the following criteria to make judgments regarding the termination of existing programming:
- A. The programming has served its original purpose.
  - B. The programming can be more appropriately produced by another local access channel.
  - C. Producers of the programming are not cooperating with the staff in a consistent or professional manner.
  - D. Staff or facility limitations cause the need to reduce programming levels in general.
  - E. The criteria used for denying new programs can also be used to terminate existing programs. (See paragraph III above).
- V. The Communications Commission shall hear and decide appeals from those who have been denied programming requests under this Section. Such decisions shall normally be rendered within thirty (30) days of the Communications Commission's first consideration of the appeal.

#### SECTION SIX: GENERAL POLICIES

- I. Staff shall not be used to produce video programming for private or commercial organizations. Staff may collaborate and charge a fee for services to other public agencies and similar organizations to develop programming, which further serves the public interest, as determined by the Communications Manager. Sponsorships for HOMTV Programming, special events, website and other digital platforms, may also be available.
- II. It is the objective of staff to program at least eight (8) hours per day, seven (7) days per week. The Communications Manager may cancel or reduce programming for up to ten (10) weeks per calendar year for the purpose of equipment maintenance, staff

limitations or other extreme circumstances.

- III. Staff will make duplicate copies upon request of programs as a whole for a nominal fee according to the attached fee schedule. Segments and/or raw footage are not available for duplication unless pre-approval granted by the Communications Manager.
  - A. Fees may be waived by the Communications Manager for people closely involved with the production of the program being copied.
  - B. Staff will only make duplicate copies of programs that have aired on the channel.
- IV. Expenditures to finance the operations of HOMTV may be made by the Communications Manager upon approval of the Township Finance Director and authorization of the Township Manager, subject to all requirements of the Township Purchasing Policies and within maximum amounts appropriated in the Township Budget. Purchases proposed by staff that are projected to exceed the total budget appropriations shall require a budget amendment recommended by the Communications Manager upon approval of the Township Finance Director, authorization of the Township Manager and approved by the Township Board, in conformance with Township purchasing and budget policies. Transfers among line items within the total amount appropriated in the operating budget may be made by the Communications Manager upon approval of the Township Finance Director and authorization of the Township Manager.
- VI. All HOMTV video recordings shall remain the property of HOMTV.

## FEE SCHEDULE

### Video Copies

1. \$15.00 flat rate per order.
2. \$10.00 per hour of running time on order, or any increment thereof.
3. \$6.00 for videotape supplied by staff for the copy.
4. \$6.00 Shipping & Handling.

### Audio Copies

1. \$10.00 flat rate per order.
2. \$10.00 per hour of running time on order, or any increment thereof.
3. \$4.00 for audiotape supplied by HOMTV for the copy.



Communications  
Commission

# Discussion Items



## COMMUNICATIONS COMMISSION RULES AND PROCEDURES

### **RULE 1: AUTHORITY**

These rules are adopted by the Charter Township of Meridian Communications Commission (hereinafter referred to as the Commission) pursuant to Title XV, Chapter 115 of the Code of the Charter Township of Meridian.

### **RULE 2: MEMBERSHIP**

**2.1 Members.** The Commission shall consist of five (5) regular members and two (2) alternate members appointed by the Township Board of the Charter Township of Meridian. The Commission may recommend names of suggested appointees to the Township Supervisor. Members must be residents of the Township. No Commission member may:

1. Be employed by a locally franchised cable company.
2. Hold a contract with a locally franchised cable company.
3. Have ownership interest in a locally franchised cable company.

#### **2.2 Alternate Members.**

1. An alternate member shall be called to serve in place of a regular member by the chairperson or vice chairperson if:
  - a) a regular member is absent from or will be unable to attend two or more consecutive meetings of the Commission; or,
  - b) a regular member is absent from or will be unable to attend meetings for a period of more than thirty (30) consecutive days; or,
  - c) a regular member will be abstaining from participating in consideration of a case in which the regular member has a conflict of interest.
  - d) When called to serve, an alternate member has the same voting rights as a regular member.
  - e) Alternate members may be called in any order.

### **RULE 2: MEMBERSHIP** (cont'd.)

**2.3 Conflict of Interest.** A regular member or alternate member shall disqualify himself or herself from the discussion and decision in any case where the member has a conflict of interest due to financial considerations or other issues of significance. Failure of a member to disqualify himself or herself shall constitute misconduct in office.

**2.4 Attendance.** Members of the Commission who are absent from more than three (3) consecutive, regularly scheduled Commission meetings and work sessions or more than thirty (30) percent of the regularly scheduled Commission meetings and work sessions in a calendar year shall be subject to review and possible recommendation for removal by the Township Board. Exceptions may be made if absences are due to the conduct of other business as authorized by the Commission.

### **RULE 3: TERMS OF OFFICE**

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

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

**3.3 Removal from Office.** Members of the Commission shall be removable from office by the Township Board for nonperformance of duty or misconduct in office.

### **RULE 4: OFFICERS**

**4.1 Selection.** At the first regular meeting in January, the Commission shall select from its members a chair and vice-chair.

**4.2 Terms.** Term of office shall commence from the date of selection for a period of one year, or until a successor has been selected. Officers shall be eligible for re-election, but shall not serve more than three successive full terms in one office.

**4.3 Duties of the Chair.** The chair shall preside at all meetings, appoint committees and official representatives to other groups with concurrence from the Commission, authorize calls for special meetings and perform such other duties as may be specified by the Commission.

**4.4 Duties of the Vice-Chair.** The vice-chair shall act in the capacity of the chair in the chair's absence. In the event the office of the chair becomes vacant, the vice-chair shall succeed to that office for the unexpired term and the Commission shall select a successor to the office of vice-chair for the unexpired term.

### **RULE 5: RESPONSIBILITIES AND AUTHORITY**

The Commission shall assume the following responsibilities and authority pursuant to the Meridian Charter Township Code of Ordinances, Title XV, Chapter 115, Section 115-20, subsection (a), numbers 1-12:

1. Discussion of franchises and franchise applications.
2. Advising the Township Board on franchise applications.
3. Advising the Township Board on revocation of franchises.

4. Making recommendations to the Township Board on resolution of disputes between franchisees, subscribers, and access users.
5. Advising the Township Board on rate regulation, when applicable.
6. Making recommendations to the Township Board on operational policies of local access channels.
7. Encourage the use of access channels.
8. Encourage and supervise the interconnection of systems.
9. Review and report to the Township Board on franchise compliance.
10. Prepare and conduct public hearings on the annual budget.
11. Conduct system evaluations and make recommendations to the Township Board regarding franchise amendments and ordinance amendments.
12. Evaluate research and advise the Township Board in the implementation, and expansion of, broadband and Internet connectivity in Meridian Township.

The Commission shall assume the following responsibilities and authority pursuant to the Cable Television Franchise Agreement:

1. To hear informal complaints by subscribers and order refunds as the Commission deems necessary.
2. To hear formal complaints and assess fines as the Commission deems necessary.
3. To determine locations and times for annual tests of technical performance.
4. To authorize the use of Educational Institution access channels by franchisees.
5. To approve rules for usage of the Township Public Access facility and channel.
6. To direct franchisees to construct or repair parts of the cable system.
7. To review financial reports of the franchisees.
8. To waive franchise fees on new services or nonsubscriber revenues.

The Commission shall assume the following responsibilities and authority pursuant to the Operating Policies of HOMTV:

1. To advise the Township Manager when carrying out aspects of the Township Personnel Policy with HOMTV staff.
2. To recommend to the Township Board expansion or limitation of the meeting coverage responsibilities of HOMTV.
3. To hear appeals of program decisions made by the HOMTV Manager.

#### **RULE 6: COMMISSION MEETINGS**

**6.1 Procedures.** The Chair shall preside over all meetings of the Commission. Robert's Rules of Order, newly revised, shall govern all questions of procedure not otherwise provided for in these rules or by state or federal law.

**6.2 Quorum.** Three members shall constitute a quorum for the transaction of business at all meetings of the Commission. In the event a quorum is not present at any meeting, a majority of the commissioners in attendance may reschedule the meeting providing proper advance notice is given to the public.

**6.3 Motions.** All motions of a substantive nature shall be made in writing. The name of the originator and seconder of the motion, the findings of fact and the rationale for action shall be recorded in the minutes.

**6.4 Voting.** Voting shall be by voice except that a roll call vote will be taken and recorded for all proposals requiring a public hearing or when requested by a member of the Commission. When a question is put by the Chair, every commissioner present shall vote either "yes" or "no", except that a commissioner may abstain from voting if excused by unanimous consent of the other commissioners present.

**6.5 Decisions.** Providing a quorum is present, a simple majority of those present and voting shall be required for Commission action.

**6.6 Meeting Schedule.** The Commission shall meet in regular session according to a schedule adopted at the beginning of the calendar year or as subsequently revised. Special meetings shall be called by the chairperson or shall be called at the request of three members of the Commission.

**6.7 Meeting Locations.** Meetings shall usually be held at the Township Municipal Building. Meetings shall be open to the public, except where closed sessions are permitted by the Michigan Open Meetings Act.

**6.8 Notice of Meetings.** Notice of meetings and the agenda for business shall be posted according to existing Township procedure. Commission members shall be notified at least 24 hours in advance of any change in meeting schedule or location.

**6.9 Meeting Agenda.** An agenda shall be established for each meeting of the Commission by designated Township staff and the chair, and shall be made available to Commission members and the public in advance of the meeting. (Exhibit A). The chair shall determine the order of business, subject to amendment by the Commission.

**6.10 Public Participation.** A member of the public may speak at public meetings of the Commission in accordance with the following procedures:

- a. Time for public comment shall be provided at the beginning of a regular Commission meeting. Additional time shall be scheduled at the end of such meeting. Time limits for comments or presentations at Commission meetings by persons in the audience may be established by the Commission in accordance with the number of requests to speak, providing such limits shall not be less than three (3) minutes per speaker.
- b. Persons shall be recognized by the Chairperson before speaking.
- c. Persons addressing the topic of a scheduled public hearing are encouraged to present their remarks during the public hearing portion of the meeting.
- d. During a public hearing, the following order shall be used:
  1. Township staff review;
  2. Comments by the public or other interested parties;
  3. Discussion and action by the Commission.
- e. A member of the public may speak at public meetings of the Commission during the public remarks session of the meeting or at other appropriate times if allowed by a majority of the commissioners present.

## **RULE 7: RECORDS**

**7.1 Meeting Records.** The Township Cable Television Coordinator (or the Coordinator's designee) shall be responsible for minutes of each meeting of the Commission and for maintaining the official record, including all Commission actions. An audiotape recorder shall be used whenever possible to improve the accuracy of meeting minutes.

**7.2 Meeting Minutes.** Minutes shall include all motions made, the names of the mover and seconder, the method and outcome of votes taken. Comments by a commissioner may be placed in the official record upon the members' request. Minutes and records of the Commission meetings shall be made available to the public in accordance with the Freedom of Information and Open Meetings Act.

**7.3 Closed Sessions.** Minutes of closed session shall be maintained separately and not disclosed to the public except upon court order. Minutes of closed sessions may be destroyed one year and one day following their approval.

## **RULE 8: COMMITTEES**

**8.1 Standing Committees.** Standing committees of the Commission shall be appointed by the Chair and approved by the Commission to assist in the ongoing responsibilities of the Commission and the operation of the Township government. The Standing Committee members will elect their own chair. Standing committees shall serve to review, study and propose Commission actions related to operations which are the responsibility of the Commission. Committees shall be assigned specific areas of concern and shall work with the Township Cable Television Coordinator.

**8.2 Special Committees.** The Commission may establish and appoint special committees to meet the needs and objective of the Commission. The Commission may authorize the Chair to appoint members to these committees, including the Chair. Permission may be granted to a special committee to designate its own Chair.

**8.3 Quorum.** A majority of committee members shall constitute a quorum for committee meetings. A standing committee shall open its meetings to the public in compliance with the Open Meetings Act.

**8.4 Notice of Meetings.** Notice of meetings shall be made available for the public at least eighteen hours in advance of such meetings as required by state law to be considered an official committee meeting. Each committee shall provide a written record of its meetings to the Township Cable Television Coordinator which shall constitute its public record. A separate file shall be kept in the Township Cable Television Office for each committee. Minutes of committee meetings shall be sent to all Commissioners.

**8.5 Reports.** Standing committees will report their recommendations to the Commission during the committee report portion of commission meetings. Minority reports may be offered at that time.

**8.6 Dissolution.** The Commission may discharge a committee from further consideration of any matter upon approval of a majority of the Commission.

## **RULE 9: APPEALS OF PROGRAMMING DECISIONS**

**9.1 Filing.** Appeals may be filed with the Commission by any person aggrieved by a programming decision made by the Township Cable Television Coordinator.

**9.2 Procedures.** Appeals shall be filed in accordance with the following procedures, deadlines and regulations:

- a. Application: An appeal of a programming decision made by the Township Cable Television Coordinator shall be filed within thirty (30) days of the date of the decision being appealed.
- b. Hearing: A hearing on said appeal shall be held at the next regularly scheduled meeting of the Commission.
- c. Presentation: The order of presentation during the appeal is included as "Exhibit E" in the appendix of this document.

**9.3 Decisions.** The Commission shall issue a decision within a reasonable time from the filing of an appeal.

**9.4 Reconsideration.** The Commission may consider a petition for reconsideration if substantial new information warrants such reconsideration and if such petition is made prior to the Commission's next regularly scheduled meeting following the meeting at which the decision was made.

#### **RULE 10: PUBLIC HEARINGS**

**10.1 Purpose.** Public hearings shall be held prior to recommending approval by the Township Board of any amendment to the Township Cable Ordinances or for other matters as required by statute, federal law, or Township Ordinance. Public hearings may also be held for informational purposes. (Exhibit C)

**10.2 Notice.** Notice of public hearings, including time, place and purpose shall be made in conformance with requirements of P.A. 285 (1931, as amended) and the Township Code of Ordinance, and such other procedures as may be adopted by the Commission or Township Board.

**10.3 Format.** Public hearings shall be part of regular Commission meetings and shall be conducted according to established written procedures.

**10.4 Complaint Hearings.** The Commission will hear informal and formal complaints by local cable subscribers against franchisees. The format for such hearings is included in the appendix of this document as "Exhibit F".

#### **RULE 11: RESCISSION**

A motion to rescind or amend something previously adopted may be brought pursuant to Section 34 of Robert's Rules of Order, Newly Revised.

#### **RULE 12: SUSPENSION OF RULES**

A motion to suspend these rules may be brought pursuant to Section 25 of Robert's Rules of Order, Newly Revised.

#### **RULE 13: AMENDMENTS**

These Rules may be amended or repealed by a majority of the members of the Commission at any regular meeting or at any properly called meeting provided that a copy of the proposed changes shall be filed with the Chair at least ten days prior to the meeting at which action therein is to be taken and copies of the proposed changes are provided to each commissioner at least five days prior to said meeting, together with written notice of the time and place of such meetings.

#### **RULE 14: ANNUAL REPORT**

The Commission shall, on or before March 1st of every year, submit a written report to the Township Board, which report shall contain a statement of the activities of the Commission during the preceding calendar year.



**AGENDA**  
CHARTER TOWNSHIP OF MERIDIAN  
COMMUNICATIONS COMMISSION  
REGULAR MEETING  
January 31, 2018 6PM

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1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
  - A. December 6, 2017 Regular Meeting
6. COMMUNICATIONS DIRECTOR REPORT
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
  - A. Chair's Report
  - B. Township Board Liaison's Report
8. NEW BUSINESS
9. OLD BUSINESS
10. COMMUNICATIONS/ANNOUNCEMENTS
  - A. Compliments/Complaints
11. REPORTS
  - A. VIDEO SERVICE PROVIDER (S)
  - B. PROGRAMMING
  - C. ANALYTICS
  - D. PROMOTIONS/PUBLICATIONS
  - E. FINANCE
12. OTHER NEWS & INFORMATION
13. PUBLIC REMARKS
14. 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 Director, Deborah Guthrie, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4380 - Ten Day Notice is Required.  
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Administrative Conference Room

## **EXHIBIT B: EXAMPLES OF PURPOSES FOR INFORMATIONAL HEARINGS**

1. To provide additional time to give all interested parties an adequate chance to present evidence.
2. To provide additional discussion or presentation time because of the complexity of the proposal or issues.
3. To provide for public comment as a result of making major changes in a proposal following an initial hearing.
4. To introduce and discuss new evidence, external to changes in a proposal, not available at the time of the initial hearing.
5. To seek citizen input on any appropriate subject.
6. To educate the public on selected issues or proposed actions and enhance public understanding or acceptance.

## **EXHIBIT C: GENERAL PROCEDURES FOR PUBLIC HEARINGS**

1. When scheduling meetings, the Commission may limit the number of hearings to be placed on the agenda of any meeting. Each hearing shall be identified on the agenda.
2. Unless otherwise indicated, the following format will be used:
  - a. Introduction by the chair (announcement of procedures, time limits and protocols for public participation, applicants and defendants.)
  - b. Summary of subject matter.
  - c. Presentation by interested members of the public.
  - d. Discussion and questioning by Commission members.
  - e. Final remarks by applicant.
  - f. Adjournment

## **EXHIBIT D: PROCEDURES FOR PUBLIC PARTICIPATION AT MEETINGS**

1. The number of persons admitted to a meeting room will be in keeping with public safety requirements and availability of space. Efforts will be made to provide adequate room to accommodate those in attendance.

2. Established protocols for public participation will be announced at the beginning of the meeting.
3. Opportunity to speak will be granted either under Public Remarks, during old business or during a public hearing, as most appropriate.
4. Reasonable time limits may be allotted for public comments, in keeping with other business which must be considered at a particular meeting.
5. A member of the public will be provided no less than three minutes to speak.
6. Those completing a request form in writing shall be called upon first to speak.
7. Members of the public will identify themselves by name and address prior to presenting their comments.
8. Written communications will be read into the record during a meeting when requested by the author. All written communications will become part of the Commission record.
9. The Chair, without objections from the Commission, may invite members of the public to participate in informal discussion on all or selected agenda items during Commission work sessions.

#### **EXHIBIT E: FORMAT FOR PROGRAM APPEALS**

1. Presentation by the HOMTV Manager
2. Presentation by appellant
3. Questions from the Commission to the HOMTV Manager
4. Questions from the Commission to the appellant
5. Closing comment by the HOMTV Manager
6. Closing comment by the appellant
7. Discussion by members of the Commission
8. Decision by vote of the Commission

## **EXHIBIT F: FORMAT FOR COMPLAINT HEARINGS**

1. Introduction by the Cable Television Coordinator
2. Presentation by the complainant
3. Presentation by the franchisee
4. Additional comments by the Cable Television Coordinator
5. Questions from the Commission to the complainant
6. Questions from the Commission to the franchisee
7. Questions from the Commission to the Cable Television Coordinator
8. Closing comment by the complainant
9. Closing comment by the franchisee
10. Closing comment by the Cable Television Coordinator
11. Discussion by members of the Commission
12. Decision by vote of the Commission



Communications  
Commission

# **Communications/ Announcements**

## Andrea Smiley

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**From:** Deborah Guthrie <debgtv@gmail.com>  
**Sent:** Thursday, October 8, 2020 1:41 PM  
**To:** Brandie Yates  
**Cc:** Tunga Kiyak; Benenson, Walter; Leslie Charles; Brian Seipel; Mike Nevells; Riti Adhi; Kathy Ann Sundland  
**Subject:** Re: FW: RELEASE: Gov. Whitmer announces initiatives to increase high-speed internet across Michigan

Thank you Brandie. Some key takeaways; Meridian is not underserved, the only hot spot in Meridian is where the owner of ACD.net lives, on Columbia St. in Haslett and the grant is not available to municipalities.

I did notice according to the hot spot map that East Lansing, Dewitt and Lansing have public hot spots at their libraries but Meridian does not. Seems like we could at least get a public hot spot at our libraries; if nothing else and that would seem like something easy to accomplish as a commission.

Deborah Guthrie  
517.214.1530  
[debgtv@gmail.com](mailto:debgtv@gmail.com)

On Thu, Oct 8, 2020 at 1:15 PM Brandie Yates <[yates@meridian.mi.us](mailto:yates@meridian.mi.us)> wrote:

Please see the update from the Governor's Office regarding broadband infrastructure statewide. Thought you would all be interested. Definitely in line with discussion last night.

Thank you,



**Brandie Yates, CTA**

Communications Manager

HOMTV Executive Producer

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

W 517.853.4208 | F 517.853.4096

5151 Marsh Road | Okemos, MI 48864

[meridian.mi.us](http://meridian.mi.us)

**From:** Michigan Executive Office of the Governor <[mieog@govsubscriptions.michigan.gov](mailto:mieog@govsubscriptions.michigan.gov)>

**Sent:** Thursday, October 08, 2020 10:04 AM

**To:** Brandie Yates <[yates@meridian.mi.us](mailto:yates@meridian.mi.us)>

**Subject:** RELEASE: Gov. Whitmer announces initiatives to increase high-speed internet across Michigan



**FOR IMMEDIATE RELEASE**

Oct. 8, 2020

Contact: [Press@michigan.gov](mailto:Press@michigan.gov) (GOV)

Caleb Buhs, [buhsc@michigan.gov](mailto:buhsc@michigan.gov) or 517-282-6018 (DTMB)

Kathleen Achtenberg, [achtenbergk@michigan.org](mailto:achtenbergk@michigan.org) or 517-489-0557 (MEDC)

**Gov. Whitmer announces initiatives to increase high-speed internet across Michigan**

*\$12.7 million in Connecting Michigan Communities grants and launch of Connecting Michigan Taskforce will expand broadband infrastructure statewide*

**LANSING, Mich.** -- Creating fair and equal access for every Michigander to compete in the 21st century was at the core of Gov. Gretchen Whitmer's announcement today at the North American International Cyber Summit awarding \$12.7 million to projects across the state to increase broadband internet access.

"In today's society, the fastest way to create an even playing field for all is access to high-speed internet," said **Gov. Whitmer**. "These broadband internet projects, along with additional infrastructure initiatives we are undertaking, will provide underserved communities in Michigan with high-speed internet service. This critical service is no longer a luxury but is a necessity that allows every Michigander to get a quality education and compete in the global economy."

Residents who lack access to broadband or cannot afford a home broadband connection are unable to participate in telehealth, virtual learning, telework, civic engagement, and many other activities those who are connected are able to use every day. Today, approximately 1,243,339 Michigan households do not have a permanent fixed broadband connection at home resulting in \$1.8B to \$2.7B in potential economic benefit left unrealized among disconnected households.

The broadband projects announced today were selected through the Connecting Michigan Communities (CMIC) grant program. The \$12.7 million in awards are estimated to generate between \$15.7 and \$23.1 million in annual economic benefits to consumers. These projects will extend access to over 10,900 households, businesses, and community anchor institutions (CAI) in Michigan. All projects have committed to closing the internet access divide and provide digital literacy training materials to residents and

businesses in their proposed service area, and work with local CAIs and foundations to host events to promote e-learning, job, and workforce training.

Recommendations for the second round of CMIC grant awards will be announced this month, providing another \$5.3 million towards further infrastructure expansion across the state. Last week, Gov. Whitmer signed a budget that included an additional \$14.3 million in grant funding for a third round of projects in 2021.

This announcement builds on the launch of the Connecting Michigan Taskforce (CMIT), with Lt. Governor Garlin Gilchrist II helping to lead the efforts to strengthen and grow broadband infrastructure across Michigan. The Connecting Michigan Taskforce will advise and assist in improving coordination among stakeholders in addressing broadband and technology access and adoption issues in the state.

“The internet access divide is real and must be addressed to provide opportunity for all Michiganders to thrive,” said **Lt. Governor Gilchrist**. “This taskforce will provide a coordinated state of Michigan approach to increasing broadband access and adoption in Michigan and finding the resources that are vital to providing affordable broadband access to households and businesses statewide.”

Access to broadband and high-speed internet is vital to people’s ability to work, learn and carry out business. The COVID-19 pandemic has made it more imperative than ever and building and strengthening broadband infrastructure throughout Michigan will be a driver of economic recovery efforts statewide. To support that effort, the Michigan Economic Development Corporation has partnered with Connected Nation Michigan (CNMI) to facilitate the Connecting Michigan Taskforce and improve the access, adoption, and use of broadband and technology across Michigan, by:

- Coordinating with local, regional, and state agencies as well as the private sector to increase broadband access and adoption in Michigan;
- Recommending policy changes to improve broadband access and adoption in the state;
- Identifying funding sources and opportunities to encourage investors to provide affordable broadband access to households and businesses statewide; and
- Monitoring federal broadband-related activities for policies and funding opportunities that will impact broadband in Michigan.

The taskforce is comprised of members that represent state of Michigan agencies or units that relate closely to broadband, including MEDC, Department of Technology, Management & Budget, Department of Labor and Economic Opportunity, Michigan Department of Agriculture and Rural Development, Michigan Department of Health and Human Services, Michigan Department of Transportation, Michigan Department of Education, Michigan Department of Civil Rights, Michigan Public Service, Michigan Infrastructure Council and the Library of Michigan.

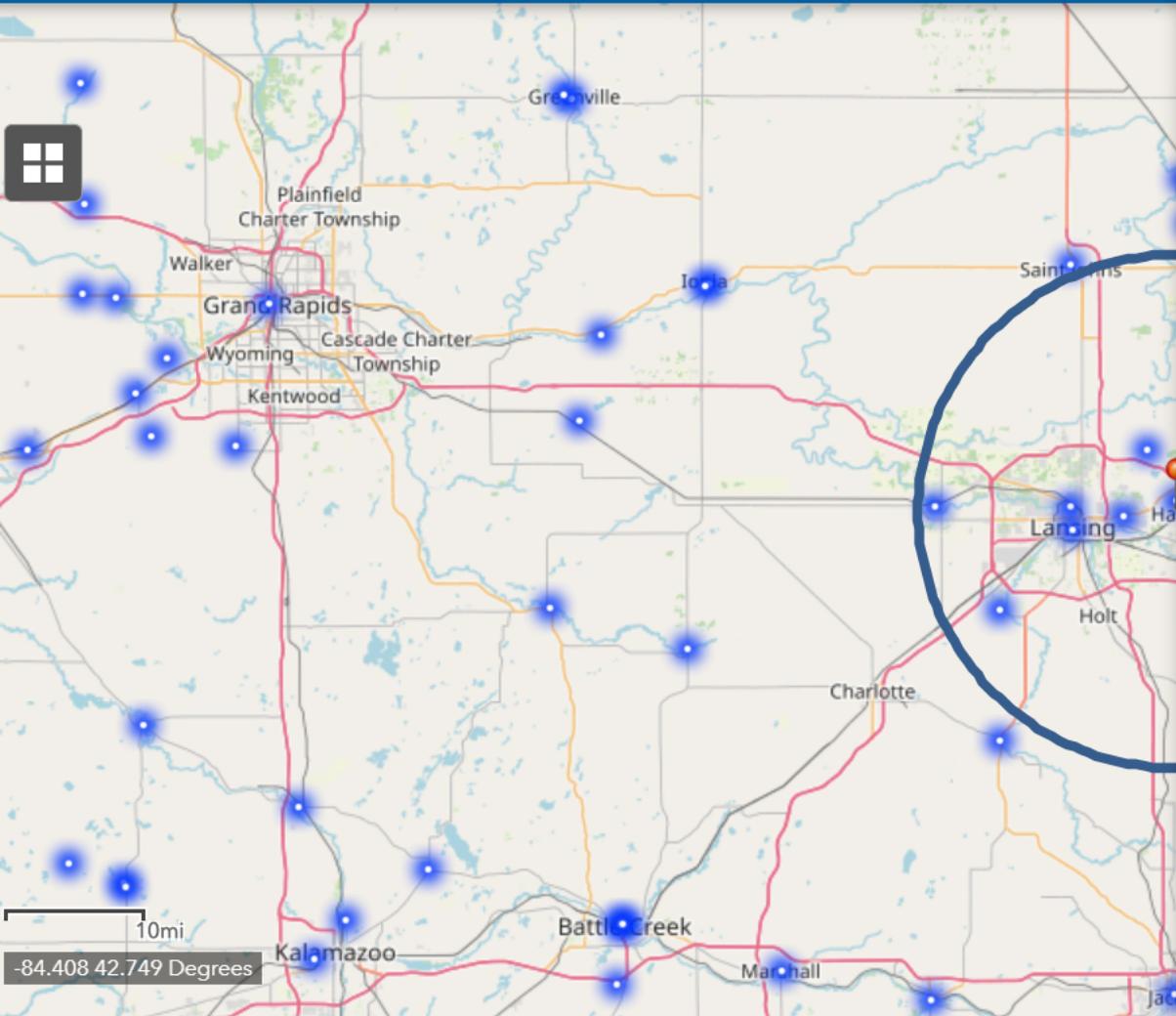
Combined, the CMIC Broadband grants and the Connecting Michigan Task Force will help more Michigan residents gain access to, and adoption of broadband and the economic benefits it will provide.

For more information about the CMIC Broadband Grants, visit [www.michigan.gov/cmiggrant](http://www.michigan.gov/cmiggrant).

For more information on the Connecting Michigan Taskforce visit [www.michiganbusiness.org/broadband](http://www.michiganbusiness.org/broadband).

###

# WiFi Hotspots in the State of Michigan Connected Nation Michigan



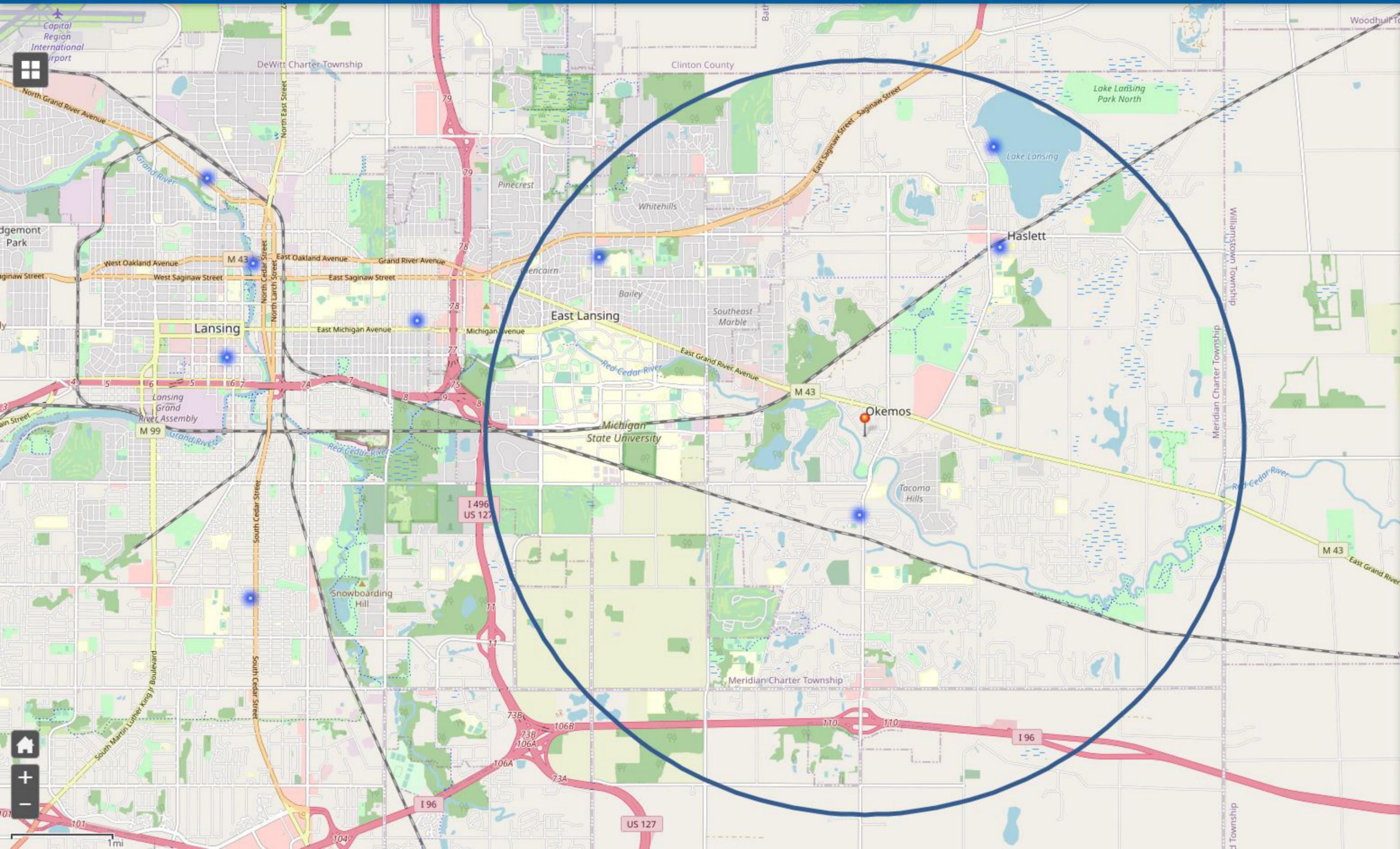
## Locate WiFi Hotspots

Search for an address in the entry box below or locate on map with the buttons to the right of the entry box.

Haslett, MI, USA

Show results within (Miles) 25

Michigan - Hotspot Locations	(10)
<b>ACD.NET LAKE LANSING HOTSPOT</b>	<b>0.96 mi</b>
EAST LANSING PUBLIC LIBRARY	5.15 mi
BATH TOWNSHIP PUBLIC LIBRARY	6.61 mi
CAPITAL AREA DISTRICT LIBRARIES-DOWNTOWN LANSING	10.2 mi
ACD.NET HEADQUARTERS AND PARKING LOT	10.3 mi
BENTLEY MEMORIAL LIBRARY OF PERRY	14.92 mi
PERRY TOWNSHIP/MORRICE LIBRARY	18.02 mi



### Locate WiFi Hotspots

Search for an address in the entry box below or locate on map with the buttons to the right of the entry box.

48864

Show results within (Miles)



Michigan - Hotspot Locations (4)	
CAPITAL AREA DISTRICT LIBRARIES-OKEMOS	1.03 mi
CAPITAL AREA DISTRICT LIBRARIES-HASLETT	3.08 mi
ACD.NET LAKE LANSING HOTSPOT	4.2 mi
EAST LANSING PUBLIC LIBRARY	4.24 mi



Communications  
Commission

# Compliments/ Complaints

# Individual Video Provider Customer Intakes

**Complaint Number** 2020-002

**Date** 3/20/2020

**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** 11/18/20 Resident reached out again about not having internet service and stated that they have checked with local companies and AT&T with no luck. They live in an area of the Township that doesn't not have internet hook up capability.

Resident that needs internet service. Resident has inquired about it for over 13 years, but unfortunately sounds like the resident lives in a dead zone. College students are back at home now and can't do their studies, spouse is an MSU Professor needs to be online, but they have no access to internet. Resident is desperate but does not have the \$6,000 that was quoted to run a line for Comcast. Would like a follow up from someone at the Township or Comcast.

**Problem Before?** Yes **Ongoing**   **MPSC Information**  
**Given**

**Assigned Staff** Andrea Smiley, Brandie Yates

**Staff Response** Advised resident that we would contact Comcast as well as the Deputy Township Manager

**Resolution** Deputy Township Manager informed staff that this issue came up before a couple years back; however there is a new internet service provider that is planning to build in Meridian Township called Metronet and the customer could reach out to them in regards to gaining access.

11/18/20 Staff contacted Comcast Representative to see if anything has changed as far as planning to run cable to that area of the Township. Deputy Township Manager informed staff that Broadband in the Township would be part of the 2021 goals. At this point, we don't have a resolution for the resident

# Individual Video Provider Customer Intakes

**Complaint Number** 2020-003

**Date** 10/14/2020

**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 who lives on Island Drive is having issues with Comcast Service. On the primary television (1 of 4 boxes), some channels either have no audio or are Spanish. The resident stated they have contacted Comcast several times and received poor customer service. This issue has been ongoing for 3-4 months. Comcast sent a new box, but it was the wrong one. The resident is still waiting for the correct box.

**Problem Before?** No **Ongoing**   **MPSC Information**  
**Assigned Staff** Brandie Yates **Given**

**Staff Response** Staff forwarded resident issue to regional representative at Comcast.

**Resolution** Comcast Regional Representative said Customer Care Specialist will reach out to resident about the service and replacement box.

# Individual Video Provider Customer Intakes

**Complaint Number** 2020-004

**Date** 10/16/2020

**Name**

**Street Address**

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** AT&T

**Reason for Calling** Complaint

- |  |   |  |  |
|--|---|--|--|
| <b>Unburied Cable</b> <input type="checkbox"/>           | <b>Waiting for Service</b> <input type="checkbox"/> | <b>Missed Service Call</b> <input type="checkbox"/>    | <b>Cable Box</b> <input type="checkbox"/>        |
| <b>Bad Reception</b> <input checked="" type="checkbox"/> | <b>Cable Out</b> <input type="checkbox"/>           | <b>Cannot Phone</b> <input type="checkbox"/>           | <b>Other</b> <input checked="" type="checkbox"/> |
| <b>Bad Treatment</b> <input type="checkbox"/>            | <b>Bad Information</b> <input type="checkbox"/>     | <b>No Response to Request</b> <input type="checkbox"/> |  |

**Problem Description** Resident who lives on Teakwood in Haslett is having several issues with her AT&T Wi-Fi connection. The resident inquired about switching service to Comcast, but was told Comcast was not available at that address. The resident believes the information received on the phone from Comcast was incorrect.

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

**Assigned Staff** Brandie Yates

**Staff Response** Staff forwarded resident inquiry to Regional Representative at Comcast. Staff also forwarded the Wi-Fi connection complaint to an AT&T Representative.

**Resolution** Comcast Regional Representative said Customer Care Specialist will contact the resident. Have not received response from AT&T Representative as of yet.

# Individual Video Provider Customer Intakes

**Complaint Number** 2020-005

**Date** 10/28/2020

**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** 10/28/2020 - The resident was unhappy with a billing mistake and poor customer service from Comcast. 6/24/2020 - The resident was upset that Comcast hired a company to prune trees near his home without notice. He was not happy with the customer service he received when he spoke to Comcast.

**Problem Before?** Yes      **Ongoing**        **MPSC Information Given**

**Assigned Staff** Andrea Smiley, Brandie Yates

**Staff Response** 10/28/20 - Staff reached out to Comcast Regional Representative. Comcast Representative said a Customer Care Specialist would contact the resident. 6/24/2020 - Staff reached out to Comcast Regional Representative about the issue.

**Resolution** 10/28/20 - The resident was satisfied with the outcome. The late fee and credit card charges were removed. 6/24/2020 - Comcast spoke with the resident and he was happy with the resolution.

## Andrea Smiley

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**From:** Brandie Yates  
**Sent:** Tuesday, November 17, 2020 2:21 PM  
**To:** Darla Jackson  
**Subject:** FW: Internet service at Edgewood Village

Darla,  
Please see the below response from our Comcast Regional Representative.

Thank you,



**Brandie Yates, CTA**  
Communications Manager  
HOMTV Executive Producer  
[yates@meridian.mi.us](mailto:yates@meridian.mi.us)  
W 517.853.4208 | F 517.853.4096  
5151 Marsh Road | Okemos, MI 48864  
[meridian.mi.us](http://meridian.mi.us)

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**From:** Gardner, John <[John\\_Gardner@comcast.com](mailto:John_Gardner@comcast.com)>  
**Sent:** Tuesday, November 17, 2020 2:05 PM  
**To:** Brandie Yates <[yates@meridian.mi.us](mailto:yates@meridian.mi.us)>  
**Subject:** RE: Internet service at Edgewood Village

Hi Brandie, one of our account executives will reach out to Ms. Jacobs. Thanks, John

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**From:** Brandie Yates <[yates@meridian.mi.us](mailto:yates@meridian.mi.us)>  
**Sent:** Tuesday, November 17, 2020 12:28 PM  
**To:** Gardner, John <[John\\_Gardner@cable.comcast.com](mailto:John_Gardner@cable.comcast.com)>  
**Subject:** [EXTERNAL] FW: Internet service at Edgewood Village

John,  
I hope you are doing well and staying healthy. I'm reaching out today because Meridian Township Human Services Specialist Darla Jackson sent me the email below regarding internet issues the Edgewood Village apartment complex is experiencing with their Comcast internet service, specifically the Comcast Internet Essentials Program. Can you please help with this?

Thank you,



**Brandie Yates, CTA**  
Communications Manager  
HOMTV Executive Producer  
[yates@meridian.mi.us](mailto:yates@meridian.mi.us)  
W 517.853.4208 | F 517.853.4096  
5151 Marsh Road | Okemos, MI 48864  
[meridian.mi.us](http://meridian.mi.us)

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**From:** Darla Jackson <[jackson@meridian.mi.us](mailto:jackson@meridian.mi.us)>  
**Sent:** Tuesday, November 17, 2020 12:24 PM  
**To:** Brandie Yates <[yates@meridian.mi.us](mailto:yates@meridian.mi.us)>  
**Subject:** Internet service at Edgewood Village

Hi Brandie,

I am on the board of Edgewood Village, an approximately 130 unit complex of federally subsidized housing for low-income adults with a disability and families. It is located in the northwest corner of the township, near Hagadorn and Lake Lansing Roads on Hermandad, Esperanza, Carino, Raindrop, and Towar Gardens Circle. Since all of the public schools in the area are doing only online school, it is imperative that those residents have reliable access to the internet. It is my understanding that many of the households in the complex are enrolled with Comcast Internet Essentials, but are having issues with trying to have their children in online school, especially in households with more than one child, with internet speed and connection. The Edgewood Village board is interested in coverage options for the entire complex, especially as a short-term solution, to ensure that kids on the property are able to access their classes, but also as a long-term goal, and will pay for the service. Currently Comcast/Xfinity serves the Network Center on the property, a community building on the north end near Biber Street. The rest of the complex is comprised of two story townhouses and an approximately six floor cinder block high rise. If you know of a person with the ability to help facilitate the process of getting them reliable internet, please let me know, or just pass along the information. It is probably best to communicate directly with their executive director, Caroline Jacobs at (517) 489-2850 ext. 100 or [c.jacobs@edgewoodvillage.net](mailto:c.jacobs@edgewoodvillage.net).

Please let me know if you need any further information. Thank you for your assistance.

Darla



**A Prime Community**

**Darla Jackson**  
Human Services Specialist  
[jackson@meridian.mi.us](mailto:jackson@meridian.mi.us)  
Phone 517.853.4204  
Fax 517.853.4251  
5151 Marsh Road | Okemos, MI 48864



Communications  
Commission

# Video Service Provider



November 20, 2020

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

Dear Ms. Yates:

We are committed to keeping you and our customers informed about changes to Xfinity TV services. Accordingly, please note that the distributor of El Rey Network informed Comcast that effective December 31, 2020 the channel will cease operation.

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

We are notifying impacted customers of these changes through a bill message.

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

Sincerely,

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



November 17, 2020

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, 2021, 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. If I can be of any further assistance, please contact me at 734-359-2077.

Sincerely,

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

Enclosure

# Important Information Regarding Xfinity Services and Pricing

Effective January 1, 2021

<b>Xfinity TV</b>	Current	New
<b>Broadcast TV Fee</b>	\$14.00	\$15.10
<b>Regional Sports Fee</b>	\$8.25	\$9.10
<b>Service to Additional TV</b>	\$9.95	\$7.50

<b>On Demand Subscription Services</b>	Current	New
<b>AMC + On Demand</b>	\$4.99	\$6.99
<b>Docurama On Demand</b>	\$2.99	\$4.99
<b>Gaia On Demand</b>	\$9.99	\$11.99
<b>Gaiam TV Fit &amp; Yoga On Demand</b>	\$6.99	\$7.99
<b>UP Faith and Family On Demand</b>	\$4.99	\$5.99
<b>WE tv + On Demand</b>	\$4.99	\$5.99

<b>Xfinity Internet</b>	Current	New
<b>Performance Starter</b>	\$53.00	\$56.00
<b>Performance</b>	\$73.00	\$76.00
<b>Blast!</b>	\$83.00	\$86.00
<b>Extreme</b>	\$93.00	\$96.00
<b>Extreme Pro</b>	\$103.00	\$106.00
<b>Gigabit Speed</b>	\$113.00	\$116.00
<b>xFi Advantage</b>	\$20.00	\$25.00

<b>Xfinity Home</b>	Current	New
<b>Xfinity Home Security</b>	\$40.00	\$50.00
<b>Xfinity Home Security Plus</b>	\$50.00	\$60.00

<b>Xfinity Equipment</b>	Current	New
<b>TV Box</b>	\$5.00	\$7.50
<b>Customer-Owned Video Equipment Credit</b>	\$5.00	\$7.50

<b>Installation</b>	Current	New
<b>Professional Install</b>	\$70.00	\$100.00
<b>In-Home Service Visit</b>	\$70.00	\$100.00

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



Communications  
Commission

# Programming



11B.

**To: Communications Commission**  
**From: Brandie Yates, Communications Manager**  
**Date: November 4, 2020**  
**Re: Your Choice 2020 General Election Coverage**

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HOMTV continued its tradition of excellence with award-winning election programming. Your Choice 2020 is a series of programs designed to help educate the public on candidates running for office and ballot proposals. Due to COVID-19 and construction occurring in HOMTV's Studio and Control Room, this year's election coverage was mostly conducted virtually utilizing the Zoom Video Communications Platform. HOMTV provided election coverage leading up to the General Election featuring the following:

- 15 Candidate Interviews for twelve Local Contested Races
- 3 Proposal Interview Programs (Meridian Township millage renewals)
- 1 Election Information Interview Program (Voting information and updates from the Township Clerk's Office)

The cornerstone of HOMTV's Your Choice 2020 General Election Series was LIVE General Election Night coverage on Tuesday, November 3rd. HOMTV provided viewers with detailed analysis of races and ballot proposals as well as LIVE results. Ten HOMTV Interns and 3 HOMTV Alumni Members provided news articles, conducted interviews and played a large role in producing the following coverage on Election Night:

- 2.5 hour Live General Election Night Coverage on HOMTV Comcast Channel 21, HOMTV.net, HOMTV Facebook Live and HOMTV YouTube Live. Due to technical difficulties, the primary feed was the HOMTV Facebook page because the channel was experiencing audio issues.
- 6 Live Studio Interviews about 2020 Township Projects
- 5 Live Zoom Candidate Interviews
- 1 Live Candidate Interview in the field
- Facebook Live Stats = 572 page views, 873 people reached, 306 engagements, 5 shares