



AGENDA
MERIDIAN TOWNSHIP
COMMUNICATIONS COMMISSION
REGULAR MEETING
October 7, 2020 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. August 19, 2020 Regular Meeting DRAFT Minutes
6. COMMUNICATIONS MANAGER REPORT
7. COMMISSION MEMBERS REPORTS AND ANNOUNCEMENTS
 - A. Chair's Report
 - B. Township Board Liaison's Report
8. ACTION ITEMS
 - A. HOMTV Operating Policies Revisions
9. DISCUSSION ITEMS
 - A. Communications Commission Goals & Objectives
10. COMMUNICATIONS
 - A. Compliments/Complaints
11. REPORTS
 - A. Video Service Provider(s)
 - B. Programming
 - i. Program Totals and Video On-Demand Analytics
 - C. Website & Social Media
 - i. Website Analytics
 - ii. Social Media Analytics
 - D. Promotions/Publications
 - E. Finance
 - F. HOMTV Internship/Alumni
12. PUBLIC REMARKS
13. ADJOURNMENT

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, August 19, 2020 6:00 pm

PRESENT: Chair, Tunga Kiyak, Vice Chair, Walter Benenson; Commissioner, Leslie Charles; Commissioner, Brian Seipel, and Alternate Commissioner, Deborah Guthrie.
ABSENT: Commissioner, Mike Nevells; Alternate Commissioner, Riti Adhi
STAFF: Brandie Yates, Communications Manager
TOWNSHIP: Kathy Ann Sundland, Township Board Trustee
COMCAST: John Gardner, Director of External Affairs

1. **CALL MEETING TO ORDER**

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

4. **APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Alternate Commissioner Guthrie moved **TO APPROVE THE MINUTES FOR WEDNESDAY, JUNE 17, 2020 REGULAR MEETING**. Seconded by Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS MANAGER REPORT**

Communications Department and HOMTV are looking forward to the General Election with a focus on the County and Meridian Township Millage Renewals. Staff is preparing for new interns that will be starting with the new semester, reassessing department goals and the Census campaign, which is going well at 74.7% self-response rate.

7. **CHAIRS REPORT**

Discussion about the Primary Election Candidate Interviews, the questions and quality. The interviews went well and were well received.

TOWNSHIP LIAISON REPORT

The Township will have three millages on the General Election ballot. New HR Director for the Township. Zoning issues, including demolition of Walnut Hills and Village of Okemos.

9. **DISCUSSION ITEMS**

A. 2020 Goals Update/ 2021 Goals for Communications Department

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Strategic Communications & Marketing Plan will be complete by the end of 2020; Website Review and Enhancements are ongoing along with the Township Website audit; Branding Efforts and Onboarding will move into 2021 along with Township Branded Signs.

The 2020 Census is going well, but Communications Manager will need to communicate better with the Complete Count Committee. Would like to reach the same percentage or higher than 2010 count, which was 77.2%.

HOMTV Archive System – working through previous documents and will need to continue as a goal for 2021.

Additional Revenue Sources – continue in 2021

Would like Commissioners input with 2021 goals, but would like to consider a Community Needs Assessment for the Communications Department, Re-evaluate CAMTV looking at policies, goals and strategy, HOMTV Podcast Launch and a Township Website Design Refresh.

Commission would love to see more opportunities for the department to work more with people, sponsoring “how to” sessions with the Senior Center or just getting out and working with the community through training, workshops, etc. on technology. Getting name out there and adding value to the department.

Discussion about CAMTV and what the channel offers. Working on updating HOMTV website and could add a page for CAMTV. Working on recruiting producers for CAMTV right now to get more content and be able to promote the channel.

Podcast – the commission sees the value but thinking it may be more work on the limited amount of staff. All talk shows and interviews could be turned into a podcast and it will add to the programming. Suggestions for programming – Inside Meridian and highlight the different offerings available in the Township. Promote the Township inside and out in the show.

Commissioners suggested looking into a funding contingency plan for HOMTV and the Communications Department like a fundraising show or a LIVE auction. Could tie into the goal of finding additional revenue sources.

The Communications Commission needs to discuss who they are and what they can accomplish. Possibly the next meeting and then invite the Township Manager. Maybe creating a subcommittee meeting. Add to agenda for the October meeting as a discussion item. HOMTV Policies need to be added to the agenda for the October meeting as an action item.

11. **VIDEO SERVICE PROVIDER**

Comcast - Extended Free internet to Internet Essential customers through the end of 2020. Extended relaxation of past due bills requirement also. Introduced the Internet Essentials Partnership Program, which is an arrangement that will allow community based organizations, school districts, government agencies and individuals to sponsor families agreeing to pay for service for a certain amount of months. Also extended X-fi program to

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Internet Essential customers. Also, extended through the end of 2020, the public Wi-Fi hotspots whether you are a Comcast customer or not.

The sponsors need to find the families and the money if they would like to participate in a Partnership Program through Comcast. Commissioners could reach out to the Human Services Specialist to see if there is a need in the Township. Commissioner Charles agreed to reach out to Darla Jackson.

ANALYTICS

Staff will be discussing what type of analytics need to be reported to the Commission. Commissioners would like a comparison to previous year or same time of year to current.

12. PUBLIC COMMENTS

No public comment

13. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously

Chair Kiyak adjourned the meeting at 6:54 pm.



Communications
Commission

Action Items



8. A

To: Communications Commission
From: Brandie Yates, Communications Manager
Date: October 2, 2020
Re: Revised HOMTV Operating Policies

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. All recommended revisions to the HOMTV Operating Policies have been made, see Attachment A.

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

Staff is requesting that the Communications Commission **MOVE TO APPROVE THE REVISIONS TO THE HOMTV OPERATING POLICIES AND RECOMMEND THESE REVISED POLICIES, ATTACHMENT A, TO THE TOWNSHIP BOARD.**



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:

1. To advise the Township Board regarding the implementation of the Franchise Agreement.
2. To encourage the use of the access channels which include public, educational and governmental channels.
3. 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 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.
- IV. All production decisions are to be made by the Communications Manager, either directly, or by delegation through his or her subordinates.
- V. 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.
- VI. 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.

Attachment A

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

Communications/ Announcements



FOR IMMEDIATE RELEASE
September 21, 2020

Media Contact: Brandie Yates
Executive Producer
yates@meridian.mi.us
517.853.4208

Your Choice 2020 General Election Coverage
HOMTV's Election Interview Series Features Candidates in Local Contested Races

OKEMOS, MI – HOMTV continues 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. General Election Day is November 3rd and 12 local contested races will be covered as well as four ballot proposals (one Ingham County and three Meridian Township).

Election programs include candidate interviews, ballot proposal features and live election night coverage. Due to COVID-19 and construction occurring in HOMTV's Studio and Control Room, this year's election coverage is being conducted virtually utilizing the Zoom Video Communications Platform.

Candidate interviews and ballot proposal programs will air the entire month of October. Live General Election Night Coverage will begin at 8:00 pm on Tuesday, November 3rd.

Comcast Cable subscribers in East Lansing, Haslett and Okemos can view the programs by turning to Channel 21 and Channel 30. AT&T U-verse subscribers can view the programs on Channel 99. These programs will also be available on demand on HOMTV's website at www.homtv.net.

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





FOR IMMEDIATE RELEASE

September 1, 2020

Media Contact: Brandie Yates
Executive Producer
yates@meridian.mi.us
517.853.4208

HOMTV Receives Regional Accolades

Meridian Township Government Access Channel Recognized

OKEMOS, MI – The Alliance for Community Media (ACM) Central States Region, which includes Michigan, Indiana, Ohio and Kentucky, has announced 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. The “Underserved Voices” category was for entries produced by individuals with developmental or physical challenges or programs created about subjects of interest or areas of concern in underserved communities. HOMTV’s A Chance to Dance Special Feature highlighted a young dancer and Okemos High School student’s journey of creating the A Chance to Dance program. The program provides free social dance classes to students with disabilities in mid-Michigan and beyond. The A Chance to Dance program also helps everyone involved learn to enjoy social environments by breaking down barriers and building bridges through music and dance.

HOMTV also received a Finalist Award in the “Children’s Programming” category for the HOMTV Summer Media Camp for Kids Special Feature. The “Children’s Programming” category was for entries that were informational or entertainment media targeted for children. Under the supervision of HOMTV Staff and Interns, the 19 campers who participated in the 2019 HOMTV Media Camp produced the HOMTV Summer Media Camp for Kids Special Feature. The campers were introduced to basic field and studio television equipment and techniques. Campers conducted interviews with special guests from the Meridian Township Police Department, Meridian Township Fire Department, Harris Nature Center and the Capital Area District Libraries (CADL).

HOMTV’s Special Feature programs focus on special topics of interests that aim to engage audiences by creating a spotlight on a particular topic, person or civic organization.

“These Special Feature programs take a lot of hard work, dedication and time to produce. It is rewarding to see our talented staff and student interns be recognized for their efforts of providing quality programming to the residents of Meridian Township,” stated HOMTV Executive Producer Brandie Yates. “I’m especially proud of our Children’s Programming Finalist Award, as this was the first time HOMTV offered a 2-day kids media camp.”

The PHILO Competition honors the memory of Philo T. Farnsworth, the father of modern television, by recognizing the efforts of modern day pioneers who work to further develop the use of this technology and promote the use of media in our communities. The “PHILO” is awarded as recognition of excellence in media creation. The 2020 Philo Media Award Ceremony will take place virtually on October 29th due to the COVID-19 pandemic.

###

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





August 27, 2020

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

Re: Cartoon Network Moving to Digital Preferred Package

Dear Ms. Yates:

We are committed to keeping you and our customers informed about changes to Xfinity TV services. Accordingly, please note following changes:

- Effective October 27, 2020, StarzEncore, StarzEncore Westerns, StarzEncore Black, and StarzEncore Action will only be available with a subscription to Starz. They will not be included with Digital Preferred. For more information about this change, visit xfinity.com/EncoreChanges.
- Effective October 27, 2020, MoviePlex will no longer be available.
- The distributor of CBeebies en español informed Comcast that effective October 31, 2020 the channel would no longer be available in the U.S.
- Xfinity is adding Zona Football HD. This channel will only have programming when broadcasting soccer games. It is anticipated this may happen with the possible return of UEFA Champions League and Europa League 2020-21 seasons this coming October.

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



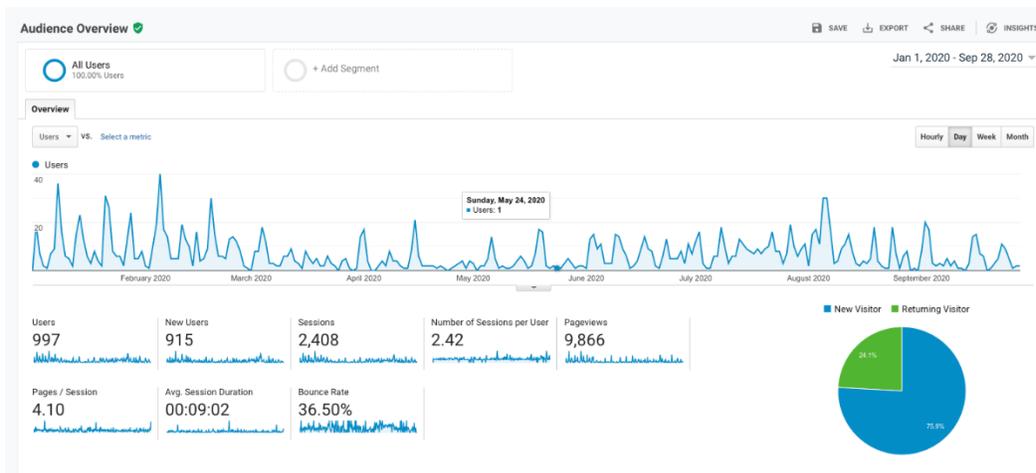
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Programming



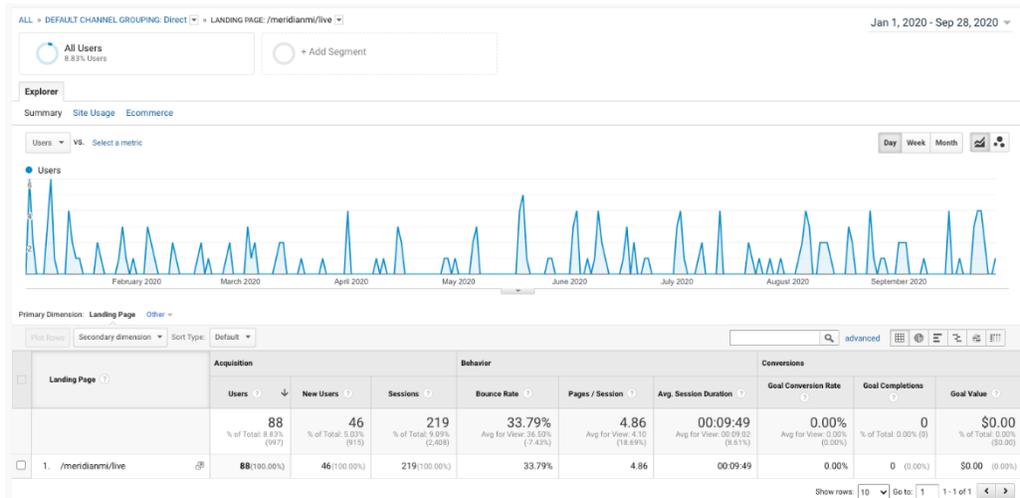
To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: September 28, 2020
Re: Program Totals and Video On-Demand Analytics

HOMTV's on-demand programming, provided by Swagit, received 9,866 views from January 1, 2020 to September 28, 2020. The total number of users was 997, with 915 of those being new users. If you look at the August 2020 section of the graph, you will see a large increase in the amount of users compared to other months. That spike took place on Wednesday, August 5th, which was the day after the election (please see chart below).



Memo to Communications Commission
September 28, 2020
Re: Programming
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HOMTV's live stream, provided by Swagit, saw a total of 88 users from January 1, 2020 to September 28, 2020, with 46 of those users being new users.





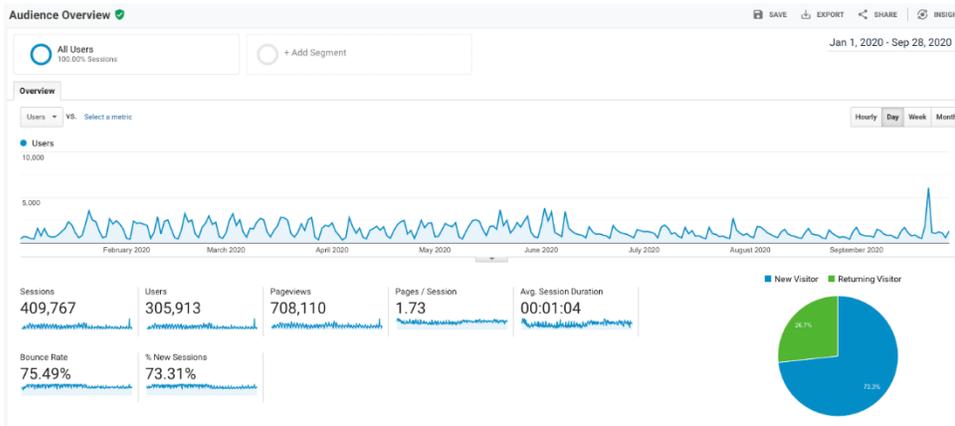
Communications
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Website Analytics

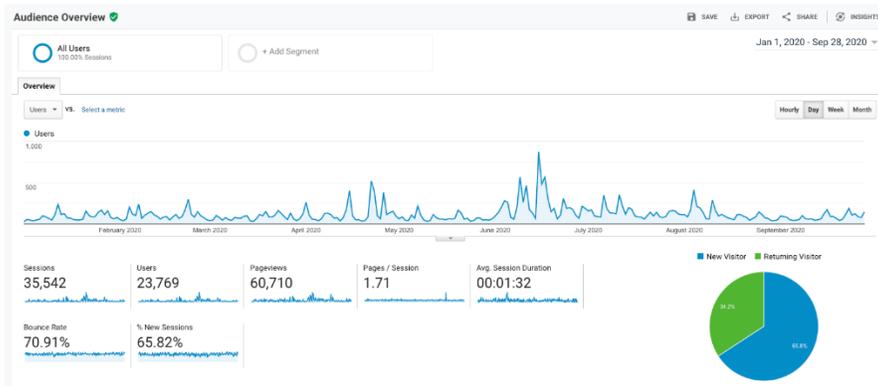


To: Communications Commission
From: Samantha Diehl, Multimedia Production & Operations Specialist
Date: September 28, 2020
Re: Meridian Township and HOMTV Website Analytics

Between January 1, 2020 and September 28, 2020, HOMTV’s website saw 23,769 users. Of these users, 65.8% were new visitors and 34.5% were returning users. The number of page views during this time was 60,710. The number of users increased on days when we broadcasted the Township meetings. There was also a spike in users on Tuesday, August 4th, which is the day we provided election coverage (please see graph below).



Between January 1, 2020 and September 28, 2020, Meridian Township’s website saw 305,913 users. Of those, 73.3% were new visitors and 26.7% were returning visitors. The number of page views during this time was 708,110. As stated in the graph above, we see an increase in traffic on meeting days (please see graph below)





Communications
Commission

Social Media Analytics



To: Communications Commission
From: Andrea Smiley, Marketing & Public Relations Specialist
Date: October 2, 2020
Re: Social Media Performance Analytics

Facebook – Staff manages eight Facebook pages for the Township. Staff is directly responsible for the Meridian Township and HOMTV pages, and indirectly responsible for the other six, which consist of the Fire Department, Parks & Recreation, Meridian Cares, Green Meridian, Farmers' Market and Harris Nature Center.

Meridian Township:

- Total Facebook likes YTD = 6,297, an increase of 330 YTD.
- Total Facebook followers YTD = 6470, an increase of 377 YTD.
- Total Facebook Reach YTD = 157,472.
- Post with the greatest reach (15,495 on September 14th) – Selection of New Economic Development Director Announcement

HOMTV:

- Total Likes YTD = 2,014, an increase of 98 YTD.
- Total Followers YTD = 2083, an increase of 136 YTD.
- Total Reach YTD = 233,670.
- Post with the greatest reach (4,000 on August 13th) - Meridian Township's Fire Chief awarding 3 citizens with a Life Saving Award.

Twitter – Staff manages only two Twitter accounts: one for the Township and one for HOMTV.

Meridian Township:

- Total Impressions MTD of August = 25,600.
- Total Impressions MTD for September = 22,900.
- The top tweet, which earned 950 impressions was about the Fairy Houses at Harris Nature Center.
- The top mention earning 101 engagements, was a tweet from Deborah Guthrie thanking the community for their support.
- The top media tweet, which earned 687 impressions, was an announcement promoting a Census Storytime with Disney Star from Moana.

HOMTV:

- Total Impressions MTD of August = 267,000.
- Total Impressions MTD for September = 154,000
- The top tweet, which earned 7,511 impressions, was about the Fire Chief awarding three citizens during a Township Board meeting.

Memo to Communications Commission
October 2, 2020
Re: Social Media Performance Analytics
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- The top mention, earning 248 engagements, was a tweet from David Harns referencing a live stream on sex offenders.
- The top media tweet, earning 7,259 impressions, was about Governor Whitmer's new executive order.

Instagram – Staff manages two Instagram accounts: one for the Township and one for HOMTV and assists with Harris Nature Center's Instagram account.

Meridian Township:

- Total Followers YTD = 1,561

HOMTV:

- Total Followers YTD = 385

LinkedIn - Staff manages two LinkedIn accounts: one for the Township and one for HOMTV.

Meridian Township:

- Total Followers YTD= 499

HOMTV:

- Total Followers = 1,190.

NextDoor – A communication platform for neighborhoods to connect and have conversations about everything from finding a babysitter to recommending the best tree trimming service. Meridian Township has an agency account to update neighborhoods on what is happening in the Township. For example, road work and closures, Township events and Small Business Loan opportunities. The Communications Team posts messages to specific service areas or neighborhoods and verified residents automatically receive posts shared by the Township.

Total members = 9,525 which is an increase of 109 residents since August 1, 2020. That is 33% of the 22,418 households.