



AGENDA
CHARTER TOWNSHIP OF MERIDIAN
COMMUNICATIONS COMMISSION
REGULAR MEETING
February 6, 2019 6:00 PM

1. CALL MEETING TO ORDER
2. ROLL CALL – Introduction of new Commissioners
3. PUBLIC REMARKS
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
 - A. December 5, 2018 Regular Meeting DRAFT Minutes
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) – Comcast Customer Updates
 - B. PROGRAMMING
 1. 2019 Programming Assignments Chart
 2. News Show in 2nd Language
 - C. ANALYTICS – 2018 YTD Overview Graphs
 - D. PROMOTIONS/PUBLICATIONS
 - E. FINANCE
 1. HOMTV Program Sponsorship
 - F. HOMTV Internship/Alumni
 1. Golden Tape Awards Overview
 2. Alumni Training Workshop
 3. Alumni Giving Program
12. OTHER NEWS & INFORMATION
13. PUBLIC REMARKS
14. 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
Administrative Conference Room
Wednesday, December 5, 2018 6:00 pm

PRESENT: Chair, Walter Benenson; Vice Chair, Tunga Kiyak; Commissioner, Leslie Charles;
Alternate Commissioner, Eric Langdon
ABSENT: Commissioner, Kevin Thatcher; Commissioner, Andrew Lathrop; Alternate
Commissioner, Patrick Crowley
STAFF: Deborah Guthrie, Director of Communications/PIO
TOWNSHIP: Trustee, Kathy Sundland
COMCAST: None

1. **CALL MEETING TO ORDER**

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

2. **PUBLIC REMARKS**

4. **APPROVAL OF AGENDA**

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

VOICE VOTE: Motion carried unanimously.

5. **APPROVAL OF MINUTES**

Chair Benenson moved **TO APPROVE THE MINUTES FOR WEDNESDAY, OCTOBER 3, 2018 REGULAR MEETING**. Seconded by Commissioner Charles.

VOICE VOTE: Motion carried unanimously.

6. **COMMUNICATIONS DIRECTOR REPORT**

Discussion about the Communications Department Annual Report and 2019 Department Goals reports. Top priorities include finding additional revenue sources for the department, as well as setting up employee training for the Township. Reported on the success of Wisdom Wednesday training and how it will become a manual for training Township staff.

Explained the video franchise surveys and the process, as well as how AT&T deployed their services. A summary was provided about the current legislation and how it will impact DAS, PEG Channels and the Communications Department. There are still some restrictions where DAS poles can be placed, including historical areas in the bill language.

The Commission is concerned about the funding of the PEG channels and coming up with a long term plan in advance, along with the Township Board, about future funding because sponsorship dollars are not going to be enough to cover the entire department budget, if lost. Consideration and discussion needs to be given to possibly reducing the amount of PEG channels under the current franchise agreement.

7B. TOWNSHIP BOARD LIAISON'S REPORT

Township received the Silver Award for Green communities. In November, the Township was Redevelopment Ready Certified, which will open up the Township to be able to apply for additional funding and grants. Discussed community survey that the Township sent out. The survey is sent out every three years. The proposed ordinance for the Medical Marijuana is an ongoing discussion with the Township Board. Phil Deschaine is the new Township Treasurer. The Board will now have to go through the process of appointing a new Township Trustee, which will be for the remainder of the two-year term. Discussion about the process of announcing the Trustee vacancy and collecting applications.

8A. APPOINTMENT/REAPPOINTMENT OF COMMUNICATIONS COMMISSIONERS

Discussion about the applicants to fill the vacancies and a review of the resumes was done. Staff made recommendations to the Commission based on experience.

Chair Benenson moved **TO APPROVE MAKING A RECOMMENDATION TO THE TOWNSHIP BOARD TO REAPPOINT COMMISSIONER THATCHER AS AN ALTERNATE COMMISSIONER** and moved **TO APPROVE MAKING A RECOMMENDATION TO THE TOWNSHIP BOARD TO APPOINT BRIAN SEIPEL AND MIKE NEVELLS AS COMMISSIONERS** and **RITI ADHI AS AN ALTERNATE COMMISSIONER**. Seconded by Vice Chair Kiyak.

VOICE VOTE: Motion carried unanimously.

8B. 2019 MEETING SCHEDULE

Chair Benenson moved **TO APPROVE THE 2019 MEETING SCHEDULE**. There was no second to the motion.

VOICE VOTE: Motion carried unanimously.

11D. PROMOTIONS/PUBLICATIONS

Comments were made about the Prime Meridian Magazine and well put together it is and the how well the overall look is done. Comments were made about CADL events and possibly adding more back in to the magazine. Announced that there will be a crowd funding video for the Parks Department to help raise money for the "Marketplace On the Green" which is explained in the PMM.

14. ADJOURNMENT

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

VOICE VOTE: Motion carried unanimously

Chair Benenson adjourned the meeting at 7:14 pm.



Communications
Commission

Communications/ Announcements

HOMTV
Meridian Township
5151 Marsh Road
Okemos, MI 48864

P 517.853.4370
F 517.853.4096

**Communications
Commission:**

Walter Benenson
Commission Chair

Tunga Kiyak
Commission Vice-Chair

Leslie Charles
Commissioner

Andrew Lathrop
Commissioner

Kevin Thatcher
Commissioner

Eric Langdon
Alternate Commissioner

Patrick Crowley
Alternate Commissioner

Kathy Ann Sundland
Liaison to Twp. Board

Deborah Guthrie
Communications Director

December 14, 2018

The Honorable Ajit Pai, Chairman
The Honorable Michael O’Rielly, Commissioner
The Honorable Brendan Carr, Commissioner
The Honorable Jessica Rosenworcel, Commissioner
Federal Communications Commission
455 12th Street, Southwest
Washington, DC, 20544

RE: MB Docket No 05-311 In the Matter of Implementation of Section 621(a)(1) of the Cable Communications Policy Act of 1984 as Amended by the Cable Television Consumer Protection and Competition Act of 1992

We are writing in support of the Comments of the Cable Act Preservation Alliance (“CAPA”) in the Second Further Notice of Proposed Rule Making. We oppose the tentative conclusions the FCC reaches in the proceeding because of their impacts on our community.

In Meridian Township, this means the threat of losing HOMTV and 7 other hyperlocal PEG (Public, Education and Government) access channels (several shared with Michigan State University). HOMTV provides exclusive gavel-to-gavel coverage of Meridian Township meetings; a service the local news industry cannot possibly provide. HOMTV also provides daily news, as well as a variety of diverse programs from senior programming to public forums to extensive local election coverage to Township-wide press conferences. Losing HOMTV means losing government transparency.

HOMTV provides hands-on reporting, directing, production and social media promotions training for college students wishing to enter the communications field. HOMTV has trained over 1,000 interns and has over 500 HOMTV Alumni Members who successfully work in the industry today. The experience our HOMTV Student Interns receive work on these programs. The practical working experience they gain is invaluable. Alumni members are sending their testimonials to us each week asking for funding to not go away. Please listen to them tell it through their testimonials on [HOMTV’s YouTube Channel \(http://bit.ly/HOMTVTestimonials\)](http://bit.ly/HOMTVTestimonials).

This local presence encourages viewers in our Township to watch cable television as was intended by the 1984 Cable Act – by enhancing local voices, serving local viewers and strengthening our local democracy. By defining “in-kind” support in an overly broad fashion, the rule making will shift the fair balance between local and state authorities and cable operators and will force



HOMTV
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Okemos, MI 48864

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**Communications
Commission:**

Walter Benenson
Commission Chair

Tunga Kiyak
Commission Vice-Chair

Leslie Charles
Commissioner

Andrew Lathrop
Commissioner

Kevin Thatcher
Commissioner

Eric Langdon
Alternate Commissioner

Patrick Crowley
Alternate Commissioner

Kathy Ann Sundland
Liaison to Twp. Board

Deborah Guthrie
Communications Director

communities to choose between franchise fees and PEG channels which was never the intent of the Act.

By allowing cable operators to reduce franchise fee support for local communities if they opt for local channels, the FNPRM diminishes the ability of PEG channels to serve communities such as ours. We ask that it not be adopted.

Thank you.

Sincerely,

Brandie Yates
HOMTV Executive Producer/Internship Coordinator
yates@meridian.mi.us
W 517.853.4208 | F 517.853.4096
5151 Marsh Road | Okemos, MI 48864
homtvm.net



Communications
Commission

Compliments/ Complaints

From: Mitchell, Julian Aron
Sent: Thursday, December 06, 2018 11:12 AM
To: Brandie Yates
Cc: Visconti, Joy
Subject: Thank You!

Ms. Yates,

Hello, I hope this finds you well! I just wanted to thank you for all your help this semester with my stories about HOMTV. I really appreciate you taking time out of your busy schedule to sit down with me and then allow me to be around on a show day. I also want to thank you for helping give me the idea for my final story, without your help and insight into the FCC issue I would not have found that idea. Here is the link to the first story I did on HOMTV, <https://news.jrn.msu.edu/2018/10/as-viewers-cut-the-cord-homtv-seeks-new-revenue-streams/>. I will be sure to send you the next one as soon as its published. Thanks again and Happy Holidays!

Regards,

Julian Mitchell

Individual Video Provider Customer Intakes

10A.

Complaint Number 2019-001

Date 1/3/2019

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 Customer is upset about the 13% increase on bill and a problem with the Xfinity service.

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

Assigned Staff Deborah Guthrie

Staff Response Sent this to Comcast to have someone contact him and work with him on his rates.

Resolution Comcast stated that a Customer Service Specialist would reach to customer.

Individual Video Provider Customer Intakes

10A.

Complaint Number 2018-004

Date 12/19/2018

Name

Street Address

City / Zip

Work Phone **Ext**

Cell Phone

Home Phone

Email

Best Time to Call

Best Time to Service

Service Provider Comcast

Reason for Calling Complaint

Unburied Cable **Waiting for Service** **Missed Service Call** **Cable Box**
Bad Reception **Cable Out** **Cannot Phone** **Other**
Bad Treatment **Bad Information** **No Response to Request**

Problem Description Resident is concerned about Comcast bill. Two months ago I paid \$50 instead of the \$136 bill. As of today I have a shut off notice again. Last month I paid \$180. They disconnected me for like an hour ... charged me \$30 to reconnect.
My \$99 triple play is \$136 a month. \$136 a month is over 25% of my monthly income.
Resident needs help with billing.

Problem Before? Yes **Ongoing** **MPSC Information**
Assigned Staff Andrea Smiley **Given**

Staff Response Responded to the resident and forwarded concerns to Comcast representative

Resolution Comcast representative provided information that the complex the resident lives in is approved for the Internet Essentials program, so resident could receive internet for \$9.95 a month. Resident would have to satisfy any balance owed prior to subscribing to the Internet Essentials program, but it would be a cost effective way to stream TV channels.



Communications
Commission

Video Service Provider



11A.

December 3, 2018

Ms. Deborah Guthrie, Communications Director
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Re: Xfinity TV Channel Updates

Dear Ms. Guthrie:

We are committed to keeping you and our customers informed of Xfinity TV changes. Star India, a network of Indian television channels, has notified Comcast that, effective January 5, 2019, it will cease offering the following linear television channels to Comcast and other video programming distributors in the United States:

- Star Bharat
- Star India Gold
- Star India Plus
- Vijay

As a result, these channels will be removed from our line-up effective that date. We are also notifying our impacted customers of this change.

Please feel free to contact me at 517-334-5686 if you have any questions or issues.

Sincerely,

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



11A.

December 19, 2018

Ms. Deborah Guthrie, Communications Director
Meridian Township
5151 Marsh Road
Okemos, MI 48864

Re: MGM TV Channel Updates

Dear Ms. Guthrie:

We are committed to keeping you and our customers informed of Xfinity TV changes. MGM TV has terminated its contract with Comcast for distribution of MGM HD and Impact effective February 1, 2019.

As a result, we must remove this programming from our line-up and our on-demand library on January 31, 2019.

Please feel free to contact me at 517-334-5686 if you have any questions or issues.

Sincerely,

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



Communications
Commission

Programming



11. B1

To: Communications Commission
From: Brandie Yates, HOMTV Executive Producer and Internship Coordinator
Date: February 1, 2019
Re: News Show in 2nd Language

Meridian Township is home to many cultures and ethnicities, and in order to better serve the community, HOMTV looks for new ways to accommodate a more inclusive audience. In 2019, HOMTV is launching a Mandarin version of the “Meridian News Now” newscast which will begin airing February 7, 2019 during the observation of the Chinese New Year.

The HOMTV Internship Program hires many international and multicultural students each year. Two Mandarin speaking alumni members will return to HOMTV to translate scripts and anchor the Mandarin version of the “Meridian News Now” newscast on a bi-weekly basis. Staff has reached out to additional Mandarin speaking HOMTV alumni, the Greater Lansing Chinese Association, as well as Chinese student organizations at Michigan State University to assist with the translation of scripts and continuation of this endeavor.

In May 2015, HOMTV aired a “Meridian News Now” newscast in Spanish as a pilot with Miguel Martinez-Valle, a reporting intern at the time, who now works as a bilingual reporter in Philadelphia, PA.



2019 Programming Assignments

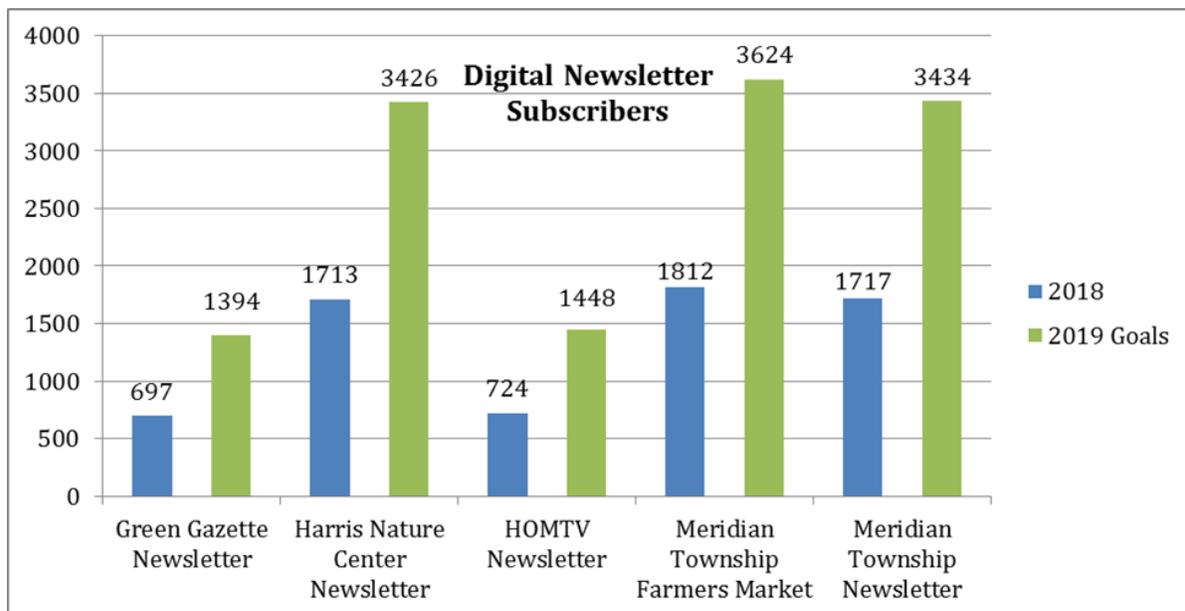
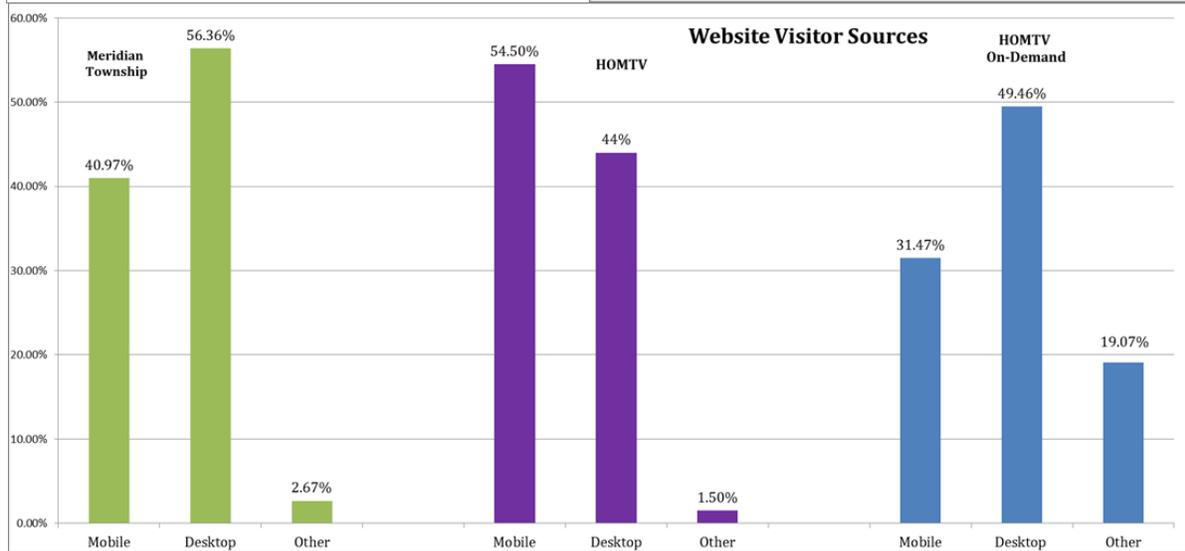
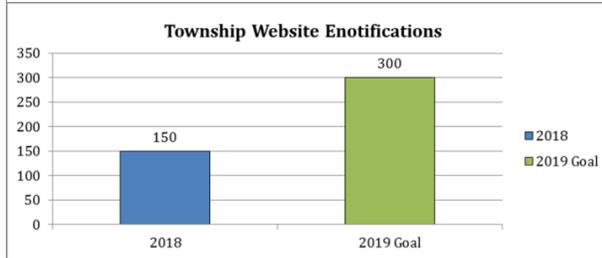
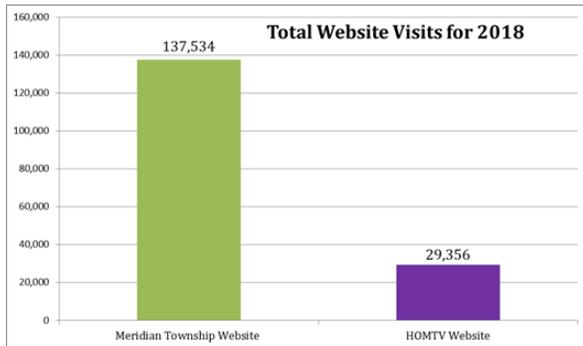
Programs	Frequency	Air Date	Staff Producer	Show Content Producer	Studio/Field Producer	Assistant Producer	Director	Post-Prod. Editor	Host(s)	Guest Relations
All Access Sports	Bi-Weekly	1st and 3rd Thursday of the Month	Brandie Yates	Rita Cripe, Host	Rita Cripe	N/A	Rita Cripe	N/A - live to tape	TBD	N/A
Beyond the Badge	Monthly	1st Monday of the Month	Brandie Yates	Brandie Yates	Quinton Zuk	Host	Quinton Zuk	N/A - live to tape	Reporter Rotation	N/A
Coffee Break	Monthly	2nd Wednesday of the Month	Brandie Yates	Brandie Yates	Roy Kellerman	Host	Roy Kellerman	Roy Kellerman	Reporter Rotation	Host
Community Connection	Quarterly	1st Monday of March, June, Sept. Dec.	Ben Makulski	Brandie Yates	Ben Makulski	Host	N/A	Ben Makulski	Reporter Rotation	N/A
HOM Entertainment	Monthly	4th Friday of the Month	Deborah Guthrie, Brandie Yates	Deborah Guthrie, Brandie Yates	Roy Kellerman	N/A	Roy Kellerman	Roy Kellerman	Deborah Guthrie, Brandie Yates	Deborah Guthrie, Brandie Yates
Inside Okemos Athletics	Weekly - Live	Wednesdays @ 3 pm	Roy Kellerman	Ira Childress	Rita Cripe	N/A	Rita Cripe	N/A - live	Ira Childress, Deborah Guthrie or Sports Reporter	Ira Childress, Brandie Yates
Meridian LIVE	Weekly - Live	As Scheduled	Ben Makulski, Roy Kellerman	Ben Makulski, Roy Kellerman	Junior Production Interns	N/A	Junior Production Interns	N/A - live	Rookie Reporter Rotation	Rookie Reporter Rotation
Meridian News Now	Daily - Live on Facebook / Channel / YouTube	Daily @ 1:30 pm	Brandie Yates	Brandie Yates	Samantha Diehl	Host	Samantha Diehl	N/A - live	ANCHOR: Reporter Rotation, LIVE SHOT: Reporter Rotation, SPORTS: Reporter	N/A
Open Line	Bi-Weekly - Live	2nd & 4th Thursday @ 7pm	Brandie Yates	Brandie Yates	Roy Kellerman	Quinton Zuk	Roy Kellerman	N/A	Mark Bashore	Mark Bashore, Brandie Yates
Reflections	Monthly	3rd Monday of the Month	Brandie Yates	Brandie Yates	Roy Kellerman	N/A	N/A	Roy Kellerman	Jane Rose	Jane Rose, Brandie Yates
Senior Living	Monthly	2nd Wednesday of the Month	Brandie Yates	Peggy & Ralph Frisch	Ben Makulski	N/A	N/A	Ben Makulski	Peggy & Ralph Frisch	Peggy & Ralph Frisch
Special Report	Monthly - Live	4th Monday @ 5:30pm	Brandie Yates	Brandie Yates	Roy Kellerman	Samantha Diehl	Samantha Diehl	N/A - live	CO-ANCHOR: Reporter Rotation, LIVE SHOT: Reporter Rotation, LIVE INTERVIEW: Reporter	Studio Host, Brandie Yates
Throwback Thursdays	Weekly	Thursdays	Roy Kellerman	N/A	Roy Kellerman	N/A	N/A	Roy Kellerman	N/A	N/A
Who's Who	Monthly - Live	2nd Monday of the Month	Brandie Yates	Brandie Yates	Ben Makulski	N/A	N/A	Ben Makulski	Sharon Davis	Sharon Davis
Special Features	Monthly	1st Monday of the Month	Brandie Yates	Brandie Yates	Ben Makulski	N/A	N/A	Ben Makulski	TBD	TBD

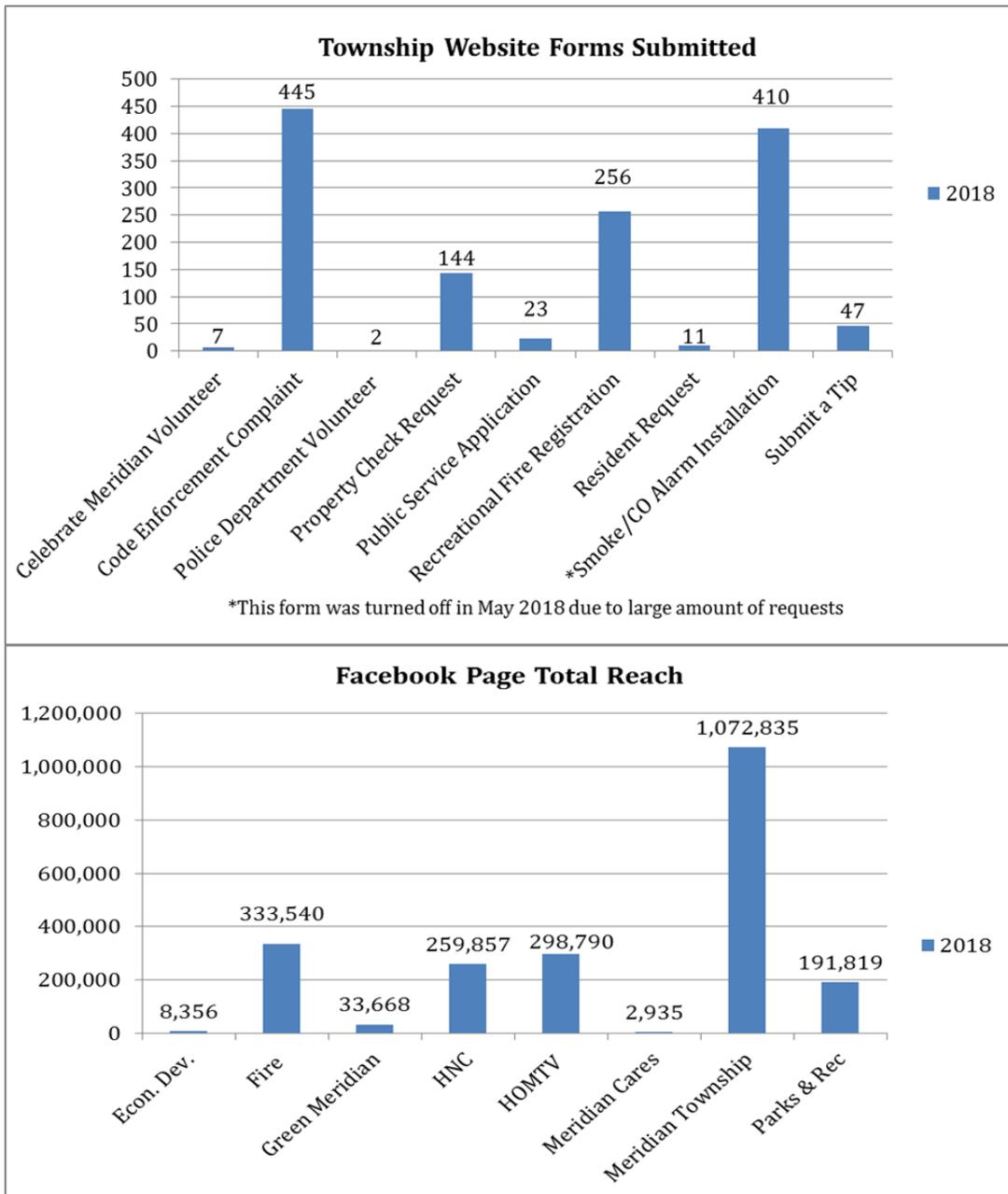
New Programs and/or Returning Programs - Planning in Progress										
Up Close	Bi-Weekly	TBD	Deborah Guthrie	Deborah Guthrie	Ben Makulski	N/A	N/A	N/A	Deborah Guthrie	Deborah Guthrie
TBD - Cooking Show	Monthly	TBD	Deborah Guthrie	Deborah Guthrie	Ben Makulski	N/A	N/A	N/A	Deborah Guthrie, Brent Forsberg & Curtis Hertel Jr.	Deborah Guthrie
Women of Meridian	Daily during the month of March	Daily during the month of March	Deborah Guthrie	Deborah Guthrie	Roy Kellerman	N/A	Roy Kellerman	N/A	Deborah Guthrie	Deborah Guthrie
On The Agenda	Bi-Weekly	TBD	Brandie Yates, Deborah Guthrie	Brandie Yates, Deborah Guthrie	Roy Kellerman	N/A	Roy Kellerman	Ben Makulski	Mark Bashore	Mark Bashore
Meridian News Now (Mandarin)	Bi-Weekly	TBD	Brandie Yates	Brandie Yates, Lingfanlu Han, Crystal Chen	Roy Kellerman	Samantha Diehl	Samantha Diehl	N/A - Live to Tape	Rotation - Lingfanglu Han & Crystal Chen	N/A
TBD - Animal Show	Monthly	TBD	Brandie Yates	Brandie Yates	TBD	TBD	TBD	TBD	Brandie Yates	Brandie Yates
Minor Complications	Monthly - Live	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
InnerView	Quarterly	TBD	Brandie Yates	Ben Makulski	Ben Makulski	N/A	N/A	Ben Makulski	N/A	Ben Makulski



Communications
Commission

Analytics





Digital Analytics

HOMTV’s digital traffic grew over 300% and Meridian Township’s website traffic increased by 29%. The social videos took off with HOMTV’s Facebook videos being watched 700% more than in 2017 and Meridian Township’s 187% over 2017. This is showing us that our audience is going to our social pages and websites for information and how crucial social video is to relaying information and educating the public.



Communications
Commission

Finance



To: Communications Commission

From: Brandie Yates, HOMTV Executive Producer and Internship Coordinator

Date: February 1, 2019

Re: HOMTV Program Sponsorship

At the January 31, 2018 Communications Commission regular meeting, the Commission approved the HOMTV Program Sponsorship Opportunities to help encourage organizations and businesses to sponsor HOMTV programs and segments as an additional revenue source to generate financial support for the operations of HOMTV.

The sponsorship informational packet was developed and introduced to the community at the HOMTV Studio Open House event on September 20, 2018. The HOMTV Program Sponsorship Opportunities Packet is located on the Meridian Township website and the HOMTV website. Local organizations have already expressed interest in sponsoring HOMTV programs and segments.

In 2019, staff will create and implement a Marketing Strategy & Outreach Plan for this program.

The following pilot programs are currently being produced to attract potential sponsors:

- Cooking show
- Mandarin version of the “Meridian News Now” newscast
- Talk show for teens
- Programs showcasing diversity and inclusion
- Business show

Meetings with interested organizations are being scheduled to discuss sponsorship options.



Communications
Commission

HOMTV Internship/Alumni



To: Communications Commission

From: Brandie Yates, HOMTV Executive Producer and Internship Coordinator

Date: February 1, 2019

Re: Golden Tape Awards Overview

On January 24, 2019, HOMTV hosted its Annual Intern Appreciation Event and Golden Tape Awards Ceremony at Studio C! to celebrate the commitment and hard work of the 2017 – 2018 HOMTV Interns. For the first time, the event was open to the community to show their support and celebrate the interns as we showcase their work. Despite the weather, approximately 60 people were in attendance. 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. Twenty-one interns submitted 55 entries in 12 different categories. We announced 12 first-place winners and four special recognition winners during the ceremony.

Golden Tape Awards Judges:

- Darryl Bradford Jr., 2007 HOMTV Alumni and Director of Media and Video Production at Puritan Reformed Seminary, Grand Rapids, MI
- Shelley Childers, 2008 HOMTV Alumni and Reporter at ABC13, Houston, TX
- Bri Harvey, 2016 HOMTV Alumni and Multimedia Team Member for the New York Jets, Florham Park, New Jersey
- Chloe Hill, 2012 HOMTV Alumni and Executive Producer at 40/20 News, Fort Smith & Fayetteville, Arkansas
- Hannah (Saunders) Jewell, 2011 HOMTV Alumni and Reporter at FOX6 News, Milwaukee, WI
- Miguel Martinez-Valle, 2014 HOMTV Alumni and Reporter at NBC10/Telemundo62, Philadelphia, PA
- Richelle (Bonk) Pennington, 2010 HOMTV Alumni and Gulf Coast Marketing Manager at Lyft, Houston, TX
- John Pompeo, 1986 HOMTV Alumni and Special Projects Photojournalist at WDIV Local 4, Detroit, MI
- Ashley Simms, 2008 HOMTV Alumni and Managing Supervisor at FleishmanHillard, Washington D.C.

Event Guest Speakers:

- Bob Hoffman, Master of Ceremonies and Public Relations Manager at the Wharton Center for Performing Arts
- Amanda Chodnicki, 2013 HOMTV Alumni and Reporter at FOX66 & NBC25 in Flint, MI
- Daniella Bruce, 2014 HOMTV Alumni and In-Game Presentation Coordinator & Game Day Live Host for the Detroit Red Wings in Detroit, MI
- Brian Town, 1995 HOMTV Alumni and CEO/Owner at Michigan Creative in Lansing, MI
- Bonnie Zhang, 2015 HOMTV Alumni and Digital Marketing Director at Forsberg Real Estate in Okemos, MI

Memo to Communications Commission
February 1, 2019
Re: Golden Tape Awards Overview
Page 2

Event Sponsors:

- Studio C! (venue sponsor)
- Kitch Law Firm (door prize sponsor)
- AVI Systems (door prize sponsor)
- Wharton Center for Performing Arts (door prize sponsor)
- Mid-Michigan Women's Expo/Kohler Expos (door prize sponsor)

Each year, the HOMTV Internship program continues to be a valuable asset to the Meridian Township community. In 2017-2018, 110 interns participated in the HOMTV Internship Program contributing approximately 32,000 volunteer hours, producing over 1,000 stories & PSAs and serving as crew and talent for 140 Township meetings and 756 programs.

The Golden Tape Awards Ceremony will air on HOMTV during the month of February as a Special Feature Program. Photos from the event can be found here: <http://bit.ly/GTAPhotos1-24-19>.



To: Communications Commission
From: Brandie Yates, HOMTV Executive Producer and Internship Coordinator
Date: February 1, 2019
Re: Alumni Training Workshop

Once a HOMTV Intern successfully completes their Rookie Internship Contract and is in good standing with a positive performance evaluation, they become a HOMTV Alumni Member. One of the benefits of becoming an alumni member is to attend advanced workshops free of charge.

More than 25 HOMTV alumni and current interns will be attending this year's Alumni Advanced Training Workshop on February 2, 2019 with guest speakers:

- John Pompeo, 1986 HOMTV Alumni and Special Projects Photojournalist for WDIV Local 4 in Detroit
- Audrey Dahlgren, 2011 HOMTV Alumni and Anchor/Sports Reporter for WLNS-TV 6 in Lansing.
- Morgan Hall, 2013 HOMTV Alumni and Co-Owner of Big Shot Video in Lansing.

HOMTV encourages alumni to come HOME and share their expertise with the aspiring talent that comes out of the HOMTV Internship Program each year.

The advanced training workshop will be recorded and shared with interns and alumni members who could not attend the event.



To: Communications Commission

From: Brandie Yates, HOMTV Executive Producer and Internship Coordinator

Date: February 1, 2019

Re: Alumni Giving Program

At the August 2, 2017 Communications Commission regular meeting, the Commission approved the formation of the HOMTV Alumni Giving Program to support and offset costs for those participating in the unpaid HOMTV Internship Program and/or provide an opportunity for alumni members to financially “give back” to the program.

The Alumni Giving Program called “HOM is Where the Start Is” was developed in 2018. In 2019, staff will create and implement a Marketing Strategy & Outreach Plan for this program.

The first campaign of the HOMTV Alumni Giving Program is to raise \$1,000 to replace the 10 chairs in the Intern Editing Suite. So far, three HOMTV Alumni Members have donated \$150 towards the campaign. Staff will continue reaching out to alumni to raise funds for the chair replacement campaign.

