

# AGENDA

## CABLE COMMUNICATIONS COMMISSION

April 17, 2013 – Meeting Agenda  
Meridian Township Municipal Building  
5151 Marsh Road, Okemos, MI  
Administrative Conference Room

Call Meeting to Order at 6:00 p.m.

Approval of Agenda

Approval of Minutes – February 20, 2013

Public Remarks

Communications/Announcements

Old Business

- Comcast Guide Channel Line-Up
- HOMTV DTA's charged by Comcast
- HOMTV Citizen Survey

New Business / Discussion Items

- Detroit V. Comcast lawsuit

Reports

Cable Complaints/Compliments:	John Gardner/Deborah Guthrie
Comcast:	John Gardner
Township Information:	Ron Styka
Chair's Report:	Chair, Walter Benenson
Communications Director Report:	Deborah Guthrie
Viewership/Promotions:	Deborah Guthrie
Programming:	Deborah Guthrie

Other Business & Announcements

Future Agenda Items

Public Remarks

Adjournment

Individuals with disabilities requiring auxiliary aids or services should contact Meridian Township by writing or calling the following:  
Gerald Richards, Township Manager, 5151 Marsh Road, Okemos, MI 48864-1198 (517-349-1200, Ext. 308). Ten days notice required.

# Cable Communications Commission Regular Meeting Minutes

## DRAFT

Administrative Conference Room  
Meridian Municipal Building, Okemos, MI  
February 20, 2013

**Present:** Commissioners: Walter Benenson, Patrick Crowley, Tunga Kiyak and Andrew Lathrop  
Staff: Deborah Guthrie and Kristi Schaeding  
Township: Ron Styka  
Comcast: John Gardner  
AT&T: None  
Haslett Schools: None  
Okemos Schools: None

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

### Approval of Agenda:

Commissioner Crowley moved TO APPROVE THE AGENDA. Seconded by Commissioner Kiyak.

Voice vote. Motion carried unanimously.

### Approval of Minutes:

Commissioner Kiyak moved TO APPROVE THE MINUTES OF December 5, 2012 AS SUBMITTED. Seconded by Commissioner Crowley.

Voice vote. Motion carried unanimously.

### Public Remarks:

Students from Okemos High School introduced themselves.

### Communications:

Commissioner Lathrop and Township Liaison Styka introduced themselves and were welcomed to the commission.

### Old Business:

Comcast Channel Line-Up - Communications Director Guthrie explained that she has not had the opportunity to create the Resolution of Support that was discussed at the previous meeting. Guthrie reported that there is a White House petition being passed around PEG communities and she forwarded the information to the commissioners. The purpose of the

petition is to try and push the cable industry to place the PEG channel program line up on the channel guide. They are looking for 100,000 signatures, she explained. Township Liaison Styka stated that he is in full support of the petition.

HOMTV Citizen Survey – Commissioner Crowley offered to review past surveys and work with HOMTV staff to develop questions for the new survey. Commissioner Lathrop also offered to assist with the survey, citing years of survey creation experience. Communications Director Guthrie reported that the part-time Communications Assistant position will be hired soon and this new person will be given the responsibility to move forward with the survey. Guthrie commented that the purpose of the survey is to do an assessment of needs and to see what the public is looking for in a community channel. According to Guthrie, a new franchise agreement will be renewed soon and in the past, a survey had been done when the franchise agreement was renewed.

#### **New Business:**

Please refer to items in packet. No additional items to report.

#### **Reports:**

- **Cable Compliments/Complaints:** Commissioner Crowley explained that he recently had a complaint with Comcast and emailed his issue to Comcast Representative John Gardner. Crowley said that Gardner was very quick to respond and he was appreciative for his courtesy to resolve the matter.

Communications Director Guthrie reported that she received a bill from Comcast for \$120.00 for DTA boxes to be used with several TV's in the Communications Department. Gardner responded with surprise asking Guthrie which Comcast account that was listed on the bill, the commercial account for the Township Hall room or the HOMTV studio account. Guthrie replied that it was charged to one of the several accounts HOMTV pays for and it should have been charged to the studio account. Gardner asked Guthrie to call her tomorrow so they could discuss the details of the bill to correct the invoice. Guthrie agreed.

Communications Director Guthrie was very happy to report that she received gratitude from recent Comcast subscribers who had complaints. According to Guthrie, one of the Comcast subscribers called and thanked her for the help with their complaint and said that they couldn't believe that Comcast resolved their issue. She also stated that she received an email from another Comcast subscriber who said thank you and explained they had little faith in a resolution from Comcast. In addition, a third Comcast subscriber stopped by the Township and gave a chocolate bar to Guthrie as a thank you gift and said that they couldn't believe how nice Comcast was, she reported.

- Comcast: Comcast Representative Gardner provided a brief synopsis of the Internet Essentials Program offered by Comcast.

He also mentioned a new Comcast feature called the "Quene." The Quene is available to Comcast television subscribers and will instantly track the shows and movies subscribers love to watch online and on their TV, he explained.

Gardner stated that Comcast made the complete purchase of NBC Universal a couple years in advance, and in March, Comcast will buy out the rest of General Electric.

- Township Information: Nothing to report.
- Chair's Report: Nothing to report.
- Communications Director's Report: Communications Director Guthrie was happy to report that she has been receiving more programming compliments for HOMTV produced shows.
- Viewership/Promotions: Please refer to items in packet. No additional items to report.
- Programming: Please refer to items in packet. No additional items to report.

#### **Other Business & Announcements:**

Commissioner Lathrop asked how HOMTV viewership is tracked. Comcast Representative Gardner explained that any type of viewership measurement is done by independent companies and not by Comcast. In addition, he stated that Comcast keeps track of Video on Demand through aggregate streams but not what channels viewers are watching. Communications Director Guthrie reported that she has DirectTV and has received information on the channels she watches, anytime the channels were lost and the amount of time spent on a particular channel from speaking with a customer representative.

#### **Future Agenda Items:**

Nothing to Report.

#### **Public Remarks:**

No remarks from the public.

#### **Adjournment:**

Commissioner Crowley moved TO ADJOURN THE MEETING. Seconded by Commissioner Kiyak.

Hearing no objections, Chair Benenson ADJOURNED THE MEETING AT 6:57 p.m.

**NEXT MEETING:**

The next scheduled meeting is Wednesday, April 17, 2013 in the Administrative Conference Room.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS**

Sent: Monday, March 04, 2013 4:01 PM  
To: Gardner, John  
Subject: Internet Essentials from Comcast



We want to thank you so much for your support of Comcast's Internet Essentials. We're very proud of our many accomplishments over the past year, and we look forward to continuing our partnership as we work together to bridge the digital divide. So far, the Internet Essentials program has connected more than 150,000 households—more than 600,000 children and their families—which just about equals the entire population of Boston or Washington, D.C. The attached document provides an update on what this important public-private partnership has been able to achieve.

In looking for ways to strengthen the program, last year we solicited feedback from our partners for suggested program enhancements. And, our collaboration with the Broward County School District illustrates the benefits working together. When the school district went "green," one of the changes it made was to no longer provide paper copies of National School Lunch letters to parents, which had been required for enrollment in Internet Essentials. By working with the district to better understand what paperwork families would have access to we were able to modify our verification methods and extend eligibility to private, parochial, and home-schooled families. This enhancement helped to increase the estimated total number of eligible families in our service area to approximately 2.6 million (up from 2.3 million in 2012). This year, we'll also be creating an online application process that will expand our computer options and deploy opportunity cards that can be used to purchase service for eligible families.

To hear more about our accomplishments and what's on tap for 2013, please dial into our press conference with Comcast's Executive Vice President, David L. Cohen, on Tuesday March 5 at 11:00 AM to 12:00 PM EST (Dial-In Number: 1-888-320-5934; ID #16894824).

We look forward to working with you over the next year as we move forward with our efforts to bridge the digital divide. Please give me a call at (517) 334-5686 to discuss how you can continue to participate.

Thank you,

*John Gardner*  
*Sr. Manager, Government Affairs*  
*Comcast - Heartland Region*

*1401 E. Miller Road*  
*Lansing, MI 48911*  
*(517) 334-5686 phone*  
*(517) 334-1880 fax*

Confidentiality Notice

This message and any attachments to it contain information exclusively for intended recipients. If you are not an intended recipient, please contact the sender to report the error and then delete all copies of this message from your system.

---

# INTERNET ESSENTIALS<sup>SM</sup> **2013**

Program Highlights  
at a Glance

---



## INTERNET ESSENTIALS PROGRESS REPORT FOR 2013

Internet Essentials is our effort to accelerate access to the future that every American deserves—one in which there is ubiquitous availability of the transformative technology of the Internet. We are grateful to all of our partners—teachers, parents, school superintendents, administrators, elected officials, libraries, non-profits, and many more—who share our belief and our mission to get everyone connected and online. Our experience over the last 18 months since we launched Internet Essentials affirms that local communities strongly support this campaign and want to be a part of it.

There is a role for everyone—our company and other communications and technology companies, community organizations, schools, libraries, small businesses, cultural institutions, the faith-based community, and government—in helping to close the digital divide. For those who are connected, living without the Internet for one day is difficult to imagine. But for the millions of Americans who are not yet online, the economic, educational, health, and social benefits of being connected are lost. It is harder to keep up with schoolwork, harder to apply for a job, harder to claim tax credits. That is not right—and we all need to do our part to bridge that gap.

We have now reached a new milestone with over 600,000 low-income Americans connected to the Internet, most for the first time in their lives. That is good, but it is still not good enough. This year, we're doing even more to make it easier and faster for eligible families to get connected, including expanding eligibility for private, parochial and homeschooled students and developing an online application form that can be completed at a library or community center. We are firm in our commitment to Internet Essentials, and we invite everyone who shares that vision to work with us to create more digital opportunity in America.

Sincerely,



David L. Cohen  
*Executive Vice President*  
*Comcast Corporation*



# CONNECTING OUR COMMUNITIES

HERE'S WHAT WE'VE ACCOMPLISHED SO FAR

## Increased Internet Adoption

*"The Internet really empowers the parents to have that ownership over their child's grades and know what's going on inside the classroom."*

- Cheryl, 4th Grade Teacher,  
Atlanta, GA

Internet Essentials has connected **more than**

**150,000**  

households to the power of the Internet.

That's **more than**

**600,000**  

children and their families.

## Strengthened School District Engagement

Over

**30,000**  

schools in 39 states and D.C. are supporting our efforts to close the digital divide.

*"To have students be globally competitive, it's absolutely essential that they be connected to the Internet."*

- John Barry, Superintendent  
Aurora, CO Public Schools

## Expanded Opportunities

*"I have actually learned through my son. He's teaching me as well as we're teaching each other."*

- Internet Essentials Parent

**MORE THAN**

**15,000**  

computers sold to Internet Essentials families.

**OVER 10,000**  

people have attended in-person digital literacy training to develop the skills they need to participate in today's digital society and economy.

*"Now I can show my family at home how to use the Internet."*

- Digital Literacy Class Attendee

# NEW IN SPRING 2013

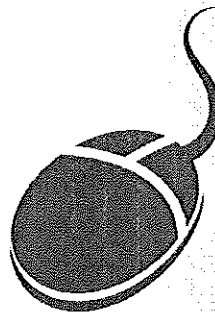
## Increasing Eligible Households



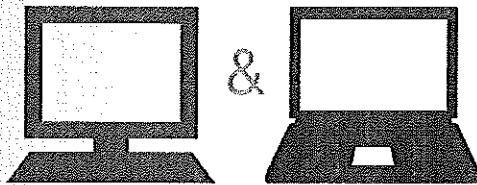
Now, all households with a student eligible to participate in the National School Lunch Program are eligible for Internet Essentials, including low-income private, parochial and homeschooled students.

## New Online Application

This spring, families will be able to request an application for Internet Essentials through an online form at **InternetEssentials.com**



## More Computer Options



We're offering laptops and desktops in select markets, with more cities to come later in the year.

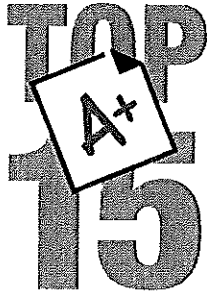
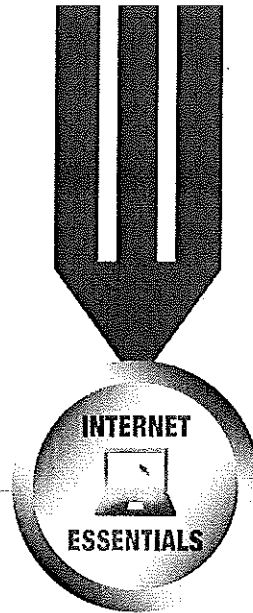
## Opportunity Cards



Opportunity Cards can be used to purchase Internet Essentials service and provide eligible families with access to the Internet at home.

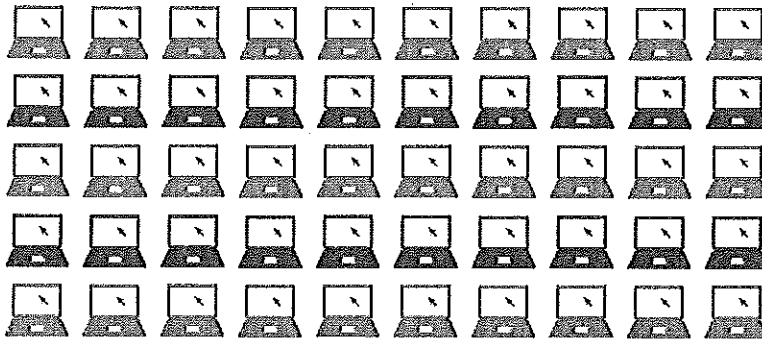
# GOLD MEDAL SCHOOL DISTRICT OF EXCELLENCE

To celebrate the outstanding work of our partnering school districts, Comcast will award the Internet Essentials Gold Medal School District of Excellence Award.



This award will recognize the efforts of the top fifteen best-performing school districts connecting students to the power of the Internet at home.

Winners will be announced in Fall 2013.



In conjunction with the celebration of Comcast's 50th anniversary and as part of their award, each recognized school district will receive **50** laptops in honor of their commitment to Internet Essentials.

To learn more about the Comcast Internet Essentials Gold Medal School District of Excellence Award, please visit:

[InternetEssentials.com/GoldMedal](http://InternetEssentials.com/GoldMedal)



**Internet Essentials** from Comcast ([InternetEssentials.com](http://InternetEssentials.com)) is the nation's largest and most comprehensive broadband adoption program. It provides low-cost broadband service for \$9.95 a month plus tax; the option to purchase an Internet-ready computer for under \$150; and multiple options to access free digital literacy training in print, online, and in-person. Eligible families must have at least one child eligible to participate in the National School Lunch Program, including public, private, parochial and homeschooled students. We estimate a total of approximately 2.6 million eligible families live in our service area and therefore could apply for Internet Essentials. To spread the word, we have proactively reached out to more than 4,000 school districts, and over 30,000 schools, to distribute free brochures to families and students. More than 25 million pieces of literature have been shipped to both schools and non-profit partners who can order these materials, available in 14 languages, for free at [InternetEssentials.com/Partner](http://InternetEssentials.com/Partner).

## INTERNET ESSENTIALS<sup>SM</sup> FROM COMCAST

English: 1-855-8-INTERNET (1-855-846-8376)

Spanish: 1-855-SOLO-995 (1-855-765-6995)

[InternetEssentials.com](http://InternetEssentials.com) | [InternetBasico.com](http://InternetBasico.com)





March 18, 2013

Deborah Guthrie, Cable Coordinator  
Meridian Township  
5151 Marsh Road  
Okemos, MI 48864

Dear Ms. Guthrie:

As part of Comcast's commitment to keep you informed about important developments that affect our customers in your community, I am writing to notify you of changes to our channel lineup. Customers are being notified of these changes via a bill message.

Effective on or about May 22, 2013, Fox Business Network / Fox Business Network HD (ch. 106/243) will move from the Digital Preferred Service to the Digital Starter Service.

As always, feel free to contact me directly at 517-334-5686 with any questions you may have.

Sincerely,

John P. Gardner  
Senior Manager, Government Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911



March 26, 2013

Deborah Guthrie, Cable Coordinator  
Meridian Township  
5151 Marsh Road  
Okemos, MI 48864

Dear Ms. Guthrie:

In an effort to better serve our customers, Comcast is planning a realignment of our High Definition (HD) programming line-up. This realignment will allow Comcast to unify and better organize our HD program offerings across our footprint by creating new "genre-based neighborhoods" utilizing 4-digit channel number capabilities.

Accordingly, on or around April 16, 2013, all 3-digit HD channels located between 138 - 999 will be duplicated on channels located between 1001-1999. Customers are being notified of these channel additions by bill message. Further detailed customer communication will be provided before the removal of the duplicate 3-digit HD channels in late summer.

As always, feel free to contact me directly at 517-334-5686 with any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "John P. Gardner".

John P. Gardner  
Senior Manager, Government Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911

**CHARTER TOWNSHIP OF MERIDIAN**

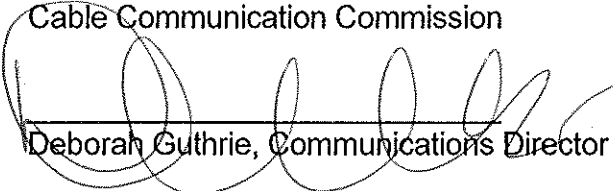
**CABLE COMMUNICATIONS  
COMMISSION**

**OLD  
BUSINESS**



# MEMORANDUM

TO: Cable Communication Commission

FROM:   
Deborah Guthrie, Communications Director

DATE: April 15, 2013

RE: Cable Survey

---

Four cable satisfaction surveys have been conducted by Meridian Township in 1985, 1990, 1996 and 2000. Summary results for those years are included in the cable packet. The purpose for the latest survey in 2000 was to determine the level of satisfaction of Cable TV subscribers with the company's customer service, technical quality and program offerings. Adaptive Research Systems was selected to assist the commission in designing, administering, conducting, and tabulating the survey and analyzing the results. The results of the survey were used during the negotiations process for franchise renewal which was finalized in 2005 between Meridian Charter Township and Comcast expiring in 2020.

Renewal of the franchise agreement affords Meridian Township the opportunity to assess existing video service providers' performance under the current franchise agreements, assess community needs and interests, plan future communication technologies, and build greater awareness. A successful study can assist Meridian Township in ensuring that communication technology is part of its future plans, video service providers are meeting the needs of the community, and PEG benefits are continued and enhanced.

The Cable Communications Commission Rules and Procedures states that the Cable Communications Commission has the responsibility and authority to discuss, advise, and make recommendations to the Township Board regarding franchises and franchise applications and compliance. The Cable Communication Commission will need to determine the breadth and scope to conduct a study that would provide solid, local data to be used in any renewed franchise agreements.

Past studies conducted by Meridian have been limited to customer satisfaction and technical quality. It would be my recommendation that considering new technologies and advancements, and the restructuring of the cable division into the Communications Department, that this commission seek data beyond those measures. In September, 2012 I attended NATOA conference seminars regarding franchise renewal and communication study's/surveys for purposes of franchise renewal. Experts highlighted the critical need to engage the community, and work toward long term goals.

A specific presentation was given regarding Portland, Oregon's decision to conduct a study in conjunction with the franchise renewal process. In June, 2009, the Mt. Hood Regulatory Commission (MHCRC) selected CBG Communications, Inc. ('CBG') to assist the Commission in designing and conducting an ascertainment that would:

- Provide a thorough and realistic ascertainment of the community's current and future communications technology needs and interests.
- Engage and reflect the broad and diverse voices of multiple communities.
- Build greater awareness of existing cable-related public benefits and communications technology opportunities.
- Document and evaluate the impact of past cable-related public benefits (grants, I-Net, community access, consumer protection, etc.) and,
- Provide local data and related trending and data analysis.

The results of that study, along with the design process, engagement strategies, and data collection strategies are available on their website to be used as a model for other communities to follow at [www.mhcrc.org](http://www.mhcrc.org). In order to effectively conduct a study that meets the purpose of this commission to discover civic engagement, access to technology, content, system capacity, and future initiatives, my recommendation would be for the commission to request RFP's.

MERIDIAN TOWNSHIP CABLE FRANCHISE  
STUDY AMONG  
SUBSCRIBERS AND NONSUBSCRIBERS

Conducted for  
UNITED CABLE TELEVISION CORPORATION  
October, 1985

THE BARNA RESEARCH GROUP

TABLE OF CONTENTS

PAGE NUMBER

OBJECTIVES AND METHODOLOGY..... 1  
OVERVIEW OF FINDINGS..... 2

CURRENT CABLE SUBSCRIBERS

DEMOGRAPHIC PROFILE..... 3  
TELEVISION USAGE..... 4  
CONTINUED SUBSCRIPTION LIKELIHOOD... 7  
OVERALL SATISFACTION..... 7  
SATISFACTION WITH  
CABLE SERVICE ELEMENTS..... 8  
PERCEPTIONS OF CABLE COMPANY..... 9  
ADEQUACY OF CHANNEL CAPACITY..... 10  
INTEREST IN "STATE OF THE ART"  
CABLE SERVICES..... 13

NONSUBSCRIBERS

DEMOGRAPHIC PROFILE..... 15  
TELEVISION USAGE..... 16  
GENERAL AWARENESS AND KNOWLEDGE.... 17  
LIKELIHOOD OF SUBSCRIPTION..... 19  
OVERALL RATING OF CABLE COMPANY.... 20  
CABLE COMPANY CAPABILITIES/  
SERVICE ELEMENT RATINGS ..... 21  
PERCEPTIONS OF CABLE COMPANY..... 22  
INTEREST IN "STATE OF THE ART"  
CABLE SERVICES..... 23

## OBJECTIVES

The objectives of the research were to:

- measure the extent to which the United Cable System in Meridian Township, Michigan, is meeting the cable television needs of its franchise community;
- diagnose relative strengths and weaknesses of the system;
- assess potential demand and need for increased channel capacity; and
- assess potential demand and need for more "state of the art" cable services, as measured by interest in several new cable technology concepts.

## GENERAL METHODOLOGY

Cable subscribers and nonsubscribers within United's Meridian Township franchise area were randomly selected for the study. Listed and unlisted telephone numbers were randomly selected from zip codes contained within the franchise area and were provided by Survey Sampling, Inc. These telephone numbers were proportionate to their representation in the overall franchise area.

A total of 494 respondents participated in a telephone survey; quotas were imposed so that roughly half of respondents (249) were current cable subscribers and the remaining half (245) were nonsubscribers; additionally, to ensure adequate representation by gender, a procedure was utilized which resulted in a 50% male and 50% female gender representation. 494

All respondents interviewed were 18 years of age or older and had sole or joint decision-making responsibility for subscribing to cable television.

Telephone interviews were conducted from The Barna Research Group's WATS center in Los Angeles, California, in mid-October, 1985.

## OVERVIEW

The basic findings of this research indicate that...

Among current cable subscribers in United Cable Television's Meridian Township franchise, there is strong satisfaction with the cable service being delivered and positive impressions of the cable company. There does not appear to be a strong demand for an increase in the number of channels available in that franchise. The current subscribers did, however, show interest in two (Pay Per View and Interactive Cable) of three new cable technology service concepts presented to them;

Among nonsubscribers in the franchise area, many perceive themselves to be lacking in information about their cable company. A sizeable segment apparently feels so "ill informed" that they are unable to report any impressions of the company or the attributes of the services it delivers. There is certainly an opportunity for United to expand its image through increased awareness among this segment of its franchise area.

Among those that have an opinion, however, both the cable company and the services it provides receive generally high marks. There is no indication from the data that negative feelings about or experiences with the cable company are related to the lack of subscription. Indeed, the primary reasons for not intending to become a subscriber are lack of involvement with television or the expense associated with a cable subscription. For the segment that has little desire or time for television, it may be a "hard sell" to create any concrete perceptions about the cable company.

CURRENT CABLE SUBSCRIBERS

DEMOGRAPHIC PROFILE

Table I shows the demographics of the Meridian Township cable subscribers.

TABLE I  
SUBSCRIBER DEMOGRAPHICS  
(N=249)

<u>AGE</u>		<u>MARITAL STATUS</u>	
18 - 24	20%	MARRIED	52%
25 - 34	24	SINGLE	33
35 - 44	26	DIVORCED/ SEPARATED	9
45 - 54	12	OTHER	6
55 - 64	7	REFUSED	0
65 AND OLDER	8		
REFUSED	2		
<u>MEDIAN</u>	<u>37 YEARS</u>		
<u>ANNUAL HOUSEHOLD INCOME</u>		<u>HOUSEHOLD SIZE</u>	
UNDER \$20,000	19%	LIVE ALONE	20%
\$20,000-\$29,999	18	TWO PERSONS	30
\$30,000-\$39,999	16	THREE PERSONS	18
\$40,000-\$49,999	13	FOUR PERSONS	20
\$50,000 OR MORE	22	FIVE OR MORE	11
DON'T KNOW/ REFUSED	12	<u>CHILDREN AT HOME</u>	
<u>MEDIAN</u>	<u>\$32,000</u>	NONE	62%
<u>HOME OWNERSHIP</u>		ONE	15
OWN HOME	55%	TWO	14
RENT HOME	44	THREE	5
		FOUR OR MORE	4

Roughly half of current cable subscribers had at least one pay television service in the household. Among the Basic Only segment, about one third (34%) were former pay subscribers. The median length of cable subscription in Meridian Township was 4 years. See Table II.

TABLE II  
TELEVISION USAGE  
(N=249)

<u>CABLE SUBSCRIPTION STATUS</u>		<u>LENGTH OF TIME SUBSCRIBED TO CABLE</u>	
BASIC ONLY	52%	LESS THAN 6 MOS	16%
(FORMER PAY)	18)	6 MOS, UNDER 1 YEAR	6
PAY SUBSCRIBERS	47	1 YEAR, UNDER 2 YEARS	6
<u>PAY SERVICES SUBSCRIBED TO</u>		2 YEARS, UNDER 3 YEARS	11
HOME BOX OFFICE	36%	3 YEARS, UNDER 5 YEARS	23
CINEMAX	11	5 YEARS, UNDER 10 YEARS	5
PROAM SPORTS/ P.A.S.S.	6	10 OR MORE YEARS	6
PLAYBOY CHANNEL	2	DON'T KNOW	2
THE DISNEY CHANNEL	2	<u>MEDIAN</u>	<u>4 YEARS</u>

NUMBER OF WORKING TELEVISION SETS

	<u>TOTAL</u>	<u>BASIC ONLY</u>	<u>PAY SUBS</u>
ONE	31%	36%	25%
TWO	39	38	41
THREE	19	20	18
FOUR+	10	5	17



The median reported number of hours per day spent watching television, both weekdays and weekends, was four. Subscribers also indicated that they spent, on average, about half of their total television viewing watching cable.

TABLE II CONTINUED  
TELEVISION USAGE  
 (N=249)

AVERAGE NUMBER OF HOURS PER DAY WATCHING TELEVISION

	<u>WEEKDAYS</u>	<u>WEEKENDS</u>
LESS THAN ONE HOUR	6%	3%
ONE HOUR, LESS THAN 3 HOURS	36	21
3 HOURS, LESS THAN 5 HOURS	32	34
5 HOURS TO 7 HOURS	18	23
MORE THAN 7 HOURS	7	17
<u>MEDIAN</u>	<u>4 HRS</u>	<u>4 HRS</u>

CABLE TV VIEWING AS A PERCENTAGE OF  
TOTAL WEEKLY TELEVISION VIEWING

	<u>TOTAL</u> <u>SUBS</u>	<u>BASIC</u> <u>ONLY</u>	<u>PAY</u> <u>SUBS</u>
10 PERCENT OR LESS	11%	12%	10%
11 TO 30 PERCENT	13	16	11
31 TO 50 PERCENT	31	33	29
51 TO 70 PERCENT	12	8	15
71 TO 90 PERCENT	21	14	30
91 TO 100 PERCENT	7	10	4
DON'T KNOW	5	7	2
<u>MEDIAN</u>	<u>46%</u>	<u>46%</u>	<u>50%</u>

Table III shows the types of programming that current subscribers say that their households watch in an average month. These data show that a minimum of two-thirds of households watch eight out of fourteen of the types of programs measured, and no type of programming is watched by fewer than one third of current cable subscriber households.

TABLE III  
TYPES OF PROGRAMMING HOUSEHOLD  
WATCHES IN AN AVERAGE MONTH  
(N=249)

UP TO THE MINUTE NEWS	97%
SPORTING EVENTS	89
RECENT MOVIES, ORIGINALLY SHOWN IN MOVIE THEATERS	86
EDUCATIONAL PROGRAMS	83
FAMILY ORIENTED PROGRAMS	74
CLASSIC OR OLD TIME MOTION PICTURES	73
CLASSIC OR OLD TIME TELEVISION PROGRAMS	68
PUBLIC ACCESS PROVIDED BY MICHIGAN STATE UNIVERSITY	65
MUSIC VIDEOS	60
CULTURAL PROGRAMMING (BALLET, THEATRE, SYMPHONY)	53
HEALTH AND FITNESS ORIENTED	51
PUBLIC ACCESS PROGRAMMING PROVIDED BY LOCAL SCHOOLS	41
PUBLIC ACCESS PROGRAMMING PROVIDED BY LOCAL GOVERNMENT	38
CHILDREN'S PROGRAMMING	37

GENERAL SATISFACTION

Overall, satisfaction with current cable services was high, as indicated by the strong reported likelihood of continuing cable subscription in the next six months. See Table IV.

TABLE IV  
LIKELIHOOD OF CONTINUING  
SUBSCRIPTION/NEXT SIX MONTHS  
(N=249)

VERY LIKELY	93%	}	97%
SOMEWHAT LIKELY	4		
SOMEWHAT UNLIKELY	2		
VERY UNLIKELY	2		
DON'T KNOW	0		

Reported overall satisfaction with United ("your local cable company") was also strong, as shown in Table V below.

TABLE V  
SATISFACTION WITH  
CABLE COMPANY  
(N=249)

VERY SATISFIED	39%	}	85%
SOMEWHAT SATISFIED	46		
NOT TOO SATISFIED	10		
NOT AT ALL SATISFIED	3		
DON'T KNOW	2		

When asked what one thing, if any, was liked best about their cable service, subscribers mentioned variety (38%) and programming (20%) most often. Reception and service (12% each) were mentioned less frequently. Nineteen percent (19%) said "nothing" (8%) or "don't know" (11%). When asked what one thing, if any, was disliked most, 26% said, "nothing". Service (30%) and reception (20%) were the most frequently mentioned elements disliked.

Specific aspects of cable service were presented, one by one, and respondents were asked, based on their experience, to rate their satisfaction on each one, using a four point scale. As Table VI shows, the ratings overall were positive (i.e., three quarters or more subscribers said they are "very" or "somewhat" satisfied with each of the aspects measured) and consistent with the strong reported likelihood of continuing cable subscription in the next six months.

TABLE VI  
SATISFACTION WITH CABLE  
SERVICE ELEMENTS  
(AVERAGE N=243)\*

	<u>SAID,</u> <u>VERY</u> <u>SATISFIED</u>	<u>SAID,</u> <u>VERY/SOMEWHAT</u> <u>SATISFIED</u>
NUMBER OF CHANNELS PROVIDED BY CABLE COMPANY	57%	93%
QUALITY OF CABLE TELEVISION RECEPTION	48	84
VARIETY OF PROGRAMMING	44	89
AMOUNT OF PROGRAMMING	43	92
SERVICING PROVIDED BY CABLE COMPANY	37	76
OVERALL QUALITY OF PROGRAMMING OFFERED	35	92
AMOUNT OF INFORMATION PROVIDED BY CABLE COMPANY ABOUT SERVICES OFFERED	33	83

\*Based on those responding, i.e., "Don't Know" responses which ranged from 1% to 5% are removed from the base.

Impressions about United Cable ("your local cable company") were also measured. Seven attributes were presented, one by one and for each, respondents were asked to state, on a four point scale, the extent to which they agreed or disagreed that it was descriptive of their local cable company. Impressions of the cable company on attributes measured were positive, with at least three quarters of current subscribers agreeing "strongly" or "somewhat" with all attributes, except for the statement regarding accessibility to the company, if desired. This statement, however, did have a majority of subscribers (63%) agreeing with it. Table VII shows the levels of agreement to the attributes presented.

TABLE VII  
PERCEPTIONS OF CABLE  
COMPANY ATTRIBUTES  
(AVERAGE N=228)\*

	<u>SAID,</u> <u>AGREE</u> <u>STRONGLY</u>	<u>SAID,</u> <u>AGREE STRONGLY/</u> <u>AGREE SOMEWHAT</u>
PROVIDES ACCURATE BILLING	72%	89%
COURTEOUS	51	89
ABLE TO ANSWER ALL OF YOUR QUESTIONS	42	76
EASY TO GET A HOLD OF	35	63
SEEMS INTERESTED IN YOU AS A CUSTOMER	32	73
IS HELPFUL	30	78
RESPONSIVE TO YOUR NEEDS	28	76

\*Based on those responding, i.e., "Don't Know" response which ranged from 7% to 15% are removed from the base.

Interpretively, while perceptions of the cable company in terms of "people oriented" and direct servicing dimensions were somewhat less positive than perceptions of other elements of the cable service delivery (i.e., programming, quality, reception), the data suggest that what the system has been delivering has produced strong current customer satisfaction.

ADEQUACY OF CHANNEL CAPACITY

The survey design included several measures, the objectives of which were to determine whether the current channel capacity offered was meeting needs of current subscribers. Appropos of this, a direct question as well as a series of items more indirectly related were asked to address this issue.

Table VIII shows the number of channels that current cable subscribers believe are available to them and the number of channels that subscribers say their households watch (at all) in an average month. Both sets of responses include channels that are available without a cable subscription. As these data clearly indicate, the vast majority of subscribers report that at the present time their households are watching far fewer channels than they believe are available to them.

TABLE VIII  
PERCEPTIONS OF CHANNEL  
AVAILABILITY AND USAGE

	<u>NUMBER</u> <u>AVAILABLE</u> (N=249)	<u>NUMBER WATCHED/</u> <u>AVERAGE MONTH</u> (N=249)
LESS THAN 10	2%	37%
10 - 15	8	37
16 - 20	18	11
21 - 25	13	3
26 OR MORE	41	3
DON'T KNOW	18	8
<u>AVERAGE</u>	<u>27</u>	<u>12</u>

As indicated in Table VI previously, satisfaction with the number of channels provided was extremely high (93%), with only 7% expressing any dissatisfaction.

When asked directly whether the cable company should alter the number of channels currently offered, the majority of current subscribers indicated a preference for keeping the number of channels presently available as is, although about a third said they would like to see more channels offered. See Table IX.

TABLE IX  
NUMBER OF CHANNEL  
OFFERINGS  
(N=249)

SHOULD CABLE COMPANY PROVIDE...	
MORE CHANNELS	37%
FEWER CHANNELS	2
KEEP THE NUMBER AS IT IS NOW	57
DON'T KNOW	3

Those who felt that their cable company should provide more channels were asked what kinds of programming they would like to see featured on these channels. The predominant responses were movies (38%), educational and cultural programming (23%) and sports (12%).

Thirty six percent (36%) of those who wanted more channels said that they would be unwilling to pay any extra monthly amount for the added channels (more pay subscribers (73%) than Basic Only subscribers (54%) were willing to pay some extra monthly amount for added channels). The remaining respondents (24% of all current cable subscribers) gave a median price of \$2.50 per month that they would be willing to pay for additional channels.

A corroborative measure is one which asked respondents what one thing, if any, they disliked most about the cable television service provided by their cable company. While 26% of subscribers said there was "nothing" they disliked most, only a maximum of 4% mentioned anything having to do with programming selection deficiencies and only 3% mentioned lack of variety. If channel capacity demand (which we believe translates to a need for more variety in programming) were an area of high priority we feel that more subscribers would have mentioned these areas.

All of these measures taken together indicate that subscribers do not perceive a deficiency in the number of channels currently available to them. It is our opinion that, when asked directly, most consumers will say they want "more" (of almost anything) but, in this case, the majority of subscribers did not ask for more channels and even among those who did, a substantial proportion were unwilling to pay anything extra. Added to this is the fact that subscribers are not fully utilizing all that is available to them now.



## INTEREST IN "STATE OF THE ART" CABLE SERVICES

Current cable subscribers were presented with three cable service concepts, one by one; following each concept, respondents were asked how likely they would be to subscribe or use the service, and at what monthly price they would be very likely (that is, almost certain) to take the service.

The three concepts as presented were:

INTERACTIVE CABLE. "Cable could give you the unique ability of doing a variety of things without ever leaving home. By using a push button control connected to your television, you would be able to shop and bank from your home as well as view information from your local library. Also, through the push button control, you could take part in live television shows, such as answering questions from quiz shows, public opinion polls, or academic courses."

RESIDENTIAL SECURITY SYSTEM. "A service that may be offered is a home burglar alarm security system connected to a central monitoring station. This system would protect all entrances to and hallways in your home from intruders. The service would require an initial installation fee as well as a monthly fee for security monitoring."

PAY PER VIEW. "A new service which may be available would allow you to watch and to pay for only what you want on an individual program basis. You would be given a schedule of programs and the times they would be shown. Programming would include recently released movies, special sporting events and concerts -- none of which would be shown on regular broadcast or cable television that same month."

The reported likelihood of taking the service was strongest for Pay Per View and weakest for the Residential Security System service.\* See Table X for interest levels, i.e., stated intention to take each service.

\*For the Residential Security system and the Interactive Cable, the likelihood question was asked in terms of subscription; for the Pay Per View service, respondents were asked how likely they would be to use the service. In all cases, no prices were given but respondents were asked to assume that the cost would be an amount they considered fair.

TABLE X  
LIKELIHOOD OF TAKING SERVICE  
(N=249)

	<u>INTERACTIVE CABLE</u>	<u>SECURITY SYSTEM</u>	<u>PAY PER VIEW</u>
VERY LIKELY	20% } 46%	10% } 26%	29% } 64%
SOMEWHAT LIKELY	26	15	35
SOMEWHAT UNLIKELY	19	18	11
VERY UNLIKELY	35	54	23
DON'T KNOW	1	2	2

Table XI shows the proportions of cable subscribers who said they would not take each service "at any price" and shows, for the remaining respondents the maximum (the highest price) median price at which they would be "very likely" to take each service.

TABLE XI  
MAXIMUM PRICE AT WHICH LIKELIHOOD  
IS ALMOST CERTAIN  
(N=249)

	<u>INTERACTIVE CABLE</u>	<u>SECURITY SYSTEM</u>	<u>PAY PER VIEW</u>
NOT AT ANY PRICE	28%	35%	14%
DON'T KNOW	18	22	22
MEDIAN PRICE	\$8.00/MO.	\$9.00/MO.	\$2.50 PER FEATURE

Based on these data, there is some interest in cable system technologies among cable subscribers. The relatively lower interest in the Residential Security System may be partially a function of current ownership of such systems among a segment of cable subscribers, and the required installation fee (in addition to the monthly monitoring fee) which may operate as a disincentive. The Pay Per View service generated a fairly strong level of interest, but the average maximum price subscribers said they would pay per program seems, on judgement, somewhat low.

NONSUBSCRIBERS

DEMOGRAPHIC PROFILE

Table XII shows the demographics of the Meridian Township cable nonsubscribers. A comparison with Table I for subscribers shows that nonsubscribers are younger and less affluent, factors which to some extent are related to their nonsubscriber status.

TABLE XII  
NONSUBSCRIBER DEMOGRAPHICS  
(N=245)

<u>AGE</u>		<u>MARITAL STATUS</u>	
18 - 24	36%	MARRIED	37%
25 - 34	29	SINGLE	49
35 - 44	17	DIVORCED/ SEPARATED	9
45 - 54	7	OTHER	6
55 - 64	3		
65 AND OLDER	7		
REFUSED	0		
<u>MEDIAN</u>	<u>27 YEARS</u>		

<u>ANNUAL HOUSEHOLD INCOME</u>		<u>HOUSEHOLD SIZE</u>	
UNDER \$20,000	40%	LIVE ALONE	25%
\$20,000-\$29,999	23	TWO PERSONS	34
\$30,000-\$39,999	11	THREE PERSONS	16
\$40,000-\$49,999	8	FOUR PERSONS	15
\$50,000 OR MORE	9	FIVE OR MORE	10
DON'T KNOW/ REFUSED	9		
<u>MEDIAN</u>	<u>\$22,000</u>		

TABLE XII CONTINUED

HOME OWNERSHIP

OWN HOME	38%
RENT HOME	61

CHILDREN LIVING AT HOME

NONE	73%
ONE	13
TWO	9
THREE	4
FOUR OR MORE	1

Twenty two percent (22%) of nonsubscribers said that they had formerly subscribed to cable in Meridian Township and 11% had previously had pay television. Table XIII below shows the average number of hours that television is watched in nonsubscriber households.

TABLE XIII  
AVERAGE NUMBER OF HOURS PER DAY WATCHING TELEVISION

	<u>WEEKDAYS</u>	<u>WEEKENDS</u>
LESS THAN ONE HOUR	18%	11%
ONE HOUR, LESS THAN 3 HOURS	46	35
3 HOURS, LESS THAN 5 HOURS	25	31
5 HOURS TO 7 HOURS	8	16
MORE THAN 7 HOURS	2	7
DON'T KNOW	0	1
<u>MEDIAN</u>	<u>2 HRS</u>	<u>4 HRS</u>

### GENERAL AWARENESS AND KNOWLEDGE

The majority of nonsubscribers (56%) said that they know only "a little" (31%) or "nothing at all" (25%) about the channels and programming provided by United (their "local cable company"). Only 10% said that they feel they know a lot in this area. Perceptions of knowledge were stronger among Former cable subscribers, who comprised 22% of total nonsubscribers, than among those who have never had cable in the Meridian Township franchise.

High levels of uncertainty ("Don't Know") were evidenced in the ratings of aspects of United's system capabilities (in following section), underscoring the lack of information among nonsubscribers.

When asked about the number of channels available on the system, 65% of nonsubscribers said that they didn't know. Interestingly, among those who answered, the average number estimated was 24 -- not far from the average number (27) estimated by current cable subscribers. As expected, substantially more Former than their nonsubscriber counterparts were informed about the number of channels available.

Despite a majority of nonsubscribers reporting low levels of knowledge about channels and programming, the claimed awareness of most types of programs offered by the system was relatively high, suggesting that it is not lack of awareness in this area which underlies lack of subscription.

The types of programs with the lowest claimed awareness included public access from local schools and from local government and cultural programming. See Table XIV.

TABLE XIV  
CLAIMED AWARENESS  
OF PROGRAMMING TYPES  
(N=245)

"ARE YOU AWARE IF...IS OFFERED?"	<u>SAID, "YES"</u>
SPORTING EVENTS	87%
RECENT MOVIES, ORIGINALLY SHOWN IN THEATRES	79
MUSIC VIDEOS	79
UP TO THE MINUTE NEWS	78
EDUCATIONAL PROGRAMS	77
PUBLIC ACCESS PROVIDED BY MICHIGAN STATE UNIVERSITY	73
CHILDREN'S PROGRAMMING	73
CLASSIC OR OLD TIME MOTION PICTURES	70
FAMILY ORIENTED PROGRAMS	68
CLASSIC OR OLD TIME TELEVISION PROGRAMS	67
HEALTH AND FITNESS ORIENTED PROGRAMS	64
CULTURAL PROGRAMMING (THEATRE, BALLET, SYMPHONY)	58
PUBLIC ACCESS PROVIDED BY LOCAL SCHOOLS	58
PUBLIC ACCESS PROVIDED BY LOCAL GOVERNMENT	42
<u>AVERAGE</u>	<u>70%</u>

LIKELIHOOD OF FUTURE CABLE SUBSCRIPTION

Thirty-two percent (32%) of nonsubscribers said that there is some likelihood that they will subscribe to cable within the next six months. More Former cable subscribers (23%) than those who never have had cable (12%) in this franchise said they were "very likely" to subscribe. See Table XV.

TABLE XV  
LIKELIHOOD OF SUBSCRIBING  
IN THE NEXT SIX MONTHS

	<u>TOTAL</u> <u>NONSUBS</u> (N=245)	<u>FORMER</u> <u>CABLE</u> (N=53)	<u>NEVER HAD</u> <u>CABLE</u> (N=191)
VERY LIKELY	14%	23%	12%
SOMEWHAT LIKELY	18	17	18
SOMEWHAT UNLIKELY	10	8	11
VERY UNLIKELY	56	53	57
DON'T KNOW	1	0	2

The single most frequently mentioned rationale for intention not to take cable in the near future ("somewhat/very unlikely") had to do with the consumer and not with the cable system -- 39% said that they don't watch television that much or they have no time to watch. Less frequently mentioned reasons were expense (21%) and perceived programming deficiencies (17%). All other reasons were mentioned by fewer than 6% each.

IMPRESSIONS OF THE CABLE COMPANY

Respondents were asked to rate their cable company overall, based on whatever impressions they had about it.

Forty-two percent (42%) of nonsubscribers were unable to rate the company, but, among those who had an opinion, impressions of United were generally positive. No differences in ratings were observed between Former cable subscribers and those who had not previously had cable in this franchise. See Table XVI.

TABLE XVI  
OVERALL RATING OF  
CABLE COMPANY

	<u>TOTAL</u> <u>NONSUBS</u> <u>(N=245)</u>	<u>THOSE</u> <u>RESPONDING</u> <u>(N=140)</u>
EXCELLENT	5%	9%
GOOD	35	61
FAIR	13	23
POOR	4	8
DON'T KNOW	42	

When asked to rate their cable company's capabilities along various dimensions, using the same four point scale, from one third to one half of nonsubscribers did not have an opinion (i.e., said, "Don't Know"). Among those responding, however, perceptions were positive, with the majority of respondents rating all dimensions as "Excellent" or "Good". Quality of reception and the number of channels available received the highest ratings. The lowest relative ratings were given to the amount of information provided by the company, the servicing and overall quality of programming offered. See Table XVII.



TABLE XVII  
RATING OF CABLE COMPANY  
CAPABILITIES  
(AVERAGE N=149)\*

	<u>SAID,</u> <u>EXCELLENT</u>	<u>SAID</u> <u>EXCELLENT/</u> <u>GOOD</u>
QUALITY OF RECEPTION	24%	85%
NUMBER OF CHANNELS PROVIDED	23	79
AMOUNT OF INFORMATION PROVIDED ABOUT SERVICES	14	53
VARIETY OF PROGRAMMING	13	70
AMOUNT OF PROGRAMMING	12	68
SERVICING PROVIDED BY CABLE COMPANY	9	56
OVERALL QUALITY OF PROGRAMMING OFFERED	6	58

\*Based on those responding, i.e., "Don't Know" responses are removed from the base.

Forty two percent (42%) of nonsubscribers indicated that they had either been contacted by a cable company representative regarding subscription (24%) and/or had themselves contacted the cable company regarding information about or subscription to cable television.

Those respondents who had had some contact with their cable company were asked to indicate, using a four point scale, the extent to which they agreed or disagreed that statements about the company were descriptive of it. Table XVIII below indicates that among respondents who could remember their contact(s) with the company, (i.e., "Don't Know" levels ranging from 12% to 24% are removed from the base), the impressions of United were positive.

TABLE XVIII  
PERCEPTIONS OF CABLE  
COMPANY ATTRIBUTES  
(AVERAGE N=85)

	<u>SAID,</u> <u>AGREE</u> <u>STRONGLY</u>	<u>SAID,</u> <u>AGREE STRONGLY/</u> <u>AGREE SOMEWHAT</u>
ABLE TO ANSWER ALL OF YOUR QUESTIONS	44%	78%
COURTEOUS	39	75
EASY TO GET A HOLD OF	33	59
SEEMED INTERESTED IN YOU AS A CUSTOMER	30	62
HELPFUL	27	71
RESPONSIVE TO YOUR NEEDS	24	61

INTEREST IN "STATE OF THE ART" CABLE SERVICES

Nonsubscribers were presented with the three cable service concepts (Interactive Cable, Residential Security System, and Pay Per View) as detailed in the Current Subscribers section of this report. Table XIX presents the reported likelihood of taking each of these services. Comparison with the responses of current subscribers indicates that nonsubscribers have a somewhat lower level of reported intention for all three services but the differences are not dramatically disparate. The data indicate, as they did among subscribers, that there is some interest in these services, with the Residential Security System generating the lowest level of interest.

TABLE XIX  
LIKELIHOOD OF TAKING SERVICE  
(N=245)

	<u>INTERACTIVE</u> <u>CABLE</u>	<u>SECURITY</u> <u>SYSTEM</u>	<u>PAY PER</u> <u>VIEW</u>
VERY LIKELY	13%	7%	20%
SOMEWHAT LIKELY	31	14	38
SOMEWHAT UNLIKELY	20	23	16
VERY UNLIKELY	34	53	26
DON'T KNOW	2	2	1

Table XX shows, for each service, responses to the maximum price measure.

TABLE XX  
MAXIMUM PRICE AT WHICH LIKELIHOOD  
IS ALMOST CERTAIN  
(N=245)

	<u>INTERACTIVE</u> <u>CABLE</u>	<u>SECURITY</u> <u>SYSTEM</u>	<u>PAY PER</u> <u>VIEW</u>
NOT AT ANY PRICE	23%	32%	15%
DON'T KNOW	19	21	25
MEAN PRICE	\$9.50/MO.	\$7.00/MO.	\$1.50 PER FEATURE

Meridian Township  
1990 Cable Subscriber Survey  
Summary

March 30, 1990

Prof. E. Jorgensen  
Chairman,  
Cable Commission of Meridian Township

Greetings,

Following is a preliminary summary of findings from the audience survey for the Meridian Township Government Cable channel, Channel 22, HOM-TV. As you know, this survey was administered by students enrolled in two classes in the Telecommunication department of MSU, Winter Quarter 1990. The classes were TC 335 (Audience measurement) and TC 832 (Advanced research methods). I would appreciate any guidance as to further directions of analysis or questions you may have.

This report covers the following topics:

- A. Introduction
- B. Audience size
- C. Political coverage and perceptions of bias
- D. Schedules and other concerns

The appendices following this report contain:

- 1. The questionnaire.
- 2. Detailed statistical output

#### A. Introduction

A random sample was drawn from the overall list of all subscribers to United Cable service in Meridian Township. The sample frame was provided by United Cable, using their billing system and files. Prof. Gilliland from the Statistics department provided help on connecting with United Cable for drawing the sample. The sample was a simple, fixed-interval skip using a geographically sorted list of subscribers to United Cable.

All interviews were conducted over the phone. Calls were made during the period 31 January through 8 February, on weekday evenings, between 5 pm and 9 pm. In all, 345 interviews were completed. These interviews required 879 phone calls: (65 scheduled call-backs, 119 answering machines, 179 no answers, only children at home, etc.). Subscribers on the list were called up to 3 times. In all, 611 subscriber names were used. There were 148 refusals to participate and 78 incomplete or aborted interviews. In total, the 345 responses represent a response rate on this survey of  $345/571 = 60.5\%$ .

Our sample contained slightly more women than men -- women were 56% of the sample. The mean age of respondents was 40, median age was 36. Respondents have both mean and mode of 16 years of education. On average, households in this sample contain 2 adults and 1.1 children. However, all respondents were adults and their answers referred to their own watching behaviors, not households.

B. Audience size for Channel 22

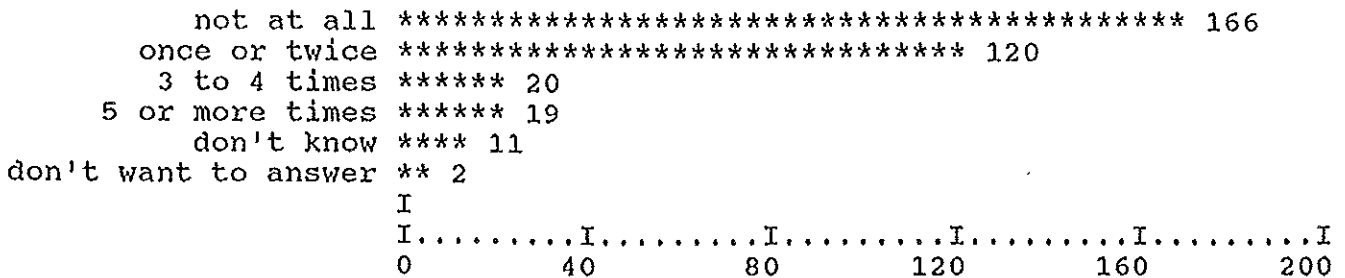
The size of the audience for channel 22 was estimated using several different methods. We asked respondents directly how often they watched HOM-TV in the preceding month. Indirectly, we have some verification for the audience size measure through asking for unaided recall of program titles, questions about specific programs attended to, and comparison with a more general measure of watching PEG channels.

Respondents were asked directly about watching channel 22. About 11% reported they have watched the channel three or more times over the last month. Over 35% of the sample stated they watched the channel once or twice, and about half the sample reported they have not watched at all.

Table 1: Number of times I watched HOM-TV in the last month

```

=====
                Frequency  Percent
not at all           166      49.1
once or twice        120      35.5
3 to 4 times         20       5.9
5 or more times      19       5.6
don't know           11       3.3
don't want to answer  2        .6
                    7      MISSING
-----
TOTAL                345      100.0
  
```



A comparison with self-reports on watching the other Public, Educational and Government (PEG) channels is of interest. About 72% of the sample report "ever" watching any of these eight channels available on United Cable.

We asked respondents to recall titles of programs they watch. Almost one third of the sample were able to recall at least one program title, and over one in six respondents were able to name two or more programs that they watch. By far, the largest audience is drawn by the broadcast of the Township Board Meeting, over 25% of all respondents recalled watching this program and its title. Meetings of the Planning commission and the Zoning Board of Appeals are second in popularity; each of these titles was recalled by about 7% of the sample. The other programs are watched by few people. Program titles recalled by only three respondents or less include "The People's Forum", "Supervisor's Spectrum", "Top of the Class" and "The Park Commission Meeting".

Table 2: Programs watched (titles recalled)  
by Channel 22, HOM-TV audience

Title	Percent
Township Board Meeting	26.4
Planning Commission Meeting	7.6
Zoning Board of Appeals Meeting	6.4
Park Commission Meeting	0.6
Meridian Magazine	2.3
Inner-View	1.8
Prime Meridian	1.2
Top of the Class	0.6
Speaking of Travel	1.2
Township Today	2.1
Who's Who	0.9
Supervisor's Spectrum	0.3
The People's Forum	0.6

About 15% of the sample said they watched the candidates debate during the elections held in 1988. The same number reported that they have watched the elections coverage on Channel 22 last year. While most of these groups are composed are of the same people, there are about 7% non-overlapping respondents. In other words, in total about 22% report having used channel 22 for elections-related coverage during the 1988 elections.

More than 42% of the sample said they read the printed messages on the Township Government Channel. Most people do so only occasionally or once a week.

Table 3: How often do you read the printed messages?

	Frequency	Percentage
Every day	13	3.8
Several times a week	33	9.6
At least once a week	27	7.8
Occasionally, but less than weekly	53	15.4
Rarely	24	7.0
Do not read at all	195	56.5
TOTAL	345	100.0

Lastly, a surprisingly high 16.5% of the sample reported that the presence of the Township Government programming is important in their decision to subscribe or remain with cable service. This question is, of course, a heavily loaded one. Responses here should not be used alone for any decision making other than comparative purposes. However, this figure should be compared with a national average of under 8% positive responses.

The audience for channel 22 is slightly older and slightly more educated than the average for Meridian Township. However these differences are not large or statistically significant. The audience for channel 22 is roughly equal among men and women. To the extent that we can trust self reports about income, those who watch the channel do not differ in economic status from those who do not watch. The only demographic variable that predicts watching this channel is length of stay in Meridian Township. Not surprisingly, channel 22 tends to draw more people who have lived here longer.

In summary, then, this survey yields an estimated audience size of between 20 and 40% of the subscriber base depending on the type of audience measure. The standard error for these estimates run from 2.2% for the low (20%) estimate to 2.6% for the high (40%). Roughly two of every five subscribers reported watching the channel at least once during the last month. A more conservative estimate is based on the fact that about one third of the sample were able to recall at least one program title, and about one fourth recalled at least two program titles. More than one in five subscribers attended to the channel's coverage of the local elections.



C. Political coverage and perceptions of bias

As mentioned earlier, more than one in five of the subscribers had attended to the channel's coverage of the 1988 local elections. The cable commission expressed interest in the audience's perception and attitudes of the role HOM-TV plays in covering local political issues.

Respondents were presented with four statements regarding political coverage on the channel. Following are the distributions of responses on the Likert-like, Strongly Disagree to Strongly Agree, 1 - 5 scale.

Table 4: Political Coverage

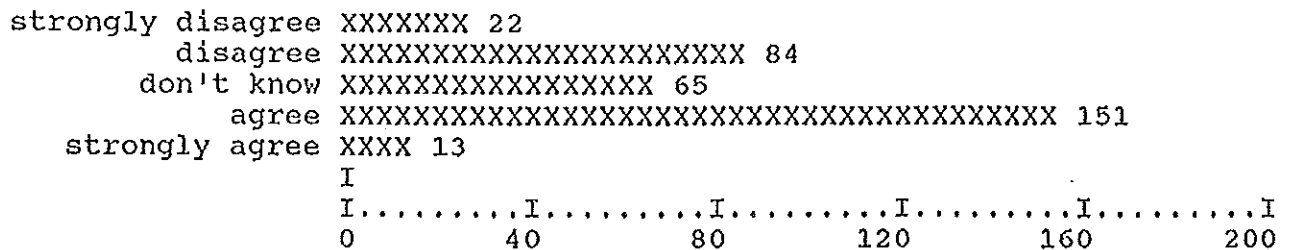
The channel and its programs should be instruments of the township government.

```

=====

```

	Frequency	Percent	Valid Percent
strongly disagree	22	6.6	
disagree	84	25.1	
don't know/don't car	65	19.4	
agree	151	45.1	
strongly agree	13	3.9	
no answer	10	2.9	
	-----	-----	
TOTAL	345	100.0	



All political points of view should be encouraged on the channel.

```

strongly disagree XXX 8
disagree XXXXX 17
don't know XXXXXXXX 29
agree XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 195
strongly agree XXXXXXXXXXXXXXXXXXXXXXXXXXXX 86
I
I.....I.....I.....I.....I.....I
0          40          80          120          160          200

```

No program representing the political point of view of the government should be permitted on the channel without a program from an opposing point of view.

```

strongly disagree XXXX 10
disagree XXXXXXXXXXXXXXXXXXXX 68
don't know XXXXXXXXXXXXXX 44
agree XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 180
strongly agree XXXXXXXXXX 33
I
I.....I.....I.....I.....I.....I
0          40          80          120          160          200

```

There should be no political programming on the channel.

```

strongly disagree XXXXXXXXXXXXXX 42
disagree XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX( 214 )X
don't know XXXXXXXXXXXXXXXX 47
agree XXXXXXXXX 25
strongly agree XXXX 5
I
I.....I.....I.....I.....I.....I
0          40          80          120          160          200

```

The channel's political role is widely accepted. Over three fourths of the sample disagree with the suggestion that there be no political programming. A very high proportion of the respondents expect the channel to provide coverage for all points of view.

How do members of the Meridian Township audience perceive channel 22's coverage of the growth-no growth issue? In all, less than one quarter of the respondents said they thought HOM-TV's coverage was biased. These split almost exactly evenly on the direction of bias. About 12% think the coverage is biased in favor of growth, and 10% think the coverage is biased against growth. The difference is not statistically significant.

In summary, it seems that members of the channel 22 audience want the channel to provide coverage of political issues. They attend to this coverage, and while some perceptions of bias exist, they balance each other, as no particular direction seems overwhelming.

D. Schedules and other concerns

About 10% of the entire sample, representing about one third of the actual audience, say they tune-in to channel 22 to watch specific programs. Most of the audience watch the channel "just to see what's on". In comparison with general watching patterns of television audiences, this represents a rather purposive pattern of watching behavior.

When asked about programming music on HOM-TV during non-programmed hours, a plurality (43%) indicated they would like to have music available. The remaining respondents were split between not knowing (29%) and preferring not to have music music. If such music were made available, "easy listnening" is the favorite. Runner-up formats are classical and popular music.

Table 5: Type of music preferred for HOM-TV during non-programmed hours  
 =====

classical	XX	45
popular	XX	35
rock	XXXXXXXXXXXX	11
easy listening	XX	55
country	XXXX	3
other	XXXXXXXXXXXX	13

I  
 I.....I.....I.....I.....I.....I  
 0          12          24          36          48          60

Respondents were asked whether they would watch HOM-TV programming if it was expanded to include a weekend schedule. A little under 20% of the sample said they would watch the channel if its programs were offered on weekends. There is no overwhelming preference for a daypart during the weekend, though more people mentioned Saturday morning as their choice:

Table 6: Which of the following times would be best for you if HOM-TV programming was expanded to include a weekend schedule?

```

=====
Saturday morning XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 24
Saturday afternoon XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 19
Saturday evening XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 17
Sunday morning XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 14
Sunday afternoon XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 13
Sunday evening XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX 18
I
I.....I.....I.....I.....I.....I.....I
0          5          10         15         20         25

```

We hope the data reported in the above are useful to the cable commission. The exercise was a worthy one for the students. While we used this survey to explore and try-out survey techniques, we could not help but notice how generally impressive and well received this PEG service is to its audience.

Please let me know if you have any further questions or requests for additional analyses.

Sheizaf Rafaeli, Ph.D.  
 Visiting Professor  
 Dept. of Telecommunication  
 Tel. 313-665-4236  
 517-353-1749

Enclosed: Questionnaire  
 Detailed statistical tables

## Executive Summary

### Cable Subscriber Survey

#### Meridian Township

May, 1996

Submitted by Bradley S. Greenberg, Chair, MT Cable Commission  
(Data Analysis by Lynn Rampoldi-Hnilo, MSU)

In the winter of 1995-96, the Meridian Township Cable Commission partnered with TCI, the township cable franchisee, to jointly sponsor a survey of cable subscribers in the township. Each contributed 50% of the survey cost, as contracted with Michigan State University's Institute for Public Policy and Social Research.

The major purposes of the survey were

- (1) to assess subscriber satisfaction with the services provided by TCI and
- (2) to assess viewer use of all cable channels in the system, with special interest in subscriber use of the PEG (Public access, Education and Government ) channels. In the township, the Government channel is Ch. 21 (HOM-TV).

In all, a random sample of 666 subscribers was interviewed by telephone, for an average length of 15 minutes. The questions were created jointly by the Cable Commission and TCI. After all interviews were completed, MSU turned over the computer data file to the Commission and the Chair supervised the data analysis at his MSU office. This report reflects the results of his interpretation of the findings, which have been shared with TCI and the Cable Commission. In projecting from this sample to all of the township subscribers, 1% = approximately 100 subscribing households.

#### Key characteristics of the subscribers:

51% of the respondents were men and 49% were women.

62% were married, 23% single, 9% were divorced and 6% were widow(er)s.

In 17% of the households, there was one person; in 32% there were two, in 20% there were three, and 21%, there were 4, and in 10%, there were 5 or more.

In 68% of the households, there were no children under the age of 12, in 14%, there was one, in 14%, there were two and in the rest, there were three or more.

Household incomes were distributed as: 15% over \$100,000; 19% from \$70-\$100,000; 27% from \$40-\$70,000, 31% from \$10-\$40,000, and 8% under \$10,000

60% of the subscribers took ZERO premium channels, e.g., HBO

Length of subscribing varied from 22% who had subscribed for less than one year to 20% who had been subscribers for more than 10 years.

43% had one cable connection in their homes, 32% had two and 24% had 3+.

Satisfaction with the services provided:

For all the items discussed in this section, subscribers answered as to their level of satisfaction, with these response options:

Very Satisfied (VS)  
Somewhat Satisfied (SS)  
Somewhat Dissatisfied (SD)  
or Very Dissatisfied (VD)

(Entire sample)	<u>VS</u>	<u>SS</u>	<u>SD</u>	<u>VD</u>
Overall Value from Cable Television:	28%	57%	12%	2%
Overall Programming on Cable TV	24	57	16	4
Quality of Reception	60	29	10	2
Quality of Service received from TCI	52	38	7	1

(Among those who have called TCI about their cable service: 47% of sample)

Amount of Attention given Complaint	53%	29%	13%	3%
Time to Get Service Rep. on Phone	46	32	13	7
Response of Service Representative	55	29	11	3

(Among those who have had technician come to their home: 66% of sample)

Speed of Solving your Problem	71%	18%	6%	3%
His Professional Behavior	78	14	2	1
Appointment Time that was Offered	59	25	8	5

(Among those who have ordered pay per view: 14% of sample)

Value from pay-per-view	36%	43%	17%	4%
-------------------------	-----	-----	-----	----

CONCLUSION: The average subscriber is 'very satisfied' with all the customer services received from TCI. Cable programming and cable's overall value receive primarily 'somewhat satisfied' assessments.

PEG Channel Usage:

Subscribers were asked, "how often you personally watch something on this channel," with four response options: Often (O) Sometimes (S) Rarely (R) Never (N)

Here are their responses to the PEG channels:

		<u>Often</u>	<u>Some</u>	<u>Rare</u>	<u>Never</u>
Ch. 21	HOM TV (Meridian Township)	2%	13%	32%	52%
Ch. 22/23	E. Lansing Govt. Channel	2	5	25	69
Ch. 24	E. Lansing Schools Channel	2	4	8	76
Ch. 25	Haslett Schools Channel	1	7	20	72
Ch. 26	Okemos Schools Channel	1	9	21	68
Ch. 27	MSU	1	6	22	71
Ch. 30	WELM, public access channel	1	7	23	69
Ch. 31	LCC channel	1	4	17	79

CONCLUSION: Although these channels receive uniformly low use, HOM TV, does better than the others in being watched 'sometimes.'

HOM TV Programming:

Subscribers were asked how often they watch the following programs on HOM TV, using the same response options as identified above:

	<u>Often</u>	<u>Some</u>	<u>Rare</u>	<u>Never</u>
The Township Board	10%	36%	37%	17%
Planning Commission	7	29	39	25
Park Commission	3	15	37	45
Zoning Board of Appeals	6	22	34	38
Open Line	1	11	37	50
Meridian Magazine	0	12	33	53
Police Report	1	10	28	60
Firefighters Journal	1	6	27	65
Reflections	1	7	27	63
Top of the Class	0	5	22	71

CONCLUSION: Nearly half the subscribers report watching Township Board meetings at least some of the time; that is approximately 5000 households. The Planning Commission and the Zoning Board telecasts also draw substantial audiences. The non-meeting productions of HOM TV draw small audiences.

Here are the viewing figures for all other channels:

	<u>Often</u>	<u>Some</u>	<u>Rarely</u>	<u>Never</u>
Ch. 3 WLNS (CBS on Ch. 6)	51%	31%	15%	4%
Ch. 4 WKAR (PBS/Ch. 13)	31	38	21	9
Ch. 5 WLAJ (ABC/Ch. 53)	31	41	21	7
Ch. 7 WSYM (Fox/47)	33	35	24	8
Ch. 8 WTVS (Ch. 56)	18	31	37	14
Ch. 9 CBET (Canada)	8	25	39	28
Ch. 10 WILX (NBC on Ch. 10)	49	35	13	3
Ch. 12 The fX channel	9	25	37	30
Ch. 13 Cable Marketplace	0	4	25	71
Ch. 15 WKBD (Ch. 50)	22	35	24	20
Ch. 16 WXYZ (ABC/Ch.7)	20	36	27	16
Ch. 17 WWMT (CBS/Ch.3)	15	31	32	22
Ch. 18 WOOD (NBC/Ch.8)	13	36	32	20
Ch. 19 WTBS (Atlanta)	21	40	24	15
Ch. 20 WGN (Chicago)	15	37	31	17
Ch. 28 The SCOLA channel	1	6	18	74
Ch. 32 MTV	13	16	26	45
Ch. 33 USA	25	47	16	12
Ch. 34 ESPN	38	28	15	18
Ch. 35 CNN	43	32	15	9
Ch. 36 TNT	25	45	19	11
Ch. 37 MEU	3	9	27	60
Ch. 38 The Discovery Channel	40	36	13	10
Ch. 39 A&E	30	34	18	17
Ch. 40 CNBC	12	26	29	33
Ch. 41 The Weather Channel	36	32	20	12
Ch. 42 Headline News	25	32	22	21
Ch. 43 C-SPAN I	7	16	32	45
Ch. 44 C-SPAN II	5	14	31	50
Ch. 45 Court TV	5	13	27	55
Ch. 46 Nickelodeon	20	23	22	35
Ch. 47 The Family Channel	14	36	24	25
Ch. 48 Lifetime	16	38	24	22
Ch. 49 American Movie Classics	18	33	24	24
Ch. 50 Univision	3	4	18	75
Ch. 51 QVC	2	4	16	77
Ch. 52 VISN	1	3	17	78
Ch. 53 The Nashville Network	5	13	19	62
Ch. 54 VH1	9	22	19	50
Ch. 55 Black Ent. Television	4	10	19	67
Ch. 56 TVI	3	10	18	68
Ch. 57 Country Music TV	5	11	18	65
Ch. 58 Home Shopping	1	3	13	83
Ch. 59 America's Talking	1	5	15	80
Ch. 60 The Learning Channel	12	25	17	46
Ch. 61 International Channel	2	7	15	75
Ch. 62 Liberty Sports	4	11	14	71



FOR RELEASE MAY 7 at 6:30 p.m.

Contacts:  
Sandy Welcher, TCI, 351-1169  
Brad Greenberg, Chair, Cable Comm.  
353-6629

Cable subscribers in Meridian Township, on average, are 'very satisfied' with the customer services they receive from TCI, according to a survey released May 7 at the Township Board meeting. In addition, nearly half the subscribers report watching the Board meetings on the township government access channel with some regularity.

The survey of 666 subscribers, conducted this past winter by MSU's Institute for Public Policy and Social Research, was co-sponsored by the Meridian Township Cable Commission and TCI Cablevision of Mid-Michigan.

"The Commission wanted to assess subscriber satisfaction with the services provided by TCI, and to assess citizen use of all cable channels, especially the use of the public access, education and government channels. The Commission and TCI worked together to do that," said Bradley Greenberg, Chair of the Meridian Township Cable Commission. "The findings are very positive for TCI and will help the township in programming its own cable channels," he added.

Strongest subscriber ratings went to the quality of their TV reception, the professional behavior of technicians who came to their homes, the speed with which repair problems were solved, the amount of attention given complaints, the responses of customer service representatives and the quality of service received from TCI. For all these, more than half the subscribers interviewed said they were 'very satisfied,' the most positive response possible in the survey.

"TCI's main focus in the last few years has been on customer service, programming and technology. It was very gratifying to learn that our customers have noticed," said Sandy Welcher, TCI General Manager.

Lower ratings went to overall value and overall programming on the cable system. Twenty eight percent of the subscribers were 'very satisfied' and 57% were 'somewhat satisfied' with the overall value they received from cable; for programming the percentages were 24% 'very satisfied' and 57% 'somewhat satisfied.'

Local government meetings were the most watched events on the township government channel (Ch. 21, HOM-TV ). Township Board meetings were watched 'often' or 'sometimes' by 46% of the subscribers, Planning Commission meetings by 36%, and Zoning Board of Appeals meetings by 28%. All other local programming from HOM-TV was watched much less often, and HOM-TV itself was watched regularly by about 15% of the 10,900 subscribers in the system at the time of the survey.

Overall, the two top-rated channels were Ch. 6 (CBS) and Ch. 10 (NBC) in a virtual tie for first place. Then came the five top-rated cable channels in the Meridian Township system -- CNN, The Discovery Channel, ESPN, The Weather Channel and Arts & Entertainment. Rounding out the top 10 were the local ABC, Fox and PBS affiliates.

A report on the survey is on file at the Meridian Township Clerk's office and the TCI Cablevision office.

###

*Charter Township of Meridian  
2000 Television Subscriber  
Satisfaction Survey*

---

Report and Summary of Findings

Prepared by  
*Adaptive Research Systems*

## TABLE OF CONTENTS

Executive Summary .....	i
Report .....	1
Sample .....	1
Demographic Profile .....	2
Issues .....	2
Satisfaction with Cable TV Service .....	2
Responsiveness to Customers .....	3
Repairs and Technical Service .....	4
Public, Education and Government (PEG) Channels .....	5
Overall Levels of Dissatisfaction .....	6
Conclusions .....	7
Appendix A: Survey Instrument and Response Percentages .....	11

## **EXECUTIVE SUMMARY**

### **MERIDIAN CHARTER TOWNSHIP CABLE TELEVISION SUBSCRIBER SATISFACTION SURVEY**

During the period of November 15-17, 2000, 415 residents of Meridian Township were interviewed by telephone. Respondents consisted of Meridian Township residents who subscribe to AT&T cable TV. For this survey subscriber telephone numbers were provided by AT&T. The sample yields a margin of error of plus or minus 4.8 percent. The survey evaluated subscriber satisfaction with AT&T customer service, technical quality, and program offerings. The Charter Township of Meridian holds a franchise agreement with AT&T and the results of the survey will be used in the negotiation process for renewal of the AT&T franchise.

Overall, Meridian Township subscribers showed a high level of satisfaction with their cable TV service. Over 80 percent were very or somewhat satisfied with their current cable TV service. Satisfaction also exceeded 80 percent for both cable TV programs and cable TV picture quality. Forty-six percent of subscribers reported contacting the company in the last year about questions or problems with their cable TV service, and only 14 percent needed had a problem with their bill and 26 percent needed a technician to come to their home. When subscribers contacted the company about problems or questions, satisfaction with the company response ranged from 75 to 95 percent.

Dissatisfaction with cable TV was found for at least 15 to 20 percent of subscribers for any satisfaction-dissatisfaction question. Specifically, the two largest sources of dissatisfaction were the high cost of cable TV, billing problems, dislike of programs, and interruption of service.

In Meridian Township, like other communities across Michigan, the franchise agreement between the cable TV provider and the local municipality requires certain cable channels to be dedicated to programs of public, education, and government interest (PEG). Subscribers were asked about how often they watch the ten PEG channels.

Although, viewership in Meridian Township is relatively low for the PEG channels, 10 to 28 percent watched at least sometimes. HOM-TV is the most frequently watched PEG channel among subscribers who say they watch at least sometimes, followed closely by Haslett schools, Okemos schools, and the MSU channel.

Even though viewership is not high for the PEG channels, Meridian Township cable TV subscribers think the PEG channels are valuable assets for the community. Even among those who never watch the PEG channels, over three quarters say that having them available is somewhat or extremely valuable to the community.

A notable finding in the 2000 cable TV survey was the high level of agreement among the various demographic groups about customer service, technical quality, and program offerings of cable TV in Meridian Township.

In summary, the 2000 Meridian Township cable TV subscriber survey found that subscribers expressed high satisfaction with their cable TV service, with a residual ten to 20 percent level of dissatisfaction. PEG channels are seen as a valuable resource for the community.

**CHARTER TOWNSHIP OF MERIDIAN  
CABLE TELEVISION  
SUBSCRIBER SATISFACTION SURVEY**

**November, 2000**

The 2000 Meridian Township Cable Television Survey was commissioned to assess subscriber satisfaction with AT&T Broadband cable TV services to residents of the township. Interviewers prefaced their questions by making it clear that the survey was interested only in AT&T cable TV services and not other AT&T data services, such as cable modems, @ Home, or TCI/MET. Specifically, the survey evaluated subscriber satisfaction with AT&T customer service, technical quality, and program offerings. Meridian Township holds a franchise agreement with AT&T and the results of the survey will be used in the negotiation process for renewal of the AT&T franchise.

Telephone interviews were conducted by Team Telcom of East Lansing, Michigan, a survey and polling agency with a strong reputation for professional public opinion interviews. Survey design, data analysis, and interpretation were produced by Douglas Carlson of Adaptive Research Systems (ARS) in East Lansing, Michigan.

The content of the 2000 survey was designed in cooperation with the Office of the Meridian Township Manager and representatives of the Cable Television Commission. Where applicable, comparisons will be made with the results of a similar survey conducted in 1996. The complete questionnaire with response percentages can be found in Appendix A, including results for questions in common between the 1996 and 2000 surveys.

**SAMPLE**

During the period of November 15-17, 2000, 415 residents of Meridian Township were interviewed by telephone. Respondents consisted of cable TV subscribers randomly selected from among subscriber telephone numbers provided by AT&T. To complete 415 interviews, 875 telephone calls were made, resulting in a relatively high refusal rate of 47 percent. This level of refusals probably is due to the fact that the interviews followed closely on the 2000 election. Combined with the ongoing barrage of telephone marketing surveys, the public is experiencing "poll fatigue," particularly after the political opinion polls in the fall election campaign. A total of 415 interviews represents five percent of AT&T cable TV subscribers in Meridian Township.

All survey samples are subject to sampling error, often described as the "margin for error." Sampling error is the extent to which results differ from what would be obtained if all cable subscribers had been interviewed. The size of the sampling error

depends on the number of persons included in the sample. That is, the larger the sample, the smaller the sampling error. A sample of 415 yields a margin of error of plus or minus 4.8 percent in 95 out of 100 samples. Sampling error for analyses of sub-groups will be greater.

## **DEMOGRAPHIC PROFILE**

An analysis of three demographic questions indicates that the overall profile of the survey sample corresponds generally to the population characteristics of Meridian Township. The survey asked three questions about respondents' sex, age, and income. The 2000 sample was evenly divided between males (49%) and females (51%). Nine percent of the sample was less than 25 years of age, one third (31%) fell between 25 and 44 years of age, 24 percent was 45 to 54 years of age, and another third (33%) was older than 54. Eight percent of the sample reported a household income of less than \$20,000, seven percent between \$20,000 and \$34,000, 22 percent between \$34,000 and \$69,000, and 33 percent over \$69,000.

A notable finding in the survey was the high level of agreement among demographic sub-groups about customer service, technical quality, and program offerings of cable TV in Meridian Township. Few significant subgroup differences were found. It is particularly important to draw attention to the classification of respondents by sex. In the survey, sex was classified by the gender of the person who held the AT&T cable TV subscription. Overall satisfaction or dissatisfaction with cable TV is likely to be determined collectively by all members of a household and not just the subscriber whose name was selected for the interview. For this reason, any conclusions about the differences between males and females must be highly qualified.

## **ISSUES**

### **Satisfaction with Cable TV Service**

*Overall satisfaction.* Respondents were asked a series of questions about overall satisfaction, program offerings, responsiveness to customers, and repair or technical service. In general, Meridian Township subscribers showed a high level of satisfaction with their cable TV service.

First, respondents were asked, "Overall, how satisfied are you with the value you get from cable television?" Eighty-two percent were very or somewhat satisfied, while only 18 percent were very or somewhat dissatisfied. This result compares favorably with overall satisfaction in the 1996 cable TV survey which found 85 percent satisfaction and 14 percent dissatisfaction.



Among those dissatisfied (14% of sample), Table 1 shows the primary reasons given for dissatisfaction. Cost was most often singled out (43%), followed by billing problems (12%) and dislike of programs (12%).

**Table 1: Primary Reasons for Dissatisfaction with Cable TV Service**

Cost . . . . .	43%
Billing problems . . . . .	12
Don't like programs . . . . .	12
Interruption of service . . . . .	8
Picture quality . . . . .	6
Unsatisfactory repair service . . . . .	1
Other reasons . . . . .	18

*Satisfaction with programs on cable TV and with picture quality.* Meridian Township cable TV subscribers indicated overwhelming satisfaction with the programs they see on cable TV and with picture quality. For both questions about 80 percent of subscribers were very or somewhat satisfied, with twenty percent very or somewhat dissatisfied. Satisfaction with programming on cable in 2000 was comparable to 1996, but satisfaction with cable TV picture quality declined somewhat from 89 percent in 1996 to 80 percent in 2000.

### **Responsiveness to Customers**

AT&T's responsiveness to customer concerns was addressed with several questions. First, subscribers were asked, "How satisfied are you with the customer service you get from your cable operator?" Satisfaction with customer service, although still high, dropped substantially from 90 percent in 1996 to 71 percent in 2000.

Almost half of subscribers (46%) had called the company about questions or problems with cable service in the previous year, down slightly from 1996 (53%). Of the subscribers who contacted the cable company, 77 percent were very or somewhat satisfied with the time it took to get customer service representative on the phone, with 18 percent indicating dissatisfaction. Similarly, 75 percent were very or somewhat satisfied with the amount of attention the company gave to their complaint. These figures were largely unchanged from 1996.

A slight improvement from 1996 to 2000 was found in satisfaction with the response of the customer service representative. Those very or somewhat satisfied increased from 84 percent in 1996 to 95 percent in 2000.

Last, only 14 percent of subscribers indicated that they had called the cable company about questions or problems they had with their cable bill. Table 2 shows the problems cited.

---

Table 2: Main Problem with Cable Bill

---

Couldn't understand the charges . . . . .	52%
Employee couldn't explain the charges . . . . .	17
Company didn't fix the problem . . . . .	5
Company employee was not courteous . . . . .	5
Misc. other problems . . . . .	22

---

Almost two-thirds (63%) of subscribers who called the cable company indicated that their question or problem was handled to their satisfaction.

### **Repairs and Technical Service**

About one quarter of subscribers (26%) needed a cable technician to come to their home for repairs or adjustments in the previous year, down from 34 percent in 1996. Of those needing a technician, three questions were asked about satisfaction with services. Eighty-seven percent were at least somewhat satisfied with the *appointment time* offered by the cable company, and 13 percent were dissatisfied, about the same as in 1996.

Seventy-five percent were satisfied with the *speed* with which the problem was solved (23% dissatisfied), and 83 percent were satisfied with the *quality and expertise* of the technician's work (13% dissatisfied). A decline in satisfaction from 1996, and a corresponding rise in dissatisfaction were found for speed of solution (down 14%) and the quality and expertise of the technician's work (down 9%).

A significant source of dissatisfaction for subscribers is having their cable TV broadcasting interrupted. Specifically, subscribers were asked if they had experienced an interruption of their cable TV service in the previous three months. Forty percent had never experienced an interruption, and 19 percent had at least one interruption. Twenty-eight percent had more than three interruptions.

### Public, Education and Government (PEG) Channels

In Meridian Township, like other communities across Michigan, the franchise agreement between the cable TV provider and the local municipality requires certain cable channels to be dedicated to programs of public, education, and government interest (PEG). The names of PEG channels were read and respondents were asked how often they watch each channel.

In Meridian Township viewership of PEG channels is relatively low. Table 3 shows the viewing frequency ten PEG channels. HOM-TV is the most frequently watched PEG channel among subscribers who say they watch at least sometimes (19%), followed closely by Haslett schools (17%), Okemos schools (17%), and the MSU channel (13%). Overall, viewership for PEG channels was largely unchanged from 1996, with the exception of an increase for the Haslett and Okemos school channels

Table 3: Frequency of Viewing PEG Channels

Channel	Often	Some- times	Rarely	Never	DK/ refused
21 HOM-TV, Meridian Township Government channel . . . . .	6%	13%	36%	41%	4%
22 East Lansing community TV station . . . . .	2%	6%	24%	64%	4%
24 East Lansing schools channel . .	1%	5%	16%	74%	4%
25 Haslett schools channel . . . . .	6%	11%	19%	60%	3%
26 Okemos schools channel . . . . .	5%	12%	21%	59%	4%
27 MSU channel . . . . .	3%	10%	22%	62%	3%
28 The MSU SCOLA channel . . .	3%	5%	16%	72%	5%
29 The MSU housing channel . . .	1%	3%	15%	77%	5%
30 WELM, public access channel .	2%	7%	21%	67%	5%
31 Lansing Community College channel . . . . .	2%	6%	15%	72%	5%

and the MSU channel. This suggests that Meridian Township cable TV subscribers increasingly regard these three education channels as sources of useful information,

especially for households with secondary school students and households with either MSU students or faculty members.

Even though viewership is not high for the PEG channels – 41 percent say they never watch the Meridian Township HOM-TV channel and about 60 percent never watch the school channels – cable TV subscribers nonetheless think the PEG channels are valuable assets for the community. Eighty-one percent think PEG channels are somewhat or extremely valuable to the community. Even among subscribers who rarely or never watch PEG channels, an average of over 81 percent (range 79-82%) think they are somewhat or extremely valuable to the community.

Subscribers also were asked how frequently they watched Meridian Township government meetings on HOM-TV. Table 4 shows the responses for five different government meetings that appear on HOM-TV. About one quarter of respondents (28%) reported watching Township Board meetings at least sometimes, down markedly from 46 percent in 1996. This pattern of a significant decline in viewership from 1996 to 2000 also held for the Planning Commission, the Park Commission and the Zoning Board of Appeals (see comparisons in Appendix A).

Table 4: Frequency of Viewing Government Meetings on HOM-TV

	Often	Some- times	Rarely	Never	DK/ refused
Township Board . . . . .	10%	18%	22%	47%	4%
Planning Commission . . . . .	7%	14%	21%	53%	5%
Park Commission . . . . .	3%	8%	19%	65%	6%
Zoning Board of Appeals . . . . .	6%	12%	20%	58%	5%
Environmental Commission . . . . .	3%	7%	16%	68%	6%

### Overall Levels of Dissatisfaction

Much of the emphasis in this report has been on the level of customer satisfaction. Levels of customer dissatisfaction also warrant comment, however. Table 5 shows the levels of dissatisfaction for specific questions, both for the full sample and also among subscribers who indicated they were dissatisfied with overall cable TV service. For three general satisfaction questions, at least one subscriber in five was dissatisfied. Among subscribers who expressed a general dissatisfaction with overall cable TV service, this level rose to over one in three. For the two questions directed at subscribers who had called the cable company about questions or problems, dissatisfaction ranged from 18 to 20 percent (26 to 32% among the generally dissatisfied).

For subscribers who needed a technician to come to their home, dissatisfaction ranged from 13 to 23 percent (24 to 45% among the generally dissatisfied).

Table 5: Dissatisfaction with Cable TV Service

Satisfaction question	Percent of sample Dissatisfied	Percent of those dissatisfied overall Dissatisfied
Overall satisfaction . . . . .	18%	
Programs customer sees on cable TV . .	20%	38%
Picture quality . . . . .	15%	46%
<i>If contacted cable company about questions or problems (46%)</i>		
Time to get customer service representative on phone . . . . .	18%	26%
Response of customer service representative . . . . .	18%	32%
<i>If needed technician to come into home for repairs (26%)</i>		
Appointment time that was offered .	12%	45%
Speed with which problem was solved	24%	41%
Quality of technician's work . . . . .	12%	24%

Although the overall levels of satisfaction with cable TV service in Meridian Township are high, there is a substantial reservoir of dissatisfaction as well. Meridian Township and the Cable Commission should attempt to determine what levels of dissatisfaction can be expected as a routine aspect of doing business and what levels may be excessive.

## CONCLUSIONS

Overall, satisfaction with cable TV services in Meridian Township is very high. Four out of five cable TV subscribers are satisfied with the programs and picture quality on cable television. Nearly, four of five of ten subscribers are satisfied with the way questions and problems are handled by the cable company. Four out of five subscribers were satisfied with the program offerings on cable TV. Even though viewership is not high for the PEG channels, cable TV subscribers think they are valuable assets for the community.

The major sources of dissatisfaction with cable TV are cost, billing problems, quality of programs, and interruption of service, and service or repair problems. Dissatisfaction with cable TV was found for about 15 to 20 percent of subscribers for almost any satisfaction - dissatisfaction question.

A notable finding in the 2000 cable TV survey was the high level of agreement across the board among the various demographic groups about customer service, technical quality, and program offerings of cable TV in Meridian Township.

## APPENDIX A

### Survey Instrument and Response Percentages

---

2000 Meridian Township Cable Television Survey

# Meridian Township Cable TV Subscriber Satisfaction Survey

## November, 2000

(Margin for error in 2000 telephone survey (n=400) = ± 4.8 percent)  
 (Margin for error in 1996 telephone survey (n=666) = ± 3.8 percent)

Hello, may I speak to \_\_\_\_\_. My name is \_\_\_\_\_ and I'm calling for Meridian Township.  
**[If not available, ask: Is there another adult in the household who could answer some questions about cable TV usage on behalf of the household?]**

We're conducting a survey of subscribers to cable TV services in Meridian Township. As you may know, AT&T provides cable services under a franchise licensed from Meridian Township. The cable TV franchise will soon be up for renewal and the Township would like to hear your opinions about cable TV services. Your name was randomly selected from among AT&T cable subscribers and I would appreciate your assistance in answering a few questions. This interview should take less than 10 minutes of your time.

Also, I want you to know that this interview is completely voluntary. Your responses will be kept completely confidential and you will not be identified individually. Should we come to any question that you don't wish to answer, just let me know and we'll go on to the next question.

**INTERVIEWERS:**

CODE RESPONDENT'S SEX HERE. [DO NOT ASK]

Male .....	49%
Female .....	51%

Before we begin I want to tell you that this survey will be asking questions only about AT&T cable services. We are not concerned with other AT&T data services such as cable modems, @ Home, or TCI/MET.

1996    2000

1. Overall, how satisfied are you with the value you get from cable television? Are you ...
 

a. Very satisfied	(Go to Question 2) .....	28%	35%
b. Somewhat satisfied	(Go to Question 2) .....	57%	47%
c. Somewhat dissatisfied	(Go to Question 1a) .....	12%	12%
d. Very dissatisfied	(Go to Question 1a) .....	2%	6%
No opinion / Refused (Go to Question 2) .....			<1%



- 1a. [IF DISSATISFIED] What is the primary reason for your dissatisfaction? (18%)
- |                                  |     |  |
|----------------------------------|-----|--|
| a. Cost                          | 43% |  |
| b. Billing problems              | 12% |  |
| c. Don't like programs           | 12% |  |
| d. Interruption of service       | 8%  |  |
| e. Picture quality               | 6%  |  |
| f. Unsatisfactory repair service | 1%  |  |
| Other                            | 18% |  |
2. Overall, how satisfied are you with the programming you see on cable? Are you ...
- |                          |     |     |
|--------------------------|-----|-----|
| a. Very satisfied        | 24% | 36% |
| b. Somewhat satisfied    | 57% | 43% |
| c. Somewhat dissatisfied | 16% | 16% |
| d. Very dissatisfied     | 4%  | 4%  |
| No opinion / Refused     |     | 1%  |
3. How satisfied are you with the quality of your cable TV picture quality? Are you ...
- |                          |     |     |
|--------------------------|-----|-----|
| a. Very satisfied        | 60% | 53% |
| b. Somewhat satisfied    | 29% | 27% |
| c. Somewhat dissatisfied | 10% | 15% |
| d. Very dissatisfied     | 2%  | 6%  |
| No opinion / Refused     |     | 0   |
4. How satisfied are you with the customer service you get from your cable operator? Are you ...
- |                          |     |     |
|--------------------------|-----|-----|
| a. Very satisfied        | 52% | 42% |
| b. Somewhat satisfied    | 38% | 29% |
| c. Somewhat dissatisfied | 7%  | 8%  |
| d. Very dissatisfied     | 1%  | 5%  |
| No opinion / Refused     |     | 17% |
5. At any time in the last year, have you contacted your cable company about questions or problems with your cable service? Are you ...
- |                            |     |     |
|----------------------------|-----|-----|
| a. NO (Go to Question 6)   | 47% | 54% |
| b. YES (Go to Question 5a) | 53% | 46% |

5a. [IF YES] How satisfied were you with the time it took to get a customer service representative on the phone when you called? Are you ...

a. Very satisfied	46%	46%
b. Somewhat satisfied	32%	31%
c. Somewhat dissatisfied	13%	11%
d. Very dissatisfied	7%	7%
No opinion / Refused		6%

5b. How satisfied were you with the amount of attention they gave to your complaint? Are you ...

a. Very satisfied	53%	45%
b. Somewhat satisfied	29%	30%
c. Somewhat dissatisfied	13%	11%
d. Very dissatisfied	3%	9%
No opinion / Refused		5%

5c. How satisfied were you with the response of the customer service representative? Are you ...

a. Very satisfied	55%	47%
b. Somewhat satisfied	29%	28%
c. Somewhat dissatisfied	11%	11%
d. Very dissatisfied	3%	7%
No opinion / Refused		7%

6. At any time in the past year have you needed a cable technician to come to your home for repairs or adjustments?

a. NO (Go to Question 7)	66%	74%
b. YES (Go to Question 6a)	34%	26%

6a. [IF YES] How satisfied are you with the appointment time that was offered by the cable company? Are you ...

a. Very satisfied	59%	54%
b. Somewhat satisfied	25%	33%
c. Somewhat dissatisfied	8%	8%
d. Very dissatisfied	5%	5%
No opinion / Refused		1%

- 6b. How satisfied are you with the speed with which the problem was solved?  
Are you ...
- |                          |     |     |
|--------------------------|-----|-----|
| a. Very satisfied        | 71% | 53% |
| b. Somewhat satisfied    | 18% | 22% |
| c. Somewhat dissatisfied | 6%  | 15% |
| d. Very dissatisfied     | 3%  | 9%  |
| No opinion / Refused     |     | 0   |
- 6c. How satisfied are you with the quality and expertise of the technician's work?  
Are you ...
- |                          |     |     |
|--------------------------|-----|-----|
| a. Very satisfied        | 78% | 64% |
| b. Somewhat satisfied    | 14% | 19% |
| c. Somewhat dissatisfied | 2%  | 8%  |
| d. Very dissatisfied     | 1%  | 5%  |
| No opinion / Refused     |     | 5%  |
7. In the last three months, how many times have you experienced an interruption of your cable service?
- |                      |     |     |
|----------------------|-----|-----|
| a. Never             | 40% | 40% |
| b. Once              | 22% | 19% |
| c. Twice             | 16% | 14% |
| d. 3 times           | 9%  | 10% |
| e. 4 times           | 3%  | 6%  |
| f. 5 times           | 3%  | 4%  |
| g. More than 5 times | 5%  | 8%  |
| Refused              |     | 1%  |
8. In the past year, have you called the cable company about questions or problems you had with your cable bill?
- |                            |     |
|----------------------------|-----|
| a. NO (Go to Question 9)   | 86% |
| b. YES (Go to Question 8a) | 14% |
- 8a. [IF YES] What was the main problem with your cable bill?
- |  |     |
|--|-----|
| a. Couldn't understand the charges       | 52% |
| b. Employee couldn't explain the charges | 17% |
| c. Didn't fix the problem                | 5%  |
| d. Employee was not courteous            | 5%  |
| e. Other                                 | 22% |
- 8b. Was the question handled to your satisfaction?
- |        |     |
|--------|-----|
| a. Yes | 63% |
| b. No  | 37% |

Now I'm going to read you a list of the channels that are on your cable system. I would like you to tell me how often you personally watch something on each channel. For example, how often do you watch something on \_\_\_\_\_ [read channel and station number]? Would you say it is often, sometimes, rarely, or never?

				Often	Some- times	Rarely	Never	DK/ refused
9.	Ch. 3	WLNS (CBS on Ch. 6) . . .	2000:	56%	28%	11%	5%	1%
			1996:	51%	31%	15%	4%	
10.	Ch. 4	WKAR (PBS on Ch. 23) . .	2000:	39%	34%	18%	9%	1%
			1996:	31%	38%	21%	9%	
11.	Ch. 5	WLAJ (ABC on Ch. 53) . .	2000:	44%	35%	14%	7%	1%
			1996:	31%	41%	21%	7%	
<hr/>								
12.	Ch. 21	HOM-TV, Meridian Township gov't. channel .	2000:	6%	13%	36%	41%	4%
			1996:	2%	13%	32%	52%	
13.	Ch. 22	East Lansing community TV station . . . . .	2000:	2%	6%	24%	64%	4%
			1996:	2%	5%	25%	69%	
14.	Ch. 24	East Lansing schools channel . . . . .	2000:	1%	5%	16%	74%	4%
			1996:	2%	4%	8%	76%	
15.	Ch. 25	Haslett schools channel . .	2000:	6%	11%	19%	60%	3%
			1996:	1%	7%	20%	72%	
16.	Ch. 26	Okemos schools channel	2000:	5%	12%	21%	59%	4%
			1996:	1%	9%	21%	68%	
17.	Ch. 27	MSU channel . . . . .	2000:	3%	10%	22%	62%	3%
			1996:	1%	6%	22%	71%	
18.	Ch. 28	The MSU SCOLA channel	2000:	3%	5%	16%	72%	5%
19.	Ch. 29	The MSU housing channel	2000:	1%	3%	15%	77%	5%
20.	Ch. 30	WELM, public access channel . . . . .	2000:	2%	7%	21%	67%	5%
			1996:	1%	7%	23%	69%	
21.	Ch. 31	Lansing Community College channel . . . . .	2000:	2%	6%	15%	72%	5%
			1996:	1%	4%	17%	79%	

Have you watched any government meetings on HOM-TV? For example, have you watched the ...

		Often	Some- times	Rarely	Never	DK/ refused
22. Township Board . . . . .	2000:	10%	18%	22%	47%	4%
	1996:	10%	36%	37%	17%	
23. Planning Commission . . . . .	2000:	7%	14%	21%	53%	5%
	1996:	7%	29%	39%	25%	
24. Park Commission . . . . .	2000:	3%	8%	19%	65%	6%
	1996:	3%	15%	37%	45%	
25. Zoning Board of Appeals . . . . .	2000:	6%	12%	20%	58%	
	1996:	6%	22%	34%	38%	5%
26. Environmental Commission . . . . .	2000:	3%	7%	16%	68%	6%

27. Even if you don't often watch these channels, how valuable do you think it is to the community to have them available?

- a. Extremely valuable . . . . . 40%
- b. Somewhat valuable . . . . . 41%
- c. Slightly valuable . . . . . 11%
- d. Not at all valuable . . . . . 6%
- Refused . . . . . 2%

Now I would like to ask you a few questions for statistical purposes only.

	1996	2000
28. How long have you subscribed to cable TV at this address?		
a. Less than 3 months . . . . .		6%
b. 3 to 12 months . . . . .	22%	10%
c. 1 to 2 years . . . . .	18%	13%
d. More than 2 years . . . . .	60%	69%
Refused . . . . .		1%

29. What is your age as of your last birthday?

a. Younger than 20	1%
b. 20 - 24	8%
c. 25 - 34	11%
d. 35 - 44	20%
e. 45 - 54	24%
f. 55 - 64	15%
g. 65 - 74	10%
h. 75 or older	8%
Refused	5%

30. To understand the relationship between the Cable TV services purchased and household income please tell me the letter that most closely corresponds to total household income. **[Read letter and income]**

a. Less than \$10,000	4%
b. \$10-19,000	4%
c. \$20-34,000	7%
d. \$35-49,000	10%
e. \$50-59,000	5%
f. \$60-69,000	7%
g. More than \$69,000	33%
Refused to answer	31%

Those are all the questions I have for you.

Thank you for taking the time to complete the interview.

## Deborah Guthrie - Getting Your Channel Schedules on Cable Operators' Onscreen Program Guides

---

**From:** Rob McCausland <rob@communitymediadatabase.org>  
**To:** Rob McCausland <rob@communitymediadatabase.org>  
**Date:** 2/14/2013 11:04 AM  
**Subject:** Getting Your Channel Schedules on Cable Operators' Onscreen Program Guides

---

Dear Michigan Access Providers:

Are your channel(s) program schedules included in your cable operators' onscreen program guides? Most access channels are not. Now, in an attempt to make that possible for all U.S. access providers, comes this initiative from Bill McGolgan, Executive Director of Access Framingham - a "We the People" petition to the White House. If 100,000 signatures are secured by March 3, the White House will provide a response from the relevant administration authority.

Bill's petition is making the rounds of listservs and social media - see the 3 calls-to-action pasted below. It's something that all access providers should know about and consider signing, so we're taking this opportunity to send it along to you; please distribute widely. Ordinarily, we'll eblast the 2,000 PEG access providers listed in the Community Media Database only when there's been a significant new feature added to our website - such as the Local Elections Coverage Toolkit we put up last summer. We *are* working on a new feature we hope to have ready in a few weeks, but the deadline for this petition is just two weeks away - hence, the reason for this email to you now.

We hold no illusion that this initiative will actually result in forcing the cable companies to list access channels' programs anytime soon. The most appropriate administration authority would seem to be FCC Chairman Julius Genachowski, and it seems plausible that he'd respond that such listings are a matter of state laws and local franchising agreements - therefore not a matter for federal jurisdiction. Nonetheless, a petition such as this, having reached the 100,000 signers threshold, would serve to elevate the concerns of PEG access providers, which are currently fairly absent in federal-level discussions - an important problem, given the direction many states' cable franchising laws are taking.

Finally, please note these three conference coming up this spring you and your staffs may want to attend:

April 5-7 - Free Press National Conference for Media Reform - Denver, CO  
 May 15-17 - Eastern Region Community Media Conference - New Brunswick, NJ  
 May 29-31 - Alliance for Community Media Annual Conference - San Francisco, CA

Thank you for considering this petition, and thank you for all you do for your communities.

Sincerely,

Rob McCausland  
 Community Media Database  
 202-744-4694

---

*"We the People" Petition Call-to-Action from the Alliance for Community Media- Northeast Region:*

## SPECIAL ANNOUNCEMENT

Are your viewers asking "When is that going to be on?"  
Are you telling them to check your BB or website to find out?  
What if they could click on the program guide on their cable company? Wouldn't that be easier?

Many big changes start with a small step. Take yours by going to this link:  
<http://wh.gov/pilU>

Support the petition today!



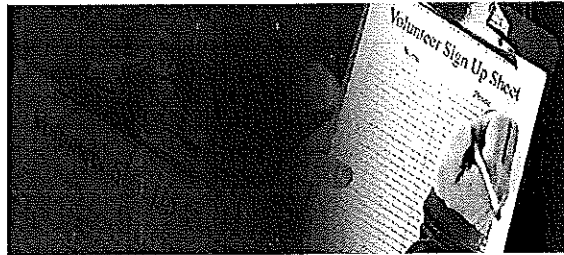
STAY CONNECTED



---

*"We the People" Petition Call-to-Action from Access Sacramento:*

### Petition the President to Include PEG Channel Info on Program Guides



We support Access Sacramento and other public, education and government (PEG) access cable television stations and we petition President Obama to:

Require cable operators to provide program listing information for Public, Educational and Government access stations, free of charge.

CLICK HERE: <http://wh.gov/pilU>

Today, most cable operators do not provide any or limited program listing information for PEG channels causing them to be 6-12 hour blocks of no detailed listings, causing confusion for the customer and making content impossible to find. The technology exists to fix this, and access channels can easily provide their program lineup to be included in the Electronic Program Guide (EPG). Without this, Access is fading into the background as people aren't able to find local programming the same way they find commercial programming.



If you support this petition, please visit the White House web site and consider signing. it only takes two minutes and will help locally and nationally..... thank you!

---

*"We the People" Petition Call-to-Action from MassAccess:*

**Subject:**[Alliance-members] Call to Action

**Date:**Tue, 12 Feb 2013 13:20:48 -0500

**From:**Bob Kelly <[bobk@newtv.org](mailto:bobk@newtv.org)>

**To:**MassAccess MassAccess List <[massaccess@massaccess.org](mailto:massaccess@massaccess.org)>

**CC:**[Alliance-Members@lists.alliancecm.org](mailto:Alliance-Members@lists.alliancecm.org) <[Alliance-Members@lists.alliancecm.org](mailto:Alliance-Members@lists.alliancecm.org)>

Hello All,

On February 1, 2013, I had circulated this petition that started in Framingham, MA. When I signed it I was the 12th person to do so. We have 751 signatures as of this minute.

Below is a graphic (created by Richard Potts at Pepperell Community Media, MA) that should be circulated by each and every one of us. Please forward this to your friends and family. Post it on your websites. Utilize whatever social media applications you routinely use to get this message out. Our viewership numbers are declining in a world where we must compete with over 900 cable channels and an ever-growing online audience. This petition is a great first step in helping us to regain our viewership penetration we once enjoyed.

We have approximately 2000 community media centers in the USA. If we each were successful in securing 50 of our friends, family, staff, board, members and volunteers to sign the petition, we would have the 100,000 signatures required to have action considered.

On behalf of NewTV, MassAccess and all our friends in community media across the country I implore you to sign on and send it to 50 of your closest allies.

Here is the link to do so now!

<http://wh.gov/pilU>

"Keep it Local"

Bob

**WE** *the*  
**PEOPLE**

**YOUR VOICE IN OUR GOVERNMENT**

**Have you noticed that our cable television guides do not show the scheduled programs for our local PEG channels? A grass-roots nation-wide petition to the White House has been launched to force cable companies to include local listings**

**To sign the petition,  
go to <http://wh.gov/piU>**

**You will be asked to create a White House account**

**It takes two minutes, then sign the petition**

**Will it work? – Who knows, but what we do know is that we need 100,000 signatures by March 4<sup>th</sup> to gain Washington's attention**

CHARTER TOWNSHIP OF MERIDIAN

CABLE COMMUNICATIONS  
COMMISSION

NEW  
BUSINESS

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF MICHIGAN  
SOUTHERN DIVISION

CITY OF DETROIT,

Plaintiff,

Case Number 10-12427  
Honorable David M. Lawson

v.

STATE OF MICHIGAN and COMCAST OF  
DETROIT,

Defendants,

and

MICHIGAN ATTORNEY GENERAL,

Intervening defendant.

---

**ORDER GRANTING IN PART MOTION TO CERTIFY ORDERS  
FOR INTERLOCUTORY APPEAL**

The City of Detroit filed a complaint alleging that defendant Comcast of Detroit, the City's cable television provider, was subject to and violated the terms the terms of a franchise agreement between Comcast and the City, which expired on February 28, 2007. The City contended that the expired franchise agreement was effective because no new agreement had been reached. Comcast contended that Michigan's Uniform Video Services Local Franchise Act (the Michigan Act), Mich. Comp. Laws § 484.3301 *et seq.*, established a new franchise agreement by operation of law, the terms of that agreement governed after February 2007, and Comcast was in compliance. The City responded that the Michigan Act is preempted by the Cable Communications Policy Act ("the Cable Act"), 47 U.S.C. § 521 *et seq.*

On July 10, 2012, the Court filed an opinion and order granting in part and denying in part the parties' motions for partial summary judgment. The Court found that the City of Detroit has

standing to challenge the validity of certain aspects of the Michigan Act on federal preemption grounds, but that it has no standing to challenge the Act's removal of municipalities' authority to enforce customer service and anti-discrimination provisions in existing franchise agreements, and that controversy is not ripe. The Court also held that the provisions of the Michigan Act addressing the modification of existing franchise agreements and barring enforcement provisions relating to public, government, and education channels are invalid on federal preemption grounds. However, the Court also held that the Act's renewal procedures and its failure to require universal build-outs are not preempted by federal law. The Court also held that the state attorney general offered a construction of the Act that avoids a conflict with the state constitution, that is, that municipalities may refuse to approve a franchise renewal application and negotiate acceptable terms with the cable provider, without the standard form agreement prescribed by the Michigan Act automatically taking effect. Therefore, the Court held that the Act does not violate the Michigan constitution. The Court then concluded that Comcast and the City have no current franchise agreement in place. Because Michigan law does not permit a franchisee to be regarded as a holdover tenant, the Court held that Comcast must be found to be a trespasser.

Comcast filed a motion for reconsideration of the Court's order, which the Court denied on August 7, 2012.

Thereafter, the Court directed the parties to file briefs on the appropriate remedies to address Comcast's status as a trespasser. The City takes the position that it is entitled to damages from Comcast consisting of the obligations Comcast failed to fulfill under the expired agreement, and damages resulting from operating its cable system in the City without a franchise agreement. Comcast responds that the City is entitled to no more than nominal damages because it never treated

Comcast as a trespasser and it accepted some of the benefits under Comcast's version of the franchise agreement that Comcast had deemed effective. The Court held a status conference to discuss discovery issues. Comcast concedes that damages discovery could include information on the profitability of Comcast's Detroit cable system, the effect of Comcast's cable system on the value of the City's rights-of-way, payments Comcast made to the Detroit Public Benefits Corporation, and the uses the City made of those payments. Because discovery during the damage phase of the lawsuit could be extensive and costly, Comcast proposed that the liability issue be vetted in the court of appeals first.

On January 7, 2013, Comcast filed a motion to certify the Court's orders on the motions for partial summary judgment and for reconsideration for interlocutory appeal. Comcast argues that the following three legal questions render the Court's orders appropriate for certification: whether the Michigan Act allows local franchising authorities to deny a uniform franchise application, whether the federal Cable Act preempts the provision of the Michigan Act that modifies existing franchise agreements, and whether Michigan law requires that Comcast be deemed a trespasser.

The City argues that certification is not appropriate because there is no substantial ground for difference of opinion with respect to either the Court's summary judgment order or its order on Comcast's motion for reconsideration. The City also argues that certification would not advance the outcome of litigation because if the Sixth Circuit were to agree with Comcast's argument as to the correct interpretation of the Michigan Act's renewal provision, it would be compelled to find that the renewal provision is invalid under the Michigan Constitution and preempted by the Cable Act because the provision strips Detroit of its authority to deny a franchise application and sidesteps the Cable's Acts notice and participation requirements. Finally, the City argues that if the Court grants

Comcast's motion, it should certify the entire summary judgment order rather than isolated issues contained in the order.

A district court may certify an order not otherwise appealable for interlocutory appeal where the Court finds that the order "involves a controlling question of law as to which there is substantial ground for difference of opinion and that an immediate appeal from the order may materially advance the ultimate termination of the litigation." 28 U.S.C. § 1292(b). The statute contains three requirements: first, that the legal issues involved are controlling; second, that there is substantial ground for difference of opinion as to those issues; and third, that appeal would materially advance the ultimate termination of litigation. However, "§ 1292(b) should be sparingly applied and used only to avoid protracted and expensive litigation." *West Tennessee Chapter of Associated Builders and Contractors, Inc. v. City of Memphis*, 138 F. Supp. 2d 1015, 1018 (W.D. Tenn. 2000) (citing *Cardwell v. Chesapeake & Ohio Ry. Co.*, 504 F.2d 444, 446 (6th Cir. 1974)).

"A legal issue is controlling if it could materially affect the outcome of the case." *In re City of Memphis*, 293 F.3d at 351, 345 (6th Cir. 2002). The plaintiff apparently does not dispute that the Court's orders involve controlling questions of law.

Substantial grounds for difference of opinion exist where "(1) the question is difficult, novel and either a question on which there is little precedent or one whose correct resolution is not substantially guided by previous decisions; (2) the question is difficult and of first impression; (3) a difference of opinion exists within the controlling circuit; or (4) the circuits are split on the question." *Newsome v. Young Supply Co.*, 873 F. Supp. 2d 872, 876-77 (E.D. Mich. 2012) (quoting *City of Dearborn v. Comcast of Michigan III*, No. 08-10156, 2008 WL 5084203, at \*3 (E.D. Mich. Nov. 24, 2008)). The City argues that there is no substantial ground for difference of opinion with

respect to either the Court's summary judgment order or its order on Comcast's motion for reconsideration. The City contends that the Court's decision was well-founded and beyond reasonable dispute, especially with respect to the Court's finding that the Cable Act's franchise modification procedure conflicts with the state act's automatic modification of existing franchises. The City also points out that the Court adopted the Michigan Attorney General's "plausible construction" of the state act's renewal provision. The City also argues that the Court correctly applied Local Rule 7.1(h)(3) to Comcast's motion for reconsideration.

The Court denied Comcast's motion for reconsideration because it was an attempt to rehash issues already addressed in the summary judgment motions, except for the question whether Comcast must be considered a trespasser under Michigan law. However, the trespass ruling flowed directly from established precedent laid down by the Michigan Supreme Court, and Comcast's failure to brief the question did not justify reconsideration of the summary judgment order. The Court does not see much difference of opinion — much less a substantial one — on that score.

There are two questions that are novel and therefore have little precedent to provide guidance: whether the Cable Act preempts the sections of the Michigan Act addressing the modification of existing franchise agreements and barring enforcement provisions relating to public, government, and education channels; and whether the Court correctly interpreted the Michigan Act in the manner suggested by the state attorney general to conclude that municipalities may refuse to approve a franchise renewal application and negotiate acceptable terms with the cable provider, without the standard form agreement prescribed by the Michigan Act automatically taking effect. As a result, there may be substantial grounds for difference of opinion with the Court's holding on those points. The issues of the interpretation of the Michigan Act and its potential preemption have



not been addressed by the Sixth Circuit or the Michigan courts, and there is little precedent on the issue of Comcast's status. Therefore, the Court finds that there is substantial grounds for difference of opinion on those issues.

Finally, the Court finds that an immediate appeal of its rulings may materially advance the ultimate termination of the litigation. "An interlocutory appeal materially advances litigation when it 'save[s] judicial resources and litigant expense.'" *Newsome*, 873 F. Supp. 2d at 878 (quoting *West Tennessee Chapter of Associated Builders and Contractors, Inc.*, 138 F. Supp. 2d at 1026). "When litigation will be conducted in substantially the same manner regardless of [the court's] decision, the appeal cannot be said to materially advance the ultimate termination of the litigation." *In re City of Memphis*, 293 F.3d at 351 (quoting *White v. Nix*, 43 F.3d 374, 378-79 (8th Cir. 1994)) (alteration in original). However, that is not the case here. Instead, resolution of the liability issues on appeal could allow the parties to "avoid protracted and expensive litigation." *In re Baker & Getty Financial Services, Inc.*, 954 F.2d 1169, 1172 (6th Cir. 1992). The case is poised to enter the damage discovery phase and potentially to proceed to trial on the issues of breach of contract and damages. If the Court's decisions on the issues highlighted are reversed, litigation in this Court might be terminated, and the need for discovery would either be obviated or greatly diminished.

The plaintiff makes another valid point: a certification order generally is not confined to discrete issues; rather, it addresses an entire opinion or order entered by the district court. See *Yamaha Motor Corp., U.S.A. v. Calhoun*, 516 U.S. 199, 205 (1996) ("As the text of § 1292(b) indicates, appellate jurisdiction applies to the *order* certified to the court of appeals, and is not tied to the particular question formulated by the district court. . . . [T]he appellate court may address any issue fairly included within the certified order because it is the *order* that is appealable, and not the

controlling question identified by the district court.” (internal quotation marks and citation omitted)). The plaintiff apparently would like the opportunity to challenge portions of the order adverse to it — for example, the Court’s determination that the state act is not entirely preempted by the Cable Act. The Court agrees that once the summary judgment order is certified for appeal, there is no reason the City could not seek permission to appeal under Federal Rule of Appellate Procedure 5.

The Court finds that its opinion and order granting in part and denying in part the cross motions for summary judgment satisfies the provisions of 28 U.S.C. § 1292(b) and therefore should be certified to the court of appeals for its consideration. The order denying Comcast’s motion for reconsideration does not meet the requirements of the statute.

Accordingly, it is **ORDERED** that defendant Comcast’s motion to certify orders for interlocutory appeal [dkt. #87] is **GRANTED IN PART**.

It is further **ORDERED** that the Court’s opinion and order granting in part and denying in part the cross motions for summary judgment entered July 10, 2012 [dkt. #76] is **AMENDED** to include a certification of appealability, in accordance with 28 U.S.C. § 1292(b).

It is further **ORDERED** that defendant Comcast’s motion to stay proceedings [dkt. #88] is **GRANTED IN PART**.

It is further **ORDERED** that the case is **STAYED** for a period of thirty (30) days, until **May 4, 2013**, to permit any party to file a motion in the United States Court of Appeals for the Sixth Circuit for permission to appeal under Federal Rule of Appellate Procedure 5. *See* Fed. R. App. Pro. 4(a)(1)(A), 5(a)(2). If no such motion is filed within that time, the stay will be dissolved. If such a motion is filed, the stay will continue until the motion is resolved by the court of appeals.

s/David M. Lawson  
DAVID M. LAWSON  
United States District Judge

Dated: April 3, 2013

**PROOF OF SERVICE**

The undersigned certifies that a copy of the foregoing order was served upon each attorney or party of record herein by electronic means or first class U.S. mail on April 3, 2013.

s/Deborah R. Tofil  
DEBORAH R. TOFIL

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMPLAINTS/  
COMPLIMENTS**

To: Gerald Richards; Stephen Gebes  
Cc: cable commission group  
Subject: FYI Resident Complaint

A resident came in today to voice her complaint about the lack of mobile live streaming and on demand programs from her ipad. She stated that she has verbally voiced complaints to board members regarding the lack of access. She also stated she thought the township should cut expenses in other areas and make this a priority; seeing how it is difficult for seniors to physically attend meetings.

I explained our sincerest apologies and empathy with the matter and frustrations. I also explained the basic bandwidth requirements needed and our dilemmas in that regard. I also explained that we continue to work on the matter with our I.T department until its resolved; hopefully by the end of this year. She asked what she can do as a citizen and I told her she can always write to the board and voice her opinion. I thanked her for letting me know she thought this was a top concern for the board. I cannot remember her name.

Deborah Guthrie  
Communications Director, Meridian Township  
Executive Producer, HOMTV and CAMTV  
[www.linkedin.com/in/deborahguthrie](http://www.linkedin.com/in/deborahguthrie)  
[Guthrie@meridian.mi.us](mailto:Guthrie@meridian.mi.us)  
517-853-4680  
[www.meridian.mi.us](http://www.meridian.mi.us)  
[www.facebook.com/MeridianTownship](http://www.facebook.com/MeridianTownship)  
[www.twitter.com/Meridiantwp](http://www.twitter.com/Meridiantwp)  
[www.myMeridian.net](http://www.myMeridian.net)

[www.HOMTV.net](http://www.HOMTV.net)  
[www.facebook.com/HOMTV](http://www.facebook.com/HOMTV)  
[www.twitter.com/HOMTV](http://www.twitter.com/HOMTV)

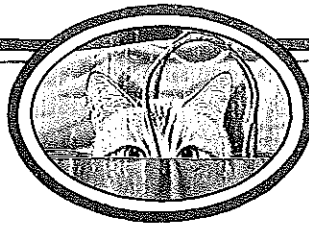
[www.facebook.com/CAMtvCapitalAreaMedia](http://www.facebook.com/CAMtvCapitalAreaMedia)  
[www.twitter.com/CAMtv30and99](http://www.twitter.com/CAMtv30and99)

March  
2013

Dear Brandie, HOM TV & CAM TV,  
Thank you for your  
Sponsorship in our 2012  
Walk to End Alzheimer's!

We appreciate your  
support, & for joining us  
in our mission!

Sincerely, Stephen Bonclit



March  
2013

Dear Brandie,

I saw you at Maba Sat but you were busy so I did not stop

Thank you for your demo last week at the WNA Cabin Fever. Several neighbors told me they were surprised at all the information and programs that were a "click away." Many did not know they could look up their taxes.

I wish you a "happy spring" and pre-wedding fun. Relax and enjoy.

Again thank you and hope to see you in the future. Sincerely, Christine Beavers

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Tuesday, March 12, 2013 2:42 PM  
**To:** Kristi Schaeding  
**Subject:** FW: HOM TV

Include in CCC packet

---

**From:** Frank Walsh [<mailto:fwalsh@sjcity.com>]  
**Sent:** Monday, March 11, 2013 12:21 PM  
**To:** Deborah Guthrie  
**Subject:** HOM TV

Hi Deborah,

I want to thank you and your staff at HOM TV as your station has been a great resource as I prepare for my interview Saturday with the Meridian Township Board. What a great communication conduit for the residents of Meridian Charter Township. My wife and I were able to meet some of your staff on Saturday at the MABA event.

Have a good week.

Sincerely,

Frank Walsh  
City Manager  
St. Joseph, MI



## Deborah Guthrie

---

**From:** Lynn Wilson <lynn.wilson@meadhunt.com>  
**Sent:** Monday, March 18, 2013 1:32 PM  
**To:** Bryan Reynolds; Deborah Guthrie  
**Subject:** Dena Belzer presentations on Wednesday

Brian and Deborah,

Thanks so much for coordinating with Mark and with me for Dena Belzer's visit on Wednesday, March 20<sup>th</sup>. I understand from Mark that you are able to have a microphone, a projector and a laptop set up in the meeting room. I will email Dena's presentation to you tomorrow and I will also bring a copy on a flash drive. I'll also have a backup project and laptop in my care in case of emergency.

Dena will have a few minutes before 11 and then time between 11 and 12 if you would like to sit down with her for a 1-on-1 interview while she is in the building. I'll leave that up to you.

If there is anything else you need from me or anything I can do to make the day go more smoothly, please let me know.

**Lynn Wilson, AICP | Sr. Project Planner**

Mead & Hunt, Inc | M & H Architecture, Inc | 2605 Port Lansing Road | Lansing, MI 48906  
Main: 517-321-8334 | Mobile: 517-243-0065 | Direct: 517-908-3123  
[lynn.wilson@meadhunt.com](mailto:lynn.wilson@meadhunt.com) | [www.meadhunt.com](http://www.meadhunt.com)

---

Confidentiality statement: This e-mail message, including any attachments, is intended only for the use of the recipient(s) and may contain privileged and confidential information, including information that is protected under the HIPAA privacy rules. Any unauthorized review, disclosure, copying, distribution or use is prohibited. If you have received this e-mail by mistake, please notify us immediately by reply e-mail and destroy all copies of the original message. Thank You.

---

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS  
DIRECTOR  
REPORT**

Communications Department

2-21-13

1. Current Programs on HOMTV:

**Meetings:**

Environmental Commission	2-6-13	All Access	2-18-13
Park Commission	1-8-13	Community Connection	11-5-12
Planning Commission	2-11-13	Good Afternoon Meridian	2-18-13
Township Board	2-19-13	InnerView: Renew Okemos Library	2-18-13
Zoning Board of Appeals	1-9-13	Jewels 'N General	2-21-13
		Meridian Magazine	2-18-13
		Open Line: State of State Address	2-7-13
		Senior Living	2-5-13
<b>Original Programming:</b>		SF: Sustaining the Future	11-27-12
25 by 25	2-12-13	Women of Meridian	2-1-13

2. Communications Director Deborah Guthrie:

- Received a thank you call from a township resident for handling an unresolved ongoing issue with Comcast.
- Received a thank you email for discussing a local business on the Jewels N' General program.
- Attended the Haslett-Okemos Rotary Club Hero Luncheon with Internship Coordinator Brandie Hansen on February 12th.

3. Internship Coordinator Brandie Hansen:

- Invited to speak to ASCOT (Associated Students for Career Orientation in Telecommunication) students at Michigan State University at their meeting on February 6th about internship program.
- Attended the MSU Summer Employment & Internship Career Fair on February 13th to recruit potential interns for the summer semester.
- Attended the MSU Speed Networking event and Convergence/PR Links Career Fair on February 15th to recruit potential interns for the summer semester.
- Assisted the Police Department with adding the "Youth Citizens' Academy" and "Citizen Online Crime Reporting" sections to the Township website.
- Linked the Greater Lansing Regional Committee for Storm Water Management newsletter to the Environmental Commission section of the Township website.
- Posted the updated pathway map to the Public Works & Engineering (under Engineering) section of the Township website.

4. Senior Production Manager Rob Gingerich-Jones:

- Creating new graphics packages for Coffee Break and Beyond the Badge. Both programs were post-produced in the past; however, the new graphic elements will be compatible with HOMTV's production video switcher, allowing staff to produce the programs "as-live," without the need for post-production. Both programs are returning to HOMTV's program lineup within the next few weeks.
- Managing several equipment and accessory replacements, including a battery charger, tripod bag, and television tuners for HOMTV's 4-channel monitoring system that is used to monitor HOMTV, CAMTV, and both school channels.
- Along with the engineers from Convergent Media, continue working to resolve several technical issues with HOMTV's intern editing stations, and in HOMTV's Control Room. Some re-wiring will take place over the coming weekend to fix an existing problem, and also to allow for additional editing workstations to be installed in the future.
- Along with Freelance Producer Lynn Meikle, collaborated on a planned new camera purchase. The new camera is a step up from HOMTV's current field equipment in terms of design and function, and will increase the field camera fleet to six camcorders and one full-size production camera. HOMTV's three oldest field cameras (A, B, and C) were purchased approximately seven years ago.

5. Department Secretary Kristi Schaeding:
  - Completed courses in Adobe Arcobat X Pro Level 1 and Level 2.
  - Completed courses in Microsoft Word 2010 – Level 1 and Level 2.
  - Creating Biography pages for Alumni members in the industry.
  - Gathering alumni information and creating the spring edition of the alumni newsletter, "The Scoop."
6. Video Programmer Bryan Reynolds:
  - Trained on video programming procedures and policies for HOMTV and CAMTV.
  - Recorded, trimmed, scheduled, and archived episodes of Good Afternoon Meridian, Jewels 'N General, Senior Living, 25 by 25, and the InnerView program.
  - Scheduled the following CAMTV programs: The Battle of Ideas, Poetree-N-Motion, and City Pulse Newsmakers.
  - Created DVD copies for episodes of the InnerView and Senior Living programs.
7. Freelancer Lynn Meikle:
  - Developed a new design for the Meridian Senior Center newsletter which is available online in the Media Room on meridian.mi.us.
  - Working with the Parks Department to create the Spring/Summer 2013 Family Fun Guide. It will be available in March, and on the township website at the end of February.
  - Researching lighting needs for the studio, camera equipment, software, and computer needs for HOMTV.
8. Equipment Issues: Field camera A has been repaired and is being shipped back to HOMTV. Field camera B will be sent out for repair next, due to an LCD screen malfunction.
9. Interns have taken initiative outside the scope of the internship program and have launched the following shows; "Good Afternoon Meridian" featuring interviews with politicians and local business owners that includes daily news cut ins and "25 by 25" a show featuring the accomplishment of 25 bucket list items getting checked off within a year through the help of local establishments.
10. Coffee Break is returning on air with State Senator Gretchen Whitmer appearing as the first guest.
11. HOMTV's newest interns have finished training and are now producing stories/promotional spots in the Township.
12. Facebook Page summary through 2/15/13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	366	21	356
CAMTV	162	0	74
MERIDIAN TOWNSHIP	435	2	414
GREEN MERIDIAN	120	1	27
DOWNTOWN OKEMOS	244	3	4
MERIDIAN SENIOR CENTER	53	0	99
MERIDIAN TOWNSHIP FIRE DEPARTMENT	215	4	589
MERIDIAN SENIOR CENTER	53	0	99
JEWELS N' GENERAL	77	27	418
MERIDIAN MAGAZINE	36	2	63

WOMEN OF MERIDIAN	41	0	27
FRIENDS OF OKEMOS LIBRARY	61	6	103

**SENT/FINISHED PRESS RELEASES:**

- HOMTV Staff Changes (2/1)
- Parks & Rec Dodgeball League (2/1)
- Meridian Ice Fishing Derby (2/1)
- Chinese New Year Event (2/1)
- Okemos Library Sponsors (2/1)
- Electric Car Charging in Meridian (2/4)
- Township Manager Replacement Process Begins (2/4)
- Central Fire Station Architect Chosen (2/11)
- Public Input for Township Manager Search (2/11)
- Public Comments for Meridian Businesses (2/11)
- Assessing Review (2/11)

13. For the period ending February 21, 2013:

- Communications Department created and distributed **11 new** press releases.
- HOMTV completed **10** dub/copy orders.
- HOMTV completed/changed **1** Bulletin Board announcement requests.
- HOMTV produced and aired **30 new** original programs.
- HOMTV aired **5 new** official township meetings.
- HOMTV produced and aired **11 new** promotions.
- HOMTV received **10 new** internship applications and resumes.
- CAMTV aired **8** syndicated programs.
- CAMTV received/filled **3 new** request for program playback

Communications Department

3-6-13

1. Current Programs on HOMTV:

**Meetings:**

Environmental Commission	3-6-13	Beyond the Badge	3-4-13
Park Commission	1-8-13	Coffee Break	2-22-13
Planning Commission	2-11-13	Community Connection	3-4-13
Township Board	3-5-13	InnerView: MABA Expo	3-4-13
Zoning Board of Appeals	2-27-13	Jewels 'N General	3-6-13

**Original Programming:**

25 by 25	2-26-13	Open Line: Gun Control & Violence	2-21-13
All Access	3-4-13	Senior Living	3-4-13
		Women of Meridian	3-1-13

2. Communications Director Deborah Guthrie:

- Requested studio door be re-keyed so interns can gain access to shoot in the studio.
- Held HUD meeting to discuss the next show in the series focusing on Energy.

3. Internship Coordinator Brandie Hansen:

- Invited to post the HOMTV Internship Program openings and application information on MySpartanCareer, Intern In Michigan, and LCC Experience websites.
- Promoted the HOMTV Internship application deadline on various Michigan State University and Lansing Community College Facebook pages.
- Attended the Greater Lansing Convention Visitors Bureau's annual meeting and "Consumer Trends & Social Networking" seminar on February 27th.
- Signed up for the "Art of Branding a Community" webinar on March 7th.
- Added the Meridian Senior Center Newsletter (March edition) and the Family Fun Guide (2013 Spring/Summer edition) to the "Media Room" section of the Township website.
- Posted March events on the front page of the Township website.

4. Senior Production Manager Rob Gingerich-Jones:

- Along with Department Secretary Kristi Schaeding, are compiling entries for the Hometown Media Awards. HOMTV has received over 30 awards from the Hometown contest since 1989. The deadline for entries is Friday, March 8.

5. Department Secretary Kristi Schaeding:

- Creating Biography pages for Alumni members in the industry.
- Creating the spring edition of the alumni newsletter, "The Scoop," to be mailed to alumni members this month.

6. Video Programmer Bryan Reynolds:

- Recorded, trimmed, scheduled, and archived episodes of Good Afternoon Meridian, Jewels 'N General, Senior Living, 25 by 25, Community Connection, Beyond the Badge and InnerView programs.
- Created the CAMTV program schedule for the month of March.
- Created DVD copies for episodes of InnerView, Senior Living, Meridian Live, and 25 by 25 programs.
- Backed up and archived all InnerView episodes from 2011 to the present.

7. The programs Beyond the Badge and Open Line have both returned to their regular production schedules. Beyond the Badge is undergoing production changes that include updating graphics to high-definition format, as well as the ability to produce the program in a "live" format with no post-production editing.

8. HOMTV interns are on spring break for the week of March 4.

9. HOMTV Internship flyers were posted in various locations on both MSU AND LCC campuses to promote the summer semester of the HOMTV Internship Program.

10. Facebook Page summary through 2/28/13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	373	12	595
CAMTV	162	0	8
MERIDIAN TOWNSHIP	438	9	458
GREEN MERIDIAN	121	2	33
DOWNTOWN OKEMOS	249	0	12
MERIDIAN SENIOR CENTER	53	0	99
MERIDIAN TOWNSHIP FIRE DEPARTMENT	217	2	150
MERIDIAN TOWNSHIP PARKS	266	16	330
MERIDIAN RECREATIONS AND SPORTS	153	9	86
MERIDIAN SENIOR CENTER	55	2	40
JEWELS N' GENERAL	80	9	96
MERIDIAN MAGAZINE	36	8	95
WOMEN OF MERIDIAN	44	2	96
INNERVIEW	32	2	184
FRIENDS OF OKEMOS LIBRARY	65	2	229

**SENT/FINISHED PRESS RELEASES:**

- Buddies Fundraiser for Summer Recreation (2/18)
- Okemos Library Upcoming Fundraisers (2/20)

11. For the period ending March 6, 2013:

- Communications Department created and distributed **2 new** press releases.
- Communications Department received/filled **3 new** projector requests.
- HOMTV completed **5** dub/copy orders.
- HOMTV completed/changed **1** Bulletin Board announcement requests.
- HOMTV produced and aired **10 new** original programs.
- HOMTV aired **1 new** official township meeting.
- HOMTV produced and aired **4 new** promotions.
- HOMTV received **31 new** internship applications and resumes.
- CAMTV aired **2** syndicated programs.
- CAMTV aired **15** promo/PSA's.
- CAMTV received/filled **5 new** request for program playback

Communications Department

3-21-13

1. Current Programs on HOMTV:

**Meetings:**

Environmental Commission	3-6-13	Beyond the Badge	3-4-13
Park Commission	3-12-13	Coffee Break	2-22-13
Planning Commission	3-11-13	Community Connection	3-4-13
Township Board	3-19-13	InnerView: National Nutrition Month	3-18-13
Zoning Board of Appeals	2-27-13	Jewels 'N General	3-19-13

**Original Programming:**

25 by 25	3-12-13	Open Line: Celebrate Dangers & Gambling	3-7-13
All Access	3-4-13	Senior Living	3-4-13
		SF:Sustaining the Future: Charrette Project	3-21-13
		Women of Meridian	3-1-13

2. Communications Director Deborah Guthrie:

- Held phone conference with NATOA Board of Directors regarding the NATOA and ACM national conferences.
- Attended the MDEQ water security tabletop exercise at the East Lansing-Meridian Water Sewer Treatment Plant on March 12.
- Attended a Celebrate Downtown Okemos meeting on March 8.
- Attended the Niagra Foundation of Michigan event "Celebrating Women as Community Builders," in commemoration of Women's History month, on March 14. Panelists included East Lansing Mayor Diane Goddeeris, Director of Office of Education Improvements and Innovations, Michigan Dept. of Education Linda Forward, and Director of the Michigan State Police Department, Colonel Kriste Kibbey Etue.
- As a representative of Meridian Township, Guthrie served as one of five employee panelists at the Pink Slip Mid-Michigan event providing tips, tricks, and techniques for resume writing, networking, and job interviews on March 7.
- Along with HR Director Holda, conducted additional interviews for the position of Communications Assistant on March 18.
- Will be out of the office from April 5 – April 10.

3. Internship Coordinator Brandie Hansen:

- Invited to speak at the Wardcliff Neighborhood Association's 2nd annual "Cabin Fever Event" on March 2. Hansen's presentation included a demonstration of different areas of the Township website and how to watch meetings/programs on HOMTV's website.
- Attended the "Art of Branding a Community" webinar on March 7.
- Along with Paid Intern Erin Cook, set-up and ran the HOMTV booth at the 16th Annual MABA Expo on March 9. HOMTV collected 100 viewer surveys to improve HOMTV programming for Meridian Township residents.
- Compiled and posted bios of the Township Manager candidates as well as information about the interview process on the front page of the Township website and promoted through social media.

4. Senior Production Manager Rob Gingerich-Jones:

- Captured portrait photos of the Park Commissioners before the March 12 "Friends of the Park" volunteer Recognition Ceremony and regular meeting. The photos will be used on the Park Commission section of the township web site.
- Recorded the presentations during the ACM/NATOA luncheon at the Great Lakes Broadcasting Conference. After some minor trimming and editing, these segments will be uploaded to a media sharing service so other members of ACM/NATOA can access the video files.

5. Department Secretary Kristi Schaeding:

- Compiling entries for the NATOA Annual Government Program Awards. HOMTV has received over 38 awards from the NATOA contest since 1986. The deadline for entries is Friday, April 4.
- Editing the spring edition of the alumni newsletter, "The Scoop," to be mailed to alumni members this month.



- Created Biography pages for Alumni members in the industry including: Lindsey Gordon (12), Dave Symonds (10), and Hannah Saunders-Baumann (11)
6. Video Programmer Bryan Reynolds:
    - Recorded , trimmed, scheduled, and archived episodes of Good Afternoon Meridian, Jewels 'N General, 25 by 25, and InnerView programs.
    - Scheduled CAMTV programs: The Battle of Ideas, Poetree-N- Motion, City Pulse Newsmakers, Soldier's Journal programs and added PSAs to the channel.
    - Created new graphics and titles for InnerView, Jewels 'N General, and Good Afternoon Meridian programs.
    - Created DVD copies for episodes of InnerView, Open Line and 25 by 25 programs.
    - Set up laptop and projector for the Meridian Garden Club and Charrette Project.
    - Set up, produced, directed, and post-produced the taping of Sustainable Communities Event covering the Charrette Project.
  7. Along with other news media, HOMTV was given recognition on page 34 of the Great Lakes Broadcasting (GLBC) brochure booklet in recognition for their organizing efforts for the joint ACM/NATO luncheon during the event. Thirty-eight people attended the lunch.
  8. Staff attended the GLBC event on March 13 hearing speakers Tim Lundgren, Partner with Varnum Attorneys at Law regarding Detroit V. Comcast lawsuit, Convergent Media Consultants regarding analog to digital transition, and Representative Bill LaVoy regarding being a State Representative.
  9. Performance evaluations were finalized and submitted on March 11.
  10. Annual report was finalized and submitted on March 11.
  11. Staff set up microphones for Board members and candidates for the Special Board Meeting – Manager Interviews on March 16.
  12. The Granicus system underwent maintenance on the evening of March 15 and was inaccessible for four hours.
  13. The next Cable Commission meeting has been rescheduled from April 10 to April 17 at 6 pm in the Administrative Conference room.
  14. Facebook Page summary through 3-15-13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	379	28	719
CAMTV	162	0	5
MERIDIAN TOWNSHIP	441	16	434
GREEN MERIDIAN	121	3	12
DOWNTOWN OKEMOS	249	1	21
MERIDIAN SENIOR CENTER	55	0	7
MERIDIAN TOWNSHIP FIRE DEPARTMENT	223	8	79
MERIDIAN TOWNSHIP PARKS	268	4	436
MERIDIAN RECREATIONS AND SPORTS	154	0	288

MERIDIAN SENIOR CENTER	55	0	7
JEWELS N' GENERAL	83	15	1,021
MERIDIAN MAGAZINE	37	5	199
WOMEN OF MERIDIAN	45	1	59
INNERVIEW	33	9	222
FRIENDS OF OKEMOS LIBRARY	74	5	158

15. For the period ending March 21, 2013:

- Communications Department received/filled **2 new** projector requests.
- HOMTV produced and aired **26 new** original programs.
- HOMTV completed **2 of 2** Cable Complaints/Cable Inquiries (not including presentations).
- HOMTV aired **5 new** official township meeting.
- HOMTV produced and aired **5 new** promotions.
- HOMTV received **7 new** internship applications and resumes.
- CAMTV aired **10** syndicated programs.
- CAMTV aired **3** promos/PSA's.

Communications Department

4-5-13

1. Current Programs on HOMTV:

**Meetings:**

Environmental Commission	3-6-13	Coffee Break with Curtis Hertel Jr.	3-27-13
Park Commission	3-12-13	Coffee Break with Sam Singh	3-28-13
Planning Commission	3-25-13	Community Connection	3-4-13
Township Board	4-2-13	InnerView: Holocaust Remembrance Day	4-1-13
Zoning Board of Appeals	3-27-13	Jewels 'N General	4-5-13

**Original Programming:**

25 by 25	3-12-13	MSU Race for the Place	4-1-13
All Access	3-25-13	Meridian Magazine	4-1-13
Beyond the Badge	4-1-13	Meridian News Now	4-4-13
		Open Line: MSU Safe Place	4-4-13
		Senior Living	4-1-13
		SF: Sustaining the Future: Charrette Project	3-21-13
		Women of Meridian	4-1-13

2. Communications Director Deborah Guthrie:

- Completed the reorganization of the HOMTV playback schedule and organized the programs by blocks of time. This is one of the departments 2013 goals.
- Interviewed the following business owners in April: Executive Producer TKEM Taylor Kelsaw and Owner of Renewed Spirit Heidi Foland.
- Interviewed the following local representatives in April: State Representative Sam Singh and Ingham County Register of Deeds Curtis Hertel Jr.
- Interviewed the non-profit organization MSU Safe Place CARE Advocacy Coordinator Erica Schmittziel.
- Met and will meet with the following freelancers/paid interns for contract renewals: Josh Sidorowicz, Chloe Hill, Erin Cook, and D'Destin Kaufmann.
- Conducted a National Chapter call meeting for the National Board members on March 20.
- Received a resident complaint regarding lack of mobile programming in person.
- Received an informal resident complaint regarding the cost of Comcast DTA boxes.
- Met with Recycling Coordinator LeRoy Harvey and Freelancer Chloe Hill regarding the next HUD program on Energy. Guthrie is in the process of drafting a script with Harvey. Hill is recording footage and interviews.
- Will be out of the office from Friday, April 5 through Wednesday, April 10.

3. Internship Coordinator Brandie Hansen:

- Along with Communications Director Guthrie, conducted 30 interviews for prospective interns for the summer 2013 semester. Of those interviewed, 18 were offered the HOMTV Internship.
- Attended "Achieving Success With Your Team Through Effective Coaching" seminar at Michigan State University on March 19.
- On March 25, former Meridian Township employee Julie Hanson conducted a resume, cover letter, and interviewing workshop for HOMTV's advanced interns.
- Led a website training session on March 26 to ensure uniformity of posting Board and Commission packets, agendas and minutes on the Meridian Township website.
- Attended the Lansing Community College Career & Employment Services Career Fair on March 28 to recruit potential interns for the HOMTV Internship Program.
- Is training Freelance employee Andrea Mantakounis on updating the HOMTV website, Meridian Township website and social media accounts.
- Assisted Freelance employee Mantakounis with updating the Board Members and Commissioners on the Meridian Township website under the "Boards and Commissions" section of the Township website.
- Assisting departments with creating press releases using the standard press release format that was created by the Communications Work Group.

4. Senior Production Manager Rob Gingerich-Jones:
  - Captured ID photos for the Fire Department on March 27, and two more sessions are scheduled in April.
  - Along with Department Secretary Kristi Schaeding, compiled and submitted entries for the 2013 NATOA (National Association of Telecommunications Officers and Advisors) Government Programming Awards. HOMTV entered a variety of programming in a total of 12 categories, including web site and social media usage.
  - Trimmed, edited, and uploaded the presentations recorded during the ACM/NATOA luncheon at the Great Lakes Broadcasting Conference to a file-sharing web site for other members of ACM/NATOA to view and download.
  - Created a new opening animation in high-definition for the Beyond the Badge program.
  
5. Department Secretary Kristi Schaeding:
  - Finalized and mailed the spring edition of the alumni newsletter, "The Scoop."
  - Created Biography pages for Alumni members in the industry including: Rozann Staknis (93), John Chickering (07), Bryan Reynolds (11).
  
6. Video Programmer Bryan Reynolds:
  - Recorded, trimmed, scheduled, and archived episodes of All Access, Beyond the Badge, Jewels 'N General, Senior Living, 25 by 25, and InnerView programs.
  - Scheduled the following CAMTV programs for air: The Battle of Ideas, Poetree N Motion, City Pulse Newsmakers, Soldier's Journal, Veterans Update and Cooking with Cathy.
  - Created new graphics and titles for Meridian News Now and the Jewels 'N General program.
  - Created DVD copies for episodes of InnerView, Open Line, and the Senior Living program.
  - Set up a laptop and projector for Recycling Center sponsored Energy Presentations.
  - Set up, produced, directed, and post-produced taping of Sustainable the Future Event covering Energy Presentations.
  - Sent out CAMTV programming policies to two interested contacts.
  - Set up, produced, directed, and technical directed the Meridian News Now program.
  
7. Communication Assistant interviews were conducted with Human Resources. One offered was made and declined. The Communications Department hired temporary freelance employee Andrea Mantakounis until the position can be re-posted, interviews conducted and filled.
  
8. The Communications Department recorded a Charrette Project meeting and Energy meeting at the Meridian Township Hall. Viewing times for those recordings are provided on [www.HOMTV.net](http://www.HOMTV.net)
  
9. HOMTV and CAMTV received a Silver Sponsor plaque from the Alzheimer's Association for their media sponsorship efforts from the 2012 "Walk to End Alzheimer's".
  
10. The HOMTV website designer is revising the "Top Stories" section on the front page of the website.
  
11. Facebook Page summary through 3-31-13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	385	22	1,049
CAMTV	162	0	2
MERIDIAN TOWNSHIP	441	9	743
GREEN MERIDIAN	123	3	35
DOWNTOWN OKEMOS	249	2	10
MERIDIAN SENIOR CENTER	61	6	218

MERIDIAN TOWNSHIP FIRE DEPARTMENT	227	35	209
MERIDIAN TOWNSHIP PARKS	270	3	72
MERIDIAN RECREATIONS AND SPORTS	156	2	56
FRIENDS OF OKEMOS LIBRARY	76	4	184
SENIOR LIVING	30	7	71
JEWELS N' GENERAL	83	32	458
MERIDIAN MAGAZINE	40	3	89
ALL ACCESS SPORTS	32	1	156
WOMEN OF MERIDIAN	45	1	12
INNERVIEW	33	2	135

**SENT/FINISHED PRESS RELEASES:**

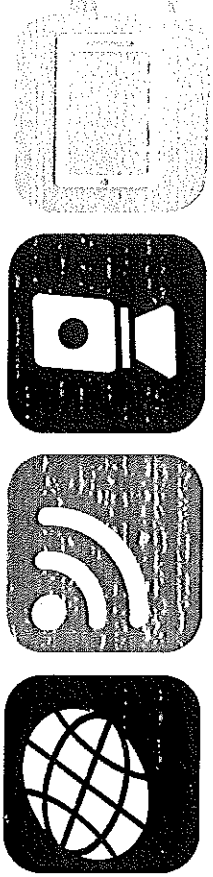
- Okemos Library Campaign Nears Deadline (3/18)
- Fatal Fire (3/19)

12. For the period ending April 5, 2013:

- Communications Department created and distributed **2 new** press releases.
- Communications Department received/filled **1 new** projector request.
- HOMTV completed **10** dub/copy orders.
- HOMTV completed **2 of 2** Cable Complaints/Cable Inquiries (not including presentations).
- HOMTV produced and aired **12 new** original programs.
- HOMTV aired **1 new** official township meeting.
- HOMTV produced and aired **4 new** promotions.
- HOMTV received **4 new** internship applications and resumes.
- CAMTV aired **3** syndicated programs.
- CAMTV received/filled **2 new** requests for program playback

CHARTER TOWNSHIP OF MERIDIAN  
CABLE COMMUNICATIONS COMMISSION

**VIEWERSHIP/  
PROMOTIONS**



**GLBC**  
GREAT LAKES BROADCASTING CONFERENCE & EXPO

# media on themove

march 13, 2013 - the lansing center lansing, mi

Check out the GLBC Mobile App!

Android



iPhone



Chapter #91

**TVAB**  
**MAAB**







Join us for the annual joint luncheon meeting on Wednesday, March 13, 2013 along with **State Senator Gretchen Whitmer (D-Lansing), State Representative Bill LaVoy (D-Monroe), Attorney Tim Lundgren with Varnum** who represented Detroit in the Comcast suit, & **Convergent Media Designs, LLC**

**Attendance, including lunch and admission to the Trade Show is \$35.**

Sign up through the Great Lakes Broadcasters Conference and Expo online:  
<http://www.michmab.com/ProgramsEvents/GreatLakesBroadcastingConferenceGLBC/Registration>

### **Itinerary for the Michigan ACM/NATOA Joint Luncheon**

MAB (Michigan Association of Broadcasters) Annual GLBC (Great Lakes Broadcasting Conference)  
**Wednesday, March 13 noon-4 PM Radisson Hotel in Lansing**

#### **Noon-1pm Lunch**

12:15- 12:30 PM

##### **State Representative Bill LaVoy.**

LaVoy was the Executive Director of Monroe Public Access Cable Television (MPACT) for 14 years, until he was elected to the State House in November. As Executive Director of MPACT, he built partnerships with educational institutions, nonprofit organizations and local governments across Monroe County. An active Rotarian, LaVoy has served as both the President and a member of the Board of Directors of the Rotary Club of Monroe and on the executive committee of the Monroe City-County Arts Council.

12:30- 1 PM

##### **State Senator Gretchen Whitmer**

In 2011, State Senator Gretchen Whitmer was honored by her colleagues as she was elected Senate Democratic Leader for the current legislative session. She is the first woman to lead a caucus in the Michigan Senate. Senator Whitmer was first elected to the State Senate in March of 2006. Previously, she served as a member of the Michigan House of Representatives, from 2000-2006, where she served as the ranking Democrat on the Appropriations Committee.

1:10- 2 PM

##### **Aftermath of the Detroit vs. Comcast Case**

##### **Cable Attorney, Tim Lundgren**

Tim Lundgren is a partner at the Varnum law firm, where he practices in the telecommunications, energy, and environmental areas. Tim represents municipalities at the state and federal level on a variety of telecommunications issues. He is currently representing the City of Detroit in its federal court litigation against Comcast over Comcast's lack of a cable franchise with the City.

2:10- 3 PM

##### **Streamline Your Station**

##### **Convergent Media Designs, LLC- Brian Kusch and Rich Tibbel**

Brian Kusch and Rick Tibbel will focus their presentation on the process needed for a successful transition from analog to digital systems in a community television environment. Everything is questioned, from street acquisition to distribution models. The process is crucial for the design of systems that are sustainable.

3:00- 4 PM

##### **Open Discussion/Business Meeting**

\*\*\*speakers subject to change

**Contacts for more information:**

Deborah Guthrie, President of MINATOA [Guthrie@meridian.mi.us](mailto:Guthrie@meridian.mi.us)

Ron Beacom, Chair of MIACM [rbeacom@midland-mi.org](mailto:rbeacom@midland-mi.org)

## Twp. selects architect for its new fire station

MERIDIAN TWP. — Meridian Township has selected DLZ Michigan, Inc. to provide architectural and engineering services for the construction of a new central fire station this year.

The estimated cost for architectural and engineering service is \$200,000. Construction is planned to begin in September and is expected to take between nine to 12 months to complete, according to a press release issued by the township.

The new station will be built on township-owned property on the south side of Central Park Drive between Okemos Road and the Okemos Post Office. The exact location will be determined during the design process.

"This is an important

and exciting project for the township, and we will strive to make the new station sustainable and energy efficient," said Raymond Severy, director of public works and engineering.

Voters approved a \$3.5 million bond proposal Nov. 6 last year.

The company's Web site says it has 19 offices in five states, including three in Michigan.

Township officials had requested proposals from eight consulting firms. Six proposals were received and evaluated by the selection committee.

Two firms were invited to make verbal presentations, and the committee selected DLZ of Michigan. The Township Board approved the recommendation at its Feb. 5.

Town  
Corner  
3-3-13

---

## Okemos Library Friends exceed fund-raising goal

OKEMOS — Consider that goal achieved.

The Friends of the Okemos Library has raised \$135,000 for the renovation of the Okemos branch of the Capital Area District Library, exceeding its goal by \$35,000, said Friends president Cecelia Kramer.

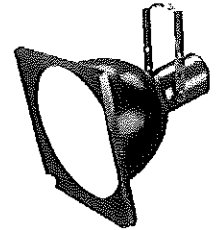
"We are thrilled and delighted with the response from the Okemos residents and businesses to the Library Renovation Committee's appeal to renew our library facilities," Kramer said in an e-mail.

"Their generosity has been reflected in their gifts, both large and small, to help us reach our goal."

Meridian Township had promised to set aside \$200,000 in its 2013 budget for extensive renovation-work.

The work is expected to be carried out over the summer.

While the Friends group exceeded their goal, Kramer said, the additional \$35,000 will be maintained for cost overruns and other contingencies.



Volume 25, Issue 1

Spring 2013

## Alum Returns HOM

By: Darius Beasley



In lieu of Brian Dumont's departure last fall, two new part time positions were created in the Communications Department. The Video Programmer position was filled by HOMTV and MSU alum, **Bryan Reynolds (11)**. He is technologically savvy and brings invaluable production insight to HOMTV.

Bryan graduated from MSU in 2010 with a degree in Psychology, and obtained an additional Bachelor's degree in Linguistics. He was hired as a HOMTV production intern in the Spring of 2011, and left in the Fall of 2012 to pursue a Photographer position with WLNS Channel 6. He recently rejoined HOMTV as a Video Programmer, a position that oversees the recording and scheduling of HOMTV and CAMTV programs.

"I love HOMTV. I really enjoy the staff and working with interns," he stated. While he continues to gain occupational experience, Bryan eventually hopes to relocate to Los Angeles, California, to pursue a career in television or film production.

Welcome back, Bryan!

## HOMTV Creates Video Series for Grant

By: Chloe Hill

In the fall of 2011, the Tri-County Regional Planning Commission was awarded a three million dollar grant from the U.S. Department of Housing and Urban Development (HUD) to implement sustainable regional planning efforts in the Tri-County Region.

As part of the grant project, HOMTV is creating a series of programs to showcase the regional planning efforts. The show "Sustaining the Future" will have six episodes over three years. Each episode will go in depth and feature people and businesses working to make this region a better place to live.

I was excited when asked to produce these programs. Environmental studies is my specialization, and my dream job is to produce my own show about sustainability on a channel. I now have the opportunity to jump start that goal before graduating from college.



## Alums Bring HOM the Awards

By: Josh Sidorowicz

Some notable HOMTV interns took HOME awards in this year's Michigan Association of Broadcasters (MAB) college awards category. The MAB recognizes college journalists in both radio and television who produce exceptional work. **HOMTV Freelancer Chloe Hill (12)** was awarded first place in the College Television category for **MSU's Focal Point** program, for a current events story she produced to inform students on how to vote absentee in the 2012 general election.



Chloe is a **Production Assistant at WKAR** and produces and hosts several shows at **HOMTV**. She said she was pleasantly surprised by the award. "It's always nice to be recognized for the hard work that you put in," Chloe commented, "It proves that hard work definitely pays off in the end."

Chloe will be attending the National Association of Broadcasters (NAB) conference in Las Vegas next month to represent Focal Point as they receive an Honorable Mention in the nationwide Broadcasters Education Association (BEA) competition.

**Paid intern Josh Sidorowicz (12)** was also recognized by the MAB this year with an Honorable Mention in the same current events category as Hill. They attended the awards luncheon to accept their awards.

## Editorial: My Bucket List

By: Andrea Mantakounis



For the longest time, I had kicked around an idea in my head and had half convinced myself out of it. Who would want to watch me scramble through 25 things from my bucket list before I turn 25 years old?

The great staff at HOMTV did and my adventure began. It has been surreal watching my idea materialize into a plan, then into action, raw footage, and finally an aired piece. My episodes include mechanical bull riding, figure skating, glass blowing, horse back riding, and fencing lessons.

The experiences and feeling of satisfaction to be able to cross things off my list have been fantastic but pales in comparison to the wonderful people I've met along the way. The Fabiano Blair family who allowed me to interrupt their work day to set up camera equipment and live out my "I Love Lucy" chocolate assembly line dream were great. I will remember these experiences for a lifetime and appreciate HOMTV for giving me the opportunity as a Senior intern to achieve it.

## Alumni in the Biz

### Alum Markets Angel Academy



**Thea Tio (06)** is the **Director of Marketing & Communications** at **Holy Angels Academy** in Buffalo, New York. Holy Angels is a top-ranked college preparatory school for young women in grades 6 through 12.

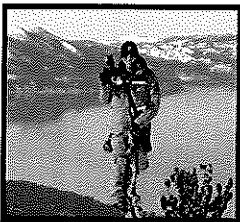
Originally from Bloomfield Hills, Thea moved to Buffalo five years ago when she accepted a position at **WGRZ Channel 2 News**. She worked on the popular **Daybreak Morning** show as a **News and Traffic Reporter**. After reporting at the ABC affiliate in Sacramento, California and at Channel 2, she left television news to pursue her public relations and marketing career at **UNYTS**, a

non-profit organization that works to save lives in Western New York through organ and community blood donations.

Thea is a 2007 Michigan State University graduate and has a Bachelor of Arts Degree in Journalism with an external specialty in International Relations. She moved up the ranks at HOMTV in 2006 to a Paid Reporting Intern.

HOMTV was credited by Thea for giving her the opportunity to research her very first news stories, conduct interviews, do live reports, host shows, and learn how to write quickly and accurately. *"The staff were such great mentors who devoted their time to helping develop young talent,"* she stated.

### World Traveling Alum starts his own Company



**John Chickering (07)** interned at HOMTV as a **Producer** then became a **Photographer and Editor** at **WILX-TV** in Lansing. In 2009, John moved to Madison, Wisconsin and was a **Software Designer** at a medical software company called **Epic**. He implemented surgical and anesthetic software at hospitals across the country.

In the summer of 2012, John saved up enough money to leave Epic and travel across Europe for three months, visiting 10 different countries in Eastern and Western Europe. He managed to experience the Treve festival in Barcelona and Oktoberfest in Munich, cliff dive in Croatia, as well as bungee jump and paraglide in Switzerland.

When John returned to the States, he moved to Lake Tahoe, California, where he worked for **Heavenly Ski Resort** shooting mountain photography for guests. *"The job was a bit monotonous and restrictive,"* he stated. John left the corporate environment of Heavenly and started his own freelance photography company. *"We shoot terrain park footage for Pro-Ams, landscapes, vacation shots, and act as guides,"* he said, *"The scenery is beautiful, and my snowboarding skills are better than ever."*

John plans to move back to Madison with his girlfriend this summer to do some sailing and then re-enter the software world as an independent consultant in the fall. *"I am currently planning to relocate to Aspen, Colorado for the 2013-14 winter season and hopefully be able to act as a full-time Remote Software Consultant and part-time Snowboard Photographer,"* he said.

*"During my time at HOMTV, I learned from Senior Production Manager Rob Gingerich-Jones (02) about depth of field manipulation through aperture and shutter changes and still apply these techniques in my work everyday,"* he commented.

**Jaimie Atkinson (10)** is a part-time **Video Freelancer** in Nashville, Tennessee.

**Allison Drieband (07)** is an **Account Executive** at **Alpaytac**, a marketing and public relations agency in Chicago, Illinois.

**Kate de Longpre' (07)** is an **Art Director** at **J. Walter Thompson Advertising Agency** in New York City.

**Anthony Grinblat (08)** is the **Lead Multimedia Designer** at **Grinblat Media**, focusing primarily on video production and offering web development and marketing services in Detroit. He is also the proud father of a baby girl, named **Tatum Jewel Makele Grinblat**, born on June 11, 2012.

**Lauren Hansard (12)** is an **Associate Producer** for **WDIV-TV Channel 4** in Detroit.

**Brian Hirten (06)** left his photography position at **WOFL FOX 35** in Orlando, Florida to accept a position with the **University of Central Florida**. He is a **Video Content Producer** for **WUCF-TV**.

**Karlee Humphry (11)** has a paid internship as a **Project Manager for Communications & Research Inc.**, a public relations firm in East Lansing.

**Paige Kim (11)** moved back to her homeland of Ulsan, South Korea. *"Interning at HOMTV was the best thing that happened in my life for preparing my future,"* she commented. *"Thank you for giving me such an awesome opportunity to intern for more than a year."*

**Brett King (07)** taught a **Basics of Photography Workshop Webinar** through **The Scene Magic, Inc.** in Lansing.

**Brendan Knapp (04)** is a **News Producer** at **ABC-KGO Channel 7** in San Francisco, California.

**Kristy McCarthy (08)** accepted a position as a **Photographer** at **Fox Channel 2** in Detroit.

**Kevin McElroy (11)** is a **Video Marketing Specialist** at the **iRule Technology Company** in Detroit.

**Tania McLaughlin-Bengtsson (93)** is the **Director of Marketing** at **Gibson Insurance Company** in South Bend, Indiana.

**Lauren Ragan (12)** is a **Producer** at **NBC-WPBN Channel 7 & 4** in Traverse City.

**Melissa Steinhofner (02)** is a **Producer** for **Headline News Evening Express** at **CNN** in Atlanta, Georgia.

Where Are They Now...

Follow us on:



[www.facebook.com/HOMTV](http://www.facebook.com/HOMTV)

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



[www.twitter.com/HOMTV](http://www.twitter.com/HOMTV)

[www.twitter.com/CAMtv30and99](http://www.twitter.com/CAMtv30and99)

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**PROGRAMMING**



## Programming Schedule for Week of April 8 - 14, 2013

Time	Monday 4/8	Tuesday 4/9	Wednesday 4/10	Thursday 4/11	Friday 4/12	Saturday 4/13	Sunday 4/14
12:00 AM	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Zoning Board of Appeals REPLAY	Meridian Live - Park Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY
1:00 AM				Sustaining the Future: Michigan/Grand River Charette			
2:00 AM							
3:00 AM							
4:00 AM							
4:30 AM	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh
5:00 AM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
5:30 AM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
6:00 AM	Meridian News NOW	Meridian Magazine News	Meridian Magazine News	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW
6:30 AM	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General
7:00 AM	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place
8:00 AM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian
8:30 AM	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living
9:00 AM	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25
9:30 AM	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General
10:00 AM	InnerView: Holocaust Remembrance Day	InnerView: Holocaust Remembrance Day	InnerView: Holocaust Remembrance Day	InnerView: Holocaust Remembrance Day	InnerView: Holocaust Remembrance Day	InnerView: Holocaust Remembrance Day	InnerView: Holocaust Remembrance Day
10:30 AM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
11:00 AM	Meridian News NOW	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian News NOW	Meridian News NOW	Meridian News NOW
11:30 AM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
12:00 PM	Meridian Live - Park Commission REPLAY	Meridian Live - Planning Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Zoning Board of Appeals REPLAY	Meridian Live - Park Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY
12:30 PM							
1:00 PM							
1:30 PM		Meridian Live - Environmental Commission REPLAY					
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian
4:00 PM	InnerView: MSU Safe Place Race for the Place	InnerView: MSU Safe Place Race for the Place	InnerView: MSU Safe Place Race for the Place	InnerView: MSU Safe Place Race for the Place	InnerView: MSU Safe Place Race for the Place	InnerView: MSU Safe Place Race for the Place	InnerView: MSU Safe Place Race for the Place
4:30 PM	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh	Coffee Break: Sam Singh
5:00 PM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
5:30 PM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
6:00 PM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW
6:30 PM	Coffee Break: Curtis Hertel	Coffee Break: Curtis Hertel	Meridian Live - Zoning Board of Appeals LIVE	Coffee Break: Curtis Hertel	Coffee Break: Curtis Hertel	Coffee Break: Curtis Hertel	Coffee Break: Curtis Hertel
7:00 PM	Meridian Live - Planning Commission LIVE	Meridian Live - Park Commission LIVE		Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place	Open Line: MSU Safe Place Race for Place
8:00 PM				Special IV: MSU Safe Place Race for Place	Special IV: MSU Safe Place Race for Place	Special IV: MSU Safe Place Race for Place	Special IV: MSU Safe Place Race for Place
8:30 PM				Senior Living	Senior Living	Senior Living	Senior Living
9:00 PM				25 by 25	25 by 25	25 by 25	25 by 25
9:30 PM	Community Connection	Community Connection		Meridian Live - Environmental Co. REPLAY	Community Connection	Community Connection	Community Connection
10:00 PM	Beyond the Badge	Beyond the Badge	Beyond the Badge	Beyond the Badge	Beyond the Badge	Beyond the Badge	Beyond the Badge
10:30 PM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
11:00 PM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW
11:30 PM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports

Meetings	Programs/Specials	Talk Shows	News
----------	-------------------	------------	------

All programs subject to change. LIVE meeting coverage may pre-empt other programs.

Programming Schedule April, 2013

Capital Area Regional Television also available online [WWW.HOMTV.NET](http://WWW.HOMTV.NET)



Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2:00 AM	Open for programming						
3:30 AM							
5:00 AM							
4:00 AM	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations
5:00 AM							
6:00 AM	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress
6:30 AM	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal
7:00 AM	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
7:30 AM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian
8:00 AM	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience
8:30 AM							
9:00 AM	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView
9:30 AM	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion
10:00 AM	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place
10:30 AM	Cooking with Cathy	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Cooking with Cathy
11:00 AM	Cooking with Cathy						Cooking with Cathy
11:30 AM	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers
12:00 PM	Open for Faith Based Programming	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
12:30 PM		Special Interview: Taylor Taylor	Special Interview: Taylor Taylor	Special Interview: Taylor Taylor	Special Interview: Taylor Taylor	Special Interview: Taylor Taylor	Special Interview: Taylor Taylor
1:00 PM		Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start
1:30 PM							
2:00 PM	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update
2:30 PM	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress
3:00 PM	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView
3:30 PM	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal
4:00 PM	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25
4:30 PM	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion
5:00 PM	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
5:30 PM	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start
6:00 PM							
6:30 PM	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
7:00 PM	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show
7:30 PM							
8:00 PM	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project
8:30 PM							
9:00 PM	How Congress Works	Battle of Ideas	How Congress Works	How Congress Works	How Congress Works	How Congress Works	How Congress Works
9:30 PM							
10:00 PM	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place	Special Interview: Race for the Place
10:30 PM	Cooking with Cathy	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	Cooking with Cathy
11:00 PM	Cooking with Cathy	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Cooking with Cathy
11:30 PM	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers

All programs are subject to change.

HOMTV-Produced Programming	Open for programming	Public Programming	MI Regional Programs	National Programs
----------------------------	----------------------	--------------------	----------------------	-------------------



**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**FYI**

The following materials are "for your information"  
and do not necessarily relate to an agenda item



## What's Cookin' at Cable Congress

What were the hot topics at the London Cable Congress Show? M&A, TiVo, customer experience and wireless were in the mix

By Ray Le Maistre, [Light Reading](#)

March 06, 2013

URL: <http://www.lightreading.com/carrier-wifi/whats-cookin-at-cable-congress/240150146>

LONDON – [Cable Congress 2013](#) -- Hundreds of executives from Europe's cable sector (and beyond) have converged on the Lancaster Hotel in the U.K.'s capital to discuss the sector's future, but there's one topic dominating conversation at the show.

- It's hard to get away from chat about [Liberty Global Inc.](#)'s planned purchase of [Virgin Media Inc.](#) and the impact that it will have on the U.K., European and cable markets. So there was a full house for the keynote address from Virgin Media's outgoing (in both senses) CEO Neil Berkett. (See [Liberty Makes \\$23.3B Play for Virgin Media.](#))

He took the opportunity to appraise the sector and look back at his company's evolution from a fragmented operator with massive losses to a focused company that's generating profits. His main points for the sector were that cable operators can succeed by offering simple-to-understand packages of services to consumers and businesses and by delivering against marketing messages. "We pride ourselves on being straightforward ... we deliver what we offer," he noted, making particular reference to broadband speeds.

Of course, he didn't miss the chance to warn regulators and governments against pursuing interventionist and clumsy regulatory and policy strategies, "even if they have the best intentions."

And he cited the introduction of [TiVo Inc.](#)-powered set-top boxes as an example of product/service innovation that was "leaving rivals behind." The TiVo question is one of the main topics of conversation here: Virgin Media has installed the box in 1.3 million U.K. homes, but will Liberty Global ultimately seek to introduce its Horizon gateway into U.K. homes should the acquisition be successful? The prevailing view is that Horizon is on the horizon for Virgin Media customers... (See [Liberty Global, Virgin on Divergent Video Paths.](#))

- Berkett was just one of a number of cable operator executives who cited a desire to engage in more depth with customers. What's missing, though, is any detail of how the operators plan to go about this, beyond the introduction of enhanced network and home networking technology and some user surveys.

He clearly sees the need for a new focus for the industry. "[Cable operators] need to move beyond pure product innovation and make the customer experience as easy as possible," he stated during his keynote. (See [Beyond Cable's Tech Obsession.](#))

In another conference session, Rosalia Portela, the CEO of Spanish operator [ONO](#), noted the need to "get closer to the customers," while Liberty Global board member Miranda Curtis stated that following the "massive investment in the networks, now there needs to be greater attention on customer service and customer interfaces ... we need to discover how our customers are using" technology and services.

- Wireless, and how it fits into the mix, is a topic that's taxing a lot of cable minds in Europe. Mike Fries, president and

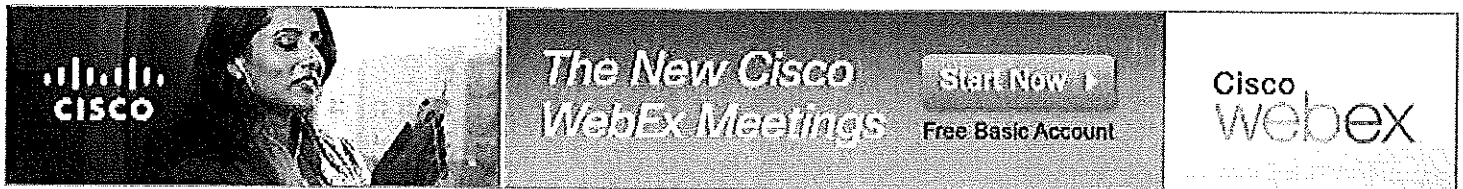
CEO at Liberty Global, told attendees that "everyone in this market needs a mobile strategy ... Having a quad play option is now an important piece of the puzzle."

It's not just about mobile. Wi-Fi is increasingly important to Europe's cable players, as the likes of Virgin Media and Ziggo B.V. have shown. (See [Virgin Lands City Wi-Fi Deals](#) and [Ziggo Tries AlcaLu's lightRadio Wi-Fi](#).)

Now Liberty Global is about to make a major Wi-Fi push, with its plans to enable its customers to hook up to each others' home gateways when they are out and about. The company's CTO, Balan Nair, noted that every home router being shipped has an additional Wi-Fi SSID that will enable authorized customers to log onto each other's routers securely as if they were public hotspots. (See [Broadcom Brings Wi-Fi Roaming to the Home](#) and [Intel's Docsis 3.0 Chips Also Do Wi-Fi Sharing](#).)

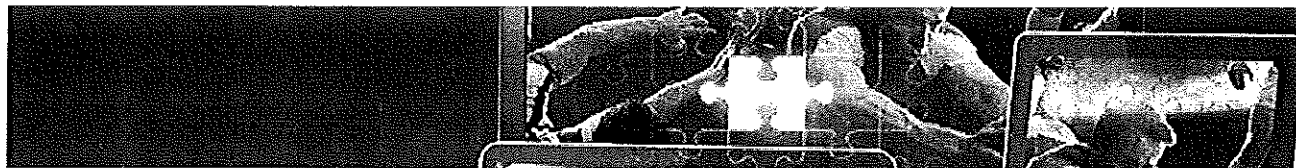
There has been plenty of talk here about how Europe's cable companies would like to enable "Wi-Fi roaming," and enable cable customers to use the Wi-Fi services of other MSOs when abroad, in the same way that the U.S. operators are striking Wi-Fi access agreements with each other. Look out for more on this from the European operators. (See [Cable's Still Finding Its Way on Wi-Fi](#) and [Cable Goes Big With Wi-Fi Roaming](#).)

— Ray Le Maistre, International Managing Editor, *Light Reading*



The advertisement banner features the Cisco logo on the left, a woman in a meeting on the right, and the text "The New Cisco WebEx Meetings" in the center. A "Start Now" button with a downward arrow is positioned above the text "Free Basic Account". The Cisco WebEx logo is on the far right.

Copyright © 2012 [United Business Media LLC](#). All rights reserved.



## Pay-TV Adds Trailed Housing Growth in 2012

Also: Virgin Media adds a TV Everywhere tech partner; Com Hem gets a shot of Adrenalin; GCI turns on TiVo

By Mari Silbey, [Light Reading](#)

March 21, 2013

URL: <http://www.lightreading.com/paytv-adds-trailed-housing-growth-in-2012/240151397>

Here's what's moving and shaking in broadband and cable.

- The number of multichannel video households in the U.S. eclipsed 100.4 million in 2012, a slight increase over 2011, but it was not enough to keep up with overall household growth, according to [SNL Kagan](#). With 974,000 new households in 2012 and only 46,000 new video subs, service penetration effectively dropped year over year. SNL Kagan estimates that the U.S. cable TV universe dipped slightly, to 56.4 million subscribers nationwide, while satellite rose to 34.1 million, and the telcos improved to 9.9 million video subs.

The SNL Kagan report roughly confirms the results of a recent [Leichtman Research Group](#) study. Those findings covered only the top 13 multichannel video providers in the country, but found a similar dip in cable subs and small increases for satellite and telco providers. (See [Good News/Bad News For Cable TV](#).)

- [Virgin Media Inc.](#) has revealed another vendor for its TV Anywhere platform. [Harmonic Inc.](#) says the top U.K. cable MSO is [deploying its ProMedia software suite](#) for video processing and encoding. The software solutions include ProMedia Live for transcoding, ProMedia Package for video packaging and encryption, and Harmonic's NMX Digital Service Manager for service monitoring and control. Earlier in the week, [Concurrent Computer Corp.](#) said its MediaHawk VX platform is a key piece of Virgin's new in-house content delivery network (CDN). (See [Virgin Plugs Concurrent Into Its Video CDN](#).)
- [SeaChange International Inc.](#) also scratched out a win. Sweden's [Com Hem AB](#) has [tapped SeaChange's Adrenalin video back office platform](#) to power a multi-screen service that it will roll out later this year for set-tops, smartphones and tablets. Adrenalin will also support catch-up and start-over TV features across client devices, including some DVB-based set-tops that run the [TiVo Inc.](#) interface/service.
- Alaska-based [General Communication Inc. \(GCI\)](#) is giving TiVo another outpost in the U.S. GCI has [started deployment of TiVo set-tops](#), and will offer both the TiVo Premiere Q DVR and the TiVo Mini to its entire customer base in the near future. The new TiVo Mini IP box is gaining momentum in cable. [Suddenlink Communications](#) announced its plans to offer the thin-client device to subscribers starting last month. (See [Suddenlink Rolls Out Tivo Mini](#).)
- The [Federal Communications Commission \(FCC\)](#) is about to say goodbye to Commissioner Robert McDowell, who is [stepping down](#) after almost seven years with the agency.

— Mari Silbey, Special to [Light Reading Cable](#)

From the core to the edge to the experience, GENBAND's  
Smart solutions lift networks to new heights.



## Major Cable Players Rally Around CCAP

Comcast has started a handful of 'pilot' deployments, while TW Cable and Bright House prepare to field test cable's next-gen access platform later this year

By Jeff Baumgartner, [Light Reading](#)  
March 21, 2013

URL: <http://www.lightreading.com/head-ends/major-cable-players-rally-around-ccap/240151312>

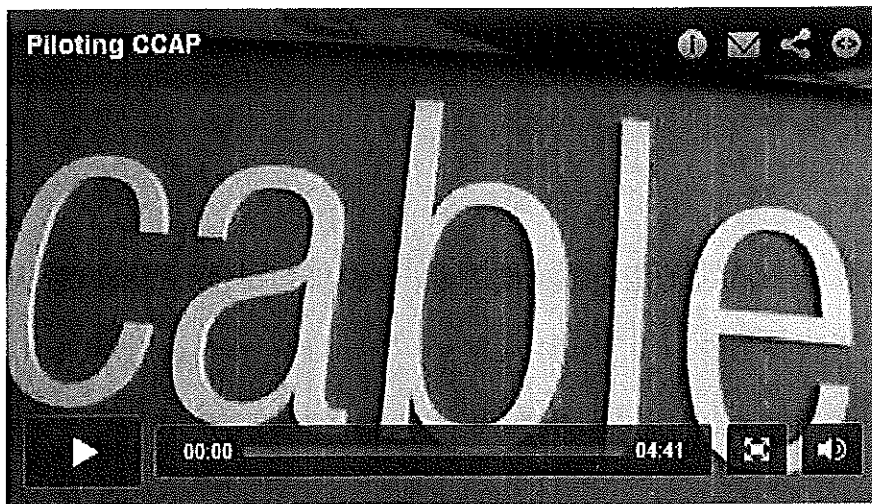
DENVER -- [Cable Next-Gen IP Strategies: Entering the Zettabyte Era](#) -- Three major U.S. cable operators -- [Comcast Corp.](#), [Time Warner Cable Inc.](#) and [Bright House Networks](#) -- plan to deploy or at least start trials this year on a new, super-dense cable architecture that will help converge all their services and forge a path toward IP video.

That architecture, called the Converged Cable Access Platform (CCAP), will eventually combine the functions of the edge QAM and the cable modem termination system (CMTS) while aiming for a 50 percent space and 60 percent power saving while supporting about four times the capacity of current gear.

Following an operational readiness trial, Comcast is entering a "deployment pilot" phase where it will install the equipment, test it out, and then keep it there for a future, bona fide deployment, said Comcast VP of Access Architecture Jorge Salinger. Comcast has pilots underway in "more than a handful of markets" across all of the MSO's divisions. "We're starting to deploy the [CCAP] playbook." (See [What Comcast Learned From Trying Out CCAP.](#))

He said deployments will begin in the second half of 2013, and he expects most MSOs to have deployments underway by 2014.

Salinger shared more detail on Comcast's plans for CCAP, and which apps and services will drive the need for it early on, in the video interview below:



Bright House will begin CCAP deployments by the third quarter of 2013, said company Senior Director of Network Strategy and Architecture John Dickenson. He said an in-house study on an all-IP migration revealed that a cable system might have to support 7 Gbit/s of capacity for every 400 homes passed. CCAP can provide that kind of port density, but that transformation could take more than ten years, he predicted.

Time Warner Cable has plans to start CCAP trials this year, said Chief Architect Tom Gonder, but he didn't commit to any specifics. "We're evaluating a few CCAP platforms," he said. "We're bullish on ... CCAP. We want to deploy it as quickly and widely as possible." He said a challenge on the horizon is the issue of product qualification and getting operations prepared for the platform.

The vendors are getting ready, too. [Cisco Systems Inc.](#), for example, has historically used separate parts of the company to test Docsis and video traffic. "So we've had to converge those to test that [CCAP] platform," said John Horrobin, marketing manager for Cisco's Cable Access Business Unit. "We're going through that learning process as well."

As for CCAP products, [CommScope Inc.](#) is developing gear to address both mid- and large-sized systems using common blades. "It's hard to find a one-size-fits-all," said Shane Eleniak, CommScope's VP of advanced broadband solutions.

The market will likely accept "a couple of flavors of CCAP," said Gerry White, the chief architect of networks infrastructure for [Motorola Mobility LLC's](#) Home unit. Motorola is working on a fully integrated CCAP as well as a non-routing version that will end up looking like a giant edge QAM. (See [Sizing Up The CCAP Players.](#))

— Jeff Baumgartner, Site Editor, [Light Reading Cable](#)



# POLITICO

## Julius Genachowski leaving Federal Communications Commission

By: Brooks Boliek and Michelle Quinn  
March 22, 2013 10:33 AM EDT

FCC Chairman Julius Genachowski announced Friday morning something that had been expected for weeks: He is leaving the commission.

Genachowski took over as chairman in 2009 and pushed the agency to look at telecommunications differently with broadband supplanting old technologies like broadcasting and telephone service.

In remarks to FCC staff, Genachowski said only that he would leave his post in the "coming weeks."

He spent much of his address thanking staff.

"Knowing your talent and dedication, I believed from Day One we could get things done and we have," he said, highlighting the agency's work on broadband, enforcement action and Internet openness.

He added, while noting the changing landscape, "The last four years have proved that the nation needs an effective FCC."

Genachowski had high praise for President Barack Obama during his remarks.

"When Barack Obama and I first met almost 25 years ago — before the age of cellphones and the Internet — neither of us could have imagined today's world, where Americans have devices in their pockets with more computing power than the rocket that put a man on the moon," he said.

He added that the president has always understood the power and promise of technology.

"While there are challenges ahead in this fast-moving, globally competitive sector, a revitalized FCC is prepared to continue taking them on. I'm deeply grateful to President Obama for his vision, friendship and the opportunity to serve our country," he said.

Under Genachowski's watch, the Comcast/NBC-Universal deal was approved by the FCC on his watch, as was a deal that allowed Verizon to purchase the wireless licenses held by a consortium of cable companies.

Most recently, the commission approved the deal that allowed T-Mobile to buy a controlling stake in MetroPCS. Genachowski also pushed the commission to kill AT&T's attempt to buy T-Mobile despite GOP objections.

Initial candidates for the top job include Core Capital Partners Managing Director Tom

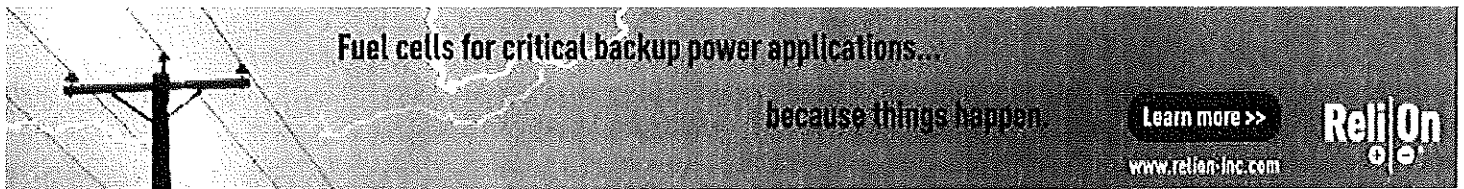
Wheeler; sitting Commissioners Mignon Clyburn and Jessica Rosenworcel; Karen Kornbluh, former ambassador to Organization for Economic Cooperation and Development; Blair Levin, former FCC chief of staff and primary author of the commission's National Broadband Plan; and National Telecommunications and Information Administration Chief Larry Strickling.

The Democrat's decision comes in the same week that senior GOP Commissioner Robert McDowell announced his plan to leave.

*This article first appeared on POLITICO Pro at 10:31 a.m. on March 22, 2013.*

© 2013 POLITICO LLC





## Optimizing the Mobile Video Startup Space

Mobile video optimization is attracting interest as startups help operators tackle their biggest challenge

By Sarah Reedy, [Light Reading](#)

April 10, 2013

URL: <http://www.lightreading.com/network-management/optimizing-the-mobile-video-startup-space/240152491>

With Opera snatching up optimization specialist [Skyfire](#) for up to US\$155 million, and startup Vasona [racking up \\$22 million](#) in its first 10 months, it's clear the mobile video optimization space is one to keep an eye on.

The reasons why are equally as clear. The influx of mobile data, dominated by video, has caught the mobile operators off guard. While in the past, technology has been their savior -- faster networks begat faster Intel -- video has turned this equation on its head. Now, technology isn't growing as fast as consumer demand.

What's more, everyone is mobile. Optimization may not be an issue for subscribers parked on the couch, but put them in motion and it's a different story. As Garrett Choi, CFO of traffic processing vendor QuickFire puts it, "people 'need' to watch *Honey Boo Boo* in high definition on their iPad. Or, more accurately, the current Generation Z expects to."

While many thought LTE would be the great capacity savior, it's only accelerated video usage, according to Jeff Glueck, CEO of the newly acquired Skyfire. [Vodafone Germany](#), for example, has seen [85 percent of its new LTE network](#) fill up with video, despite the fact that only a fraction of its users have upgraded to 4G.

"No mobile operator has a real solution yet, which they will all admit behind closed doors under NDA behind their steadily weakening marketing-powered force fields," Choi quipped.

The solutions the operators are pursuing, however, are vast and many of them, including small cells, Wi-Fi offload, and optimization technologies that are cloud-based, hardware driven, focus on transcoding, prioritization, compression, TCP optimization, live in the cloud, the RAN or the network edge.

It's certainly reasonable to expect more activity in the mobile video optimization space. But, targets for takeover are less clear. Glueck suggests that the big M&A moves may be over for now, noting that the market is now made up of three big players and a lot of other smaller "weaker players with older technology." The big three he's referring to include Skyfire, Bytemobile, acquired by [Citrix Systems Inc.](#) last year, and TCP optimization vendor [Vantrix Corp.](#), which offers a bandwidth optimizer software, OpenWave Mobility, and others still. Glueck says that some of the small vendors may look to exit, but many are in too weak a position financially to do so. He suggested some fire sales, akin to [Allot Communications Ltd.](#)'s Ortiva acquisition last May, may pop up.

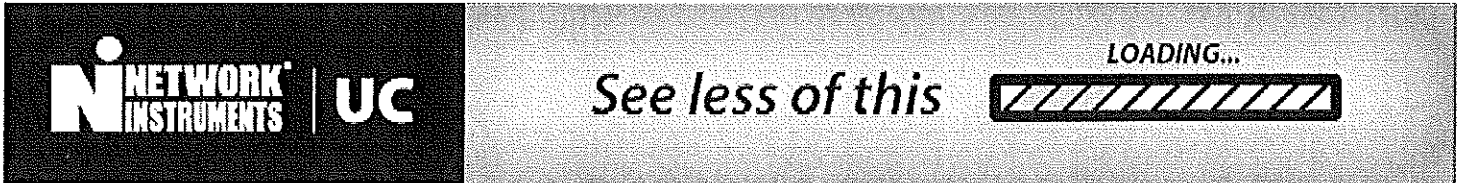
"There will also be disruptive new startups that are small and doing disruptive things, like Intucell, which was acquired

by Cisco in the SON space," Glueck adds. "It's not competitive to us, but related to optimization."

So far these acquisitions have centered on two vendors making a stronger team, but an industry source suggests that future M&A could come from a cable company or wireless operator looking to purchase and take their own solution in house. But this is an idea that Glueck, for one, doesn't see happening anytime soon.

"It seems that the carriers are very good at procurement, so they can squeeze their vendors pretty hard. They are powerful. If you have great R&D that can be amortized over many customers instead of one paying that R&D, and you have the bargaining power, why not play suppliers off one another?"

—Sarah Reedy, contributing editor, *Light Reading*



Copyright © 2012 United Business Media LLC. All rights reserved.

Sponsored by PBS.org provided by

Advertisement

**20% OFF & FREE SHIPPING**  
on orders of \$99 or more

**SHOP NOW >**  
Valid through 4/15/13



**10 Simple Steps to Get Your Journalism Project Funded**

0 comments



**The Role of Public Access TV in Covering Local Government, Debates**

1 comments



**How Public Lab Turned Kickstarter Crowdfunders Into a Community**

2 comments

AUDIO/VISUAL » Like | E-mail | Share | Tweet 66 | 2

SPONSORED BY  
  
Knight Foundation

Idea Lab is a group blog by innovators who are reinventing community news for the Digital Age.

Read more about Idea Lab »

Check out Idea Lab Sponsorship opportunities!

Follow us on Twitter »

**PBS MediaShift**  
Like

9,612 people like PBS MediaShift.

Facebook social plugin

Each Idea Lab blogger is a winner of the Knight News Challenge grant to reshape community news.

Learn more about the Knight News Challenge »

www.newschallenge.org

## The Role of Public Access TV in Covering Local Government, Debates

by Rob McCausland (Bio), April 4, 2013

Tagged: community media, election debates, local government meetings, non-profit journalism, public access tv, public service media, televised coverage

In recent years, "public service media" has emerged as the term describing all that's right with public media, community media, and non-profit journalism, and how those three sectors could be collaborating to function more perfectly in a new telecommunications-reformed promised land. Largely overlooked in these future of media discussions are two types of simple, non-edited televised event recordings – local government meetings and local election debates coverage.

### 'UNITED BY FUNCTION, NOT DIVIDED BY PLATFORM'

Josh Stearns and Candace Clement, in their MediaShift post last October, "The Case for Unity Among Non-Profit, Community, and Public Media," quote from their August 2012 Free Press report, "Greater than the Sum":

"We need to begin constructing a new identity for non-profit journalism and media in America, one that illustrates the central role these institutions play in our nation. In addition, we must examine the media policies that have for too long served to divide non-profit media by platform instead of connecting them around purpose."

In so doing they point to the 2010 paper by Ellen Goodman and Anne Chen, "Modeling Policy For New Public Service Media Networks":

"While public media policy has traditionally been structured around specific platforms -- specifically radio and television stations -- Goodman and Chen call for a 'functions'-based approach that emphasizes: infrastructure, creation, curation and connection." Various non-profit media and journalism institutions can and should be united by function, not divided by platform, Stearns and Clement write.

In their paper's section on the creation function (what they call the "what" of public service media content), Goodman and Chen describe valid rationales for public subsidies of various types of program content. Although they mention news and documentaries, oddly, they don't include gavel-to-gavel government meetings coverage and local elections debate coverage in their examples. These two program types, essential pillars for citizen education and civic engagement, are also not discussed in the Free Press report. These content types must not be left out of forward-looking public service media public policy discussions.

### GAVEL-TO-GAVEL LOCAL GOVERNMENT MEETING COVERAGE

In 2010 I collected data on U.S. cities' gavel-to-gavel televised government meetings coverage, reporting on it in a post for the New America Foundation, "How many cities have access TV? More than you might think." Of the 276 U.S. cities then over 100,000 in population:

256 of them -- 93 percent -- televise the routine meetings of one or more of their governmental bodies. All but two of these cities use cable television to do so ... Of the 254 largest cities cablecasting their government meetings, 197 of them (78 percent) do so on channels that they themselves manage. Non-profit organizations manage those

## DATA JOURNALISM SYMPOSIUM Complexity & Contro

Exploring the intersection between journalism and data

**REGISTER NOW**

SPONSORED BY  
Ethics & Excellence in Journalism Go

Check out MediaShift Sponsorship opportunities!

### READER FAVES

Anonymous vs. Scientology: A Case Study of Digital Media

Future of Local News About More Than Paid Content

Changes in Media Over the Past 550 Years

In Search of a Community That Takes 'Me' Out of Social Media

Photoshop for Democracy Revisited: The Sarah Palin File

**Top 10 Golf Swing Killers**

Take 29 Seconds and Learn How to Hit Longer and Straighter (Free)...

www.RevolvingGolf.com

**Pedalyte® For Children**

When it Comes to Rehydration, Other Household Beverages Can't Compare.

www.Pedalyte.com

channels in 20 of those cities, while the cable companies manage them in 28.

There are of course many municipalities below 100,000 in population who also televise their government meetings, although assuredly many more do not. The Goodman/Chen four-layer model could productively be applied to help further such program availability.

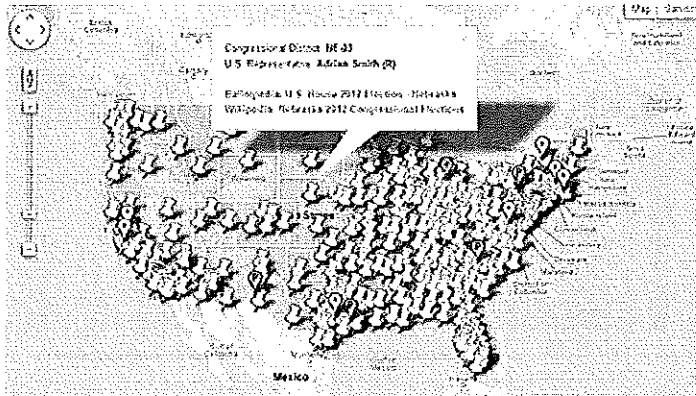
**LOCAL ELECTIONS TELEVISED DEBATES**

I've been maintaining an online directory of PEG access television providers' websites since 2000. Every federal election season since 2006 I've surfed these providers' websites (initially about 800 of them), noting which ones were promoting local election coverage programs. In 2010 I emailed all PEG access providers for whom I could locate email addresses, asking them, among other things, if they produced any type of local elections coverage. The results of these combined efforts are seen in this map -- at least 327 PEG access providers produce some sort of local elections coverage.

By 2012, my directory's listings -- now a Google Doc spreadsheet, U.S. Community Access TV Providers -- had grown too numerous (over 2,000 providers) to completely search manually as I had before. Instead, using an offline website reading tool, I tried downloading the contents of these providers' websites (twice -- once in the first week of October, once in the last). While I was at it, I performed the same operation for PBS stations' websites.

(This is an imperfect data collection technique -- at least the way I employed it. This tool allows you to set the number of levels deep as well as a maximum number of files you wish to download. Though I arbitrarily chose three levels and 300 files, many sites would hang during download, so I'd have to manually skip to the next site.)

Then I searched for the string "debate" among all those downloaded files, individually inspecting each returned result. I'm still in the process of compiling this incompletely gathered data, but so far, using this method I've identified 27 PEG access providers and 66 PBS stations who produced or carried 2012 local election debate coverage. They're shown in these four maps: 1) County/Municipality Elections; 2) State Legislature Elections; 3) Congressional Elections, and 4) Statewide Elections. (An additional eight commercial broadcast stations whose debates were carried on C-SPAN in October are also included here).



Televised Debates: 2012 County & Municipal Elections - [data incomplete]

These maps are prominently labeled "data incomplete." In addition to the limitation described above, there are three necessary data sets which remain to be collected and analyzed: debate coverage by 1) commercial broadcast TV stations, 2) cable company-managed channels, and 3) statewide cable public affairs networks' channels.

Therefore, this data is still too preliminary to draw almost any conclusions. However, it does seem reasonable to assume that more complete data would bear out at least one picture here: As with gavel-to-gavel local government meeting coverage, county and municipal election debate coverage is probably more commonly being produced and carried by PEG access television providers than other television outlets.

Once a more complete picture has been developed, I propose that it would be worthwhile to apply the Goodman/Chen four-layer functional model (infrastructure, creation, curation, and connection) in an effort to further promote this essential component of a public service media network.

In January this year the Alliance for Community Media published results of a local elections coverage survey it conducted among its PEG access provider members. The responses the ACM received -- especially to its questions about the barriers to producing such programming -- would be an excellent place to start the collaborative conversation about how the existing 1) infrastructures of public media and community media could work together to 2) create and 3) curate more of this programming, in ways which would enhance viewer 4) connections -- that is, citizen engagement.

Examining and exploring these pathways to collaborations would be a fruitful step towards crafting new public policies that would create a more robust and provably useful public service media system.

**CHOPPING WOOD, CARRYING WATER**

In examining policies and practices for televising local meetings and debates, I'm reminded of the Zen proverb, "Before enlightenment, chopping wood and carrying water. After enlightenment, chopping wood and carrying water." Televising local government meetings and local election debates, like chopping wood and carrying water, are mundane but essential activities. Come the Enlightenment (a new Telecommunications Act



Get Idea Lab Daily via Email

email address

Subscribe

**FEATURED COMMENT**

I think newspapers, blogs, and magazines should all be doing audio versions. I grew up enjoying and listening to audiobooks and now I don't have the same option for the short form content that I prefer to consume.

— Will Mayo  
Do Touch That Dial: Turn Your Newspaper Into a Radio Station

**NEWSLETTERS**

MediaShift delivers the best news on media and technology directly to your in-box.

email address

- Daily Must-Reads
- E-Books and Self-Publishing Roundup
- Journalism Education Roundup
- MediaShift Daily
- Idea Lab Daily
- Collaboration Central
- MediaShift Events

Subscribe

**TOPICS**

- Audio/Visual
- Best Practices
- Diversity
- Education

rewrite?) these mundane activities will still need to be carried out. If anything, we are not chopping enough wood, or carrying enough water, as it is.

Anyone with information about additional TV stations that carried election debate coverage in 2012 is kindly asked to email that information to the author, rob@communitymediadatabase.org, for inclusion in this ongoing study. Thank you.

Rob McCausland has been involved in community access television since 1979, when he co-founded the Boston Cable Access Television Coalition, which advocated for access provisions in Boston's first cable franchise. He has served as Studio and Cablecast Manager for Boston Neighborhood Network, Executive Director for Beverly Community Access Media, and most recently, as Director of Information and Organizing Services for the Alliance for Community Media. Currently he is developer of Community Media Database, a reference website launched in 2011 with pilot support from The Benton Foundation and the New America Foundation.

RATE THIS ENTRY

Rating: 0/5 (0 votes cast)

Report an Error | E-mail | Share 79 | Tweet 66 | 2

1 comment • 42 reactions

Leave a message...

Best Community Share

Excellent research, excellent article. Reply Share

ALSO ON PBS IDEALAB

What's this?

Ranking the Slowest-Loading News Sites and How They Can Speed Up

Slade — Thanks Phillip, I agree, and I understood your point. In fact I tested sections, stories and home. I just ...

How Journalists Can Use Vine

Vine Trap — Check out http://www.vinetrap.com for a fun way to view Vines in real time and search for ...

Why Media Sites Should Adopt Responsive Design

ResponsiveAds — Thanks for the mention! Responsive Web Design offers so much to media companies as they ...

How One Student Went Mobile-Only for a Day on Campus

northwestern college — A great read. Thanks for sharing northwestern college

Comment feed | Subscribe via email

- Financial
Games & Virtual Worlds
Government & Politics
Legal Issues
Marketing
Mobile
Participation
Philosophy
Technology

MONTHLY ARCHIVES

Select one...

**THE ROAD TO TRUE TV EVERYWHERE.**

DELIVER A TRUE 'TV EVERYWHERE' EXPERIENCE.

[Download the White Paper](#)

The Road To  
True TV  
Everywhere

QuickPlay MEDIA



## Adobe Primetime Debuts With Comcast, NBC Sports

There's TV *almost* everywhere as Adobe customers intro some of its Primetime multi-screen technologies

By Mari Silbey, [Light Reading](#)

April 10, 2013

URL: <http://www.lightreading.com/comcast/adobe-primetime-debuts-with-comcast-nbc-sports/240152633>

After more than a year in the works, [Adobe Systems Inc.](#) announced [general availability today of the Adobe Primetime platform](#). [Comcast Corp.](#) and [NBC Sports](#) are the company's first customers for its multi-screen TV technology.

Plenty of vendors are vying to be the platform providers for TV Everywhere services. As Adobe and others know well, however, few operators or programmers are interested in taking on every component of an end-to-end solution. Comcast and NBC Sports are big wins for Adobe, but even they are only using pieces of the Primetime platform.

Comcast is using Adobe's video player, digital rights management solution, ad insertion technology, ad serving tools, and analytics capabilities. At the moment, Primetime is only supporting Comcast's Xfinity desktop streams, but Adobe told Light Reading Cable that iPad support is coming "extremely soon." (See also [Comcast Web TV Unit Prefers HTML5 Over Flash](#).)

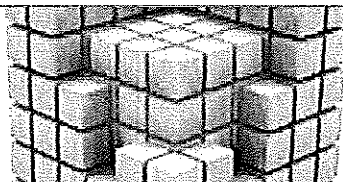
Adobe is a little vaguer about what pieces of the platform NBC Sports has implemented. However, the company does say that Primetime powers live and on-demand content for NBC Sports across Web browsers and mobile apps. Presumably one of the technologies in use is the authentication solution Adobe Pass, which has become a virtual industry standard. Adobe Pass has been rolled up into the Adobe Primetime platform along with a number of other point solutions. (See [Adobe Expands Its TV Everywhere Platform](#).)

Significantly, Adobe has also adopted [Apple Inc.'s](#) HTTP Live Streaming (HLS) protocol as its default delivery method, though the company says it will continue supporting its own HTTP Dynamic Streaming (HDS) protocol.

Separately, Adobe also [released the results](#) of its U.S. Digital Video Benchmark study today. Among the findings, mobile video viewing increased 300 percent between the fourth quarter of 2011 and the fourth quarter of 2012.

— Mari Silbey, Special to [Light Reading Cable](#)

**Quanta**  
www.QuantaQCT.com



**Cluster-in-a-Box**  
Network Storage Appliance