

# AGENDA

## CABLE COMMUNICATIONS COMMISSION

February 20, 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 – December 5, 2012

Public Remarks

Communications/Announcements

- Introduction Commissioner Lathrop and Township Liaison Trustee Styka

Old Business

- Comcast Channel Line-Up
- HOMTV Citizen Survey

New Business / Discussion Items

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  
December 5, 2012

**Present:** Commissioners: Walter Benenson, Mike Lewis and Tunga Kiyak  
Staff: Deborah Guthrie and Kristi Schaeding  
Township: Brett Dreyfus  
Comcast: John Gardner  
AT&T: None  
Haslett Schools: None  
Okemos Schools: None

**Call Meeting to Order:** Chair Walter Benenson called the meeting to order at 6:03 pm.

### Approval of Agenda:

Commissioner Lewis 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 August 1, 2012 AS SUBMITTED. Seconded by Commissioner Lewis.

Voice vote. Motion carried unanimously.

### Public Remarks:

No Public Present.

**Communications:** Communications Director Deborah Guthrie reported that Commissioner Donna Ullrich resigned from her position in August and her vacancy will need to be filled.

Communications Director Guthrie stated that she had requested the channel line-up and PEG line-up be changed on the Comcast system to reflect what the channels are instead of displaying the "PEG" name. Guthrie said she emailed Comcast Representative John Gardner requesting the change and had not heard back.

Chair Benenson stated that the issue was addressed at the last meeting and Gardner said it was impossible. Guthrie commented that she has had many conversations with other PEG centers and some of them do have their programs on the channel guide, digital channel and scrolling channel. Gardner stated that it is not something Comcast is going to be making changes to until they are able to make that effective and available to all PEG channels. He

commented that if there are some PEG channels in Michigan that have that ability now, it is because they have some history of having done it.

Guthrie stated the HOMTV program line-up was previously displayed on the guide channel. Guthrie asked Gardner why those channels specifically are not allowed to have call letters displayed but all other channels in the line-up are? Gardner replied that it is a matter of consistency across the Comcast footprint. Guthrie replied that Comcast is consistently discriminating against PEG by segmenting a group of channels and not allowing the group to have their call letters displayed.

Gardner stated that there are costs involved with creating the individual ones, so by utilizing government access consistently across our footprint, channel line-ups utilize the existing ID monitors. Guthrie stated that she and other staff members have been pursuing this issue for several years and have manually entered the program information into the system online and nothing is shown on the channel because Comcast needs to approve it. She explained that HOMTV was successful before PA 480 was enacted, with having the display on the screen and then it disappeared.

Commissioner Kiyak recommended the commission explore this further. Gardner stated that at this time, the way Comcast designates PEG channels across the channel line-up is the generic code. Township Liaison Dreyfus recommended having the Township Board pass a resolution stating that Meridian Township residents should be aware of this to promote citizen involvement and to initiate grass roots pressure. He also stated that, hopefully other communities can take notice and pass resolutions themselves.

Gardner stated that one of the problems is having segmented systems. Individual programming in areas may not be accurate and rather than having wrong information, Comcast is keeping the line-ups generic, he stated.

Chair Benenson moved to REQUEST A RESOLUTION OF SUPPORT BE CREATED AND SENT TO THE TOWNSHIP BOARD FOR APPROVAL. Seconded by Commissioner Lewis.

Voice vote. Motion carried unanimously.

Chair Benenson moved to REQUEST A LETTER BE CREATED AND SENT TO STATE REPRESENTATIVES AND A COPY SUBMITTED TO THE TOWNSHIP BOARD. Seconded by Commissioner Kiyak.

Voice vote. Motion carried unanimously.

Commissioner Kiyak asked for clarifications with regard to the September 4, 2012 Comcast letter from John Gardner. According to the letter, the franchise to provide cable television service will expire on July 31, 2015 and Guthrie stated the agreement expires in 2020.

Guthrie explained the franchise agreement the township signed with Comcast was signed in 2005 and will end in 2015. It also states that if Comcast upgrades their system to a fiber system in Meridian Township, then there is an automatic extension to 2020, she reported.

Guthrie stated that Comcast has reported in previous cable commission minutes that fiber upgrades have been made.

Gardner stated the fiber upgrades were completed at the end of 2007 and beginning of 2008, which were after the effective date of PA 480. There is a provision in PA 480, stating that franchises cannot be renewed or extended after the effective date, he explained. Guthrie commented that the township does not have a PA 480 uniform agreement, the township has a franchise agreement with Comcast. Comcast seems to be operating under the franchise agreement and the uniform agreement and picking and choosing which items they want to use under both agreements, she explained. Gardner stated that Comcast is operating under the state statute and not picking and choosing.

**Old Business:** No Old Business.

**New Business:**

**2013 Budget** – Communications Director Guthrie provided a summary of what was submitted and approved by the Township Board for 2013.

**2013 Cable Commission Meeting Schedule** – Chair Walter Benenson moved TO APPROVE THE 2013 MEETING SCHEDULE AS AMENDED WITH DATE CHANGES TO THE FEBRUARY AND APRIL MEETINGS. Seconded by Commissioner Kiyak.

Voice vote. Motion carried unanimously.

**Term Expiration and Application for Public Service Memo** – Commissioner Lewis term expires on December 31, 2012 and he explained that he was willing to continue to serve until he moves out of the area next year.

**Reports:**

- **Cable Compliments/Complaints:** Communications Director Guthrie explained that she received several compliments and positive feedback for the election coverage HOMTV provided to residents. Township Liaison Brett Dreyfus commented on his general election debate for Township Clerk. He said the debate started two minutes early and he preferred the debate run on time and was treated disrespectfully for voicing his displeasure. Dreyfus also stated that he felt candidate titles during the program were not displayed as frequently as he would have preferred. Overall, he said the election coverage was good. Communications Director Guthrie apologized for any problems during the debate and said she would discuss with staff.
- **Comcast:** Comcast Representative Gardner announced new features to the Internet Essentials program. A new process will allow community groups, schools and other types of organizations to sponsor families.
- **Township Information:** Nothing to report.

- Chair's Report: Nothing to report.
- Communications Director's Report: Communications Director Guthrie reported that now that the elections are over, staff can focus on the channel line-up issue and the HOMTV citizen survey.
- 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:**

Nothing to Report.

**Future Agenda Items:** Chair Benenson requested the HOMTV Citizen Survey be added to the February 20, 2013 agenda.

**Public Remarks:**

No public present.

**Adjournment:**

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

Hearing no objections, Chair Benenson ADJOURNED THE MEETING AT 7:05 p.m.

**NEXT MEETING:**

The next scheduled meeting is Wednesday, February 20, 2013 in the Administrative Conference Room.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS**

**MEMORANDUM**



TO: Cable Communications Commission

FROM:   
Deborah Guthrie, Communications Director

DATE: 12/5/2012

RE: 2013 Cable Commission Meeting Schedule Revision

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The Cable Commission of the Charter Township of Meridian recommends the adoption of the 2013 meeting schedule as follows:

Wednesday, February 20, 2013	6:00 pm	Administrative Conference Room
Wednesday, April 10, 2013	6:00 pm	Administrative Conference Room
Wednesday, August 7, 2013	6:00 pm	Administrative Conference Room
Wednesday, December 4, 2013	6:00 pm	Administrative Conference Room



December 10, 2012

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

Dear Ms. Guthrie:

We have been informed by Michigan Government TV (MGTV) that effective January 16, 2013, MGTV plans to focus its resources on a web-based format, which would allow for 24/7 access by anyone with an Internet connection, and will no longer be available on our cable lineup. In most Comcast systems, MGTV has been available on a part-time channel located on digital channel 389. MGTV's website is [www.MGTV.org](http://www.MGTV.org). Customers are being notified of this change via bill message.

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

Should you have any questions or concerns about this change, please feel free to contact me at 517-334-5686.

Sincerely,

A handwritten signature in black ink that reads "John P. Gardner". The signature is written in a cursive style.

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





January 3, 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 an additional to our channel lineup. Customers are being notified of this addition via a bill message.

Inspiration Channel is now available on our Digital Starter Service (Ch. 391).

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". The signature is written in a cursive style.

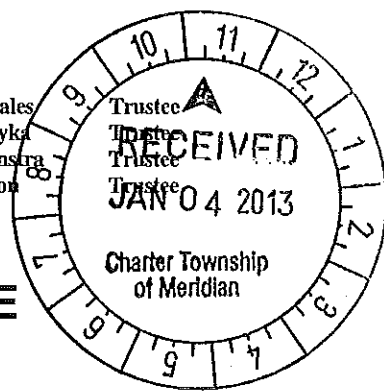
John P. Gardner  
Senior Manager, Government Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911

# CHARTER TOWNSHIP OF MERIDIAN

Elizabeth Ann LeGoff      Supervisor  
 Brett Dreyfus              Clerk  
 Julie Brixie                Treasurer  
 Gerald J. Richards        Manager



Milton L. Scales  
 Ronald J. Styka  
 John R. Veensra  
 Angela Wilson



## APPLICATION FOR PUBLIC SERVICE

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

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

(\*Special conditions restrict eligibility for appointment)

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

Summarize your reasons for applying for this type of public service:

*I am enthusiastic about our community and want to help maintain and improve it*

Describe education, experience or training which will assist you if appointed. (Attach resume if available)

*see resume*

Name: Brett DeGreff

Occupation: Attorney Place of Employment: State Appellate Defender Office

Home Address: 4224 Shoals Dr Okemos MI 48864

Phone: (days) 763-8560 (evenings) 721-1062 E-mail brettdegreff@gmail.com

Signature Brett DeGreff Date 1-3-13

Other than the Downtown Development Authority Board, persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment.

(PLEASE USE BACK IF NEEDED)

The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years. Please return this form to the Office of the Clerk, Charter Township of Meridian.

FOR OFFICE USE ONLY			
Date Received:	<u>1.4.13</u>	Distro: <u>EL DG</u>	Application # <u>BOR 1302 LPAB 1301</u>
Registered Voter:	<u>(Y)N</u>	<u>JR MIL</u>	<u>CCC 1302 PT 1301</u>
Date Appointed:		<u>BY MEMBERS</u>	<u>ZBA 1301 EC 1302 PC 1301</u>



# **BRETT DEGROFF**

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4224 Shoals Drive, Okemos MI, 48864 // 517-763-8560 // brettdegroff@gmail.com

## **LEGAL EXPERIENCE**

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### **State Appellate Defender Office, Lansing, MI**

*Special Assistant Defender, September 2012-present*

- Manage a caseload of plea and trial cases under the direction of Deputy Director
- Function as resource attorney for SADO's representation of clients sentenced to life without parole for juvenile crimes, a sentence unconstitutional under *Miller v Alabama*, 567 US \_\_\_\_ (2012)
- Drafted the remedy portion of SADO's *amicus curiae* brief in Michigan first major post-*Miller* case, *People v Carp*, \_\_ Mich App \_\_ (2012)

### **Michigan Supreme Court, Lansing, MI**

*Law Clerk, the Honorable Mary Beth Kelly, January 2011-August 2012*

- Participated in drafting opinions and orders
- Prepared bench memoranda recommending a course of action in advance of oral arguments
- Researched proposed changes to Michigan Court Rules and recommended a course of action
- Reviewed petitions for leave to appeal and prepared memoranda recommending a course of action

### **Genesee County Prosecutor's Office, Flint, MI**

*Extern, September 2010-December 2010*

- Drafted pleadings to maintain sex offender registration for convicted offender and successfully argued the motion in circuit court
- Successfully argued in Probate Court to maintain hospitalization of a defendant found not guilty by reason of insanity of fleeing and eluding, examined one witness and cross-examined two witnesses
- Researched issues such as juvenile competency and distinctions between statutory and common law arson
- Reviewed juvenile petitions and recommended whether to authorize them for action

### **University of Michigan Innocence Clinic, Ann Arbor, MI**

*Student Attorney, September 2009-December 2010*

- Participated in winning relief from judgment for client wrongly convicted of second degree murder
- Drafted motions and supporting briefs on ineffective assistance of counsel and evidentiary issues
- Argued above motions in Wayne County Circuit Court
- Investigated cases with various techniques including in-person interviewing, electronic document research, and FOIA requests

### **Braun, Kendrick, Finkbeiner, P.L.C., Saginaw, MI**

*Summer Associate, May 2010-August 2010*

- Drafted memoranda on topics including hearsay exceptions and attorneys fees in § 1983 actions
- Co-authored article on liability for actions of employees

### **United States District Court for the Eastern District of Michigan, Detroit, MI**

*Judicial Intern, the Honorable George Caram Steeh, III, May 2009-August 2009*

- Researched and drafted opinions and orders for the Court's review and approval
- Examined case law and prepare memoranda as assigned by the Court

## **JOURNALISM EXPERIENCE**

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### **MLive.com, Ann Arbor, MI**

*Web Producer, July 2007-August 2008*

- Analyzed and selected news stories for the largest news website in Michigan
- Developed new blogs and negotiated contracts with bloggers
- Developed new sections of the site

**The Ann Arbor News, Ann Arbor, MI**

*Sports Reporter, February 2004-July 2007*

- Wrote stories on deadline as well as developed in-depth enterprise stories
- Edited stories on deadline for form and content
- Promoted from community sports beat to men's and women's Eastern Michigan Basketball beat
- Participated in coverage of University of Michigan football

## **EDUCATION**

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**University of Michigan Law School, Ann Arbor, MI**

*Juris Doctor, Cum Laude, awarded December 2010, GPA: 3.623*

- Recipient of Certificate of Merit in Criminal Law (awarded based on best performance in class)
- Recipient of three-year Dean's Scholarship (partial tuition, merit based scholarship)
- Tutor for Criminal Law and Civil Procedure (selected based on grades in these courses)
- Participant in Henry M. Campbell Moot Court Competition
- Vice President of Criminal Law Society
- Speakers Chair for American Constitution Society

**University of Nevada, Reno, Reno, NV**

*Master of Arts in Journalism awarded December 2003*

- Recipient of Robert Wise Trust Scholarship (partial tuition, merit based scholarship)
- Nominated for university-wide honor of Teaching Assistant of the Year

**Western Michigan University, Kalamazoo, MI**

*Bachelor of Arts in Philosophy with a concentration in Ethics awarded April 1999*

- Opinion Columnist for *Western Herald*

## **COMMUNITY INVOLVEMENT**

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**Vice-Chair, Ingham County Animal Control Shelter Advisory Committee, 2012-present, Ingham County, MI**

**Managing Editor, National Lawyers Guild Review, 2012-present, National Organization**

**Alternate, Meridian Township Board of Review, 2012-present, Okemos, MI**

**Member, State Bar of Michigan Law and the Media Committee, 2012-present, Statewide**

**Ingham County Bar Association BRIEFS Committee, 2012-present, Ingham County, MI**

**Member, Okemos School District Strategic Advisory Committee, 2011-12, Okemos, MI**

# CHARTER TOWNSHIP OF MERIDIAN

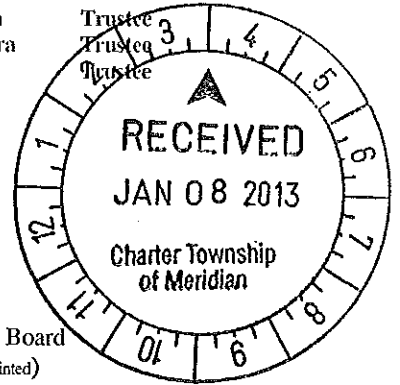
Elizabeth Ann LeGoff  
Brett Dreyfus  
Julie Brixie  
Gerald J. Richards

Supervisor  
Clerk  
Treasurer  
Manager



Milton L. Scales  
Ronald J. Styka  
John R. Veenstra  
Angela Wilson

Trustee  
Trustee  
Trustee



## APPLICATION FOR PUBLIC SERVICE

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

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

(\*Special conditions restrict eligibility for appointment)

Indicate areas not included above which may warrant special attention or study that are of interest to you:  
None.

Summarize your reasons for applying for this type of public service:  
As a resident and home owner in Haslett, I strongly believe in community participation and economic progression. I grew up in Meridian Township, went through Haslett schools, and very interested in public service.  
Describe education, experience or training which will assist you if appointed. (Attach resume if available)  
Resume attached.

Name: Andrew J. Lathrop

Occupation: Manager of Alumni Relations Place of Employment: Lansing Community College

Home Address: 1220 Ascot Pl Haslett, MI 48840

Phone: (days) 517-281-9091 (evenings) 517-281-9091 E-mail andrewjlathrop@gmail.com

Signature Andrew J. Lathrop Date 1/8/13

Other than the Downtown Development Authority Board, persons appointed to Meridian Township boards and commissions must be a resident and elector (if of voting age) of the Township during the term of office. Excessive absences may be cause for review of appointment.  
(PLEASE USE BACK IF NEEDED)

The policy for appointment of candidates to the various public service positions is based on the following criteria: desire to serve, experience, expertise, availability of time to serve, and maintenance of equitable geographic representation. In most instances it will be desirable to develop further information through a personal interview. This application will be retained in township files for two years. Please return this form to the Office of the Clerk, Charter Township of Meridian.

FOR OFFICE USE ONLY			
Date Received:	<u>1.8.13</u>	Distro: <u>EL DG</u>	Application # <u>CCC 1301</u>
Registered Voter:	<u>Y/N</u>	<u>JR</u>	
Date Appointed:		<u>BD MEMBERS</u>	

Revised: November 27, 2012

# Andrew J. Lathrop

1220 Ascot Pl  
Haslett, MI 48840  
517-281-9091  
lathropa@lcc.edu

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## Qualifications

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Confident, creative, and qualified professional with over 8 years of experience in marketing related supervisory positions, specifically in the areas of higher education, corporate and nonprofit. Broad-based background encompasses reliable work ethic and commitment to organizational objectives with a highly competitive and rapidly changing economical marketplace. Proactive, team building and refreshing management style. Ability to attract, secure and maintain lasting business relationships. Ability to face challenges head-on and execute sound decisions. Natural passion and experience for developing and implementing marketing strategies and understanding the importance of evaluation.

### Core Competencies

- ❖ Relationship Building
- ❖ Strategic Partnerships and Alliances
- ❖ Customer Relations
- ❖ Program Development
- ❖ Event Planning and Analysis
- ❖ Database Management and Reporting
- ❖ Advertising Campaign and Copy Development
- ❖ Data-Driven Marketing Plan Development
- ❖ Social Media and Online Marketing Development
- ❖ Market Research Methods and Analysis
- ❖ Employee Management and Communications
- ❖ Branding Strategy and Development

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## Professional Experience

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Lansing Community College, Lansing, MI

2007 to Present

*Manager of Alumni Relations and Campaign, Foundation Office*

The essential duties and responsibilities include fundraising, public relations, volunteer and community relationships, budget management, event management and marketing/branding plan development.

- ❖ Coordinate, develop and implement marketing plan for annual alumni Day at the Zoo event
- ❖ Coordinate, develop and implement marketing plan for the annual College homecoming week
- ❖ Developed and implemented the association five year strategic plan and branding initiative
- ❖ Collaborate with the College Wide marketing to enhance campus life and programs
- ❖ Social Media and Online Marketing Development
- ❖ Press release preparation and coordination with College Wide Public Relations
- ❖ Manage student employees and marketing internships
- ❖ Monthly radio appearances and substitute co-host for LCC TV program Connections
- ❖ Various marketing material concept, content and distribution management
- ❖ Developed and implemented College Wide bottled water product and brand

- ❖ Various speaking engagements locally and nationally
- ❖ Managed alumni membership program including dues, renewals and partnering with area businesses for benefits
- ❖ Develop, conduct and analyze market research

Marketing samples available upon request

**Dobson Healthcare Services, Inc., Haslett/Bay City/West Branch, MI**

2005-2007

*Director of Marketing*

The essential duties and responsibilities included community relations, public relations, advertising and marketing plans, community programs, sponsorship management, business development and supervising all marketing initiatives.

- ❖ Traveled the State of Michigan visiting hospitals and independent and assisted living centers building business relationships to gain referrals
- ❖ Developed and implemented the community relations program
- ❖ Board of Director's member of the State Theatre in Bay City, Gateway Community Services in East Lansing and Youth Advisory Committee member of the Bay Area Community Foundation in Bay City
- ❖ Develop, conduct and analyze market research

**Gateway Community Services, East Lansing, MI**

2002-2005

*Direct Care Worker/Marketing and Community Relations Director*

The essential duties and responsibilities included community relations, public relations, business development and supervising all marketing initiatives.

- ❖ Coordinated first large fundraiser which raised over \$13,000 for homeless teenagers in the Lansing area
- ❖ Developed first direct mail and e-mail newsletter
- ❖ Organized a community support group consisting of community leaders and donors to assist in the progression of the organization
- ❖ Worked as a direct care worker assisting homeless teens in becoming independent including job placement, case management and mentoring



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## Education

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Northwood University, Lansing, MI  
Bachelor of Business Administration  
2005

Lansing Community College, Lansing, MI  
General Associate Degree  
2004

Haslett High School, Haslett, MI  
1997

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## Additional Competencies

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- ❖ Microsoft Office Word 2007
- ❖ Microsoft Office Excel 2007
- ❖ Microsoft Office PowerPoint 2007
- ❖ Microsoft Office Publisher 2007
- ❖ Microsoft Office Visio 2007
- ❖ Microsoft Office Outlook 2007
- ❖ Microsoft Office SharePoint Designer 2007
- ❖ Microsoft Office Picture Manager 2007
- ❖ Microsoft Office OneNote 2007
- ❖ The Center on Philanthropy at Indiana University certificates in Interpersonal Communications for Fundraising and Planned Giving

Letters of recommendation, references and accolades available upon request.



January 9, 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 postcard.

Effective January 31, 2013, UNIVISION WEST (channel 619) will be added to MultiLatino Plus, MultiLatino Extra, MultiLatino Max and MultiLatino Ultra. VIENDO MOVIES WEST (channel 619) will no longer be available.

BEIN SPORTS ENGLISH (channel 728) will be added to the Sports Entertainment Package. GOL TV ENGLISH (channel 728) and GOL TV ESPANOL (channel 622) will no longer be available.

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". The signature is written in a cursive style.

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

# CHARTER TOWNSHIP OF MERIDIAN

Elizabeth Ann LeGoff    Supervisor  
Brett Dreyfus            Clerk  
Julie Brixie              Treasurer  
Gerald J. Richards      Manager



Milton Scales            Trustee  
Ronald Styka            Trustee  
John Veenstra           Trustee  
Angela Wilson          Trustee

January 21, 2013

Andrew J. Lathrop  
1220 Ascot Place  
Haslett MI 48840

Dear Mr. Lathrop:

It is my pleasure to convey official notification that the Township Board appointed you to the Cable Communications Commission at its January 15, 2013 meeting. Your term of office will expire December 31, 2015.

Please contact me at 853-4324 to schedule your oath of office.

A certificate of appointment, a subscription form and a copy of the Meridian Township "Ethics Statement" are enclosed. Please sign and return the documents to the Clerk's Office.

Congratulations on your appointment!

Cordially,

Brett Dreyfus  
Township Clerk

sko

Enclosures

xc: Communications Director Guthrie ✓

5151 MARSH ROAD, OKEMOS, MICHIGAN 48864-1198 (517) 853-4000 FAX (517) 853-4096

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

An Equal Opportunity Employer

printed on recycled paper

**Deborah Guthrie - Red Cedar Cafe**

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**From:** <angie.redcedarcafe@comcast.net>  
**To:** <homtv@meridian.mi.us>  
**Date:** 2/7/2013 4:30 PM  
**Subject:** Red Cedar Cafe

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Hello,

My name is Angie Anderson and I own the Red Cedar Cafe. I would like to thank both Deborah Guthrie and Julie Hanson for the wonderful comments about my cafe on your morning show! I would love to have HOMTV come in and tape a show or to come on your show (I'll bring cookies!!)

As Julie said, I am a locally owned business, all of our baked goods are made on-site. We offer breakfast, lunch and dinner and specialty coffee drinks. We also cater and we wholesale some of our baked goods to local businesses such as Horrocks, Merts Meats, Westland Apple Market and Gibson's Book Store.

Thank you again for your kind words, it was much appreciated.

Keep watching Facebook Julie and we'll get your name on for a free cookie.


Thank you,  
Angie Anderson  
Red Cedar Cafe  
517.333.7366  
517.881.3039 (cell)

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**OLD  
BUSINESS**

# XFINITY TV Channels

 Print Channel Lineup

The channels listed below are currently available in your area. Certain services are of service and may require an additional subscription and/or other fees. Basic services. Service, channels, and pricing are subject to change.

**Instructions:**

Click on the arrow( ▲ ) to sort the number and channel columns.

**HD** - availability of HD channels subject to area. HD equipment required.

#		Digital Premier	Digital Preferred	Digital Starter	HD
1	ON DEMAND	●	●	●	
3	WLAJ-TV 53 (ABC) Lansing	●	●	●	
4	WKAR-TV 23 (PBS) East Lansing	●	●	●	
5	CW (via WLAJ) Lansing	●	●	●	
6	QVC	●	●	●	
7	WSYM-TV 47 (FOX) Lansing	●	●	●	
8	WHTV-TV 18 (MNT) Lansing	●	●	●	
9	WLNS-TV 6 (CBS) Lansing	●	●	●	
10	WILX-TV 10 (NBC) Lansing	●	●	●	
11	WXPZ-TV (ION) Battle Creek	●	●	●	
17	Home Shopping Network	●	●	●	
21	Government Access	●	●	●	
22	Educational Access/Government Access	●	●	●	
23	Educational Access/Government Access	●	●	●	
24	Educational Access	●	●	●	
27	Educational Access	●	●	●	
28	Educational Access	●	●	●	
29	Educational Access	●	●	●	
30	Public Access	●	●	●	
31	Educational Access	●	●	●	
32	ESPN	●	●	●	
33	ESPN2	●	●	●	



**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**NEW  
BUSINESS**



**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMPLAINTS/  
COMPLIMENTS**



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Deborah M. Orloff,  
RN, BSN, MPH



12/11/2012

Deborah Guthrie  
HOM TV CAM TV  
5151 Marsh Road  
Okemos, MI 48864

Dear Ms. Guthrie:

Please accept the sincere thanks of the Board of Directors, the staff and all the volunteers for your in-kind donation of Media Sponsorship for MPP's Walkathon & 5K Run held on 10/06/12 in Okemos, MI. Your generous donation valued at \$2200.00 is greatly appreciated and allows us to otherwise allocate our funds to support the following programs and services:

**Information and Referral:** For patients and families alike, a diagnosis of Parkinson's often results in fear, misinformation and lots of questions. MPF is there with needed help. We provide a 1-800 help line, a website, a newsletter, educational brochures, a library of books and videos, and referrals to neurologists and other community resources.

**Education:** We conduct a special *Orientation* for those who are newly diagnosed, an educational series, and have other opportunities to learn about Parkinson's, its management and coping. Educational programs for health professionals help to improve patient care.


**Medication Assistance:** Medications taken by people with Parkinson's cost between \$1,000 and \$10,000 each year! For many who cannot afford this expense, it is a choice of food or treatment. In response, MPF helps pay for prescription medications for qualifying individuals with Parkinson's disease.

**Adult Day Services:** Families become round-the-clock caregivers for those with Parkinson's. MPF helps by providing grants for Adult Day Care service.

**Support Groups:** MPF sponsors Parkinson's support groups around the State, giving individuals with Parkinson's disease, their families and friends a network of information, fellowship and understanding.

All this is possible because of your support. We are the only organization that helps people live with Parkinson's disease on a day to day basis, and your contribution helps to make an impact. We hope you will remember the Michigan Parkinson Foundation the next time you wish to honor someone special. It's the gift that multiplies!

Very truly yours,

  
Deborah M. Orloff  
Chief Executive Officer

*Thank you so much for everything that you all do!*

**FOR TAX PURPOSES:** Your in-kind donation valued at \$2200.00 is 100% tax deductible as provided by law.

**Founded 1983**

*Dedicated to People Living with Parkinson's*

30400 Telegraph Road • Suite 150 • Bingham Farms, MI 48025  
www.parkinsonsmi.org • 248-433-1011 • Fax: 248-433-1150 • 800-852-9781

800.272.3900  
Helpline

Michigan Great Lakes Chapter  
310 N. Main Street, Suite 100  
Chelsea, MI 48118

Capital Area Region  
5303 S. Cedar St., Building 1  
Lansing, MI 48911

South West Region  
350 E. Michigan Ave., Ste. 20  
Kalamazoo, MI 49007

West Shore Region  
1740 Village Drive, Suite 336  
Muskegon, MI 49444

www.alz.org/mglc

734.475.7043 p  
734.475.7089 f

517.999.3004 p  
517.999.3358 f

269.342.1482 p  
269.488.3622 f

231.780.1922 p  
231.780.1494 f

# alzheimer's association®

Ms. Brandie Hansen  
HOMTV/CAMTV  
5151 Marsh Rd.  
Okemos, MI 48864



Dear Brandi,

On behalf of the 50,000 people living with Alzheimer's in our chapter's 23 county service area, we want to thank you for your generous contribution in this year's Walk to End Alzheimer's in Lansing. We are so grateful you joined the community to display your combined strength and dedication in the fight against this devastating disease. You have contributed to a truly inspiring event, and your media partnership fuels our mission-related initiatives of Alzheimer's care, support and research.

In addition, your actions increase the level of Alzheimer's awareness in our community. At the walk event, our participants had an opportunity to learn more about Alzheimer's disease and the support programs and services offered by our local chapter. They also had unique opportunities to get more involved with our cause through advocacy initiatives and clinical trial enrollment. Finally, they participated in a heart-felt ceremony and committed to fulfill their promises to remember, to honor, to care and to fight Alzheimer's disease. We look forward to HOMTV/CAMTV's continued support in community outreach of the Walk to End Alzheimer's in 2013.



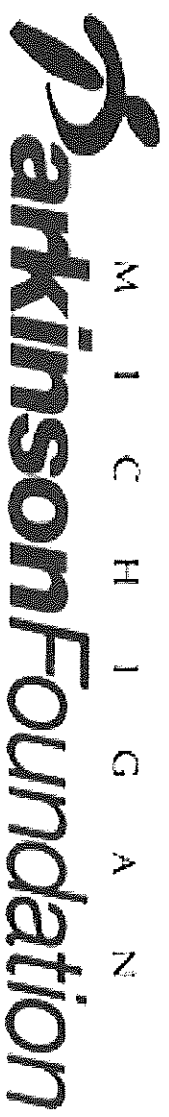
In the meantime, we want to invite you to showcase your dedication to the Alzheimer's Association by becoming a member of the Alzheimer's Early Detection Alliance. The goal of this free membership is to help educate everyone about the warning signs of Alzheimer's, the importance of early detection, and the resources available to help them.

Please consider joining this nationwide network that is addressing the emerging Alzheimer's crisis.

Our vision is a world without Alzheimer's, but we need your help to achieve it. Therefore, we look forward to strengthening our relationship with you in the fight to end Alzheimer's, the nation's sixth-leading cause of death. Together, we can end Alzheimer's disease.

Thanks,

Lisa Vickers  
Communications Director  
office: 517.999.3336  
email: [lisa.vickers@alz.org](mailto:lisa.vickers@alz.org)



*Recognizes*

**HOJM TV**

**Media Sponsor**

*In appreciation for your Outstanding Support*

*“I Gave My Sole For Parkinson’s  
Walk-a-thon & 5K Run”*

**2012**



A handwritten signature in cursive script that reads 'Deborah M. Orloff'.

*Deborah M. Orloff, Chief Executive Officer*

M I C H I G A N  
**Parkinson Foundation**

*Recognizes*

**CJAM TV**

**Media Sponsor**

*In appreciation for your Outstanding Support*

*“I Gave My Sole For Parkinson’s  
Walk-a-thon & 5K Run”*

**2012**



*Deborah M. Orloff*

*Deborah M. Orloff, Chief Executive Officer*

M I C H I G A N  
**Parkinson Foundation**

Recognizes

*Brandie Hansen*

*In appreciation of your  
Participation and Dedication*

*"I Gave My Sole For Parkinson's  
Walk-a-thon & 5K Run"*

2012



A handwritten signature in black ink, appearing to read "Deborah M. Orloff".

---

Deborah M. Orloff, Chief Executive Officer

# Individual Video Provider Customer Intakes

**Complaint Number** 2013-001

**Date** 1/7/2013

**Name** Tim Biehl

**Street Address** 9644 Coleman Road

**City / Zip** Haslett 48840-

**Work Phone** **Ext**

**Cell Phone**

**Home Phone** (517) 339-2962

**Email** timbiehl@yahoo.com

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

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

**Problem Description** On January 7, 2013, Mr. Biehl contacted Communications Director Deborah Guthrie that back in November he replaced the Comcast modem with his own modem. He sent the Comcast modem back to Comcast. In December and January he was charged for the modem. He was told he would receive a credit. He has yet to receive credit and his latest bill has a charge for the modem. He would like his issue resolved.

**Problem Before?** No      **Ongoing**        **MPSC Information**       **MakeCableBetter.org**  
**Assigned Staff** Communications Director Guthrie      **Given**      **Information Given**

**Staff Response** On January 7, 2013, Communications Director Guthrie sent Mr. Biehl contact information to John Gardner via email.

**Resolution** On January 7, 2013, John Gardner from Comcast replied via email that a customer care specialist will contact Mr. Biehl.

# Individual Video Provider Customer Intakes

**Complaint Number** 2013-002

**Date** 1/24/2013

**Name** Duane Possanza

**Street Address** 3951 Raven Circle

**City / Zip** Okemos 48864-

**Work Phone** Ext

**Cell Phone**

**Home Phone** (517) 349-0622

**Email** dpossanza.duane@aol.com

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

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

**Problem Description** On January 24, 2013, Mr. Possanza contacted Communications Director Deborah Guthrie and said that he contacted customer service to get answers as to why his cable rates have increased so much this past year. He stated that he could not understand the customer service representative at all and would like someone to contact him back regarding the rates. Mr. Possanza stated that the customer service he received was lousy. He also stated that he compared his January 2012 bill to his January 2013 bill, and the rate had increased 15.4%.

Mr. Possanza asked how customers can get rates lowered and who can represent customers to have rates lowered. Communication Director Guthrie stated that she would forward his complaint on his behalf to the MPSC.

He said he would like lower rates and would like someone from Comcast to contact him.

**Problem Before?** No      **Ongoing**        **MPSC Information**       **MakeCableBetter.org**  
**Assigned Staff** Communications Director Guthrie      **Given**      **Information Given**

**Staff Response** On January 24, 2013, Communications Director Guthrie sent Mr. Possanza's contact information to John Gardner via email.

**Resolution** On January 24, 2013, John Gardner from Comcast replied via email that a customer care specialist will contact Mr. Possanza.

# Individual Video Provider Customer Intakes

**Complaint Number** 2013-003

**Date** 1/29/2013

**Name** Steve Vagnozzi

**Street Address** 2144 Woodfield Road

**City / Zip** Okemos 48864-

**Work Phone** *Ext*

**Cell Phone**

**Home Phone** (517) 349-4889

**Email** svagnozzi@comcast.net

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

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

**Problem Description** On January 29, 2013, Mr. Vagnozzi contacted Communications Director Deborah Guthrie to complain about the Comcast rates. He stated that he cannot believe no one has any authority to do anything about the continued rate increases by Comcast. He cannot understand why there is no regulation on rates.

Mr. Vagnozzi stated that he made numerous attempts with representatives from overseas to be re-routed to a Michigan representative so that he could have his rate questions answered. He left Guthrie a voicemail on Monday, January 28 regarding his frustrations. When she contacted Mr. Vagnozzi back the next day, he stated that his issue was resolved only because Comcast gave him a promotion rate on his service. Mr. Vagnozzi stated that he works from home and depends on their service.

Guthrie explained the lack of authority in rate regulation and the importance of filing a complaint. Mr. Vagnozzi gave consent to file a complaint on his behalf.

**Problem Before?** No      **Ongoing**        **MPSC Information**       **MakeCableBetter.org**  
**Assigned Staff** Communications Director Guthrie      **Given**      **Information Given**

**Staff Response** On January 31, 2013, Department Secretary Kristi Schaeding sent Mr. Vagnozzi's contact information to Comcast Government Affaris Manager John Gardner via email.

**Resolution** On January 31, 2013, Mr. Gardner from Comcast replied via email that a customer care specialist will review Mr. Vagnozzi's complaint.



**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS  
DIRECTOR  
REPORT**

1. Current Programs on HOMTV:

<b>Meetings:</b>			
Environmental Commission	10-17-12	Changing Seasons	12-3-12
Park Commission	11-13-12	Coffee Break	1-8-13
Planning Commission	12-10-12	Community Connection	11-5-12
Township Board	1-3-13	InnerView: Healthy Living	12-19-12
Zoning Board of Appeals	12-12-12	Meridian Magazine	12-17-12
		Senior Living	12-3-12
		SF: Sustaining the Future	11-27-12
<b>Original Programming:</b>		SF: Meridian Events	12-19-12
All Access	12-20-12	Women of Meridian	12-3-12

2. Internship Coordinator Brandie Hansen:

- Registered to speak at the Associated Students for Career Orientation in Telecommunication group on February 6th, recruit at the Summer Employment and Internship Fair at MSU on February 13th, and recruit at Speed Networking Fair at MSU on February 15th.
- Added the January events to the front page of the Township website.
- Attended the Greater Lansing Convention and Visitors Bureau's "International Cultural Training" class at Michigan State University, on December 14th.
- Met with Department Secretary Steven Nordquist about adding the Police Department's press releases on the Meridian Township website.
- Along with Promotion Intern Herasanna Richards, created a Facebook fan page for the Friends of the Okemos Library to help promote the "Renew the Okemos Library, It's Overdue" campaign.
- Reorganized and fixed the font, size, and format of the following sections and pages on the Township website: Community Resource Program, Land Preservation Program, Boards and Commissions (each individual page) and Agenda and Minutes.

3. Senior Production Manager Rob Gingerich-Jones:

- Purchased a new, larger cart specifically for studio equipment storage and organization. The old cart will continue to be used for storage and the transport of equipment used during televised township meetings.

4. Department Secretary Kristi Schaeding:

- Creating Biography pages for Alumni members in the industry.
- Updating HOMTV alumni member information who were mentioned or featured in the last Scoop newsletter into the alumni database and is creating ID tags for the alumni wall map located in the department.

5. The Communications Department will be working on three major projects this year: resolving Granicus bandwidth issues that affect the HOMTV mobile programming capabilities, researching email marketing options and creating a social media marketing campaign strategy for the township.

6. There are two open positions on the Cable Commission. The public is encouraged to apply to serve on the commission.

7. Thirteen returning interns and eleven Rookie interns will begin the spring semester on January 7th.

8. The Meridian Monitor township newsletter will be sent to homes in June and December.

9. Staff is continuing clean-up efforts on the township website: eliminating fly outs, reformatting format issues, and relocating forms and documents into proper locations.

10. In a previous semi-monthly report, two studio camera cables were reported to be non-functional. Senior Production Manager Gingerich-Jones has replaced both of the bad cables with new ones, and will be purchasing another cable as a spare.

11. Facebook Page summary through 12/31/12:

	HOMTV	CAMTV	MERIDIAN TOWNSHIP	GREEN MERIDIAN	DOWNTOWN OKEMOS	MERIDIAN SENIOR CENTER	MERIDIAN TOWNSHIP FIRE DEPARTMENT
People Like This	343	158	416	112	238	48	202
Talking About This	5	1	8	0	3	0	26
Weekly Total Reach	178	72	1634	4	9	1	91

12. For the period ending December 31, 2012:

- HOMTV completed 3 of 3 Cable Complaints/Cable Inquiries (not including presentations).
- HOMTV produced and aired 24 new original programs.
- HOMTV aired 4 new official township meetings.
- HOMTV produced and aired 10 new promotions.
- HOMTV received 2 new internship application and resume.
- CAMTV aired 6 syndicated programs.

1. Current Programs on HOMTV:

<b>Meetings:</b>		Changing Seasons	12-3-12
Environmental Commission	1-16-13	Community Connection	11-5-12
Park Commission	1-8-13	InnerView: Family Winter Sports Weekend	1-21-13
Planning Commission	1-14-13	Jewels 'N General	1-22-13
Township Board	1-15-13	Meridian Magazine	1-14-13
Zoning Board of Appeals	1-9-13	Senior Living	1-7-13
		SF: Sustaining the Future	11-27-12
<b>Original Programming:</b>		SF: Meridian Events	12-19-12
All Access	12-20-12	Women of Meridian	1-10-13

2. Communications Director Deborah Guthrie:

- Updating the informational binder for the Cable Communications Commission.
- Finalized anchor tag issues and iframe issues with the Granicus design team on the HOMTV.net page.
- Changed the frequency of the InnerView interview show from bi-weekly to weekly.
- As Chapter President of Mi-NATOA, Guthrie is working with the Michigan ACM in developing the lineup of speakers and presenters at the annual joint meeting on March 13.
- Along with Internship Coordinator Brandie Hansen, has developed a survey which will be sent to Department Directors for purposes of gathering detailed information regarding packets, agendas, and minutes online.

3. Internship Coordinator Brandie Hansen:

- Relocated the Land Preservation Program information tab on the front page of the Township website to the Boards and Commissions section.
- Relocated the Agendas and Minutes tab on the front page of the Township website to the Boards and Commissions section.
- Attended the Awareness, Inc. webinar on "Engaging Your Customer Base of Facebook."
- Along with Promotion Intern Herasanna Richards, created a website (<http://www.friendsoftheokemoslibrary.blogspot.com>) and Twitter account ([www.twitter.com/OkemosLib](http://www.twitter.com/OkemosLib)) for the Friends of the Okemos Library to help promote the "Renew the Okemos Library, It's Overdue" campaign. More information can also be found on the Facebook page ([www.facebook.com/FriendsOfTheOkemosLibrary](http://www.facebook.com/FriendsOfTheOkemosLibrary)).
- Continues to promote the Township information and events (job postings, public meeting changes, public hearings, events, etc.) using the Township website, social media accounts, press releases, and HOMTV.

4. Senior Production Manager Rob Gingerich-Jones:

- Has been promoted to Senior Production Manager, as of January 1, 2013.
- Performed inventory of field cameras and associated equipment, regular maintenance of network drives and systems, and software updates for all editing workstations.
- Captured and edited photos of the recently elected Township Board for display in the lobby and town hall of the municipal building. The photos were given to the Clerk's Office for printing and hanging. In addition, Gingerich-Jones emailed the photos to each board member.
- Captured photos of HOMTV interns and Communications Department staff. Intern photos have been edited, printed, and posted on HOMTV's web site; staff photos are forthcoming.
- Along with Hansen, are conducting training workshops for all HOMTV interns during January and early February. Workshops take place almost every Monday through Thursday evenings, and are scheduled around televised township meetings.
- Spent an afternoon working with Engineer Brian Kusch from Convergent Media to troubleshoot and fix several equipment problems, including a broken computer monitor, non-functioning teleprompters, and two video editing stations that do not work properly.
- Replaced two broken viewfinders on HOMTV's studio cameras.

- Along with Freelancer Lynn Meikle, is working to fix a technical hurdle that has temporarily disabled HOMTV's ability to simultaneously monitor four PEG channels: HOMTV, CAMTV, Haslett's Vision 22, and the Okemos Channel.
- Along with Chief Fred Cowper and Inspector Mark Hornberger of the Fire Department, worked to document the danger of Christmas tree fires. This multi-camera shoot was accomplished with the assistance of two HOMTV Junior Production interns. The footage will be used for future news stories, public service announcements, and other informational purposes.

5. Department Secretary Kristi Schaeding:

- Creating Biography pages for Alumni members in the industry.
- Updating HOMTV alumni member information who were mentioned or featured in the last Scoop newsletter into the alumni database and is creating ID tags for the alumni wall map located in the department.

6. Thirteen returning interns and ten Rookie interns began the 2013 Spring Semester of the Internship Program on January 7th.

7. Trustee Ron Styka is the newly appointed liaison to the Cable Communications Commission. Andrew Lathrop is the newly appointed Commissioner as well.

8. The Coffee Break show featuring interviews with elected officials is slated to return on air in late February or early March.

9. Chloe Hill has been hired on a freelance basis until staff is at full capacity. She is assisting in training the interns, uploading, scheduling, and marketing programs.

10. Facebook Page summary through 1/15/13:

	HOMTV	CAMTV	MERIDIAN TOWNSHIP	GREEN MERIDIAN	DOWNTOWN OKEMOS	MERIDIAN SENIOR CENTER	MERIDIAN TOWNSHIP FIRE DEPARTMENT
People Like This	355	159	425	118	242	53	211
Talking About This	16	4	23	4	4	3	3
Weekly Total Reach	447	80	1107	47	31	16	27

**SENT/FINISHED PRESS RELEASES:**

- Okemos Library Renovation Fundraiser (1/15/13)
- 2012 Deer Harvest Results (1/15/13)
- Family Winter Sports Weekend (1/15/13)

11. For the period ending January 15, 2013:

- Communications Department created and distributed **3 new** press releases.
- HOMTV completed/changed **11** Bulletin Board announcement requests.
- HOMTV produced and aired **16 new** original programs.
- HOMTV aired **6 new** official township meetings.
- HOMTV produced and aired **2 new** promotions.
- HOMTV received **4 new** internship applications and resumes.
- CAMTV aired **10** syndicated programs.
- CAMTV received/filled **1 new** request for program playback.

# **STATUS OF COMPETITION FOR VIDEO SERVICES IN MICHIGAN**

**John D. Quackenbush, Chairman  
Orjiakor N. Islogu, Commissioner  
Greg R. White, Commissioner**

**MICHIGAN PUBLIC SERVICE COMMISSION**  
Department of Licensing and Regulatory Affairs  
In compliance with Public Act 480 of 2006

February 1, 2013



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## **Introduction**

On January 1, 2007, the Uniform Video Services Local Franchise Act (hereinafter referred to as “2006 PA 480” or the “Act”) became effective. Section 12(2) of the Act states:

The commission shall file a report with the governor and legislature by February 1 of each year that shall include information on the status of competition for video services in this state and recommendations for any needed legislation. A video service provider shall submit to the commission any information requested by the commission necessary for the preparation of the annual report required under this subsection. The obligation of a video service provider under this subsection is limited to the submission of information generated or gathered in the normal course of business.

This Act directs the Michigan Public Service Commission (Commission) to provide information regarding the status of competition for video/cable services in Michigan, as well as any recommendations for needed legislation to the Governor and Legislature by February 1 of each year. For the sixth year, the Commission has gathered information regarding the status of competition of video/cable services by developing electronic surveys for use by franchise entities (also referred to as municipalities or communities) and video/cable service providers operating throughout Michigan. The surveys, as well as the information collected from the surveys, are explained in further detail within the body of this report.

In addition to the survey information, this report provides a brief description of the Commission’s role as it pertains to the Act as well as the Commission’s video/cable franchise activities (including complaint handling) throughout the 2012 calendar year. This report also includes information relating to recommendations for legislative changes and the Commission’s conclusion on the status of video/cable competition for 2012.



## **I. Responsibilities and Activities of the Commission**

This section provides an overview and analysis of the responsibilities and activities of the Commission since the Act became effective, and more specifically, during the 2012 calendar year. These responsibilities and activities have been divided into the following categories:

Statutory Responsibilities, Outreach and Complaint Handling.

### **A. Statutory Responsibilities**

The Act became effective on January 1, 2007. The Commission established a statewide uniform standardized form to be used by both video/cable service providers (providers) and franchise entities pursuant to Section 2(1) of the Act. The Uniform Video Service Local Franchise Agreement (Agreement) was formally approved on January 30, 2007 by the Commission in Case No. U-15169. The Agreement can be found on the Video/Cable Section of the Commission's website.<sup>1</sup>

The Act required the Commission to develop a proposed dispute resolution process which was submitted to the Legislature in compliance with Section 10(3) of the Act. Public Act 4 of 2009 established the video/cable dispute resolution process. The Commission offers the process for the following types of complaints: customer vs. provider; franchise entity vs. provider; and provider vs. provider.

The Act provides that the Commission shall receive and rule on waiver requests from providers for an extension to requirements in Section 9 of the Act (deployment of services) and monitor the providers' adherence to its progress for compliance through annual reports. To date, the Commission has not received any such waiver requests.

---

<sup>1</sup> The Agreement, as well as the Act, can be located at: [michigan.gov/mpsc/0,1607,7-159-49641---,00.html](http://michigan.gov/mpsc/0,1607,7-159-49641---,00.html).

Lastly, the Commission has the authority to order remedies and penalties for violations of the Act. The Commission did not have cause to exercise authority to order remedies and penalties for violations of the Act in 2012.

## **B. Outreach**

In May 2012, the Commission's Service Quality Division (SQD) developed a new constituent outreach initiative. Members of SQD staff attended 40 events throughout the state of Michigan. Video Franchise staff provided video/cable consumer information to be available at these events. SQD staff estimates that over 4,500 Michigan constituents attended outreach events and that the video/cable Consumer Tips was distributed to more than 2,800 constituents. Video Franchise staff also distributed video/cable Consumer Tips to over 1,700 Michigan municipalities regarding the video/cable complaint resolution process.<sup>2</sup> The Commission continues to alert subscribers with relevant and timely consumer education tips through its SQD listserv.<sup>3</sup> Through the new outreach initiative, the listserv has increased subscribership from 787 to 1,567 in 2012.

Updates and enhancements are continually being made to the Commission's video franchise webpage.<sup>4</sup> For example, any interested party can go to the video franchise webpage and click on "Video Cable Providers Offering Service in Michigan" and view an updated list of all the video/cable providers offering service as well as the contact information for each provider. When Video Franchise staff becomes aware of a new provider the list is updated accordingly. In addition, there is a link on the video franchise webpage to Michigan's

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<sup>2</sup> The Consumer Tips was sent with the Annual Survey notification letter on October 30, 2012 to every municipality in Michigan.

<sup>3</sup> SQD implemented an email listserv where constituents can subscribe to automatically receive important consumer alerts and information.

<sup>4</sup> <http://www.michigan.gov/mpsc/0,1607,7-159-49641---,00.html>

Interactive Broadband Map.<sup>5</sup> The map is detailed, user-friendly, and allows users to see if internet service – including internet service offered by a video/cable provider – is available in a particular area and if so which providers are offering those services.<sup>6</sup>

Other items on the video franchise webpage include: 2006 PA 480, Frequently Asked Questions (FAQs), the Uniform Video Services Dispute Resolution Process (Public Act 4 of 2009), an online complaint form, contact information for Video Franchise, and an archive containing the Video Competition Reports.

### **C. Complaint/Inquiry Handling**

Complaints and inquiries are received by calling the Commission's toll-free and general telephone lines, fax, mail, online complaint form, and customers who walk into one of the Commission's offices. The video/cable franchising section also receives referrals from the Governor's office, legislative staff, the Department Director's office and other state agencies with video/cable complaints and inquiries.

When contacting the Commission through the toll-free telephone line, a customer is prompted to select the appropriate industry of concern and calls are then answered live by a Video Franchising Complaint Specialist. A customer record is created for each customer complaint and/or inquiry. These records allow staff to track the history and progress of the customer's concern to completion and accumulate data used to analyze complaint and inquiry trends. A Video Franchising Complaint Specialist responds directly to the customer's inquiry or complaint, and when appropriate the complaint is forwarded to a provider complaint

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<sup>5</sup> <http://connectmi.org/>

<sup>6</sup> The map provides broadband internet information from participating providers. In addition, since providers continually expand and enhance their infrastructure, it is recommended that consumers contact the potential provider for assurance that service is available and can be offered.

representative for resolution. The Commission follows the dispute resolution process as set forth in Public Act 4 of 2009.

### 1. Informal/Formal Customer Complaints

Overall, the number of customer complaints and inquiries increased from 2011. The Commission continues to assist customers on a variety of issues regarding billing problems, service outages, customer service, missed appointments, delayed service, rates/fees, channel line-up concerns, video/cable competition, equipment/cable line problems, and Public, Education, and Government (PEG) programming complaints. The Commission has been able to informally resolve such problems with the provider. When informal resolution is unsuccessful, the customer is allowed to file a formal complaint with the Commission pursuant to the Act. There were no formal customer complaints filed in 2012.

The Commission received 880 video/cable customer complaints and inquiries from January 1, 2012 to December 31, 2012. Figure 1 below shows the number of complaints and inquiries filed at the Commission (2007 – 2012):

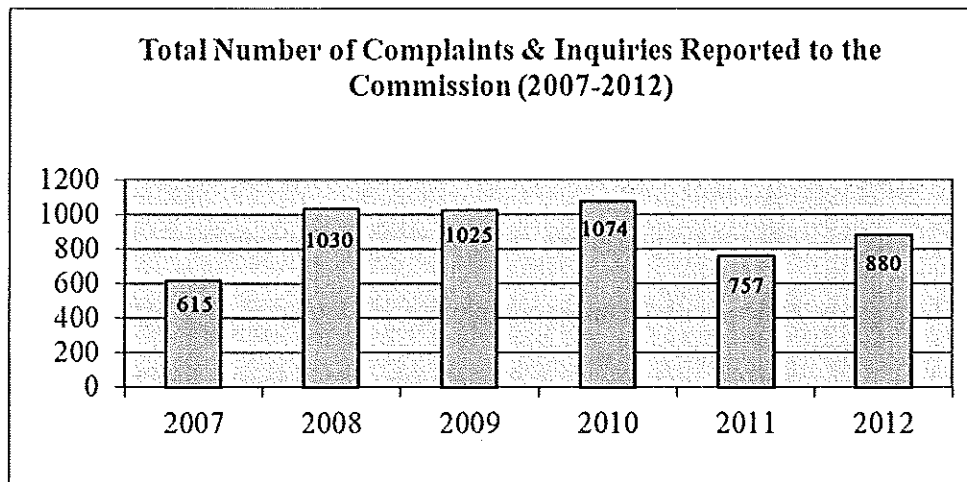


Figure 1  
Source: MPSC Complaint Data

The 880 complaints and inquiries are those that are fully documented and reported to the Commission and do not include calls where customers were not willing to provide their name and contact information. Follow-up calls and the reopening of a complaint are not documented as a new complaint unless the complaint consists of an additional problem not originally reported by the customer.

As previously stated, the Commission assisted video/cable customers with a number of issues. Figure 2 provides a listing of the most common types of video/cable complaints filed with the Commission in 2012:

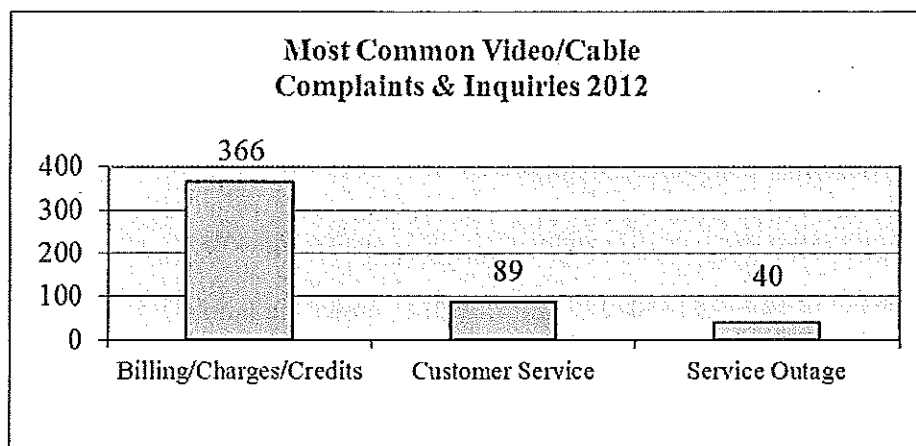


Figure 2  
Source: MPSC Complaint Data

The most frequent complaint categories are Billing/Charges/Credits, Customer Service, and Service Outage.

The Commission received video/cable complaints from customers of 14 different cable providers. The three providers with the most complaints and inquiries filed with the Commission were Comcast (51 percent), AT&T Michigan (15 percent), and Charter (14 percent)

– the three companies with the highest subscribership in Michigan. The total number of complaints compared to the overall number of video/cable subscribers in Michigan remains low.<sup>7</sup>

## **2. Informal/Formal Franchise Entity vs. Video/Cable Provider Complaints**

This past year the Commission received 13 informal complaints between franchise entities and video/cable providers, of which 12 were franchise entity vs. video/cable provider complaints, and one was a video/cable provider vs. video/cable provider complaint. Eleven informal complaints were successfully mediated by Commission Staff, one is still pending, and one progressed to a formal complaint which was filed with the Commission and subsequently settled between the parties involved. Issues disputed in these complaints involved PEG/franchise fees, interconnect issues, removal of existing equipment, and franchise agreements.

## **II. 2012 Commission Survey to Franchise Entities and Providers**

As in the past, the Commission developed an electronic survey to be completed by franchise entities, as well as a separate survey to be completed by providers.

### **A. Franchise Entities' Responses to the Commission Survey**

As in prior years, the Commission made the survey form available on its website for franchise entities to complete. The online survey was available November 1 – November 30, 2012.

Although the franchise entity survey is not mandatory and not required by the Act, the Commission believes it is important to continue to collect information from municipalities from across Michigan regarding the video/cable environment in their communities. Notification letters were sent to over 1,700 municipalities throughout Michigan making them aware of the

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<sup>7</sup> In 2012, there were 2,316,197 video/cable subscribers reported in Michigan. This number does not include satellite subscribers.

location and availability of the survey, and encouraging the communities to respond. The Commission also included its Video Franchise Consumer Tips that describes the dispute process for customers to file a video/cable complaint.

Of the more than 1,700 municipalities that the survey notification letters were sent to, 379 communities responded. This is an increase of 101 communities when compared to 2011. The information provides useful insight as to what is occurring in some communities throughout Michigan regarding video/cable service and competition. The Commission believes it is important to include this information in this report; however, the responses do not necessarily reflect the views of the Commission. Two hundred twenty eight of the municipalities that responded requested to be placed on the Commission’s listserv.

**1. Provider Information**

Franchise entities provided information regarding the number of providers that existed in their communities prior to the Act taking effect (January 1, 2007), as well as the number of providers currently offering video/cable service in their communities since the Act took effect:<sup>8</sup>

	Prior to 01/01/2007	As of 12/31/2012
Number of Providers	Number of Communities	Number of Communities
0	25	21
1	292	247
2	50	81
3	3	24
4	0	0

Figure 3  
Source: MPSC Franchise Entity Survey

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<sup>8</sup> It is important to note that not all franchise entities complete every question on the survey.

In 2012, municipalities indicated an increase (since the Act took effect) in the number of communities where two or more providers currently offer cable service.<sup>9</sup> While communities with zero to one provider have gone down, numbers representing municipalities with two and three providers has gone up significantly. Prior to the Act taking effect, only 53 communities reported two or more providers offering service. As of December 31, 2012, that number almost doubled as 105 communities reported two or more video/cable providers offering service in 2012. With the number of providers in municipalities increasing since the Act took effect, the mix of communities with a greater number of video/cable providers shows that competitive choices for consumers continues to rise. It is important to note that satellite providers do not have franchise agreements and providers such as DirecTV and Dish Network are available options for video/cable customers in the state of Michigan.

## **2. Complaints**

Of those municipalities that responded to the survey regarding customer complaints, 77 percent indicated they no longer record video/cable complaints. Even though the Commission has informed municipalities of Public Act 4 of 2009, only 49 percent of the respondents were specifically aware of Public Act 4 of 2009 by title. However, 72 percent of responding municipalities are aware the Commission can assist customers, franchise entities, and providers who have video/cable inquiries and/or complaints.

The most frequent complaints received by municipalities are as follows (from most to least):

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<sup>9</sup> It is important to note that the communities who responded this year are not necessarily the same communities who responded in previous years. Therefore, it is difficult to do a year-to-year comparison when inconsistencies exist among the municipality responses. This response rate represents approximately 22 percent of all of Michigan's municipalities.



1. Service Equipment Issues/Outages
2. Rates<sup>10</sup>
3. Customer Service
4. Billing Issues
5. Other<sup>11</sup>

In 2012, 97 percent of respondents indicated they have not had any form of dispute with a provider regarding a franchise agreement.

### 3. Impact of the Video Franchise Act on Communities

Municipalities were surveyed on the impacts they have witnessed within their communities since the Act took effect. Similar to previous years, the impacts that were highlighted are: Video/Cable Competition, Franchise Fee Payments, PEG Fee Payments, and Video/Cable Complaints. Figure 4 displays community responses relative to the four categories since the Act became effective.

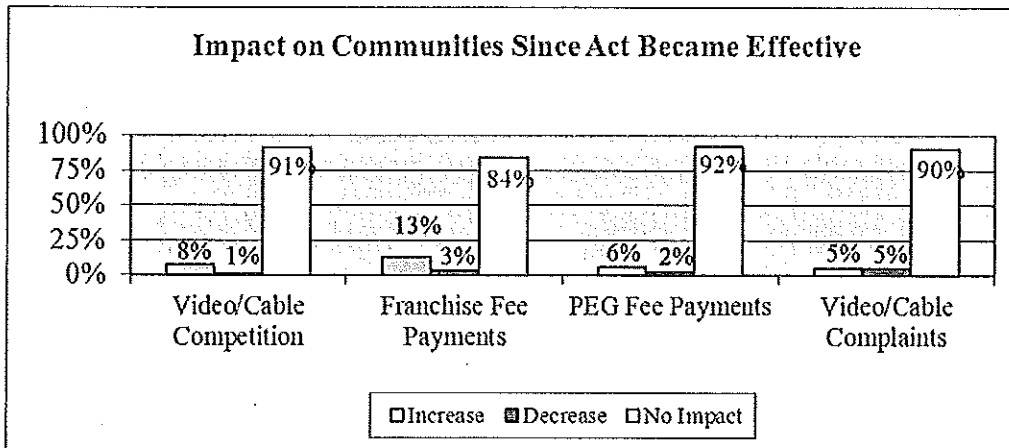


Figure 4  
Source: MPSC Franchise Entity Survey

<sup>10</sup> Pursuant to 2006 PA 480, neither the Commission, nor the franchise entity has rate regulatory authority or control over a provider. The Commission does not regulate video/cable rates.

<sup>11</sup> The complaints that were combined in the "Other" category were less frequent, but nonetheless, still reported. Some of those complaints include: Availability/No Service, Channel line-up/Programming, Lack of Competition/Monopoly, Unburied Cable, PEG issues, Maintenance Issue, and No Local Facility.

Similar to previous years, a high percentage of responding communities reported no impact in each of the four categories.<sup>12</sup> Only one percent of responding municipalities reported a decrease in Video/Cable Competition compared to eight percent reporting an increase.

#### 4. Changes in Quality of Service and/or Service Offerings of Providers

The Commission again asked the municipalities to report on the changes they perceive are occurring throughout their communities during 2012 regarding Customer Service Quality, PEG Studio and Equipment, Service Offered by the Provider, and the Number of Customer Service Centers. Figure 5 reflects those responses from the municipalities.

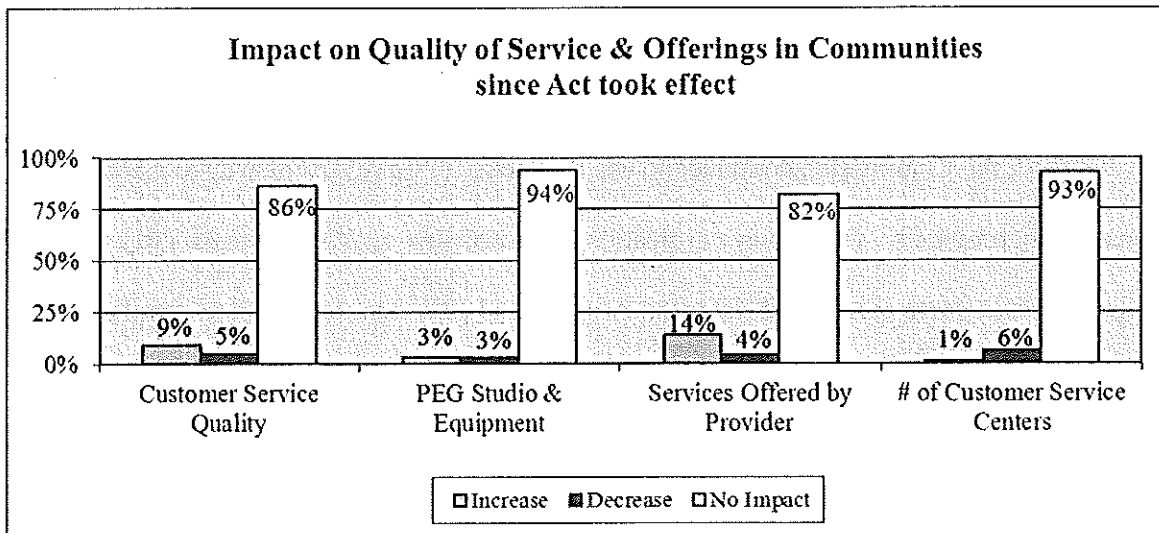


Figure 5  
Source: MPSC Franchise Entity Survey

Overall, a large percentage of municipalities reported “no impact” in each of the four categories since the Act took effect. Fourteen percent of communities that responded reported that since the Act took effect there has been an increase in services offered by the provider.

<sup>12</sup> It is important to keep in mind that those communities that responded last year, are not necessarily the same communities that responded this year. Therefore, it is important to not make a direct comparison between the two and make the assumption that this is what is happening throughout the entire state.

Municipalities also provided feedback regarding whether a PEG channel is available. Based on the responses, 45 percent of municipalities indicated their community has a designated PEG channel.<sup>13</sup>

## **5. Franchise Entities' Suggestions or Comments**

Franchise entities were provided the opportunity to offer any comments, recommendations, and/or suggestions.<sup>14</sup> One topic more noteworthy this year is the Build Out/Expansion category. Several of the municipalities surveyed indicated concerns regarding expansion of video/cable services to rural areas within their respective township. The franchise entities' comments are categorized in Appendix A attached to this report.

### **B. Providers' Responses to the Commission Survey**

In 2012, the Commission continued to use its electronic survey as the way to gather responses from providers. The survey notification letter was sent on November 28, 2012 to providers of video/cable service in Michigan. A total of 47 providers were sent the notification letter which represents an increase of one provider<sup>15</sup> when compared to 2011. All 47 providers responded to the survey.

#### **1. Video/Cable Subscribers**

During 2012, 2,316,197<sup>16</sup> video/cable customers were reported for Michigan. This is an increase of 2,116 customers compared to the total of video/cable customers reported in 2011 (2,314,081). Figure 6 shows the changes in video/cable subscribership:

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<sup>13</sup> Since a small percentage of municipalities responded to the survey, it should not be implied that the 45 percent is reflective of the entire state.

<sup>14</sup> These recommendations and suggestions are the sole opinion of some of the franchise entities and do not necessarily reflect the views of the Commission.

<sup>15</sup> Vogtmann Engineering.

<sup>16</sup> This number does not include satellite providers. Satellite providers are not required to have franchise agreements with franchise entities and are not required to report to the Commission.

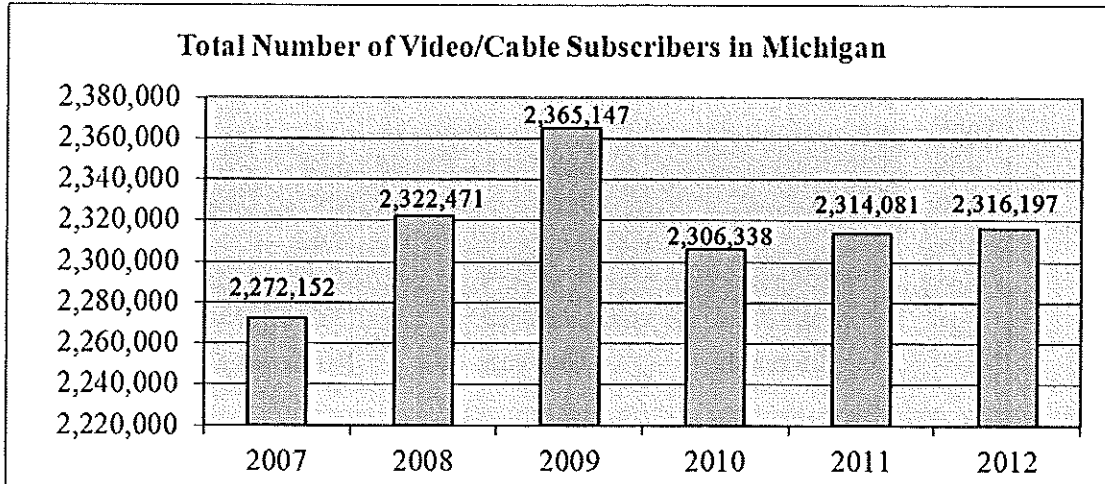


Figure 6  
Source: MPSC Provider Survey

The three providers with the largest number of video/cable subscribers in Michigan are Comcast, Charter Communications, and AT&T Michigan (U-verse). Since the Act took effect on January 1, 2007, a total of 15 new video/cable providers<sup>17</sup> have emerged to offer services in Michigan's market.

Even though there was an increase of video/cable customers in Michigan, compared to 2011, several providers reported an overall decrease in their customer base. The Commission sees this as a sign of competition in the industry, due to more providers offering service in Michigan and more municipalities that have two or more providers of video/cable service.

Figure 7 shows the trends in providers' customer bases in 2012.

<sup>17</sup> Ace Telephone Company of Michigan Inc., Bloomingdale Communications, Inc., Drenthe Telephone, Martell Cable Service Inc., Mediagate Digital, Michigan Bell Telephone Company (AT&T Michigan), Michigan Cable Partners (MICOM Cable), Packerland Broadband, Sister Lakes Cable TV, Southwest Michigan Communications Inc., Spectrum Broadband, Summit Digital, Sunrise Communications LLC, Vogtmann Engineering, and Waldron Communication Company.

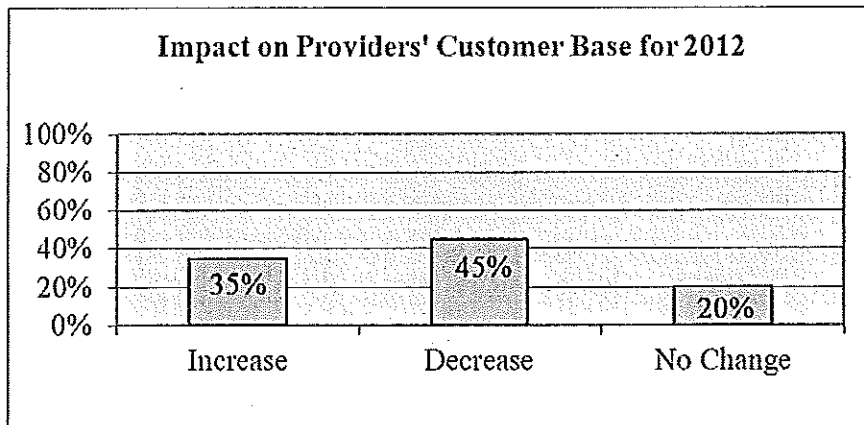


Figure 7  
Source: MPSC Provider Survey

## 2. Video/Cable Competition

Overall, there are currently 1,991 franchise agreements in existence in Michigan (both individual franchise agreements that were entered into before the Act that have not yet expired, and the Uniform Video Service Local Franchise Agreements as required by the Act). When compared to 2011, this represents a net increase of 31 total franchise agreements. Of the 1,991 existing franchise agreements, 1,401 are classified as the Uniform Video Service Local Franchise Agreement, an increase of 119 from the previous year.

Consistent with previous years, the Commission asked providers to submit information regarding the competition they are encountering in their franchise areas. Providers submitted information on the number of competing providers they encountered in their specific franchise areas before the Act took effect and since the Act took effect. Similar to previous years, providers have reported a continued increase in competitors entering their franchise areas.

Figure 8 shows this comparison:

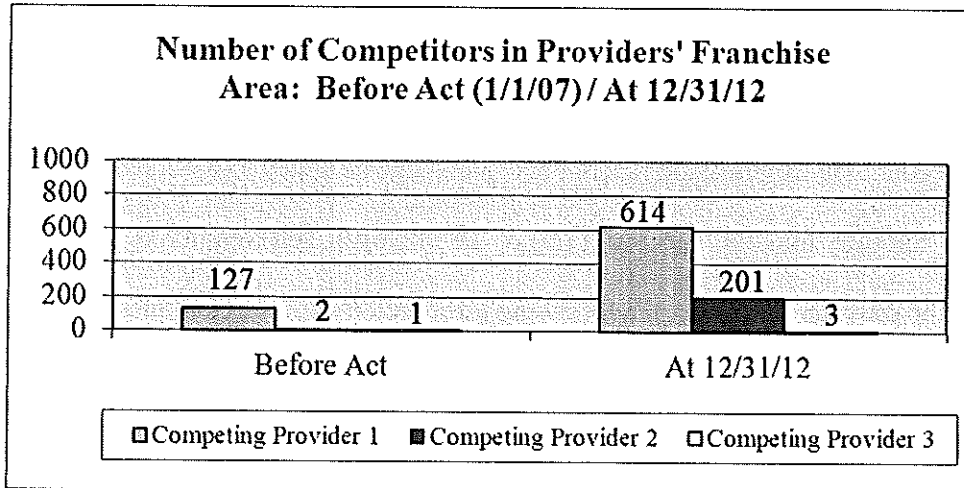


Figure 8  
Source: MPSC Provider Survey

### 3. Disputes

Only two providers reported having an informal or formal dispute with a franchise entity regarding an Agreement. The disputes involved Franchise Fees and PEG.

### 4. Investment in Michigan

Similar to previous years, the Commission requested information from providers regarding how much funding they have invested in Michigan. Thirty four of the 47 video/cable providers responded with a monetary amount of what they invested in the Michigan video/cable market during 2012. The 34 providers reported investing a total of \$380,064,130.

## III. Recommendations

This section provides the Commission's recommendations for legislative action pursuant to Section 12 (2) of the Act. The Commission offers the following three areas for consideration.

First, the Commission recommends the Legislature extend the due date of the Commission's Annual Report from February 1 of each year, to March 1 of each year. The current due date makes it difficult for providers and municipalities to provide timely and accurate year-end information to the Commission. The year-end data must be collected, analyzed and

summarized in this report in 30 days. Extending the reporting date would allow municipalities and providers additional time to provide more detailed responses to the surveys.

Second, the Commission recommends language be added to the Act similar to the language currently found in Section 211(a) of the Michigan Telecommunications Act, which requires the provider to register the following information with the Commission: the name of the provider; a description of the services provided; the address and telephone number of the provider's principal office; the address and telephone number of the provider's registered agent authorized to receive service in this state; and any other information the Commission determines is necessary. This contact information is necessary so the Commission has accurate contact information available to it for complaints, as well as for future information and data collection.

Third, the Commission recommends that if a company changes its name, goes out of business, or is merged into another company, it be required to notify the Commission of this change. Providers do not submit their Franchise Agreements to the Commission – the Franchise Agreements are submitted with the individual franchise entities. As such, this information is not available to the Commission.

The Commission will continue to monitor the status of video/cable services competition in Michigan and inform the Legislature of any further recommendations for needed legislation.

#### **IV. Conclusion**

The Commission, adhering to its responsibilities as set forth in Section 12(2) of the Act, provides the Legislature and Governor with this report that includes information related to the Commission's role, activities, and responsibilities, as well as summarizes the information that has been collected from franchise entities and providers, and the Commission's legislative recommendations.

The total number of complaints received by the Commission is higher compared to last year, but still below the number of complaints received in 2008, 2009, and 2010. As new and existing providers continue to build-out their systems and competition increases, the possibility of customer complaints also increases. The Commission will continue to educate and inform customers of the dispute resolution process adopted in 2009, and will continue to monitor complaints regarding video/cable services in Michigan.

Increases in subscribers as well as the emergence of another video/cable provider are positive signs for the video services industry in the state of Michigan. Both franchise entities and providers have continued to report that video/cable competition is continuing to grow. Growth in competition has been observed each year since the Commission began issuing this report. Figure 8 shows a noted increase in the number of competitive providers in franchise areas since 2007 when the Act took effect. In addition to the increase in competitive providers, companies continued to invest hundreds of millions of dollars into the Michigan video/cable market in 2012.

As the Act enters its seventh year of existence, signs of progress and competition continue to be evident. It appears that both franchise entities and providers perceive that providers are offering more services to customers. In addition, more areas throughout Michigan are beginning to have a choice of video/cable service providers. The Commission will continue to monitor video/cable service competition as it develops and take appropriate action as provided by the Act.



**Franchise Entities' Suggestions or Comments**

- **PEG**
  - Allow PEG fees to be spent on personnel costs
  - Move PEG channels to an actual channel, not an application
  
- **Build Out/Expansion**
  - Build out needed for residents in rural communities with sparse population
  - Residents question when cable service will be available in their area
  - Cable provider not interested in expanding south of I-94 (too expensive)
  - Unable to access top quality service due to lack of expansion in more rural areas
  - Expand cable service into the outlying areas of rural townships
  - Have had a franchise for 6 years and still no expansion
  
- **Requirements for Providers**
  - System updates not completed as promised. Large numbers have gone to satellite
  - Upgrades needed to allow for better reception and channel selection
  
- **Competition**
  - There are two providers in our area, yet little increase in competition
  - Two providers offer service, but neither extended services to meet customer requests
  - Cost to extend service to reach potential customers affects competition
  - Additional providers = competition = good
  - Cable provider left when switch from analog to digital, stating not enough customers to afford the change-over. Now only satellite is available
  
- **The Act**

Amend PA 480:

  - Fulfill promise to keep Local Franchising Authority (LFA) whole
  - Permit LFA's to require 2% PEG fee based on LFA's determination of need
  - Reflect federal court ruling in *Dearborn vs. Comcast* (2008) preempting PEG portion of PA 480.
  - Reflect federal court ruling in *Detroit vs. Comcast* (7/10/12) that:
    - Pre-2007 franchises are unchanged by PA 480
    - As MI Attorney General agreed, LFA's can reject uniform franchise under federal law (no automatic approval)
    - LFA's can enforce federal customer service standards
  - PA 480 has increased competition for some residents, but not all, while having no effect on cost and decreasing customer service
  - Since PA 480:
    - Franchise revenue remains flat
    - Lost in-kind and other services from the incumbent provider
    - Cable rates continue to increase

- Zero value added and has eroded local control of franchising
  - Customers have a choice now, but rates are still higher
  - Providers simply poach competitor's customers as evidenced by flat franchise revenue - as one increases the other decreases commensurately
  - This statute has proven to accomplish literally nothing for municipalities and only serves to benefit providers
  - The Act did nothing to improve service
  - Subscribers pay higher rates for cable services since PA 480 took effective
  - PA 480 was supposed to increase our services, but no apparent results – we have been trying to increase service for 8 years to no avail
- **Rates and Service Offerings**
    - No broadband/high speed internet service in many townships
    - No phone, cable service available
    - The State has totally failed bringing affordable internet service to this community, and has prevented our township government from providing the needed services
    - There are some issues of service not being available from cable provider in certain areas, as promised prior to bankruptcy of Broadstripe
    - Continual increase in cost for cable service is outrageous – no alternatives
    - Need affordable cable options to all citizens, not just those in high density areas
    - Lack of cable service availability in rural townships
- **Misc.**
    - Only METRO agreements, no actual franchise agreements
    - Island community – options are limited
    - No way to report consumer complaints – all deal directly with their provider
    - No franchise for cable or video in the township
    - Township is pleased to know the survey exists and pleased someone cares about the status of video/cable services
    - Fewer complaints, but cannot conclude that means better customer service
    - Small township – not aware of problems with quality of service or impact on the community



Communications Department  
2-6-13

1. Current Programs on HOMTV:

<b>Meetings:</b>		Changing Seasons	12-3-12
Environmental Commission	1-16-13	Community Connection	11-5-12
Park Commission	1-8-13	InnerView: 2013 MDOT Capital Investment	2-4-13
Planning Commission	1-28-13	Jewels 'N General	2-6-13
Township Board	2-5-13	Meridian Magazine	2-4-13
Zoning Board of Appeals	1-9-13	Senior Living	2-5-13
		SF: Sustaining the Future	11-27-12
<b>Original Programming:</b>		SF: Meridian Events	12-19-12
All Access	2-5-13	Women of Meridian	2-1-13

2. Communications Director Deborah Guthrie:

- Attended a NATOA "2013: The Year Ahead in Communications" webinar on January 29.
- Attended a NATOA communications conference call that focused on a three year marketing strategy on January 29.
- Attended a "Catching the Mobile Wave – How to Achieve Your Association's Goals With the Help of Mobile Technology" webinar on January 28.
- Interviewed via phone by a CMU student working on a class assignment on her position as Communications Director and trends in the industry.

3. Internship Coordinator Brandie Hansen:

- Submitted an "in-kind" donation quote to the Michigan State University Safe Place for HOMTV and CAMTV media sponsorship commitment for this year's MSU Safe Place Race for the Place event in April.
- Posted and promoted the new Meridian Senior Center newsletter on the Township website and social media. The newsletter can be found under the "Media Room" tab in the "Township Publications" section.
- Updated the "Township Projects" section on the Township website to include the Okemos Library Renovation project and the Central Fire Station Replacement project.
- Along with Freelancer Chloe Hill, developed an internal website for the HOMTV Internship Program. Forms and documents will be housed on this website and allow the Internship Program to go paperless.
- Along with the HOMTV show producers, have created Facebook fan pages for individual programs to increase HOMTV's social media presence and to gain more viewers.

4. Senior Production Manager Rob Gingerich-Jones:

- Captured and edited photos of all new HOMTV interns, as well as all Communications Department staff. The new photos have been posted on the HOMTV web site and printed for departmental use.
- Has converted 982 intern stories from fall semester, and moved those files into HOMTV's internal video archive for storage. Approximately 300 files remain to be converted and moved.
- Along with Hansen, have completed all training workshops for new interns.
- Completed all backlogged duplication requests from members of the public.

5. Department Secretary Kristi Schaeding:

- Updated the informational binder for the Cable Communications Commission.
- Creating fillable forms for the HOMTV internal website and Communications Department.
- Creating Biography pages for Alumni members in the industry.
- Gathering bid information for promotional products to be used for career fairs and exhibits throughout the year.

6. Please welcome Video Programmer Bryan Reynolds to the Communications Department. He began on February 4.
7. Letters have been sent to public access producers for their annual \$50 fee to submit playback of programming on the CAMTV channel.
8. Facebook Page summary through 1/31/13:

	HOMTV	CAMTV	MERIDIAN TOWNSHIP	GREEN MERIDIAN	DOWNTOWN OKEMOS	MERIDIAN SENIOR CENTER	MERIDIAN TOWNSHIP FIRE DEPARTMENT
People Like This	363	160	431	119	241	53	212
Talking About This	40	1	12	0	2	1	2
Weekly Total Reach	575	44	973	18	91	66	18

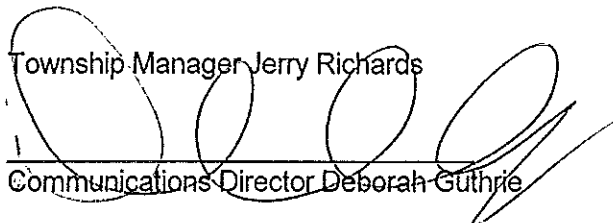
**SENT/FINISHED PRESS RELEASES:**

- Family Winter Sports Weekend (1/17)
- Chinese New Year Celebration (1/23)

9. For the period ending February 6, 2013:
  - Communications Department created and distributed 2 new press releases.
  - HOMTV completed 15 dub/copy orders.
  - HOMTV updated 3 alumni profiles
  - HOMTV completed/changed 1 Bulletin Board announcement requests.
  - HOMTV completed 2 of 2 Cable Complaints/Cable Inquiries (not including presentations).
  - HOMTV produced and aired 8 new original programs.
  - HOMTV aired 1 new official township meetings.
  - HOMTV received 7 new internship applications and resumes.
  - CAMTV aired 1 syndicated program.

# MEMORANDUM

11F

TO: Township Manager Jerry Richards  
FROM:   
Communications Director Deborah Guthrie  
DATE: February 15, 2013  
RE: Online Packets Surveys

All 12 township departments participated in the Online Packets, Agendas, and Minutes survey conducted by the Communications Department. Two divisions of those departments also participated in the survey; Recycling, and Human Services resulting in 16 staff member responses. Of those, only 4 departments; Budgeting and Finance, IT, Police, and Public Works and Engineering responded that they do not provide a staff liaison to any board and/or commission.

### Staff Support for Meetings

Of those who filled out the survey, 9 departments have 22 staff members assigned to various boards and commission to provide staff support and/or staff liaisons. The Planning Department has the largest number of staff members (9) staffing 7 different boards and commissions. The Parks and Recreation Department has 3 staff members staffing 3 boards and commissions. The Clerks Department has 2 staff members staffing 3 boards and commissions. The Township Board has 5 staff members from varying departments providing staff support and a staff liaison. The Economic Development Corporation has 5 staff members from varying departments providing staff support and a staff liaison.

### Current posting of Agendas, Packets, and Minutes online

A total of 9 township staff members upload 23 agendas, packets, and minutes online. Of the 16 boards and commissions, 10 agendas and 10 minutes are available online while only 3 packets are available online. The Cable Communications Commission was the first to have packets uploaded online on August 1, 2012, the Township Board on August 24, 2012 and the Elected Officials Compensation Commission on January 16, 2013.

Agendas, packets, and minutes currently being posted online for which boards and/or commissions:

	Agendas	Packets	Minutes
Board of Review	--	--	--
Building Board of Appeals	--	--	--
Building Hearing Officer	--	--	--
Cable Communications Commission	1	1	1
Community Resources Commission	--	--	--
Downtown Development Authority	1	--	1
Economic Development Corporation	1	--	1
Elected Officials Comp. Commission	1	1	1
Environmental Commission	1	--	1

Fire Board of Appeals	--	--	--
Land Preservation Advisory Board	1	--	1
Park Commission	1	--	1
Pension Board	--	--	--
Planning Commission	1	--	1
Township Board	1	1	1
Zoning Board of Appeals	1	--	1

**Department proposals to upload additional agendas, packets, and minutes online**

Some departments indicated future plans to upload additional agendas, packets, and minutes online. Of those who answered the survey, they indicated which boards and/or commissions they propose to provide agendas, packets, and/or minutes online:

	Agendas	Packets Proposed	Minutes	Date
Downtown Development Authority	*	1	*	3/1/13
Environmental Commission	*	1	*	3/1/13
Park Commission	*	1	*	2/1/13
Pension Board	1	1	1	3/1/13
Planning Commission	*	1	*	3/1/13
Zoning Board of Appeals	*	1	*	3/1/13
*indicate already available online				

The proposed number of agendas (1) online would increase to 11 total.

The proposed number of packets (6) online would increase to 9 total.

The proposed number of minutes (1) online would increase to 11 total.

The proposed total number of staff to support 8 additional agendas, packets, and minutes online is 1 staff person. The Parks and Recreation Department has one staff member upload 3 agendas, and 3 minutes with a proposal to upload an additional packet online. The Planning Department has 4 staff members who upload 3 packets and 2 sets of minutes and are proposing to upload an additional 4 packets.

**Timeline for uploading agendas, packets, and minutes**

We asked the timeline in which these proposals were to occur and received the following responses:

**Assessing Department- Board of Review**

Meeting dates and times are posted to the Website well in advance of the March Board of Review each year. Boards of Review members do not receive packets and the matters before the Board of Review are prescribed by law. No agendas have been prepared previously. Minutes of Board of Review meetings include Petitions to the Board of Review and supporting documents. These documents are probably too large to post to the Website.

**Clerks Office- Zoning Board of Appeals**

Agenda is posted one or two days prior to meeting. Minutes are posted day after they are approved by the ZBA.

**Clerks Office- Township Board and Planning Commission**

Township Board - agenda Friday before 5:00 PM Minutes - day after Board approval

Planning Commission minutes - day after minutes are approved

**Communications Department- Cable Communications Commission**

The agenda, minutes and packet is uploaded to the twp. website one week prior to the meeting.

**Human Services- Community Resource Commission**

There is no plan in the process to provide the packet, minutes, and agenda online. It is emailed to the commissioners in advance of the meeting, and according to my records, there has only been one member of the public present at any Community Resources Commission meetings in the past ten years.

**Human Resources- Election Officials Compensation Commission**

Have only done it once for EOCC and it was the day of the meeting. I would aim for at least two days before the meeting.

**Parks and Recreation Department- EDC, Land Preservation Advisory Board, and Park Commission**

For agendas, once approved, I try to upload on the Friday before the meeting date. For minutes, once approved, I try to upload within 2-5 days after the meeting. For packets, I will be doing the first packet for the Park Commission in February. Once the packet is approved, I will go over to the Administrative Building, make a pdf of the packet, go back to the Parks & Recreation Office and upload to the website. This will also be the same process I will following when it has been approved that the EDC and Land Preservation packets are to be uploaded to the website. At the current time, there are no plans to add these two Boards meeting packets to the website.

**Planning Department- Downtown Development Authority, Environmental Commission, Planning Commission**

The Friday before the meeting date.

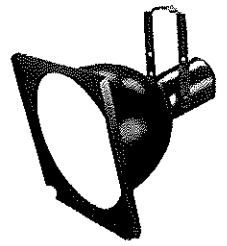
**Police Department- Township Board**

A cadet typically posts the township board packet by 8 pm the Friday before the Township Board meeting.



CHARTER TOWNSHIP OF MERIDIAN  
CABLE COMMUNICATIONS COMMISSION

# **VIEWERSHIP/ PROMOTIONS**



## Editorial: Brian's Departure from HOMTV

By: Darkus Beasley



My first shift at HOMTV consisted of cleaning and organizing storage rooms. While that may not sound exciting, it actually was. It was fun because Brian Dumont was there, re-discovering items from shows-past, including his jacket from Park-O-Rama! and one dusty, but accurately made R2-D2 trash can. Brian whirred and whistled like R2 as I pulled it down from a shelf. It was only my first day, but I could tell that I was going to have fun at HOMTV.

As an integral piece of the HOMTV puzzle for over a decade, Brian was the Senior Production Manager and Internship Coordinator. He is now the Director of Creative Content & Music Services and on-air personality at SMILE FM Radio Network. Brian no doubt made an impact on all current and past interns. He said that it was "very rewarding to welcome someone to HOMTV with little or no experience, help guide them in the right direction and eventually see them become successful."

I think I speak for many when I say that it was rewarding to have Brian as Internship Coordinator and Senior Production Manager. When I asked him why he made the decision to leave, he said that "in the end I chose to leave to pursue radio because that's really what my passion is. It's what I went to school for and where I feel most fulfilled. And while I'm looking forward to the new challenges and opportunities that come with my new job, I will always think fondly of my time at HOMTV."

We wish Brian the best of luck with all of his future endeavors and will truly miss the experience and personality that he brought to HOMTV. Thank you, Brian!

## Change, Growth and Looking Ahead

By: Max leuter

The Communications Department has been changing over the last few years to meet the demands of the direction new media and information technologies are making. The methods by which people receive information drives not only the media but government to change how that information is delivered. Those new delivery methods have opened doors for the Communications Department to expand services.



The Township Board recently approved two part time positions which continue to reinforce the changes. The Video Programming position and Communications Assistant position will fully support and help promote the Township's long standing excellence in government transparency. These positions will assist in those efforts by keeping citizens informed, involved, and participating in the democratic process.

More Specifically, the Communications Assistant position will assist in all areas of marketing, newsletter publications, and Township communications, and work with department staff on new communication methods to distribute information and create promotional campaigns. The Video Programmer/ Studio Producer will coordinate and direct studio productions, provide assistance to CAMTV, and be responsible for programming playback and online media content.

HOMTV is excited to congratulate Internship Coordinator, **Brandie Hansen (07)**. Replacing Brian Dumont, she is a shining example of how HOMTV has helped develop the careers of many bright, young journalists. After entering HOMTV's internship program in 2007 as a Reporting intern, Brandie climbed her way to being hired part-time as a Production Manager and then full-time to Communications Specialist.

## The Women are Back!

By: Lauren Hansard



Women of Meridian, formerly known as Meridian Woman, has returned. Featuring **Hostess Jo Anne Paul, Communications Director Deborah Guthrie (96), Intern Coordinator Brandie Hansen (07), Freelancer Lynn Meikle and Department Secretary Kristi Schaeding** as a panel of women talking about juggling family, finances, home management, and careers to represent everyday challenges concerning women.

The show was first created in 2003 and co-Produced by alum **Natalie Johnson (01)**. It won finalist and first place awards in the Philo T. Farnsworth Local Video Competition Award History in 2003, 2004 and 2005. The show has returned with the hopes of expanding to add more elements such as stories and experts in the studio. Guthrie said, "We wanted to bring back the show to discuss issues of concern to women."



## Rob Gingerich-Jones (02)

is also being promoted on January 1st to Senior Production Manager. Rob started at HOMTV as a Production intern and over several semesters moved up in the program to junior intern, paid intern, and freelance employee. After graduating from MSU, Rob began working at WILX-TV 10 in Lansing as a News Photographer. Rob returned HOM as a Production Manager in 2007.

Department Secretary **Kristi Schaeding** will move from part-time to full-time status on January 1st as well. Kristi began at HOMTV in the summer of 2008. She graduated from Central Michigan University with a degree in Journalism and Public Relations.

## Alumni in the Biz

### Alum Produces Weekly Entertainment Show



Amanda Harper (07) is an Associate Producer for WOOD TV 8, the NBC affiliate in Grand Rapids. More directly she works for eightWest, a weekly, daytime, lifestyle and entertainment show. "I shoot and edit almost all video for the hour-long show," Amanda stated. "Because the show is a revenue-generating show, I also have to work very closely with the sales department and our clients to make sure the story and facts they want to get across about their product/business are the ones

we are portraying." She says she really loves the creative control she has with the whole process as well.

Through this position, Amanda said she has been able to experience some pretty cool things and meet amazing people, like Supermodel Cindy Crawford. "We've traveled to Las Vegas, shot stories at Wrigley Field and Comerica Park, most recently we interviewed Hunter Hayes when he was in town for the Carrie Underwood concert. We host the Santa Parade every year, move downtown during ArtPrize to be in the center of the action and have done live shows in museums and county fairs," she commented.

Aside from her eightWest duties, Amanda also helps edit the five and six o'clock newscast and helps shoot Football Frenzy (their high school football show) for the sports department. As a sports broadcasting major, she started working at the station through an internship with the sports department and continued working freelance for them upon graduation. And of course, she always pops in to volunteer to cover any MSU games they need, she said.

"I definitely think my internship at HOMTV helped me get to where I am today," Amanda stated. "The way the industry is going you never know what you are going to be asked to do. I'm blessed that through my internship I was able to work on my news and sports reporting, shooting, editing and writing skills. Now, because of those real world experiences I feel like I'm able to handle the different challenges I'm presented with."

Plus, Amanda said that she met her college roommate, and one of her best friends, alumni member Erin Fleming (07), through the HOMTV internship. "So it will always be special and I think we both still have our Fun Factory shirts!"

### HOMTV Alumni Reconnect

HOMTV staff and alumni attended the MSU Spartans Homecoming Annual Tailgate Reunion as they battled the Iowa Hawkeyes. The event was an excellent opportunity to catch up with fellow alums, network with other HOMers, and talk Spartans.

"Although it was rainy and cold, what a pleasure it was to see old friends and meet new ones," stated alum Karl Rausch (87). "I am very thankful for the groundwork HOMTV provided me to succeed in this business, and it is great to see HOMTV is still a thriving opportunity for anyone who wants to network, learn and grow."



Current interns enjoying their time at the tailgate with Brian Dumont.



Alums Paul Garland (86) and Karl Rausch (87) brave the cold to spend time with staff and alumni.

Paid Reporting Intern Zach Berridge (11) is a Photographer at WILX Channel 10 in Lansing.

Audrey Dahlgren (11) is the Weekend Sports Anchor and Weekday Sports Reporter at Valley News Live, KVLV Channel 11/ KXJB Channel 4 in Fargo, North Dakota.

Jeny Dowlin (93) is a Professional Certified Marketer at White Bear Marketing in Pass Christian, Mississippi.

Melissa Jarosz (14) is a part-time Graphic Designer at Independence Innovations in Rochester Hills and Social Media Manager.

Kevin McElroy (11) is an Assignment Editor at Fox 2 and a Video Marketing and Sales staff member for the iRule Company part-time. iRule is a startup technology company within Compuware in downtown Detroit.

Jonathan McEmber (11) is a News Reporter at WFIE Channel 14 News in Evansville, Indiana.

Vu Nguyen (10) is the Director of Advertising for the Residence Hall Association at Michigan State University.

Zack Pena (11) is the lead Anchor for the MSU Telecasters news parody program, The Beaumont Bulletin at Michigan State University.

Lauren Ragan (12) is a Weekly Night-Time News Producer at WPBN Channel 7 and 4 in Traverse City.

Kelly Reeves (11) is a Marketing Intern at Friedman Management Company in Detroit.

Hannah Saunders-Baumann (11) is a Reporter/Multi-Media Journalist at WZZM Channel 13 in Grand Rapids.

Rozann Stankis (93) is the Vice President, Client Services Supervisor at Universal McCann Advertising Agency in Birmingham, Michigan.

Thea Tio (06) is the Director of Marketing and Communications for Holy Angels Academy in Buffalo, New York.

Ava Wilhite (07) is a Weekend Reporter at WCIV ABC Channel 4 in Charleston, South Carolina.

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)

# Twp. gets an electric vehicle charging site

Towne  
Cooper  
2-10-13

**MERIDIAN TOWNSHIP** — Meridian Township's first public electric vehicle charging station is now operating.

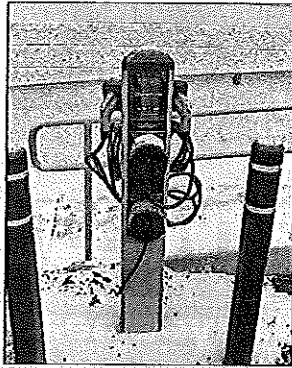
Drivers can extend their driving range by "topping off" their electric vehicles at the new charging station at Celebration Cinema's new Studio C!, according to a press release issued by the township.

The station, which can charge two vehicles simultaneously, is located on the east side theater near Meridian Mall.

Maggie Striz-Calnin of Greater Lansing Area Clean Cities Coalition informed the Meridian Energy Team about a federal grant for charging stations in late 2012.

The township contacted businesses with available electrical lines to hook up to charging stations, which the township paid for using a grant.

The timing was good for Celebration Cinema,



The township's first public electric vehicle located on the east side of the new Studio C!. COURTESY PHOTO

which was nearing completion of Studio C! and hoping to install a charging station.

The station is a ChargePoint model, which has more than 10,000 chargers in use across the country at more than 1,000 companies.

The theater contracts with ChargePoint for operation, maintenance and billing, according to LeRoy Harvey, the town-

ship's recycling and energy coordinator. The cost is roughly 10 cents per kilowatt, or enough for a vehicle to travel three miles, Harvey said.

Because the chargers are connected to the Internet, drivers can locate the nearest station, check pricing and determine availability with a simple application for mobile phones, down-loadable at [www.chargepoint.com](http://www.chargepoint.com).

EVs are gaining popularity. One reason is that the cost per mile is about third the cost of driving a standard gasoline-powered vehicle.

Approximately 17,000 Chevy Volts and Nissan Leafs were sold in their first full year of production, according to ChargePoint representatives.

This is twice the sales of first-generation hybrids in their first year on the market. Every major auto manufacturer has EVs in production and/or development.



**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**PROGRAMMING**



Programming Schedule for Week of February 11 - 17, 2013

Time	Monday 2/11	Tuesday 2/12	Wednesday 2/13	Thursday 2/14	Friday 2/15	Saturday 2/16	Sunday 2/17
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				Meridian Live - Environmental Commission REPLAY			
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
6:00 AM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
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	InnerView: 2013 MDOT Capital Investment	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects
7:30 AM	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection
8:00 AM	Special Feature: Meridian Events	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian
8:30 AM	Changing Seasons	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25
9:00 AM	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living	Senior Living
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	OPEN LINE REPLAY	OPEN LINE REPLAY	OPEN LINE REPLAY	OPEN LINE REPLAY	OPEN LINE REPLAY	OPEN LINE REPLAY	OPEN LINE REPLAY
10:30 AM							
11:00 AM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
11:30 AM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
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							
2:00 PM							
2:30 PM	Special Feature: Sustaining the Future	Special Feature: Sustaining the Future	Special Feature: Sustaining the Future	Special Feature: Sustaining the Future			
3:00 PM	Women of Meridian Talk Show	Women of Meridian Talk Show	Women of Meridian Talk Show	Women of Meridian Talk Show			
3:30 PM	Senior Living	Senior Living	Senior Living	Senior Living			
4:00 PM	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects
4:30 PM	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25
5:00 PM	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian	Good Afternoon Meridian
5:30 PM	Meridian Magazine News LIVE	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
6:00 PM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
6:30 PM	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	Meridian Live - Zoning Board of Appeals LIVE	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects
7:00 PM	Meridian Live - Planning Commission LIVE	Meridian Live - Park Commission REPLAY		OPEN LINE LIVE	OPEN LINE REPLAY	OPEN LINE REPLAY	OPEN LINE REPLAY
7:30 PM							
8:00 PM				Community Connection	Community Connection	Community Connection	Community Connection
8:30 PM				Senior Living	Senior Living	Senior Living	Senior Living
9:00 PM			Changing Seasons	Changing Seasons	Changing Seasons	Changing Seasons	
9:30 PM	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects	InnerView: 2013 Meridian Township Projects
10:00 PM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
10:30 PM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
11:00 PM	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News	Meridian Magazine News
11:30 PM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports

Township Government Meetings Live or Replay	Regularly Scheduled Programs
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All programs subject to change. LIVE meeting coverage may pre-empt other programs.

# Programming Schedule February, 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 Faith Based Programming	Open for programming					
3:00 AM							
4:00 AM							
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	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel
7:30 AM	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future
9:00 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	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally
9:15 AM	Michigan Water	Michigan Water	Michigan Water	Michigan Water	Michigan Water	Michigan Water	Michigan Water
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	Vets Visit on TV	HOMTV	HOMTV	HOMTV	HOMTV	HOMTV	Vets Visit on TV
10:30 AM	Cooking with Cathy						Cooking with Cathy
11:00 AM	Cooking with Cathy						Cooking with Cathy
11:30 AM	City Pulse Newsmakers						City Pulse Newsmakers
12:00 PM	Open for Faith Based Programming						Open for Programming
1:00 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	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally	Remembering Ally
3:15 PM	Michigan Water	Michigan Water	Michigan Water	Michigan Water	Michigan Water	Michigan Water	Michigan Water
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	Preparing for Dog Encounters	Preparing for Dog Encounters	Preparing for Dog Encounters	Preparing for Dog Encounters	Preparing for Dog Encounters	Preparing for Dog Encounters	Preparing for Dog Encounters
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	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers
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	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal
7:00 PM	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel	Joy of Travel
7:30 PM	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future	Sustaining the Future
8:00 PM	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience
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	Vets Visit on TV	HOMTV Replay	HOMTV Replay	HOMTV Replay	HOMTV Replay	HOMTV Replay	Vets Visit on TV
10:30 PM	Cooking with Cathy						Cooking with Cathy
11:00 PM	Cooking with Cathy						Cooking with Cathy
11:30 PM	City Pulse Newsmakers						City Pulse Newsmakers

All programs are subject to change.

HOMTV-Produced Programming	Michigan Government Takeover	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



# Cable in his vision

## Resident hopes to resurrect the People Channel

By Matt Schopoler

Brian Johnson hopes to get the People Channel back on the air.

Johnson said he believes there is a future in the public access channel and would like to see programming range from public meetings to cooking classes.

Johnson was born in Adrian and grew up in Jackson. He is a partner in Verge Technologies, a company that assists businesses entering new markets.

The public access television station went blank about three months ago after the board which was charged with oversight went defunct. The board, which had not been meeting regularly, could not find enough new members and generate enough interest to keep the station alive. They approached various entities, including at least one high school media program, to consider taking over the station, but eventually pulled the plug.

But Johnson said he did utilize the station's programming, which included broadcasting township and school meetings as well as parades and other community events.

"When I moved back into the community, I started watching the People Channel to try and get a flavor of what was going on at meetings rather than showing up," said Johnson, who once served as a deputy clerk for Jackson County.

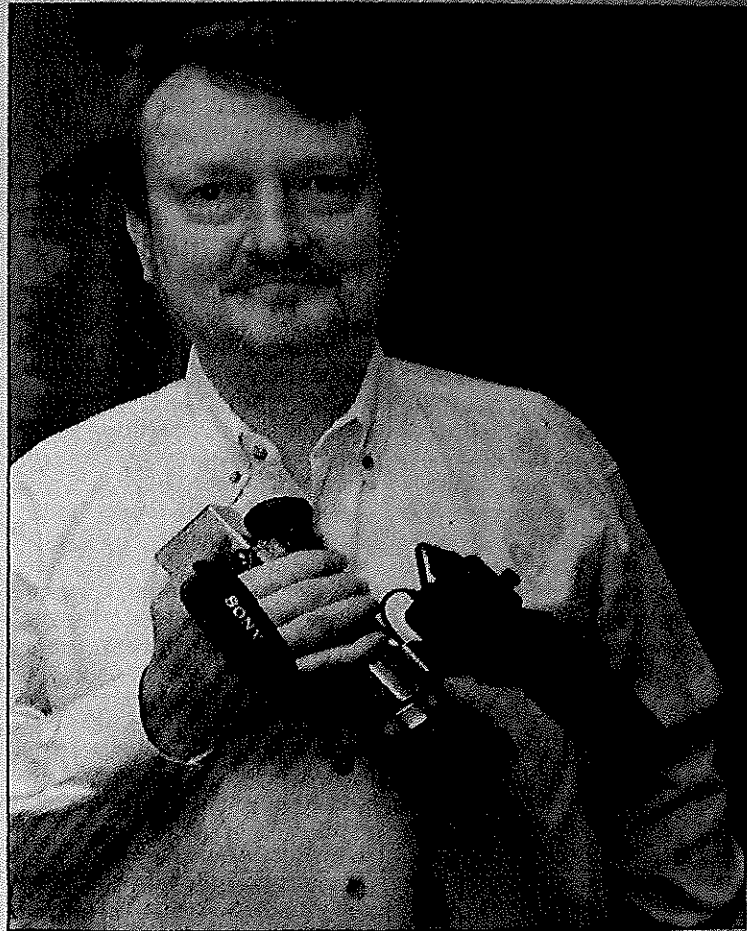
"I wanted to see what was going on. I really appreciated the service. At that time, they were up to date, and you could watch a meeting shortly after they held it."

Johnson said he was approached last summer by Columbia Township Clerk Barry Marsh about the possibility of keeping the station on the air.

"They still were broadcasting very sporadically at that time," said Johnson.

After the channel went dark, Johnson decided to explore the possibility.

When studying the issue, he learned that at one time the station had local sponsors (it cannot charge for advertising, but can have sponsors help defray the cost of programming).



Brian Johnson, above, has dreams of getting the People Channel back on the air.

But he also learned "there was a lot more to it than I expected."

The station, which is provided by Comcast, was primarily funded through user fees which were collected by Comcast. A portion of that money is forwarded to local governments, depending on how many subscribers are in their municipality. They, in turn, use the PEG fees to fund the station.

The station was funded primarily by money that came through the villages of Brooklyn and Onsted, as well as Cambridge, Columbia and Franklin Townships.

Johnson said he believes that some of the municipalities are still collecting the franchise fees.

So how could he make it work?

"I want to see a group of people comprised of different community members . . . more diverse than existed before," he

said of a new board.

He would like to see the original coverage area increased to include Cement City, Somerset and Norvell areas as well.

"If we get buy-ins from them, it would help."

But the battle will not be easy. Johnson notes that this is turning into a second "hobby/job," and added that he needs to find people who are interested to help.

He is also concerned that if something doesn't happen soon, the dedicated channel could be lost if Comcast opts to take it back and use it for a revenue producing channel. He said it can be pulled if there is no programming being broadcast.

Anyone interested in helping get the station back on the air or speaking with Johnson about the possibility can call 1-248-752-6000 during normal business hours.

THE  
**JACKSON INDEPENDENT**  
 M O N I T O R

## Overhaul of Irish Hills Public Access in Works

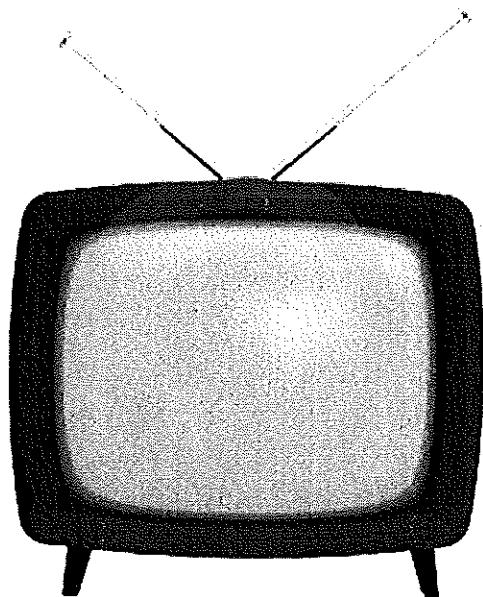
[Ads by Google](#)

[Comcast Cable Deals](#)

[Cable TV Providers](#)

[Cat](#)

ARTICLE | AUGUST 31, 2012 - 9:03AM | BY JONATHAN KAMINSKY



Brian Johnson is a man with a simple dream: a decent, useful public access cable TV station for the Irish Hills.

Johnson is looking to take charge of the region's station, channel 19, which went off the air several weeks ago after its board of directors decided to throw in the towel.

"It's gone dark," said Johnson sadly. "You can flip the channel and it's not even static. It's just a black screen."

That black screen is still better than the fate awaiting Columbia Township and other nearby communities if Johnson is unsuccessful: Comcast no longer cutting thousands of dollars in checks to local governments it currently is required by law to pay.

Money to operate public access channels comes from user fees collected by cable companies, which then pay local governments based on how many subscribers live in their districts. Johnson said that he's unsure how much local

governments are getting paid, how they're using the money, and even which entities are getting checks from Comcast.

The cable company, citing its legal obligations (or lack thereof), has declined to share this information with him. At the same time, Comcast has warned that the station will be pulled from the dial entirely—and the checks will stop flowing—unless someone else takes it up within a few weeks.

A cornerstone of the station in its recent incarnation was airing Columbia Township board meetings, as well as an events calendar. Johnson would like to air those meetings, as well as ones from Franklin Township, Cambridge Township, the village of Brooklyn, and others.

Also on the agenda: Everything from cooking shows to boating shows to lake life.

Johnson says he was approached about taking the reins of the station by those familiar with his organizational expertise—he is a former Jackson County chief deputy clerk—and his time producing a public access show in the 1980's. That show, an East Lansing-based political talk show starring Ed Weiss—it was called Weisscracks—gave Johnson experience operating a camera and running a show.

Johnson is working to get a reconstituted voluntary board together, and is hoping to get representation from all the Irish Hills communities that are getting Comcast funding. First, however, he has to figure out where the money is going—and even precisely how much of it there is.

Though he wishes Comcast was more helpful in compiling this information, Johnson says he's confident that he'll be able to spearhead the emergence of a robust public-access station. With a few thousand dollars coming in per quarter and a willing group of volunteers, he says, there's no reason he can't.

"I think it can be done," he said. "We're not going to be making blockbuster movies."



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# Columbia Township resident, business owner hopes to get Brooklyn's People Channel up and running again

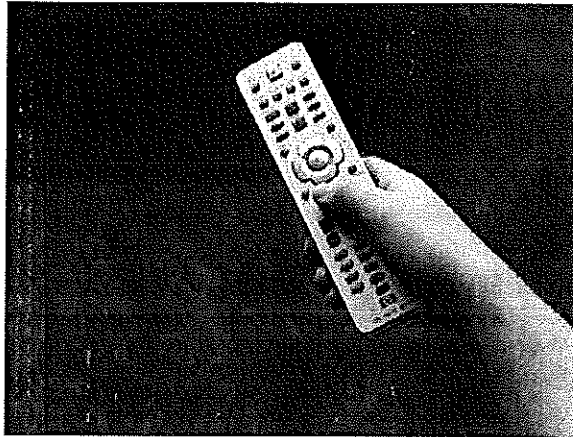


(http://connect.mlive.com/user/tjackson/index.html) By Tarryl Jackson | tjacks01@mlive.com (http://connect.mlive.com/user/tjackson/posts.html)

on December 18, 2012 at 9:30 AM, updated December 18, 2012 at 9:31 AM Print (http://blog.mlive.com/citpat/business\_impact/print.html?entry=/2012/12/columbia\_township\_resident\_bus.html)

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**BROOKLYN, MI --** Brooklyn's public access channel, which had served viewers in the area for years, went off the air in July due to lack of support



AP File Photo

(http://www.mlive.com/news/jackson/index.ssf/2012/06/television\_viewers\_in\_brooklyn.html)

Now, some residents are hoping to bring back the People Channel.

## Columbia Township

(http://topics.mlive.com/tag/Columbia%20Township/index.html) resident Brian Johnson is hoping to get the People Channel back up and running again.

"First of all, we have to establish that there is going to be enough desire in the community to give it the attention and care to keep it going," said local resident Brian Johnson, who owns Verge Technologies in Commerce Township in Oakland County.

Johnson said he was approached by Columbia Township Clerk Barry Marsh about taking on the effort.

"It had been going downhill for a number of years because they couldn't get people to replace the board (of directors for the People Channel)," Johnson said. "They also had problems keeping it updated. I noticed it started to deteriorate a few years ago."

The channel, which went dark July 15, was broadcast to Cambridge, Columbia, Norvell,

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Franklin and Somerset townships as well as Cement City and the villages of Onsted and Brooklyn.

A recent survey of viewers was conducted and responses received ranged from residents not knowing the channel existed to viewers saying the televised meetings were of poor quality.

However, many Columbia residents watched recorded Columbia Township board of trustees meetings.

The effort to get the public access channel on the air again is still in its preliminary stages. Covering costs such as public education and government (PEG) and franchise fees is part of that discussion, Johnson said.

"Right now, we have no idea what a potential budget would be," Johnson said.

The Brooklyn-Irish Hills Chamber of Commerce supports Johnson's charge.

"They are really keen on promoting this (channel) as a vehicle to talk about the area," Johnson said.

Cindy Hubbell, the chamber's executive director, said the organization would like to play a part in the public access channel and agrees that the chamber could really utilize it.

"It should be something that the community should be a part of," she said. "We are in support of it."

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## Cable stations drop government TV station; some content to be online

MGTV -- the cable television station that has broadcast the machinations of state government since 1996 -- will go dark by mid-January.

The service, provided by five of the state's largest cable television providers, will be transferred to the state's Technology, Management and Budget department and will be available only online.

"The decision comes from the cable companies," said Kurt Weise, spokesman for management and budget. "There didn't seem to be demand to keep the channel in their lineup."

The cable companies approached the state to drop the service, and the state agreed that the Web-only component would be an acceptable replacement. The transfer of programming will be picked up by existing state employees and won't add to the state's budget, Weise said.

But some of the programming offered by MGTV will be lost, including broadcasts of events related to state politics and policy sponsored by the Economic Club of Detroit and the Michigan Black Caucus; policy forums by Central Michigan, Michigan State

and Grand Valley State universities, and events at the Gerald R. Ford Presidential Museum.

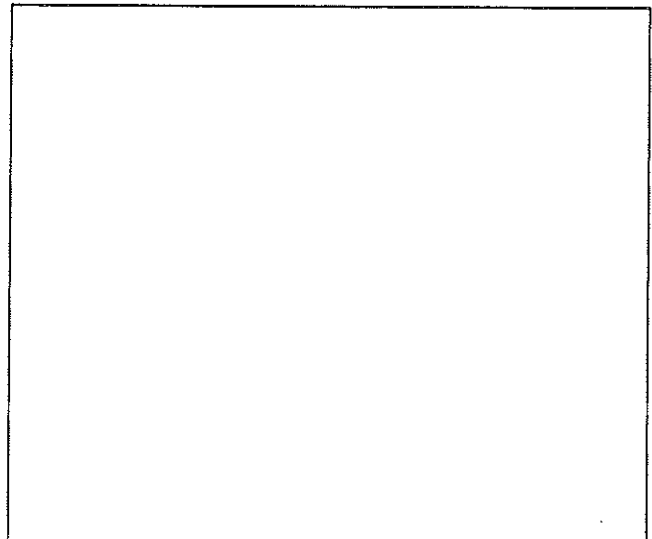
The state will continue to live-stream state House and Senate sessions and some committee meetings, along with news conferences and some speeches by Gov. Rick Snyder, and oral arguments at the Michigan Supreme Court. Those feeds will be archived at a new Web portal called MiTV.

The cable companies reach 1.6 million customers in Michigan, Wisconsin and Indiana. But they had no figures available for how many people tuned in to MGTV's Monday-Friday broadcasts that aired 10 a. m.-2 p.m.

The loss of MGTV will lead to less transparency in state government, predicted state Sen. Gretchen Whitmer, D-East Lansing.

"This has been an unprecedented time of the Legislature and governor cutting the

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public out of the process," she said, citing the Michigan State Police's decision to close the Capitol from public access for several hours during the right-to-work debate.

"They're making it more and more difficult for people to see what they're doing.

"If you have a computer and Internet access, you'll be able to see what happens. But it will cut a lot of people out of being able to question their elected leaders."

Emily Dievendorf, policy director for Equality Michigan, a progressive advocacy group, called the move by the state to allow the cable companies to stop MGTV, "a calculated attempt to harm the public and shield themselves from scrutiny."

But Weise said the new Web portal will allow people to watch state government in real time and from an extensive cache of archived segments.

He also said most public libraries have free Internet access.

On Jan. 1, any new shows will appear only online. But MGTV may continue to rebroadcast segments from this year through mid-January.

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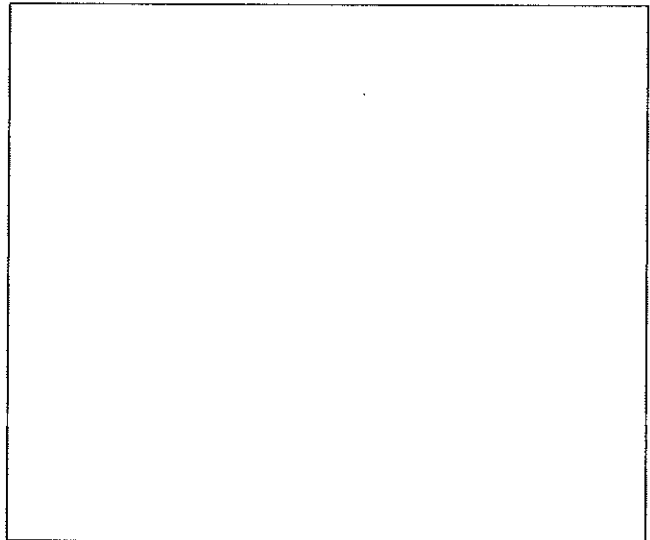
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## Deborah Guthrie - Your PEG Access TV Channels & the New Congress

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**From:** Rob McCausland <rob@communitymediadatabase.org>  
**To:** Rob McCausland <rob@communitymediadatabase.org>  
**Date:** 11/14/2012 6:03 AM  
**Subject:** Your PEG Access TV Channels & the New Congress

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Dear Michigan PEG Access TV Providers:

The Community Media Database's state and U.S. maps have now been updated with the names of the winners of last week's Congressional elections.

Now that those elections have been settled, PEG access television advocates and providers are turning their attention to the opportunities and challenges awaiting us in the 113th Congress, opening January 3, 2013. Whether it's a renewed push for the protections of the Community Access Preservation Act, or a whole new rewrite of the Telecommunications Act, there's a lot at stake for community media in these next four years - the continued existence of your channels, to say the least.

You can help prepare for those coming discussions *now* in one simple way:

When you write your viewing area's Congressional representatives to congratulate them on their wins last week, also invite them into your studio for an interview - actually, for *two* interviews - one this month, and one in January, after they've received their Committee and room assignments. If there are other access TV providers in their Congressional districts, share those interview programs with them, as well.

These interviews would be the best and easiest way for you to begin an ongoing series of conversations with them about your services, and how vital those services are to the residents, businesses, and organizations of your communities - their constituents.

Beyond that simple step, you'll want to stay in touch with other access providers in your state and across the country for news about developments in these areas. The Alliance for Community Media and the National Association of Telecommunications Officers and Advisors are two organizations, (both with state and regional chapters) in the forefront of protecting PEG access channels in the halls of Congress.

Finally, you may want to attend some conferences that will be also be discussing ways to ensure the future of PEG access television. Here are two:

April 5-7: National Conference for Media Reform 2013; Denver, CO

May 15-17: Eastern Region Community Media Conference 2013; New Brunswick, NJ

Best wishes in the new year, and thank you, for all you contribute to your communities.

Sincerely,

Rob McCausland, Developer  
Community Media Database  
202-744-4694



## Deborah Guthrie - [Bod] must reading from Harold Feld at Public Knowledge

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**From:** Joanne Hovis <jhovis@ctcnet.us>  
**To:** "NATOA Board of Directors (bod@lists.natoa.org)" <bod@lists.natoa.org>  
**Date:** 11/13/2012 4:51 PM  
**Subject:** [Bod] must reading from Harold Feld at Public Knowledge

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All—this is really a thoughtful analysis of AT&T's stated plans for the next few years. And very relevant to our ThinkTank process.

### Shutting Down The Phone System Gets Real: The Implications of AT&T Upgrading To An All IP Network.

By Harold Feld | November 13, 2012

I believe AT&T's announcement last week about its plans to upgrade its network and replace its rural copper lines with wireless is the single most important development in telecom since passage of the Telecommunications Act of 1996. It impacts just about every aspect of wireline and wireless policy.

For those who missed it in the morning-after blur of the election results, AT&T announced that it will invest an additional \$14 billion to upgrade its wireline and wireless networks, so that it projects investing \$22 billion a year for the next several years in capital expenditures ("CAPEX" as they say on "The Street"). At the end of the three year time frame, AT&T expects to have converted its existing "time division multiplexing" (TDM) phone network entirely to an IP-based network which will seamlessly mix its wireless, remaining souped-up copper, and fiber (but not fiber-to-the-home). Since all existing phone regulation governing universal service, consumer protection, and competition rest entirely on the existing TDM/copper network, AT&T simultaneously filed a petition with the FCC to "begin a dialog" on how to address the regulatory issues raised by this shift and proposing some entirely deregulated "pilot programs" to determine what regulations are "really" necessary.

Setting aside my skepticism that these pilot programs offer anything of value, I thank AT&T for beginning with an offer to talk. At the same time, I'm mindful we need to get the key elements of the new framework down over the next year or two – which is practically nothing given the complexity of the issues and the number of stakeholders involved. It puts a premium on communities working quickly to come to internal consensus and on trying to bring as many allies to the table as possible. Ideally, we would set universal rules for all IP networks, but this would meet fierce resistance from existing IP-providers. Nevertheless, AT&T raises a valid point of concern if the rules for the TDM to IP apply only to it and other Local Exchange Carriers (LECs) upgrading their networks. The FCC must balance these concerns about competition and fairness with the broader questions of what happens when our 100-year-old copper safety net gets replaced by an essentially unregulated IP-based networks.

### **What's At Stake? Everything In Telecom Policy.**

To list just the headline questions:

- What happens to the concept of universal service, particularly in rural areas? AT&T itself says in its announcement that its new combined 4G LTE and wireline IP footprint will cover "Ninety-nine percent of existing customer locations." That loss of 1%, while small in absolute terms, potentially means many



thousands of people losing access to basic phone service.

- Even if AT&T's wireless footprint precisely overlapped its rural copper footprint, there would still be significant questions about reliability and price. Traditional phone service has minimum standards of quality enforceable at the local level, and in most states a requirement to offer basic voice service at a regulated price. This combination of a requirement to serve everyone in the service territory, at a minimum standard and to offer a basic, affordable voice option is generally thought of as "Carrier of Last Resort" (CoLR) regulations. If AT&T transition to IP-based networks and eliminates its CoLR obligations associated with its traditional telephone service, what happens? In rural areas, wireless signal might not have the same quality as existing copper, or it might become unaffordable for poor subscribers in rural and urban neighborhoods where low-income families rely on a low-cost basic voice service.

Nor can we ignore the impact on the hard of hearing and the visually impaired. Basic copper voice service has built into capabilities for the deaf, and home equipment designed for the visually impaired. How will the changeover impact these communities?

In other words, while the new network will definitely be a better network, offering a more valuable bundle of services, it may not be either available or affordable to all Americans in the way existing phone service has been for decades. We could become the first industrialized nation to move **backward** on availability of basic voice service to all people.

- Copper is built to 99.999% reliability, the "five 9s" of a public utility. Wireless and IP-based networks do not come anywhere close to that. In the aftermath of Hurricane Sandy, New Yorkers without power for IP-based services or cell service went combing their neighborhoods for payphones – which continued to operate because they connect through independently powered copper networks. What happens in 22 states when that older, more expensive but more reliable technology is replaced with better, faster but more fragile technology?
- What happens to the Universal Service Fund? The current AT&T telephone network provides a significant portion of the existing contribution to the fund because only traditional telephone networks are (at the moment) required to pay into the fund. DSL and other IP-based networks do not pay into the fund.

For years, contribution to the Fund has been eroding. AT&T's proposed rapid transition of its entire network will dramatically accelerate this trend. Many states have separate state-based USF funds. AT&T territories, this will be even more impacted.

- A host of policies remain confined to the telephone world and not the IP-space. These include pro-consumer policies on privacy and billing, and pro-competitive policies such as special access and unbundled network elements (UNEs). To the extent these policies apply at all to IP-based networks, they do so as "ancillary" to existing telephone networks. Even access to phone numbers is technically limited by statute to "telecommunications providers," and is assigned to IP-based networks by regulatory fiat. What happens to these policies when the telephone network that supports these policies disappears? What protections will consumers or competitors continue to enjoy with regard to things like privacy, truth-in-billing, and signal quality?
- Most importantly, the FCC must decide the question of whether IP networks must interconnect with one another. Right now, they do not. And every now and then we have a "peering dispute" where networks refuse to exchange traffic because they cannot agree on terms. What happens if AT&T and Comcast cannot agree on terms, a several million AT&T Wireless subscribers can no longer call home? If this seems unlikely to happen, I remind folks that no one ever imagined that cable systems or DBS providers might go for weeks or even months without local broadcast channels because of "retrans fights." However, when DISH subscribers must make do without AMC or when Cablevision subscribers can't watch Food Network, it's merely annoying. When people with Comcast phone service can't call AT&T or AT&T wireless subscribers, the impact – for the economy, for public safety, and for the individuals involved – is a hell of a lot more significant than missing "Mad Men" or "Chopped."
- How will AT&T's investment impact the digital divide and problems of digital adoption, particularly in

minority communities? There is no question that, handled correctly, this massive investment in infrastructure could prove a tremendous boon to communities that have until now been in danger of marginalization. At the same time, we must also recognize the danger that a poorly handled transition to all-IP networks could cement the status quo, or even worsen existing digital inequities.

This is a daunting list of questions to resolve. Many of them have been the focus of quiet conversation in telecom policy circles for years. AT&T itself raised these questions during the National Broadband Plan in 2009. But while everyone could see that **someday** we would need to address these issues, the all-IP future always seemed comfortably enough away that the FCC could defer these questions for another day.

That day has now come. AT&T's announcement that it will phase out its traditional phone network and convert entirely to an IP-based network over the next three years forces us to address these questions in a relatively short period of time. AT&T, to its credit, has acknowledged that it must undertake a dialog with stakeholders and regulators. For our part, we at Public Knowledge welcome this opportunity.

### **Real Investment That Creates Stronger Networks Is Always A Good Thing.**

Let us be clear. We **want** this investment to happen. This investment will create a combined wireless and wireline network that is truly greater than the sum of its parts. This is how competition is **supposed** to work. AT&T invests to meet the challenge from cable operators on the landline side and from its wireless competitors. This, in turn, forces the cable operators and wireless carriers to respond with improvements and lower prices of their own.

Those dismissive of the upgrades to copper overlook two critical aspects. First, it was only a few months ago when all copper was supposedly destined for the ash-heap of history, and the war between cable and copper settled entirely in cable's favor. This upgrade **potentially** restores DSL as a viable, low cost alternative able to put price-pressure on cable systems and force cable operators (particularly in mid-size markets) to accelerate their own upgrades. Second, and more importantly, this network is designed to fully integrate its wireless and copper components. This will have major impacts on spectrum policy and vastly accelerate the shift to small cell architecture and the trend of enhanced reliance on unlicensed spectrum to augment licensed spectrum.

More importantly, this investment and network upgrade will happen whether we want it or not. We at PK do not doubt that AT&T intends to invest the promised \$22 billion per year over the next three years. In the past, we have not hesitated to express hearty skepticism where AT&T (and other companies) have promised to invest in exchange for regulatory relief. But unlike previous announcements made to regulators and made explicitly contingent on receiving regulatory relief, AT&T's announcement here is wholly different in nature and character. First and foremost, AT&T made this announcement not to regulators alone, but to a conference of Wall Street analysts. No publicly traded company tells Wall St. it plans to make enormous investments in capital expenditures that will take several years to pay off unless it has absolutely no choice.

And AT&T has no choice. Competition is forcing AT&T to invest in its networks or risk obsolescence. Cable providers have already taken AT&T's residential wireline business, and are eating into AT&T's commercial enterprise customers. Verizon Wireless has a superior wireless network, and both T-Mobile and Sprint are pouring billions into network improvements and upgrades. AT&T either upgrades or goes under. This is why AT&T's filing makes it clear that AT&T is going ahead with this investment whether or not the FCC grants it any kind of regulatory relief.

### **Where Do We Go From Here?**

AT&T has called for a dialog to begin in earnest. While all stakeholders should welcome this opportunity, we must not lose sight of the fact that AT&T – as a profit-maximizing firm seeking to minimize its costs– will look to cut the best deal it can. I confess I am deeply skeptical that AT&T's proposed regulation free zones in the form of a "pilot program" can teach us anything of value. Further, while AT&T has acknowledged that the shift to IP networks should not be entirely

"regulation free" and must acknowledge the historic duties associated with its traditional copper network, I recognize that AT&T (in this filing and in past filings) has also suggested that the FCC's authority, if push came to shove, is extremely limited. AT&T is also at pains to observe that cable operators and other competitors do not face the same traditional regulatory burdens, and to sing from the usual hymnal the paeans of praise to the deregulated world of IP-based networks.

I do not say any of these things to suggest that AT&T is not approaching this with good faith. But no one should imagine that AT&T is a charity. This network upgrade raises critical questions that go to the very basis of the FCC's authority over core communications in this country and the 100-year old social contract that made voice service in the United States universally available, affordable, and reliable. Even were the impact confined to the millions of customers in 22 states that subscribe to AT&T's wireline service, this would be a critically important and monumental set of proceedings. The decisions made here will ultimately impact everyone, regardless of what service they use to communicate. This conversation will happen at the local level, the state level and the federal level. It will happen at the FCC and in Congress.

### **Conclusion**

Every stakeholder community needs to carefully consider its position and come ready for some hard bargaining. The traditional battle lines and positions need to be carefully reexamined. The world is changing, and it will make a radical change like this only once. This is not the time to repeat the rote responses of the past. This is not going to be some Libertarian nirvana where the regulatory state withers away and we shall move from each according to his need to each according to his ability to pay. Neither is traditional regulation going to remain unchanged. Anyone taking either position is effectively removing him or herself from the real conversation that must take place.

What we need to do, individually and collectively, is figure out how to take the values of the 100-year old social contract in telecom that has served us so well as a nation and decide how to express those values in concrete terms for the next generation of networks. That won't be easy. But stuff that matters never is.

# Government VIDEO

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## Cincinnati's Media Bridges Works to Halt Complete Funding Cut

Dec 06, 2012

by Emily Reigart

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The funding for the organization that manages Cincinnati's public and education cable television channels has been targeted for elimination from the city's fiscal year 2013 budget, but the community broadcasters are working with city officials to get partial funding restored, and it is leading a public campaign urging viewers to show support for the channel by contacting local lawmakers.

Cincinnati City Manager Milton Dohoney cut the funding for Media Bridges, which has been providing the city with public and education cable television since 1989, from Cincinnati's recommended 2013 budget. However, Dohoney preserved \$700,000 to fund the municipal government's access channel.

Nonetheless, Media Bridges is working with Cincinnati Mayor Mark Mallory and the city council to get partial funding of its annual operating budget—\$498,000—restored, according to Tom Bishop, Media Bridges's executive director.

The \$498,000 to fund the operation has previously been drawn from cable franchise fees (\$300,000) and directly from Time Warner Cable (\$198,000), but that money will not be available in 2013 because under state law, all public, education and government channel funding ended on Jan. 1, 2012. In addition, cable operators and telephone companies can charge to transmit PEG channels.

When Media Bridges was informed about the funding cuts, the organization was told the amount allocated for 2012 "was just not do-able" for 2013, and that "we needed to come up with a less expensive proposal," Bishop said. However, the city has worked out an amendment to the budget that appropriates \$211,000 for Media Bridges for the next six months, in addition to a one-time capital payment of \$50,000; but Bishop is concerned the amount will be inadequate.

If full funding is not restored, free services to the nonprofit community and the school district would be cut, and Media Bridges would charge for memberships, Bishop said. In addition, its activity would be limited to onsite training and management of the public and education channels, and even that would be more reliant on volunteers and automation because "we'll be losing four staff members, three [full time employees] FTEs under that plan."

However, the planned amendment allocating \$200,000 for Media Bridges could change, according to Bishop.

"I've seen things change in the absolute eleventh hour in the past," he said, explaining the budget committee has scheduled appropriations hearings for Dec. 6 and 10. The committee is then scheduled to hold a work session Dec. 13, with a second planned for the morning of Dec. 14. The council is scheduled to vote on the proposal during the afternoon of Dec. 14.

"This is kind of a sad thing that's happened in a lot of places across the country, where public and educational access are undermined, but government doesn't seem to take any effects," said Bishop, who added he respects and relates to the work done by City Cable because he previously managed a PEG channel. "Government access is great, but it's part of a tripod. Without viable and well-sustained public and educational access, basically, what you've got is the equivalent of a city park that only city employees and elected officials can use. That's just not the way that PEG was ever meant to work."

Public and education access television has to be visible to elected officials, according to Bishop. "If those people don't know your name, you're starting from scratch any time you have a problem." Therefore, as part of Media Bridges' plan to be funded by the city, the organization is urging supporters to call council members and share why public and education access television is important to them, Bishop said.

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# Captioning of Internet Video Programming

## Background

Closed captioning is the visual display of the audio portion of video programming. Captioning provides access to individuals who are deaf or have hearing loss and is often used in places where it is difficult to hear a TV program, such as restaurants and exercise facilities. On January 12, 2012, the FCC adopted rules requiring captioned programs shown on TV to be captioned when re-shown on the Internet. These rules implement provisions of the Twenty-First Century Communications and Video Accessibility Act of 2010 (CVAA).

## Video Programming

- The new rules cover full-length video programming. Video clips and outtakes are not required to be captioned when shown on the Internet. However, when a captioned TV program is re-shown on the Internet in segments, it must be captioned if substantial portions of the entire program are shown in those segments.
- Consumer-generated media (e.g., homemade videos) shown on the Internet are not required to be captioned, unless it has been shown on TV with captions.
- Movies shown on the Internet are not required to be captioned unless they have been shown on TV with captions.

## Implementation Schedule for Captioning Internet Video Programming

The following deadlines apply to video programming that a distributor shows for the first time on the Internet (newly added to the distributor's inventory of Internet video programming):

- **September 30, 2012:** Pre-recorded video programming that is not "edited for the Internet" must be captioned on the Internet if it is shown on TV with captions on or after September 30, 2012. "Edited for the Internet" means the TV version has been substantially edited. Examples of editing for this purpose are: deleting scenes or altering musical scores. Changing the number or duration of commercials is not considered "editing" for this purpose.
- **March 30, 2013:** Live and near-live video programming must be captioned on the Internet if it is shown on TV with captions on or after March 30, 2013. Near-live video programming is defined as programming that is performed and recorded less than 24 hours before being shown on TV for the first time.

- **September 30, 2013:** Pre-recorded video programming that is substantially edited for the Internet must be captioned if it is shown on TV with captions on or after September 30, 2013.

## Archival Internet Video Programming

The following deadlines apply to video programming that a distributor already shows on the Internet. Distributors have extra time to add captions to video programming that they already show on the Internet and that is later shown on TV with captions, as follows:

- Within 45 days after the date it is shown on TV with captions **on or after March 30, 2014 and before March 30, 2015;**
- Within 30 days after the date it is shown on TV with captions **on or after March 30, 2015 and before March 30, 2016;** and
- Within 15 days after the date it is shown on TV with captions **on or after March 30, 2016.**

## Filing a Complaint

If you experience a captioning problem after the implementation dates, you may file a written complaint with either the FCC or the video programming distributor or provider. If you choose to file your written complaint with the video programming distributor or provider, you may be able to find the contact information on the distributor's or provider's website.

If you file your complaint with the FCC, the FCC will forward the complaint to the video programming distributor or provider.

Your written complaint must be filed within 60 days of the captioning problem. After receiving a complaint, either directly from you or from the FCC, the video programming distributor or provider will have 30 days to respond to the complaint. If you chose to first file your complaint with the video programming distributor or provider and it does not respond within 30 days, or if a dispute remains, you can still send your complaint to the FCC.

NOTE: The Form 2000C is currently being revised to accept complaints about Internet Protocol Closed Captioning (IP Closed Captioning). This means you cannot yet use the web-based form. In the interim, you may use [a fill-able form \(click here\)](#) <sup>(1)</sup> (*en Español* <sup>(2)</sup>) to file an IP Closed Captioning complaint. After you print the form with your responses, you may transmit it to the Disability Rights Office by:

- email as a scanned attachment to [dro@fcc.gov](mailto:dro@fcc.gov) <sup>(3)</sup>
- facsimile to 202-418-0037
- postal mail to:

Disability Rights Office  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, DC 20554

## What to Include In Your Complaint

Your complaint should include the following information:

- Your name, street, city, county, state and zip code and other contact information such as a videophone or TTY number or email address;
- The name and postal address, website, or email address of the video programming distributor, provider and/or owner;
- Information sufficient to identify the video program or show with the captioning problem, including the name of the program or show;
- Information sufficient to identify the device and/or software used to view the program or show;
- The date and time when you experienced the captioning problem;
- A detailed description of the captioning problem, including specifics about the frequency and type of problem (e.g., captions cut off, captions missing);
- Any additional information that may assist in processing your complaint; and
- Your preferred format or method of receiving a response to your complaint, such as letter, facsimile transmission, telephone (voice/TRS/TTY), email, or some other method that would best accommodate you.

### **Resolution of Your Complaint May Be Delayed If the Information Above Is Incomplete**

You can also provide the FCC with any additional information you think appropriate (e.g., screen shots of the web page, written-out examples of garbled captions, video recordings you made of the captioning problem, etc.).

### **For More Information**

For more information about FCC programs to promote access to telecommunications services for people with disabilities, visit the FCC's [Disability Rights Office website](#) <sup>[4]</sup>.

For information about other communications issues, visit the FCC's online [Consumer Publications Library](#) <sup>[5]</sup> and its [Consumer and Governmental Affairs Bureau website](#) <sup>[6]</sup>.

Consumers may [file a complaint online](#) <sup>[7]</sup> or contact the FCC's Consumer Center by calling 1-888-CALL-FCC (1-888-225-5322) voice or 1-888-TELL-FCC (1-888-835-5322) TTY; faxing 1-866-418-0232; or writing to:

Consumer Inquiries and Complaints Division  
Federal Communications Commission  
Consumer and Governmental Affairs Bureau  
445 12th Street, S.W.  
Washington, DC 20554

### **Print Out**

[Captioning of Internet Video Programming Guide](#) <sup>[8]</sup> (pdf)

[Consumer & Governmental Affairs](#) <sup>[9]</sup>

[Consumer & Governmental Affairs](#)



Source URL: <http://www.fcc.gov/guides/captioning-internet-video-programming>

**Links:**

- [1] <http://transition.fcc.gov/cgb/consumerfacts/Form2000C.pdf>
- [2] [http://transition.fcc.gov/cgb/consumerfacts/Form2000C\\_SPA.pdf](http://transition.fcc.gov/cgb/consumerfacts/Form2000C_SPA.pdf)
- [3] <mailto:dro@fcc.gov>
- [4] <http://www.fcc.gov/cgb/dro>
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