



**AGENDA**  
**CABLE COMMUNICATIONS COMMISSION**  
**Regular Meeting**  
**July 24, 2013**

Meridian Township Municipal Building  
5151 Marsh Road, Okemos, MI

**Administrative Conference Room**

- A. Call Meeting to Order at 6:00 p.m.
- B. Public Remarks
- C. Introductions
- D. Approval of Agenda
- E. Approval of Minutes – April 17, 2013
- F. Communications/Announcements
- G. Old Business
  - 1. Comcast Guide Channel Resolution of Support
  - 2. Special Committee Chairs Report: Community Needs Assessment – Andrew Lathrop
  - 3. Detroit V. Comcast lawsuit impact
- H. New Business / Discussion Items
  - 1. AT&T Compliance Letter
  - 2. Franchise Fee Audit
  - 3. Technical Audit
  - 4. Commission Compensation Discussion
- I. Reports
  - 1. Complaints/Compliments: Deborah Guthrie
  - 2. Video Service Provider(s):
  - 3. Communications Director Report: Deborah Guthrie
  - 4. Chair's Report: Chair, Walter Benenson
  - 5. Township Information: Ron Styka
  - 6. Programming: Deborah Guthrie
  - 7. Viewership/Promotions: Deborah Guthrie
  - 8. Finance: Deborah Guthrie
    - a) 2014 Budget Recommendations
    - b) Five Year Plan
- J. Other Business & Announcements
- K. Public Remarks
- L. Adjournment

**Cable Communications Commission Regular Meeting Minutes**  
**DRAFT**

Administrative Conference Room  
Meridian Municipal Building, Okemos, MI  
April 17, 2013

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

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

**Approval of Agenda:**

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

Voice vote. Motion carried unanimously.

**Approval of Minutes:**

Commissioner Kiyak moved TO APPROVE THE MINUTES OF FEBRUARY 20, 2013 AS SUBMITTED. Seconded by Commissioner Crowley.

Voice vote. Motion carried unanimously.

**Public Remarks:**

No Public Present.

**Communications:**

Commissioner Kiyak requested an update on the Comcast DTA box issue that was discussed at the last meeting. Comcast Representative John Gardner responded that he resolved the second internet account. Communications Director Deborah Guthrie indicated that she appreciated his help with the matter.

Commissioner Kiyak started a discussion regarding the March 26<sup>th</sup> letter from Comcast regarding the realignment of their HD programming line-up. Gardner commented that Comcast has a legacy of adding channels as they become available and they are creating new "genre-based neighborhoods" utilizing four-digit channel number capabilities.

Chair Benenson inquired if all the lower channels will be going away at some point. Gardner responded by saying that at some point they will. Communications Director Guthrie questioned if it was all channel mapping and whether or not additional bandwidth is required. She also inquired about the location of the PEG channels on the basic tier service and whether or not they can be moved. Gardner responded by saying the channel number doesn't correspond to the level of service.

Guthrie requested clarification from Gardner by asking if HD is only available in certain locations and if HOMTV would have to be in one of those locations to be HD?

Gardner responded by saying that is a totally different discussion and Comcast is not adding HOMTV on HD.

### **Old Business:**

Comcast Guide Channel - Communications Director Guthrie explained that she doesn't understand why all other channels are allowed to be present on the guide channel and PEG channels are not. Guthrie questioned how a company can treat a group of people differently than another group of people. She commented that she doesn't buy it when Comcast states it is not available. And she commented that she will continue to pursue the issue. Guthrie requested this item remain on the agenda under "Old Business" because the Resolution of Support still needs to be drafted.

HOMTV Citizen Survey – Communications Director Guthrie explained that she sent information via email to the commission along with a memo regarding a survey and recommends the commission to make a decision on how to move forward from here. She said the former surveys focused more on customer service.

Guthrie said the dynamics have changed when looking at the way the Communications Department has been redesigned and new media methods and program offerings and the new ways in which people are receiving information. She stated that she felt it would be beneficial to meet additional times and develop a purpose and scope for the survey and issue Request for Proposals (RFP) before the 2014 township budget deadlines.

Commissioner Crowley also recommended setting up a meeting to determine how to move forward with the survey and what direction we want to go with it. Chair Benenson proposed a subcommittee and meeting that would be open to the public and focus on the particulars of the survey.

Commissioner Kiyak proposed the special meeting date of May 22<sup>nd</sup> from 5:00 – 7:00 pm.

Commissioner Crowley moved TO APPROVE THE SPECIAL MEETING ON MAY 22 TO DISCUSS THE SURVEY. Seconded by Commissioner Kiyak.

Voice vote. Motion carried unanimously.

Communications Director Guthrie stated that she will research and provide the survey language included in P.A. 480 and the franchise agreement during the special meeting.

Commissioner Kiyak requested Communications Director Guthrie to contact her peers in the surrounding PEG communities and inquire if they have completed any recent surveys and could perhaps provide us with ideas of social networking or internet questions they used.

Communications Director Guthrie explained that most municipalities dissolved their cable commissions and there maybe half a dozen left in the state of Michigan because P.A. 480 removed all authority from cable commissioners.

### **New Business:**

Detroit V. Comcast Lawsuit – Communications Director Guthrie stated that she met with Township Manager Jerry Richards regarding the lawsuit and will be meeting with the township attorneys soon to discuss creating a letter.

### **Reports:**

- Cable Compliments/Complaints: Communications Director Guthrie provided an update from a complaint received from a township resident regarding iPad streaming. Guthrie stated that she had a conference call with the township IT department director and Granicus that resulted in the IT department stepping up their efforts to make sure streaming will be made available on the iPad and other mobile devices. According to Guthrie, June 1<sup>st</sup> is the target date to be mobile.
- Comcast: Comcast Representative Gardner provided an update of the Internet Essentials Program offered by Comcast and explained that they are working with schools, community partners and government agencies to spread the word about the program. Gardner explained that the criteria of the program has been expanded to include more families.

He also commented that Comcast offers courtesy service to public libraries.

- Township Information: Township Liaison Ron Styka announced the new Township Manager will start on May 7<sup>th</sup>. Frank Walsh was chosen by the Township Board to as the next manager following the retirement of Jerry Richards on May 3<sup>rd</sup>.
- Chair's Report: Chair Benenson reported that he recently had a Comcast issue and was able to work with them and in the end everything worked out fine with no problems.
- Communications Director's Report: Communications Director Guthrie inquired if you have a Comcast subscription, do you have to have it connected to your house in order to use the service on your iPad? Gardner responded by saying you cannot received a Comcast account or services without having your house connected.

- Viewership/Promotions: Communications Director Guthrie reported that she organized the annual joint luncheon between the ACM and NATOA groups at the Michigan Association of Broadcasters (MAB) conference. HOMTV was given ad space in the MAB brochure along with other news outlets. Guthrie expressed the importance of continuing a strong relationship with the MAB.
- Programming: Communications Director Guthrie announced a new news show was recently launched called "Meridian News Now" and is solely hosted and produced by the interns. She explained that she is not sure how long the program will continue because the interns will be graduating soon and will highly likely be moving on to full time careers in the field.

**Other Business & Announcements:**

Commissioner Kiyak, Commissioner Lathrop and Chair Benenson have all expressed their desire to waive payment from the township for attending the regularly scheduled cable commission meetings.

**Future Agenda Items:**

Nothing to Report.

**Public Remarks:**

No remarks from the public.

**Adjournment:**

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

Hearing no objections, Chair Benenson ADJOURNED THE MEETING AT 7:16 p.m.

**NEXT MEETING:**

The next scheduled meeting is Wednesday, July 24, 2013 in the Administrative Conference Room.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS**

# 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. Veestra  
 Angela Wilson



## 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 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 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:

*To VOLUNTEER MYSELF FOR PUBLIC SERVICE; GIVE BACK TO MY COMMUNITY AND ADVANCE THE INTERESTS OF ALL PARTIES.*

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

*PLEASE SEE ATTACHED RESUME*

Name: BRIAN MICHAEL SEIPEL

Occupation: SENIOR PARTNER INSURANCE AGENT Place of Employment: FARMERS<sup>(R)</sup>

Home Address: 4114 SPINNAKER LANE, OKEMOS, MI 48864

Phone: (days) 517-331-2966 (evenings) SAME E-mail BRIANSEIPEL@COMCAST.NET

Signature *[Handwritten Signature]* Date 12-14-2012

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>12.14.12</u>	Distro: <u>EL HL</u>	Application # <u>ZBA 1207</u>
Registered Voter:	<u>(Y)/N</u>	<u>JR</u>	
Date Appointed:		<u>BD MEMBERS</u>	

- First place District Manager in the Company, *Bristol West Just Quote Us* contest by educating, training and coaching agents to quote *Farmers* and *Bristol West*, every time, to provide equal access under the law to all prospects and experience a mathematical advantage with the dynamics of sales probability dynamics.
- Certificate of Achievement – *Invigor '08* Agency Development promotion.
- *Topper Club* qualifier twice.
- Selected to be a member of the *President's Council* in 2009 as a District Manager.
- Created, implemented and innovated nine recruiting techniques to recruit agent, agent's staff, employee and volunteer candidates.
- Conducted thousands of recruiting interviews; recruited Agent candidates, Employees and *March of Dimes* Volunteers.
- Developed a detailed education and training program for college interns, with students of *Michigan State University*, where we recruited, educated, trained and placed college Interns in the industry from the district office.
- Provided education, training and guidance for Agency Producers, Customer Service Representatives and Contact Managers of agents, for many of the Agents in the District.
- Recruited, educated, trained, coached and mentored to the point the District was comprised of 66% agents I recruited.
- Member, *Farmers Legislative Action Group*.
- Perpetual and one of the founding Gold-level funds donors, *Farmers' Michigan Insurance Political Action Committee*.
- Selected honorary attendee to the *National Volunteer Leadership Council, March of Dimes, twice* – one of the best experiences of my life.

**On September 30, 2010 resigned position as District Manager. On the heels of having become a member of the Presidents Council in 2009 and in the face of a challenging recovery to Michigan's economy and job market, results were unacceptable and it was time for a break. No other company was sought within which to work and interest was simultaneously expressed to work with the *Farmers University* and be part of the expansion eastward. My position with the *March of Dimes* was retained, with work as a Volunteer expanded in the interim.**

- Chairman of the Board, Lansing/Jackson, Michigan Division of the *March of Dimes* – currently. Accomplishments since recent separation from *Farmers* include:
  - Repeated as Member of the *President's Society*.



- Regional Marketing Education Manager - Southern California Regional Office Awarded a Spot Bonus Award for "Performing exceptionally and contributing to the results of the Carlsbad Regional Office above and beyond normal job duties".
- Directed, instructed and audited instructors for the delivery of *Interpersonal Management Skills*, titled "*Farmers Professional Selling Skills*", a Xerox Learning Skills Course, under contract – which was taught to Marketing staff and new Career Agents in Farmers' Career School. Made a four-page written recommendation we keep inter-personal management skills/conversation skills as the basis for our selling skills training, a decision that was not adopted but has evolved to be inclusive with the methods we use today.
- Directed, instructed and audited instructors - approximately 30 Regional Career Schools; coordinated approximately 19 instructors and sometimes substituted for instructors from almost every department. Voted and awarded *Instructor of the Month* multiple times, even though the class was told to vote for someone other than a Marketing Department employee.
- Certificate of Accomplishment - for effort, initiative and teamwork as the Southern California Regional Office captured first place in the *President's Regional Management Zone Contest*.
- Authored the first comprehensive field publication detailing our *Customer Service Representative Program*, for licensing, educating and training of agency staff.
- Directed, instructed and audited instructors for: *Customer Service Representative Seminar* (approximately 12 schools); *Reserve Agent Training Program*, various courses at the District Level; *Career Agent Training Program*, various courses at the District Level; *Profitable Growth Seminars* (7); *Client-Focused Marketing*; District Manager Backstop Schools (5).
- Co-introduced to Southern California Public Broadcasting Station (PBS) affiliates to *The American Promise*.
- Directed, instructed and audited instructors - *Coaching for Success* to Marketing Staff and District Managers.
- Graduate - *Agency Management Training Council (AMTC), Agency Management Training Course*, sponsored by the *Life Insurance Management Research Association (LIMRA, International)*.
- Graduate - *Agency Management Training Council (AMTC), Field Management Seminar*, sponsored by the *LIMRA, International*.
- Authored and gained approval for the lesson plan with continuing education course credit from the State of California Department of Insurance, for *Premier Whole Life Insurance*, a six credit hour class.

**As a trainee, was witness to - and reported to management on the development of the Carlsbad Regional Office. In anticipation of working there and to take the initiative to properly complete the *Sales Management Training Program* in the field; was the only employee Farmers paid to move from the Carlsbad area, back home to the Regional Office, following successful completion of the training program to promote directly to Division Agency Manager for the Eastern Division, Santa Ana Region.**

- Division Agency Manager, Eastern Division, Santa Ana Regional Office; managed District Managers such as Greg McPhate, Bob Wyatt - second-generation Farmers DM's with "A contracts" (learned plenty).
- We won the *Zone Life Pennant*.
- Division Agency Manager, Coastal Division, Santa Ana Regional Office; managed District Managers such as Ed Lani, Merrill Jessup and Oscar Stricklin - second and third-generation Farmers DM's with "A contracts" (learned plenty).
- Division Agency Manager, Central Division, Santa Ana Regional Office; managed District Managers such as Joe Wetton, Joe Conners, Jack Wallace and Ernie Gesner - Farmers, DM's with a "B contract" (learned plenty); created the Eastern Division *Thunderbirds* and a newsletter for division recognition, education and motivation.
- Earned *Certificate in General Insurance - Insurance Institute of America*.
- Promoted to Regional Sales Education Manager, Santa Ana Regional Office, after 4 years of Division Management.

**As Regional Marketing Education Manager, accomplished the following:**

- Completed 6 Parts of *Chartered Property-Casualty Underwriter (CPCU)* designation.
- Completed Farmers Group, Inc. - Human Resources Courses: *Maintaining Effective Discipline; Performance Management; Strategic/MBO Planning; Interview and Selection; Employee Relations; Financial Management; Behavioral Laboratory; Stress Management*.
- Earned Certificate in IBM System 36 functions, Automated Systems Training - which included the most advanced user training, such as Interactive Data Definition Utility (IDDU) and Creating and managing Queries, using IBM System 36 and AS/400 mid-range computers.
- Worked with *IBM* and the *Farmers Home Office* on the very first utilities to demonstrate to agency force field users the utilities that offered time and data management savings in a *Microsoft Windows®* environment. This was precisely the time the Santa Ana Regional Office was being closed for operations.
- Member of the *First Place Sales Management Team*, twice - awards presented by William "Bim" Braddock.

- Special Achievement Award, outstanding *STAN/EVAL*, 98% score
- First Place (we brought home the trophy) *USAF, Best Security Police Team in the Strategic Air Command GIANT SWORD COMPETITION*; team member for two years
- Honor Graduate, *USAF Supervisors School, Phases I & II*
- Certificate of Merit, Weapon Storage Area Supervisor

**After only 3 years and 7 months into enlistment I had taken and passed every college class available for enrollment on Base and was awarded one key semester on *Operation Bootstrap* to attend college while on active duty (with pay), attending *Fullerton College, California*. The final result was 154 semester hours earned while working all but one semester, on active duty in the military, with the successful achievement of a dual major: Bachelor of Arts Degree in Management; Bachelor of Arts Degree in Social Psychology, from *Park College (Now Park University), Parkville-Missouri***

**With still 2 years, 7 months remaining on a 6 year enlistment, it was time to move forward, being one of the few of the enlisted ranks with a college degree...**

- **Perhaps the most flattering of United States Air Force commendations in this phase were the following:**

\*Semi-finalist, *Airman of the Year*

\*Senior Airman Promotion *Below-the-Zone* (early)

\*Approval for Indoctrination Flight - T-37 Aircraft as a reward

- Application to *Officer's Training School* – accepted
- Application to *Pilot Training* - accepted, orders issued to attend T-38 flight training in Laughlin, Texas, following initially flight screening, the *Officer's Training School*. Goal was to graduate in top 5% of the class to have my plane of choice, an F-15 Eagle.
- Graduate, United States Air Force *Flight Screening Program* - Medina Annex, Lackland Air Force Base, Texas; included solo flight in T-41 aircraft, Hondo Field, Texas 25 Sept 1980. When training lessons were doubled, was the only student to keep up with the pace, graduating a full 2 1/2 weeks before all other pilots in the class. I got my wings and they threw me in the shower, still in flight suit and all, as is tradition (although I didn't know it at the time).

**Medical allergies restricted flying status to *Bomber/Tanker/Cargo* as opposed to the desired *Fighter/Attack/Reconnaissance* rating. My decision: continue school, graduate and go into business upon discharge...but what a great experience it was to fly!**

- Increased *President's Society* membership in our Division to the highest percentage of members in the State.
- Member of the March of Dimes Michigan Chapter – State Board of Directors.
- Awarded Volunteer of the Year 2010 – March of Dimes, Lansing Division.
- Created and Introduced a Consent Agenda for the Lansing Board to improve Board productivity.
- Graduate, *Executive Leadership Program*; one of 58 volunteers in the United States.
- Author, new March of Dimes Division Newsletter – *Reflections*.

**On October 11, 2011 I re-joined the Farmers® team as an Agent and established an office with staff as a Presidents Council Agent, in East Lansing, MI, where my scratch agency is growing, employing others and providing multi-lingual insurance and financial services for Michiganders.**

Personal Hobbies and Interests:

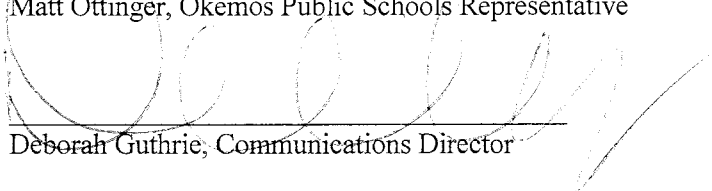
Water sports; camping; hiking; walking; music; guitar; travel to places of natural and cultural significance, such as the *Pictured Rocks National Lakeshore* and the *Holocaust Museum* in Washington, DC; winning; sincerely being asked for input; having authority not just responsibility; working with others who believe that the development and advancement and communication with people, in fellowship.

# MEMORANDUM

TO: ALL MEMBERS OF THE CABLE COMMISSION:

Chair Walter Benenson  
Vice Chair Patrick Crowley  
Commissioner Tunga Kiyak  
Commissioner Andrew Lathrop  
Ron Styka, Township Board Liaison  
John Gardner, Comcast Representative  
Alan McCarrick, City of East Lansing Representative  
Matt Ottinger, Okemos Public Schools Representative

FROM:

  
Deborah Guthrie, Communications Director

DATE: April 18, 2013

RE: Special Meeting

A special meeting of the Cable Commission has been called for **May 22, 2013 at 5:00 p.m.**, in the Administrative Conference Room, Meridian Municipal Building, 5151 Marsh Road, Okemos, MI 48864.

The purpose of this meeting is to discuss a cable satisfaction survey to determine the breadth and scope for conducting a study that would provide solid, local data to be used in future renewed franchise agreements.

Following is the agenda:

1. CALL MEETING TO ORDER
2. PUBLIC REMARKS
3. SURVEY DISCUSSION
4. PUBLIC REMARKS
5. ADJOURNMENT

**\*PUBLIC REMARKS (Maximum one hour — 3 minutes per person)**

*Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Board by writing or calling the following: Township Manager, 5151 Marsh Road, Okemos, MI 48864-1198. (517-853-4258) — Ten days notice required.*



May 1, 2013

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

Dear Ms. Guthrie:

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

Effective on or about June, 19 2013, Speed/Speed HD (chls. 731/223) will move from Sports & Entertainment Package to Digital Starter Service.

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

Sincerely,

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

# KITCH DRUTCHAS WAGNER VALITUTTI & SHERBROOK

A PROFESSIONAL CORPORATION  
ATTORNEYS AND COUNSELORS

ONE WOODWARD AVENUE, SUITE 2400

DETROIT, MICHIGAN 48226-5485

(313) 965-7900

Fax (313) 965-7403

INTERNET ADDRESS: <http://www.kitch.com>

## PRINCIPALS

RICHARD A. KITCH  
GREGORY G. DRUTCHAS  
RONALD E. WAGNER  
RALPH F. VALITUTTI, JR.  
HARRY J. SHERBROOK  
CHARLES W. FISHER (1)  
VICTOR J. ABELA  
JOHN P. RYAN  
WILLIAM D. CHAKLOS  
STEVE N. CHEOLAS  
SUSAN H. ZITTMER (1)(7)  
JOHN S. WASUNG (1)  
WILLIAM W. VERTES  
JOHN PAUL HESSBURG (3)  
KAREN B. BERKERY (4)  
R. MICHAEL O'BOYLE  
DANIEL R. SHIREY (5)  
JOHN M. SIER (6)  
STEPHEN R. BRZEZINSKI  
THOMAS R. SHIMMEL  
MICHAEL J. WATZA  
SARA MAE GERBITZ (1)  
MARK A. WISNIEWSKI (7)  
RICHARD J. JOPPICH  
BARBARA A. MARTIN  
JULIA K. MCNELIS  
DEAN A. ETSIOS

CHERYL A. CARDELLI  
LAURA L. WITTY  
DONALD B. LENDERMAN (7)  
RICHARD J. SUHRHEINRICH  
R. LISA PANAH (7)

TIMOTHY S. GROUSTRA (8)  
MARY CATHERINE STOREN  
SUSAN D. MACGREGOR  
ANNE E. LAWTER  
R. SCOTT GLOVER  
DAVID C. WIEGEL  
MARGARET A. CHAMBERLAIN  
JENNA P. WRIGHT  
ADAM B. KUTINSKY  
CHRISTINA A. GINTER  
KIMBERLY K. PENDRICK (1)  
MICHAEL J. ST. JOHN  
MARK M. SESI  
RYAN D. EWLES  
MICHAEL T. WALSH (12)

**ASSOCIATE PRINCIPALS**  
DINA M. FERRARI  
JOYCE A. REYNOLDS  
BETH A. WITTMANN (1)  
STEVEN P. MCCOASLIN  
ANNE M. BROSSIA (9)

2379 WOODLAKE DRIVE, SUITE 400  
OKEMOS, MICHIGAN 48864-6032  
(517) 381-4426  
FAX (517) 381-4427

TOWNE SQUARE DEVELOPMENT  
10 S. MAIN STREET, SUITE 200  
MT. CLEMENS, MICHIGAN 48043-7903  
(586) 463-9770  
FAX (586) 463-8994

OLD CITY HALL  
220 WEST WASHINGTON, SUITE 500  
MARQUETTE, MICHIGAN 49855-4344  
(906) 228-0001  
FAX (906) 228-0003

405 MADISON AVENUE, SUITE 1500  
TOLEDO, OHIO 43604-1235  
(419) 243-4006  
FAX (419) 243-7333

70 WEST MADISON, SUITE 2080  
CHICAGO, ILLINOIS 60602-4252  
(312) 332-7901  
FAX (312) 332-7903

PATRICK B. CAVANAUGH (1)  
DAVID T. HENDERSON (1)  
TERENCE P. DURKIN  
MICHAEL E. GERAGHTY  
AMY L. CARRIVEAU  
BRETT J. MILLER  
ANDREA SZUMLINSKI DELAND  
GENEVIEVE E. DELONIS  
REBECCA E. CHAVEZ  
CHRISTINA A. DOYLE  
LINDSAY C. KELLEY-BLIVEN  
RICK J. WITTMER (2)  
A. GABE SYBESMA  
THOMAS P. SULLIVAN (1)  
NATHAN R. KACZMAREK  
KIMBERLY M. BABCOCK  
VICTORIA S. LEHMAN  
ROBERT T. KENT

## SENIOR ASSOCIATES

SCOTT J. BROGAN  
MATTHEW A. BROOKS  
TRACI A. BUCHALSKI  
KRISTEN L. COOK (7)  
RYAN M. DEMPSEY  
JOSLYN R. MULLER  
MARGARET M. PHILPOT  
ROBERT A. WELCH JR.

EDWARD J. WLOSZEK III  
KEITH F. WRIGHT (10)

## ASSOCIATES

SARAH BARBANTINI  
GREGORY A. BEHLER, JR.  
KAITLIN A. BROWN  
NICOLE L. COLEMAN  
KALLY L. GOODWIN  
ANDREA M. SYMBAL  
JARED M. WARNER

## OF COUNSEL

WILLIAM D. HODGMAN  
SUZANNE D. NOLAN  
MICHAEL R. SHPIECE  
ABRAHAM SINGER  
STUART TRAGER (11)

(1) ALSO ADMITTED IN OHIO  
(2) ONLY ADMITTED IN ILLINOIS  
(3) ALSO ADMITTED IN WASHINGTON D.C.  
(4) ALSO ADMITTED IN NEW YORK  
(5) ALSO ADMITTED IN FLORIDA  
(6) ALSO ADMITTED IN IOWA  
(7) ALSO ADMITTED IN ILLINOIS  
(8) ALSO ADMITTED IN ARKANSAS  
(9) ONLY ADMITTED IN OHIO  
(10) ALSO ADMITTED IN NEVADA  
(11) MT. JUDGE RETIRED  
(12) ADMITTED IN ILLINOIS & INDIANA

May 30, 2013

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

Re: Automatic Franchise Renewal to 2020 and Comcast Letter dated  
September 12, 2012

Dear Mr. Gardner:

This letter is written in part to inform you that the undersigned has been retained by the Charter Township of Meridian to represent its interests relative to the **automatic renewal** of the 2005 Cable Franchise Agreement with Comcast Cable to 2020, and with respect to several issues raised in your letter dated September 12, 2012.

There, you state the following:

"As you may know, our franchise to provide cable television service will expire on July 31, 2015. Although we believe that PA 480 of 2006 now

Re: Automatic Franchise Renewal to 2020 and Comcast Letter dated  
September 12, 2012  
May 30, 2013  
Page 2

controls the renewal process, the purpose of this letter is to preserve our rights to the formal renewal process under Section 626 of the Federal Cable Act in the event that the State statute is amended, repealed or otherwise modified before our current franchise expires.

Accordingly, Comcast hereby gives notice that it seeks renewal of its cable television franchise pursuant to the provisions of 47 U.S.C. 546 and requests commencement of renewal proceedings pursuant to 47 U.S.C. 546(a) should a change in the State law or other circumstances necessitate doing so."

With regard to your quoted assertions, Meridian Township notes that the franchise does not terminate in 2015. According to the 2005 franchise agreement, upon completion of service and infrastructure upgrades in Meridian Township, the franchise agreement between the Township and Comcast has been automatically extended to 2020.

*"Section 3. Length of the Franchise: Technological Improvements. (a) The term of this Franchise is 10 years, unless the Franchise is automatically extended pursuant to Section 10 for an additional five-year period....*

*Section 10. Specifications of the Cable System and Services. (c) If during the first three years of the term of this Franchise, Grantee upgrades the Cable System to increase the channel offerings to 750 MHz or more and further enhances the two-way functionality of the system offering HDTV and VOD among other advanced services, then Grantee shall be entitled to a five-year automatic extension of the Franchise term to commence following the original 10-year term expiration date."*

At the September 3, 2008 Cable Commission meeting, Comcast representative Dawn Pier, Franchise Compliance Specialist, reported that the upgrades were complete in Meridian Township.

Accordingly, the agreement was effectively extended to 2020 on or about that date.

Therefore, the balance of your letter referencing the formal federal process is premature.

We would appreciate it if you would confirm that the upgrade was completed as represented, and that you agree that the franchise now expires in 2020. Out of an abundance of caution, the Township has commenced the formal renewal process as you have demanded. While your letter commencing the formal process is conditional, as you are aware, recent binding court decisions indicate that there is no automatic renewal of your franchise, and the Township is free to deny any request for renewal that



Re: Automatic Franchise Renewal to 2020 and Comcast Letter dated  
September 12, 2012  
May 30, 2013  
Page 3

may be made under 2006 PA 480. This is reflected in Judge Lawson's Opinion and Order dated July 10, 2012, in the US District Court matter, *City of Detroit v Comcast, Civil Action #10-12427*, relying in part on the opinions and orders entered in the previous matter of *Dearborn, Meridian et al., v Comcast, Civil Action #08-10156*, as well as the opinion of the Michigan Attorney General expressed in his pleadings filed in the Detroit case and specifically adopted by that Court.

We view your confirmation of the 2020 franchise expiration date as the simplest approach for all concerned. It would ensure that the continued status of Comcast in the community is not called into question; and it would avoid the potential cost of the federal formal process. We understand that Comcast does not believe that the ruling in the Detroit case is correct, but we are not demanding that Comcast accept the validity of the decision. All Comcast needs to do is to affirm that the franchise terms continue until 2020, something it is certainly free to do under Sec. 13 of PA 480, even under its view of the law.

However, the Township does need to know what your position is. Please advise at your earliest convenience and in all events prior to **June 15, 2013**, whether Comcast is willing to accept the expiration date of July 31, 2020 or not. If it is not, we would appreciate it if you would explain why you believe the franchise was not automatically extended, and the basis for any contention that it is entitled to a renewal under state law in light of the decisions cited above.

Should you have any questions, please direct any communications regarding this matter to the undersigned.

Very truly yours,



Michael J. Watza  
(313) 965-7983  
mike.watza@kitch.com

MJW:imp



June 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 some channel and price changes. Customers are being notified of these changes via a bill messages.


Effective on or about July 24, 2013, Fox Soccer/Fox Soccer HD (chls. 727, 991/1635) will move from the Digital Preferred service to the Digital Starter service.

Also, effective on or about July 31, 2013, GSN & GSN HD (chls. 179 & 710/1325) will move from the Digital Preferred service to the Digital Starter service.

Additional, effective August 1, 2013, as a result of changes in business costs, the Service Vehicle Trip Charge rate will change from \$30.00 to \$39.95; the Upgrade/Downgrade of Service (In-home visit required) installation rate will change from \$30.00 to \$39.95; and the Late Fee charge will change from \$8.00 to \$9.50. Prices do not include applicable taxes and fees.

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

Sincerely,



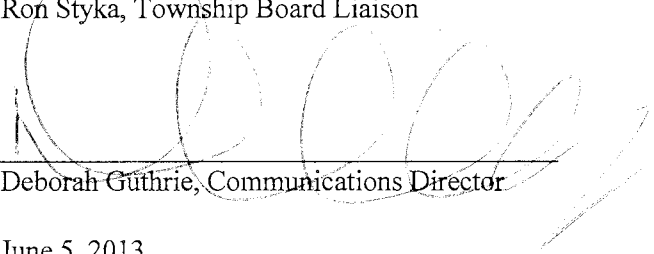
John P. Gardner  
Senior Manager, Government Affairs  
Comcast, Heartland Region  
1401 E. Miller Rd.  
Lansing, MI 48911

# MEMORANDUM

TO: ALL MEMBERS OF THE CABLE COMMISSION:

Chair Walter Benenson  
Vice Chair Patrick Crowley  
Commissioner Tunga Kiyak  
Commissioner Andrew Lathrop  
Ron Styka, Township Board Liaison

FROM:

  
Deborah Guthrie, Communications Director

DATE: June 5, 2013

RE: Special Committee Meeting

A meeting of the Cable Commission Special Committee has been called for **June 12, 2013 at 4:30 p.m.**, in the Administrative Conference Room, Meridian Municipal Building, 5151 Marsh Road, Okemos, MI 48864.

The purpose of this meeting is to discuss a cable satisfaction survey to determine the breadth and scope for conducting a study that would provide solid, local data to be used in future renewed franchise agreements.

Following is the agenda:

1. CALL MEETING TO ORDER
2. PUBLIC REMARKS
3. SURVEY DISCUSSION
4. PUBLIC REMARKS
5. ADJOURNMENT

**\*PUBLIC REMARKS (Maximum one hour — 3 minutes per person)**

*Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Board by writing or calling the following: Township Manager, Frank Walsh 5151 Marsh Road, Okemos, MI 48864-1198. (517-853-4258) — Ten days notice required.*

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Monday, June 10, 2013 10:38 AM  
**To:** Kristi Schaeding  
**Subject:** FW: LSJ Survey on Mobile Devices and Online News Consumption

---

**From:** Kiyak, Tunga [mailto:kiyaktun@broad.msu.edu]  
**Sent:** Friday, June 07, 2013 8:43 PM  
**To:** Deborah Guthrie  
**Subject:** LSJ Survey on Mobile Devices and Online News Consumption

I just completed a LSJ survey about online news consumption and mobile devices. A copy of the questions I was asked is below, in case it gives us some ideas:

---

Which of the following devices do you use to connect to the Internet? (Check all that apply)

- Desktop computer
- Laptop computer
- Smartphone
- Tablet computer (iPad, Kindle Fire, etc)
- Other, please specify...

What are the top 5 types of sites you visit, or apps you use, on your smartphone?

- Blogs
- Concerts & Events
- Dating
- Email
- Finance/Banking
- Games
- Health
- Household Services
- Maps/GPS
- Music
- News
- Photography
- Real Estate Listings
- Restaurants/Dining
- Search (Google, Safari, etc)
- Shopping
- Social Media (Facebook, Twitter, etc)
- Sports
- Travel
- Video (You Tube, Netflix, etc)
- Other, please specify...

What news sites or apps do you visit on your smartphone?

For what reasons do you use the news site(s)/app(s) you identified above?

What are the top 5 types of sites you visit, or apps you use, on your tablet?

- Blogs
- Concerts & Events
- Dating
- Email
- Finance/Banking
- Games
- Health
- Household Services
- Maps/GPS
- Music
- News
- Photography
- Real Estate Listings
- Restaurants/Dining
- Search (Google, Safari, etc)
- Shopping
- Social Media (Facebook, Twitter, etc)
- Sports
- Travel
- Video (You Tube, Netflix, etc)
- Other, please specify...

What news sites or apps do you visit on your tablet?

For what reasons do you use the news site(s)/app(s) you identified above?

[Agree Strongly      Agree Somewhat      Neither agree nor disagree      Disagree Somewhat      Disagree  
Strongly      Unsure]

I am well informed about the news of the day.

I consider myself a sports junkie.

I spend a considerable amount of my free time on the Internet either on a computer or on a mobile device.

What happens in the region I live in is more interesting and important to me than what happens elsewhere.

I currently get all the news and information I need to feel informed.

I get all the news I need on my mobile device.

Usually, I just like to scan the headlines.

I'm not interested in the news.

News just comes to me, I don't seek it out.

In what Michigan metropolitan area do you live?

- Ann Arbor
- Battle Creek
- Detroit
- Flint
- Grand Rapids
- Kalamazoo
- Lansing
- Saginaw
- Traverse City
- Other, please specify...

Which of the following websites do you typically visit to get news and information about your area? (Check any that apply)

- WLNS.com
- WLAJ.com
- WILX.com
- Fox47.com
- Mlive.com
- LSJ.com
- None
- Other, please specify...

What is your gender?

- Female
- Male

What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

How long have you lived in the area in which you're currently living?

- Less than a year
- 1-3 years
- 3-5 years
- 5-10 years
- 10 or more years

What is the highest level of education you have completed?

- Some high school, no diploma
- High school graduate or equivalent

- Some college, no degree
- Bachelor's or associate's degree
- Graduate or professional degree
- Prefer not to answer
- Other, please specify...

What is the principal industry in which you work?

Which of the following ranges best represents your annual household income before taxes?

- Under \$30,000
- \$30,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or more
- Prefer not to answer

Please provide your contact information to be entered into the random iPad mini drawing (your information will never be used for marketing purposes and will remain anonymous unless you indicate below that it would be ok for us to contact you).

- Name:
- Street Address:
- City:
- County:
- State:
- Zip Code:
- Phone Number:
- Email Address:

Would you be willing to participate in additional research such as a paid focus group to talk more about your Internet habits?

- Yes
- No

---

Best Regards,

Tunga

--

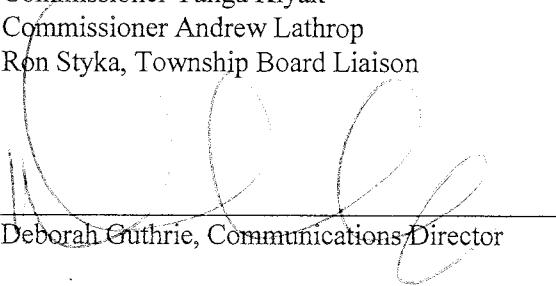
Tunga Kiyak, Ph.D.  
Managing Director  
Academy of International Business (AIB)

# MEMORANDUM

TO: ALL MEMBERS OF THE CABLE COMMISSION:

Chair Walter Benenson  
Vice Chair Patrick Crowley  
Commissioner Tunga Kiyak  
Commissioner Andrew Lathrop  
Ron Styka, Township Board Liaison

FROM:

  
Deborah Guthrie, Communications Director

DATE: June 13, 2013

RE: Special Committee Meeting

A meeting of the Cable Commission Special Committee has been called for **July 17, 2013 at 5:30 p.m.**, in the Administrative Conference Room, Meridian Municipal Building, 5151 Marsh Road, Okemos, MI 48864.

The purpose of this meeting is to discuss a special community needs assessment survey to determine the breadth and scope for conducting a study that would provide solid, local data to be used in future renewed franchise agreements.

Following is the agenda:

1. CALL MEETING TO ORDER
2. PUBLIC REMARKS
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
5. SURVEY DISCUSSION
6. PUBLIC REMARKS
7. ADJOURNMENT

**\*PUBLIC REMARKS (Maximum one hour — 3 minutes per person)**

*Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Board by writing or calling the following: Township Manager, Frank Walsh 5151 Marsh Road, Okemos, MI 48864-1198. (517-853-4258) — Ten days notice required.*



# COMCAST

June 17, 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 some channel changes. Customers are being notified of these changes via a bill message.

Effective July 24, 2013, UniMás West (ch. 613), LAS (ch. 614), UniMás (ch. 621), La Familia (ch. 626), Pasiones (ch. 640), and VME Kids (ch. 642) will be added to the MultiLatino channel lineup.

Also, effective August 28, 2013, The Music Choice channels, channels 401-446, will now be available with the Family Tier level of service.

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

Sincerely,

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

# COMCAST

July 2, 2013

Ms. 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 some changes to the channel lineup. Customers are being notified of these changes via a bill messages.

Effective August 1, 2013, Haolgen on ch. 394 will change its name to Pivot.

Also, effective August 7, 2013, PAC 12 (ch. 717) will be added to the Sports and Entertainment Package.

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

Sincerely,

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

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Thursday, July 18, 2013 10:33 AM  
**To:** Kristi Schaeding  
**Subject:** FW: changes in PEG navigation on U-verse

---

**From:** Christian, Janet [<mailto:JChristi@twp.waterford.mi.us>]

**Sent:** Thursday, July 18, 2013 10:30 AM

**To:** [rsalmeron@a2gov.org](mailto:rsalmeron@a2gov.org); [gkowalski@bloomfieldtwp.org](mailto:gkowalski@bloomfieldtwp.org); Linda Badamo; [amccarr@cityofeastlansing.com](mailto:amccarr@cityofeastlansing.com); [eangott@fhgov.com](mailto:eangott@fhgov.com); [kpotter@warmemorial.org](mailto:kpotter@warmemorial.org); [executive@publicmedianet.org](mailto:executive@publicmedianet.org); [cindy.stewart@troymi.gov](mailto:cindy.stewart@troymi.gov); [dgriffiths@orionontv.org](mailto:dgriffiths@orionontv.org); [mdifazio@ci.livonia.mi.us](mailto:mdifazio@ci.livonia.mi.us); [evgoudreau@yahoo.com](mailto:evgoudreau@yahoo.com); [gillisj@macomb-mi.gov](mailto:gillisj@macomb-mi.gov); Deborah Guthrie; [jan@mactvnetwork.org](mailto:jan@mactvnetwork.org); [dingeman19@comcast.net](mailto:dingeman19@comcast.net); [lsamouelian@cityofwarren.org](mailto:lsamouelian@cityofwarren.org); Christian, Janet; [davealbery@gwbcable.org](mailto:davealbery@gwbcable.org); [dave@civiccentertv.com](mailto:dave@civiccentertv.com); [gmcDonald@a2gov.org](mailto:gmcDonald@a2gov.org); [acaringi@ci.livonia.mi.us](mailto:acaringi@ci.livonia.mi.us); [cnielsen@ci.livonia.mi.us](mailto:cnielsen@ci.livonia.mi.us); [nrockwell@ci.livonia.mi.us](mailto:nrockwell@ci.livonia.mi.us); [jdk@h2law.com](mailto:jdk@h2law.com); [tjlundgren@varnumlaw.com](mailto:tjlundgren@varnumlaw.com); [jwpebble@varnumlaw.com](mailto:jwpebble@varnumlaw.com); [mike.watza@kitch.com](mailto:mike.watza@kitch.com); [ekmclain@gmail.com](mailto:ekmclain@gmail.com); [info@birminghamareacableboard.org](mailto:info@birminghamareacableboard.org); [ilocke@orionontv.org](mailto:ilocke@orionontv.org); [birving@ci.dearborn.mi.us](mailto:birving@ci.dearborn.mi.us)

**Cc:** josh bowren; Jane Tekiele; [dmcleodtv10@yahoo.com](mailto:dmcleodtv10@yahoo.com); Al Pavlish; Bruce Downey; Carmen Talbot; Howard Heitzeg; Julie Brown; Laura Petrusha; Mike Dengate

**Subject:** changes in PEG navigation on U-verse

Big News –

I heard from a resident this morning that ATT performed an update on the U-verse system late yesterday evening. Following the update, to navigate to PEG channels all she has to do is go to the last option under “menu”, which is “government/education/public TV”, click that and you go to the full listing of community channels in the area.

Much easier and quicker to navigate. She was excited.



**Janet Christian**  
**Cable Coordinator**  
**Waterford Municipal**  
**Channel 20**

5200 Civic Center Dr  
Waterford MI 48329

p. 248.674.6242

f. 248.674.4097

[jchristi@twp.waterford.mi.us](mailto:jchristi@twp.waterford.mi.us)

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**OLD  
BUSINESS**

**RESOLUTION TO APPROVE**

**Resolution of Support  
Regarding the Comcast Scrolling  
Guide Channel, Interactive Guide  
Channel and Online Channel Line Up**

**Resolution**

At a regular meeting of the Township Board of the Charter Township of Meridian, Ingham County, Michigan, held at the meridian Municipal Building, in said Township on the 8<sup>th</sup> day of August 2013, at 6:00 p.m., Local Time.

PRESENT: \_\_\_\_\_

ABSENT: \_\_\_\_\_

The following resolution was offered by \_\_\_\_\_ and supported by \_\_\_\_\_.

**WHEREAS**, prior to the Comcast digitization in the mid 2000's, the HOMTV name and program schedule use to appear on the Comcast scrolling guide channel; and

**WHEREAS**, HOMTV is a public service to Meridian Township residents and produced over 500 programs in 2011 and produced almost 800 programs in 2012; and

**WHEREAS**, HOMTV appear on these channel line ups the same as local affiliate news networks appear with their individual call letters and location; and

**WHEREAS**, the HOMTV call letters replace the "government access" wording on the channel line ups; and

**WHEREAS**, when channel surfing alphabetically, HOMTV appears in the alphabetical lineup as HOMTV rather than government access; and

**WHEREAS**, the HOMTV channel lineup includes the programs' names and play times on the channel guide; and

**WHEREAS**, having the HOMTV call letters listed allows the customer to find HOMTV and the HOMTV program schedule; and

**WHEREAS**, having HOMTV programs listed allows customers to schedule recordings of individual programs; and

**WHEREAS**, the Meridian Township Communications Department has an account and password in place with the third party company to submit information to Comcast guide(s); and

**WHEREAS**, Whereas Meridian Township Communications Department has a Video Programmer position in place to update the information on the guide channel in a timely manner.

**NOW, THEREFORE, BE IT RESOLVED** the Meridian Township Board supports HOMTV call letters and programs being listed on the Comcast Guide(s).

ADOPTED: YEAS: \_\_\_\_\_

NAYS: \_\_\_\_\_

STATE OF MICHIGAN )  
                                  ) ss  
COUNTY OF INGHAM )

I, the undersigned, the duly qualified and acting Clerk of the Township of Meridian, Ingham County, Michigan, DO HEREBY CERTIFY that the foregoing is a true and complete copy of a resolution adopted at a regular meeting of the township board on the 19<sup>th</sup> day of August, 2008.

\_\_\_\_\_

Brett Dreyfus  
Township Clerk

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**NEW  
BUSINESS**

# MEMORANDUM

To: Cable Commission Special Committee

From: Deborah Guthrie, Communications Director

Date: July 17, 2013

Re: Franchise Fee Audit



---

## History:

In 2000, Meridian Township began researching the process for conducting a Franchise Fee Review. The principal objective of the proposed plan was to review the franchise fee revenue base for accuracy and completeness, including identifying the sources of revenue included in the computation of franchise fees paid to Meridian Township. Bids were received for year ending 2001 and the review process occurred during year 2002. The period under review was for the year 2000.

Meridian Township specified the services required in the bid request. See Specifications for Franchise Fee Audit document attached. In order to conduct the franchise fee audit, the following information was needed for the audit companies submitting bids:

- Franchise Agreement
- Number of homes/units in Meridian Township by single family, duplex, and apartments
- Franchise Fee payments made for the year under review
- Number of "Homes passed"

Meridian Township sent bid requests to 10 companies and received bid proposals from the following companies with the bid being awarded to Plante & Moran, LLP:

- Lewis & Associates
- Ashpugh & Sculco, CPAs, PLC
- Virchow, Krause & Company, LLP
- Plante & Moran, LLP



**Cost:**

I was unable to locate an award letter or award memo written to Plante & Moran, LLP as to the reason they received the bid, which is why no such documentation is attached. The cost proposal was estimated between \$5,800 and \$7,500. The total payment for services received was \$7,500.

**According to the minutes:**

- January 9, 2002: The estimated cost of the franchise fee audit was presented.
- February 13, 2002: The estimated completion of the audit was reported for April 2002.
- October 2, 2002: The summary findings were reported by Plante & Moran, LLP.
- December 11, 2002: The cable commission listed items for the franchise agreement negotiations including Plante & Moran's recommendations.

**Findings:**

Appendix A of the Agreed Upon Procedures Report states the limitations placed on the review, potential revenue sources, investment income, items to consider when refranchising, P.A. 480's impact, and the FCC declaratory ruling financial impact. Please see attached.

At the June 12<sup>th</sup> Special Committee Meeting, the Committee unanimously voted to recommend to the full commission approval of a Financial Fee Audit to be budgeted for 2014 and conducted by a consultant determined by RFP's (Request for Proposals) and sent out for recommendation.

The following motion is presented for consideration:

**MOVE TO RECOMMEND TO THE FULL COMMISSION FOR A FINANCIAL FEE AUDIT TO BE ADDED TO THE 2014 BUDGET IN THE AMOUNT OF \$7,500.00.**

CHARTER TOWNSHIP OF MERIDIAN  
5151 MARSH ROAD  
OKEMOS, MICHIGAN 48864

**SPECIFICATIONS FOR FRANCHISE FEE AUDIT**

Listed below are the are the Services required.

1. The audit is intended to identify the accuracy of the franchise fee payments the Cable Company has made to the Township for a period of 3 years.
2. It is the responsibility of the consultant to locate the appropriate documents necessary and conduct the audit.
3. Review the gross revenues reported by the Franchisee which include, but are not limited to, gross revenues from subscribers, producers, users, advertisers and all cable services as specified in the Franchise Agreement.
4. The consultant will assure that the revenues reported are derived from within the Township boundaries and that the reported penetration rates are accurate.
5. Recalculate the monthly franchise fee due the Township using the approved effective rates.
6. Recalculate the total revenue for each period under examination and compare to revenues and franchise fees reported and paid to the Township.
7. Issue report summarizing and explaining findings within 6 months of award of contract.
8. Assist Township in negotiating financial settlement with the Franchisee.
9. Two on-site visits are required: one for local research and one for presentation of the final report to the Cable Commission.

Please feel free to use the attached sheet.

The contact person for this bid is Lynn Anderson, HOM-TV Station Manager. Please do not hesitate to contact her at (517) 349-1200 x320 with any questions regarding this bid proposal.

MERIDIAN TOWNSHIP, MICHIGAN

Limitations placed on our review

Lack of internal audits and separate audited financial statement - As noted in our report, AT&T does not generate any internal audit reports and could only provide an audited financial statement for the system as a whole. Our procedures were not modified as a result of this scope limitation due to lack of any other procedures to be performed.

Portions of the general ledger were not provided – we were not provided with the expense portion of the general ledger in order to determine if any potential revenue sources were recorded as offsets to expenses. Our procedures were not modified as a result of this scope limitation due to the lack of any other procedures to be performed. See point 5. in the full report.

Lack of verification of amount included as advertising revenue and home shopping commissions – As noted in our report, AT&T did not provide any evidence of amounts reported as revenue for advertising and home shopping commissions. These amounts were simply taken from a journal entry prepared by the parent. While the home shopping commissions and advertising were within the expected range according to other reviews we have performed, the amounts were at the lower end of the range.

Potential revenue sources

Complimentary Cable Service – AT&T offers free cable to numerous recipients. Schools and governmental offices should be granted free cable service under the franchise agreement. The billing reports (CPSM-318) were not detailed enough to determine how many of the courtesy subscribers were schools or governmental offices. We estimated that 50% of the total cable subscribers receiving free basic service during 2000 were entitled to it. Based on our calculation, 76 subscribers were receiving complimentary cable for the month of December 2000. About one-half of the courtesty subscribers were also receiving free premium channels or expanded packages. **We calculated the financial impact to the Township at approximately \$2,500 annually.**

Marketing rebates and co-op credits – As described in the report, AT&T does not include marketing rebates or co-op credits in the franchise fee calculation. They record this cash as an offset to the expense account. We believe that it would be proper to record these collections as revenue, however we were not provided

the Authority. The creation of the Authority does not impact franchise fees, just right-of-way fees.

### **Federal Communications Commission Declaratory Ruling**

The FCC issued a declaratory ruling regarding the ability of local units to impose franchise fees on cable modem services provided by cable operators. In summary, the FCC has taken the position that local franchising authority does not apply to cable modem service provided by a cable operator. Meridian was one of the few communities that was not collecting franchise fees on cable modem service. It was represented to us that this was a conscious decision on the part of the Cable Commission. In any event, since Meridian was not collecting franchise fees on this revenue source, the ruling will have no impact on the revenue generated under the franchise fee arrangement. Had Meridian collected franchise fees on cable modem service during 2000, when it appears to have been allowable, **an additional \$35,000 in franchise fees would have been generated.**

## MEMORANDUM



To: Cable Commission Special Committee

From:   
Deborah Guthrie, Communications Director

Date: July 17, 2013

Re: Technical Audit

---

On April 4, 2002, Meridian Township and East Lansing entered into a joint agreement for a physical plant inspection of the AT&T Broadband system (now Comcast). The total cost of that technical audit was \$23,250.00 split evenly between the two municipalities.

Kramer Firm, Inc. conducted an inspection of the cable television physical plant system within the incorporated boundaries of the City and Township operated by AT&T Broadband on July 15-19, 2002. The purpose of the inspection was to permit Kramer Firm, Inc. to opine on whether or not AT&T's cable system complied with the technical performance (picture quality) requirements of the FCC Rules as set forth in 47 CFR 76 Subpart K, and applicable plant safety laws as spelled out in the local building code, by adoption of the National Electrical Code (NEC) and National Electric Safety Code (NESC).

The conclusion of the report found that AT&T was complying with the FCC's technical performance (signal quality) rules, but did not comply with the applicable construction safety codes. It was recommended that AT&T address the causes of the non-compliant plant and correct the plant violations throughout its system. They recommended that the City and Township direct AT&T to inspect and completely correct all safety code violations throughout its system.

The physical plant inspection of East Lansing and Meridian Township uncovered a number of issues that included AT&T Broadband's failure to employ proper subscriber drop grounding techniques at multiple dwelling units (MDU) and single family units (SDU). An estimated 75% of the MDU subscriber drops exhibited one or more grounding code violations and 15% of the SDU subscriber drops exhibited one or more grounding code violations.

Cable Operators are required by local and/or state government code (adopted by NEC) to ground all cable drops. Failing to properly ground cable drops jeopardizes persons (due to the potential for electrical shock and fire) and structures (fire hazard). A written copy of said agreement can be obtained by contacting the Communications Department Secretary Kristi Schaeding at [Schaeding@meridian.mi.us](mailto:Schaeding@meridian.mi.us). A full copy of the report can be obtained by request to Ms. Schaeding. Included with this memo is the conclusion and recommendation by Kramer Firm, Inc.

Options to consider for special committee to discuss in regards to conducting franchise surveys in conjunction with the franchise renewals as discussed at the June 12<sup>th</sup> Special Committee Meeting:

- A TECHNICAL AUDIT BE INCLUDED IN THE 2014 BUDGET
- A JOINT AUDIT WITH THE CITY OF EAST LANSING BE INCLUDED IN THE 2015 BUDGET
- CONDUCT A STUDY FOR THE MERIDIAN SYSTEM AND INCLUDE IN 2015 BUDGET



**D**

---

## *Conclusions and Recommendations*

---

Based on more than 24 years of outside plant cable engineering expertise, over 16 of which have been directly related to inspection of cable television systems on behalf of government agencies such as East Lansing and Meridian Township, including other cable systems subject to National Electrical Code (NEC) and National Electric Safety Code (NESC), we offer the following conclusions and recommendations based on the system observations reported here:

1. AT&T Broadband is delivering good to very good picture quality compliant with the FCC rules.
2. The physical cable plant within the two communities does not comply with the required safety codes (NEC, NESC).
3. AT&T Broadband should develop an action plan to correct the lack of uniform grounding in all Multiple Dwelling Units (MDUs) and Single Dwelling Units (SDUs) and bring these units up to NEC 820-40 code. We estimate that there are in excess of 11,000 code violations.
4. AT&T should no longer be using indoor telecommunication clamps for grounding to external points such as conduits connected to meter panels. AT&T should be planning to upgrade prior-existing drops as they are disconnected, reconnected, or serviced.
5. AT&T Broadband should remove the cable drops from power masts that are in violation of NEC 820-10 (c). Some of these drops appeared to be attached to the power mast to gain height over the roadway. In these cases, AT&T should consider installing a separate mast, which provides the needed drop height clearance over the road.
6. AT&T Broadband should develop an action plan to properly secure their underground pedestals and vaults by installing their choice of available locking devices, and direct their field personnel to consistently lock the enclosures as required by NESC Section 38. We estimate that there are more than 800 unsecured pedestals.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMPLAINTS/  
COMPLIMENTS**



# Individual Video Provider Customer Intakes

**Complaint Number** 2013-005

**Date** 4/22/2013

**Name** Cliff Hart

**Street Address** 2260 Saginaw Highway

**City / Zip** Lansing

**Work Phone** **Ext**

**Cell Phone** 5174497602

**Home Phone**

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**

**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**

**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** On April 22, 2013 Mr. Hart contacted Communications Director Deborah Guthrie to discuss an ongoing Comcast issue. He said that he had been losing money everyday because Comcast had failed to supply a new internet service. The service technicians have failed to show for their appointments and Mr. Hart was told that he needed a new line.

**Problem Before?** No **Ongoing**   **MPSC Information**  **MakeCableBetter.org**

**Assigned Staff** Communications Director Deborah Guthrie **Given** **Information Given**

**Staff Response** On April 22, 2013, Communications Director Deborah Guthrie sent Mr. Hart's information to Comcast.

**Resolution** On April 30, Department Secretary Kristi Schaeding spoke to Mr. Hart and he said his issue had been resolved. Comcast did set up the internet that was available in the building.

MICHIGAN STATE  
UNIVERSITY

April 24, 2013

Brandie Hansen  
HOMTV/CAMTV  
5151 Marsh Road  
Okemos, MI 48864

Dear Brandie:

It is with great pleasure that I thank you for your sponsorship and contribution of media coverage (\$2,885 value) for the 19<sup>th</sup> annual Race for the Place 5K. Your contribution helps in our continued fight against relationship violence and stalking. Funds raised through our event will ensure that our program is able to continue to provide free and confidential support services for those experiencing relationship violence and/or stalking in the MSU and Greater Lansing area.

There are many ways in which your support of Race for the Place helps our program to succeed. The funds raised through this event allow us to offer many services, such as emergency shelter; support groups; individual counseling; advocacy support for victims/survivors in obtaining new housing, connecting with legal resources, safety planning, and meeting other essential needs; financial assistance, such as paying fees to get a Personal Protection Order served; transportation for clients to school, work or other appointments; consultation for family members, friends and colleagues of those affected by violence; and many other much needed services. Without your support we would not be able to provide such comprehensive services to those in need!



**Division of Student  
Affairs and Services**

**MSU Safe Place**

219 Wilson Road, Room G-60  
East Lansing, MI 48825

517-355-1100

Fax: 517-432-6193

[www.safeplace.msu.edu](http://www.safeplace.msu.edu)

[noabuse@msu.edu](mailto:noabuse@msu.edu)

Despite the cold and snow, we had a great event with over 750 walkers and runners who participated in the 2013 Race for the Place 5K. Additionally, as in previous years, Sparty and MSU varsity athletes came out to support this family friendly event, offering medals and support to the almost 60 children who participated in the 100-yard dash and one mile fun run events.

We are very grateful for your continued support! We look forward to working with you again next year for our 20<sup>th</sup> Race for the Place!

Sincerely,

A handwritten signature in cursive script that reads "Holly Rosen".

Holly Rosen  
MSU Safe Place  
Director

# Individual Video Provider Customer Intakes

**Complaint Number** 2013-004

**Date** 5/6/2013

**Name** Joe Vermeesch

**Street Address** 4450 Oakpoint Court

**City / Zip** Okemos 48864-

**Work Phone** **Ext**

**Cell Phone** 5173189245

**Home Phone** (517) 349-3665

**Email**

**Best Time to Call**

**Best Time to Service**

**Service Provider** Comcast

**Reason for Calling** Complaint

**Unburied Cable**  **Waiting for Service**  **Missed Service Call**  **Cable Box**

**Bad Reception**  **Cable Out**  **Cannot Phone**  **Other**

**Bad Treatment**  **Bad Information**  **No Response to Request**

**Problem Description** On May 6, 2013 Mr. Vermeesch contacted Department Secretary Kristi Schaeding to complain about Comcast and his frustration with their service. Last November, Comcast dug a trench in his front yard to repair his neighbors line. Mr. Vermeesch wanted the trench filled in and his lawn repaired before the beginning of spring so the grass would grow properly and his lawn would look nice.

Mr. Vermeesch has made repeated calls since the beginning of April and after several missed appointments by Comcast, they finally showed up and were going to dig up his back yard. Mr. Vermeesch stopped them and pointed the crew to his trench in the front yard that needed to be filled in and seeded. The Comcast crew took pictures and left. Mr. Vermeesch called Comcast back a few days later for the status and they said the case was closed. He is very frustrated and would like his lawn taken care of soon.

**Problem Before?** No **Ongoing**   **MPSC Information**  **MakeCableBetter.org**

**Assigned Staff** Department Secretary Kristi Schaeding **Given** **Information Given**

**Staff Response** On May 6, 2013, Department Secretary Kristi Schaeding sent Mr. Vermeesch's information to Comcast Representative Dawn Pier via email.

**Resolution** On May 6, 2013, Ms. Pier from Comcast replied via email that she will look into it.

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Friday, June 07, 2013 8:08 AM  
**To:** Joanne.paul@cumulus.com; Kristi Schaeding; Brandie Yates; Lynn Meikle  
**Subject:** FW: Meridian Women Show - Discussion of Marriage Equality issue

-----Original Message-----

From: Catherine Ferguson [<mailto:catherinerguson@gmail.com>]  
Sent: Thursday, June 06, 2013 11:32 PM  
To: Deborah Guthrie  
Subject: Meridian Women Show - Discussion of Marriage Equality issue

Hi Deb,

just caught one of the Meridian Women HOMTV shows. The question of marriage and or benefits for gay couples was being discussed.

I have to say, you gave one of the most personal and intelligent response to the question that I have ever heard! I like how your brought it right home to your own personal life and the issue of our innate sexual preferences. As a heterosexual married woman I thought it was courageous for you to talk about our individual sexuality - its like the big elephant in the room that I think is the underlying discomfort that many have with the issue. I also am glad you reminded everyone of the separation of church and state - somehow that concept is becoming more dim with bible thumping becoming so intertwined with patriotism.

Thanks for your clarity...I will remember your response the next time the issue comes up in my own life.

Best wishes always,  
Catherine Ferguson  
Haslett

# THANKS!

Employer of Mission (over 20)

Thanks for the very nice  
farewell Dithmarsch, Carol & Siffert.  
Real assured & have nothing but  
good memories of working with  
all of you through the years.  
I feel very fortunate to have  
known many of you and wish  
all of you the very best.

Regards,

Jimmy Kucia Sr

P.S. Thanks to Doris, Deborah and  
the team. The staff for the  
printer and DVD.

1/10/2013

# Individual Video Provider Customer Intakes

**Complaint Number** 2013-007

**Date** 7/2/2013

**Name** Beth Mackowiak

**Street Address** 1764 Woodside Drive

**City / Zip** East Lansing 48823-

**Work Phone** **Ext**

**Cell Phone**

**Home Phone** (517) 974-5970

**Email** BCMackowiak@gmail.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 July 2, Ms. Beth Mackowiak contacted Communications Director Deborah Guthrie regarding an ongoing Comcast issue. She said she had Comcast phone and internet service at her former business located in Meridian Township: 2160 Hamilton Road, Suite C, Okemos, MI 48864.

Her business closed on October 1, 2012. On November 12, Ms. Mackowiak contacted Comcast to cancel the service. She was verbally told over the phone that she could not cancel but could transfer the business service from that location to her home address located in East Lansing. But rather than the service being transferred, the service was extended for the length of a new contract. Ms. Mackowiak stated that when she realized this, she contacted Comcast right away. She stated she was told by a salesman via phone that "we have a legal team the size of a small country and we can do what we want. You will not be able to fight this." Ms. Mackowiak assumes the man who made this statement was the same salesman who appears on the digital contract she received, Mr. Gabriel Canales.

Ms. Mackowiak further stated her intent was not to walk away from the contract but to change the service of the contract from her place of business (now defunct) to her home. She stated she tried to cancel the most recent contract she had signed within 30 days and was told that 30 days does not apply to her.

Out of frustration with Comcast, she contacted AT&T to switch service. When she relayed her story to them, the salesman told her to call the number on the back of her bill with Comcast and speak with the local franchise authority. She contacted Guthrie to request help to resolve the issue.

Guthrie assured her that the regional manager for Comcast would not be happy to hear how she was treated and that he would contact her to resolve the matter. Guthrie also assured her that Comcast wants to keep the customers in Meridian Township happy and they will look into the matter right away. Ms. Mackowiak stated that she was pleased that Meridian Township and Comcast are able to handle unresolved customer disputes and she looked forward to hearing from someone.

Ms. Mackowiak also stated that when she set up the initial contract with Comcast she was upset they were the only option for service.

# *Individual Video Provider Customer Intakes*

*Problem Before?* Yes      *Ongoing*        *MPSC Information*       *MakeCableBetter.org*  
*Assigned Staff*      Communications Director Deborah Guthrie      *Given*      *Information Given*

*Staff Response*      On July 2, Communications Director Deborah Guthrie sent Ms. Mackowiak's information to Government Affairs Manager John Gardner at Comcast via email. On July 2, Mr. Gardner emailed Guthrie that a representative from the customer care team would reach out to her.

On July 8, Guthrie received a voice mail from Ms. Mackowiak that her complaint was not handled to her satisfaction. Guthrie emailed Gardner the same day and he replied that a Business Services Manager will call Ms. Mackowiak.

On July 12, Guthrie emailed Ms. Mackowiak a link to the MPSC and information on the attorney who represents Meridian Township regarding video franchising issues.

Ms. Mackowiak explained that she emailed Comcast Retention Supervisor Kevin and Amy and at the time she sent her email to Guthrie she had not heard back from either. She stated that her message to Amy was that all she wants was for Comcast to let her cancel with 30 days notice instead of 60 days since the two pieces of information they withheld from her were the 60 day notice and also that they were writing a new contract for her when she switched the service to her house. She explained that Comcast has left her without answers all week to her phone calls and emails.

Ms. Mackowiak also contacted the Township's attorney and discussed her issue with him.

## *Resolution*

# Individual Video Provider Customer Intakes

Complaint Number 2013-006

Date 7/3/2013

Name Walter Apple

Street Address 2939 Margate Lane

City / Zip East Lansing 48823-

Work Phone Ext

Cell Phone

Home Phone (517) 351-3784

Email Walt2939@sbcglobal.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 July 3, 2013, Mr. Apple contacted Communications Director Deborah Guthrie to discuss an on-going Comcast issue. Mr. Apple said he exchanged a remote control and the new remote required an extra step for audio controls and could no longer access the directory/schedule.

Mr. Apple initially contacted Comcast about this and they walked him through the steps to try and resolve the remote control issues but the problem remained the same. He called Comcast and wanted to have the issue fixed. He does not feel he should have to pay a fee for someone to fix the Comcast equipment. He stated two or three years ago he had a Comcast issue resolved through Meridian Township. He was very satisfied with the help and was hoping his current issue could be resolved.

**Problem Before?** No     Ongoing      MPSC Information     MakeCableBetter.org

**Assigned Staff** Communications Director Deborah Guthrie    Given    Information Given

**Staff Response** On July 3, 2013, Communications Director Deborah Guthrie sent Mr. Apple's information to Government Affairs Manager John Gardner at Comcast via email. On July 3, Mr. Gardner emailed Guthrie that a representative from the customer care team would reach out to him.

**Resolution** On July 9, 2013, Mr. Apple emailed Guthrie and wrote: "The initial call from some operations troubleshooter in the U.S. or beyond resulted in the usual inadequate "fix" complete with typical poorly veiled suggestions we were the problem. The service technician calling on us represented the company in altogether positive manners (that has usually been our experience with the fine young folks in that corps). The problem: the control was "unlocked" and had settings not calibrated for our service type. The tech quickly replaced and set the new remote and all was well. Thank you for facilitating the resolution to our problem with Comcast. This was our second experience with successful outcomes after you advised Comcast of our problem with deficient equipment and their lack of providing responsible attention thereto."





A healing  
center for  
grieving  
children

7-16-13

Deborah -

Thank you for having me on the "coffee break" show! I always love speaking with people who truly understand our mission. I hope you can join us at Eli's Race, but more importantly - I want to have you attend a Tour of the Heart to see what we do at Eli's Place!

Thank you Again!  
- Mally

# Individual Video Provider Customer Intakes

**Complaint Number** 2013-008

**Date** 7/12/2013

**Name** Nora Rifon

**Street Address** non given

**City / Zip**

**Work Phone** **Ext**

**Cell Phone**

**Home Phone**

**Email** rifon@msu.edu

**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 July 12, 2013 Ms. Nora Rifon contacted Communications Director Deborah Guthrie via email "I have called comcast three times and have been disconnected three times in the last few minutes. I am tired of paying a company for service I don't receive. Your board approved their monopoly and I have no other options. Therefore, I ask you to compensate me for service not received. Furthermore, I have contacted the MI ATTY general's office to ask that they investigate this apparent hijacking of service by meridian and comcast.

I will work to have you all prosecuted. I am not paying for this anymore, and YOU are responsible."

**Problem Before?** Yes      **Ongoing**        **MPSC Information**       **MakeCableBetter.org**  
**Assigned Staff** Communications Director Deborah Guthrie      **Given**      **Information Given**

**Staff Response** On July 15, 2013, Communications Director Guthrie responded via email to Ms. Rifon and forwarded her email to Government Affairs Manager John Gardner at Comcast :

"Nora- Thank you for emailing me regarding your Comcast issues. I am sorry that you are having problems. As a courtesy to Meridian Township Comcast subscribers who have an ongoing dispute that has not been resolved through the customer service phone line; Meridian Township acts as a liaison between Comcast and the customer to try and get the dispute resolved. In 2006, new state law eliminated local franchise authorities acting as a liaison but Meridian and Comcast have always continued to collaborate together as a courtesy to township residents. If you would like Meridian to act as a liaison for your unresolved dispute with Comcast, please let me know and I will do so. Email me your name, phone contact, email contact, address, issue, and resolution that you are seeking. A Comcast representative will contact you immediately to discuss your matter and try to resolve it as soon as possible.

If you wish to not work with Meridian Township on resolving your complaint, you may file a complaint with the State of Michigan through the formal dispute process with the MPSC (Michigan Public Service Commission). Here is a link to the (LARA) Department of Licensing and Regulatory Affairs for filing a complaint:  
<http://www.michigan.gov/mpsc/0,4639,7-159-49641-193534--,00.html>

In regards to service providers in Meridian Township, the township has never had any

# *Individual Video Provider Customer Intakes*

barriers to entry for video service providers. It is the decision of video service providers to operate in Meridian Township. In 2006, Public Act 480 was enacted to promote video service competition. But that competition has yet to be seen. Please read The Ten Disappointments of Cable Deregulation In Michigan: [http://www.mina.toa.org/pdfs/The\\_Ten\\_Disappointments\\_of\\_Cable.pdf](http://www.mina.toa.org/pdfs/The_Ten_Disappointments_of_Cable.pdf)

In regards to video service providers; when a video service provider wants to provide service to any municipality in the State of Michigan, they must submit a uniform agreement and follow state law for providing service. You can read about it on LARA's website: <http://www.michigan.gov/mpsc/0,4639,7-159-49641---,00.html>

Again, if you have an unresolved dispute with your current video provider; please email me your address, phone number and email address and the issue you want resolved. Unless otherwise requested by the customer, I forward all video subscriber complaints to the MPSC.

On July 15, Ms. Rifon replied to Communications Director Guthrie's email: "Hi deb. I didn't realize you we're this person. I was angry when I filled that out and I apologize for the tone of my note. I am very frustrated with Comcast. I hope you will accept my apology for being angry. I will deal with Comcast directly."

On July 15, Communications Director Guthrie's sent the following email to Government Affairs Manager Gardner at Comcast:  
"This is my neighbor. She did not realize she was emailing that email to me until she read my response. Her latest email reads that she is going to follow up on the customer service number. But I thought I would send to you and let you know of the complaint.

Since she does not want to file a complaint with Meridian, we will not send to the MPSC but will put in our records that a complaint was filed. I also do not send complaints to the township board or the cable commission unless they want meridian involvement. If she changes her mind and wants our involvement, I will handle at that time."

On July 22, 2013, Government Affairs Manager Gardner at Comcast responded to Communications Director Guthrie email by stating that he was back from vacation and asked if Ms. Rifon needs assistance.

On July 24, 2013, Communications Director Guthrie responded to Government Affairs Manager Gardner explaining that she has not heard from Ms. Rifon since her last email stating she would deal with Comcast directly. Communications Director Guthrie stated that if she does contact her for assistance, she would notify Government Affairs Manager Gardner.

## *Resolution*

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**COMMUNICATIONS  
DIRECTOR  
REPORT**

1. Current Programs on HOMTV:

<b>Meetings:</b>			
Environmental Commission	4-17-13	Coffee Break with Curtis Hertel Jr.	3-27-13
Park Commission	4-9-13	Coffee Break with Sam Singh	3-28-13
Planning Commission	4-8-13	InnerView: Vision Charrette Project	4-22-13
Township Board	4-16-13	Jewels 'N General	4-22-13
Zoning Board of Appeals	4-10-13	Jewels 'N General: Taylor Taylor	4-5-13
		Meridian Magazine	4-22-13
		Meridian News Now	4-18-13
<b>Original Programming:</b>		Open Line: MSU Safe Place	4-4-13
25 by 25	4-16-13	Senior Living	4-1-13
All Access	4-15-13	SF: Family Fun Guide 2013 Spring & Summer	4-8-13
Beyond the Badge	4-1-13	SF:Sustaining the Future: Charrette Project	3-21-13
		Women of Meridian	4-1-13

2. Communications Director Deborah Guthrie:

- Along with Internship Coordinator Brandie Hansen, has assigned and reviewed first draft articles for the Meridian Monitor articles.
- Staffed Cable Commission meeting on April 17. Commissioners made a motion to approve a special meeting on May 22 at 6:00 pm to discuss conducting surveys in conjunction with franchise renewals.
- Attended Celebrate Okemos planning committee meeting on April 12 and subsequently created a Facebook event invite from the Downtown Okemos Facebook page.
- Last year the department received \$1,100 in donations to support HOMTV T-shirts from Studio C, Culvers, Graff Chevrolet, Okemos Ace Hardware and Tasty Twist. Those companies have agreed to have their sponsor dollars transferred to the Celebrate Okemos 5k event.
- Attended a NATOA Chapter President call on April 17.
- Attended a branding and logo meeting with the Police Chief Fred Cowper and Freelancer Lynn Meikle.

3. Internship Coordinator Brandie Hansen:

- Training temporary Freelance employee Andrea Mantakounis on updating the HOMTV website, Meridian Township website and social media accounts.
- Added April events to the front page of the Township website.
- Updated the list of road and pathway projects to the "Township Projects" section of the Township website.
- Along with Promotion Intern Herasanna Richards, created a Facebook event for this year's Celebrate Downtown Okemos event. A website was also created to provide information to the public at [www.celebratedowntownokemos.weebly.com](http://www.celebratedowntownokemos.weebly.com).

4. Senior Production Manager Rob Gingerich-Jones:

- Captured ID photos for the Fire Department during March and April.
- Created a new opening animation in high-definition for the Beyond the Badge program.
- Ordered a replacement studio camera cable.
- Created new "lower third" graphics for televised township meetings. The new graphics feature the township seal and are a vast improvement over the previous graphics, both in terms of appearance and the amount of information that can be displayed. While the new graphics require more pre-production work, they also help to ensure a smoother production during the meeting, with fewer mistakes.

5. Department Secretary Kristi Schaeding:

- Created Biography pages for Alumni members in the industry including: Anthony Grinblat (08) and Al Martin (12).
- Staffed Cable Commission meeting on April 17 and will be creating the minutes from the meeting.

- Contacted and received approval from those companies that gave donations to support HOMTV T-shirts for the Fun Factory program to transfer their sponsor dollars to the Celebrate Okemos 5k event.
6. Video Programmer Bryan Reynolds:
    - Recorded, trimmed, scheduled, and archived episodes of All Access Sports, Jewels 'N General, Meridian News Now, 25 by 25, Sustaining the Future, and InnerView programs.
    - Scheduled CAMTV programs: The Battle of Ideas, Poetree-N-Motion, and City Pulse Newsmakers.
    - Created new graphics and titles for the Meridian News Now program.
    - Created DVD copies for episodes of InnerView and the Community Connection program.
    - Sent out CAMTV programming policies to one interested contact.
    - Set up, produced, directed, and technical directed episodes of Meridian News Now and Jewels 'N General programs.
    - Created one bulletin board slide for CAMTV.
    - Conducted a field shoot of a preliminary court hearing to be used as part of a story in our news programs.
  7. HOMTV has fourteen rookies confirmed for enrollment for the summer semester. The new semester will begin May 13.
  8. HOMTV purchased a new field camera. The Panasonic HPX-250 is now the most advanced compact camcorder in the HOMTV camera fleet.
  9. Two field cameras are in need of repair service. The handle on camera C is currently being replaced. Once camera C is returned from repair, camera B will be sent out for a malfunctioning LCD screen.
  10. HOMTV and CAMTV were both media sponsors for this year's MSU Safe Place – Race for the Place event on April 14. Pre-event coverage aired on HOMTV prior to the event. Coverage from the event is currently airing on CAMTV.
  11. Draft articles for the Meridian Monitor newsletter were received on May 19 and are being redrafted prior to being sent to department directors for final approval.
  12. MML is hosting a Detroit v. Comcast: The Impacts on Video Franchising in Michigan on May 16, 2013. Registration is available online through the MML website.
  13. Facebook Page summary through 4-15-13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	385	29	1,205
CAMTV	162	2	78
MERIDIAN TOWNSHIP	451	19	1,536
GREEN MERIDIAN	134	6	150
DOWNTOWN OKEMOS	253	1	126
MERIDIAN SENIOR CENTER	60	2	18
MERIDIAN TOWNSHIP FIRE DEPARTMENT	239	4	118
MERIDIAN TOWNSHIP PARKS	269	3	144
MERIDIAN RECREATIONS AND	158	2	40

SPORTS			
FRIENDS OF OKEMOS LIBRARY	79	1	25
SENIOR LIVING	30	1	15
JEWELS N' GENERAL	90	7	309
MERIDIAN MAGAZINE	40	0	74
ALL ACCESS SPORTS	32	1	58
WOMEN OF MERIDIAN	45	0	9
INNERVIEW	33	1	15

**14. SENT/FINISHED PRESS RELEASES:**

- April Recycling Event (4/1/13)
- Apartment Recycling Survey Results (4/1/13)
- Environmental Stewardship Award Winners (4/1/13)
- Okemos Library Campaign Reaches Goal (4/8/13)
- 2012 Annual Report (4/15/13)

For the period ending April 22, 2013:

- Communications Department created and distributed **5** new press releases
- HOMTV completed **9** dub/copy orders.
- HOMTV completed/changed **1** Bulletin Board announcement requests.
- HOMTV produced and aired **38** new original programs.
- HOMTV aired **6** new official township meetings.
- HOMTV produced and aired **6** new promotions.
- HOMTV received **5** new internship applications and resumes.
- CAMTV completed/changed **1** Bulletin Board announcement requests.
- CAMTV produced and aired **4** new original programs.
- CAMTV aired **10** syndicated programs.
- CAMTV received/filled **1** new request for program playback.

1. Current Programs on HOMTV:

<b>Meetings:</b>		Coffee Break with Eric Schertzing	5-6-13
Environmental Commission	5-1-13	Community Connection	5-6-13
Park Commission	4-9-13	InnerView: Frank Walsh	5-6-13
Planning Commission	4-8-13	InnerView: Vision Charrette Project	4-22-13
Township Board	4-16-13	Jewels 'N General	5-7-13
Zoning Board of Appeals	4-10-13	Meridian Magazine	4-29-13
		Open Line: Education in Michigan	5-2-13
<b>Original Programming:</b>		Senior Living	4-1-13
25 by 25	5-6-13	SF: Life as a Zebra	5-6-13
All Access	4-15-13	SF: Family Fun Guide 2013 Spring & Summer	4-8-13
Beyond the Badge	5-6-13	SF:Sustaining the Future: Charrette Project	3-21-13
		Women of Meridian	5-1-13

2. Communications Director Deborah Guthrie:

- Along with Communications Assistant Andrea Mantakounis, attended an open house for Mlive on April 30.
- Hosted an eNATOA webinar on social media marketing on May 6.
- Attended a meeting with MLive regarding SEO and Google AdWords.
- Met with the IT Department regarding online packets, agendas, and minutes.

3. Internship Coordinator Brandie Hansen:

- Will be on vacation until May 13.

4. Senior Production Manager Rob Gingerich-Jones:

- Captured and edited ID photos for the following Meridian Monitor articles: new police K9, spring recycling event, Central Fire Station, MDOT capital investment project, new Township Manager, consignment stores, Okemos Library renovations, Cornell Road repairs, and Red Cedar pedestrian bridge.
- Replaced a studio camera cable, which has restored the function of the teleprompter through that camera cable and replaced a power cable for a field lighting kit.
- Is deleting old media and edited stories from HOMTV's VSAN and production switcher, and is archiving completed stories and programs. He is also running software updates, taking equipment inventory and performing routine maintenance, in preparation for the summer semester.
- Along with Junior Intern Shancee Shreve, took part in the 2013 Ingham County Media Shootout, an annual event in which the Ingham County Sheriff's Department invites local media representatives to participate in a friendly competition that also showcases one aspect of what law enforcement officers train for.
- Set up the equipment and played the slideshow during the farewell celebration for Gerald Richards.
- Captured and edited photographs for the farewell celebration for Gerald Richards.
- Captured and edited photographs of the red-tailed hawks at the Harris Nature Center. The photographs will be used for promotional materials, including a new sign for the hawk's cage, which is being designed by Freelance Producer Lynn Meikle.
- Is continuing to work with EMS/Training Chief Bill Priese and Department Secretary Kristen Cole to take I.D. photographs of all Fire Department personnel.

5. Department Secretary Kristi Schaeding:

- Promoted to Department Secretary on May 2.
- Received and handled a Comcast complaint from an Okemos resident.
- Created Biography pages for Alumni members in the industry including: Josh Sidorowicz (12) and Lauren Hansard (12).



6. Video Programmer Bryan Reynolds:
  - Recorded, trimmed, scheduled, and archived episodes of: Jewels 'N General, Meridian News Now, 25 by 25, InnerView, Senior Living, Coffee Break, and a Special Feature.
  - Scheduled CAMTV programs: The Battle of Ideas, Poetree N Motion, City Pulse Newsmakers, Soldier's Journal, and Cooking with Cathy.
  - Created new graphics and titles for the Meridian News Now program.
  - Created DVD copies for episodes of InnerView.
  - Sent out CAMTV programming request to Alzheimer's Association.
  - Set up, produced, directed, and technical directed episodes of Meridian News Now and Jewels 'N General.
  - Shot video of the farewell celebration for Gerald Richards event.
  - Backed up and archived all Senior Living episodes since 2008.
  
7. Communications Specialist Andrea Mantakounis:
  - Hired as a Communications Specialist on May 2.
  - Tweeted, updated Facebook statuses, added relevant information and pictures and sent HOMTV show links to guests from programs: Senior Living, Meridian News Now, 25 by 25, Coffee Break, Meridian Magazine, InnerView.
  - Updated and shared important information (press releases, changes in event times and who to contact to register for seminars) and upcoming events on the Facebook pages for the Meridian Senior Center, Green Meridian, Meridian Township, Meridian Township Parks, Meridian Township Parks and Recreation.
  - Updated the Township website with upcoming April events, board and commission meeting packets, agendas, promoted meetings and posted any changes to their schedules. I uploaded and made public the legal notices from various boards and commissions.
  - Added upcoming events and press releases to the township website that were sent to me from other organizations like HNC, Meridian Senior Center and the Meridian Police Department.
  
8. Freelancer Lynn Meikle:
  - Created the photo slideshow for the farewell celebration for Gerald Richards.
  
9. Website changes have been made to reflect Ray Severy as Interim Manager.
  
10. Staff wrote an online story for Township Manager Jerry Richards' retirement reception on homtv.net.
  
11. Staff photographed and videotaped Jerry Richards' retirement reception.
  
12. Congratulations to HOMTV interns Miranda Roberts (13) hired at Pioneer newspaper; Josh Sidorowicz (12) hired at WILX Channel 10 in Lansing; Savana Ciavatta (12) hired at WLNS Channel 6 in Lansing; and Phil Knapp (13) hired as a Photographer at WILX.
  
13. For the first quarter, HOMTV produced 152 programs. CAMTV received and aired 57 programs.

14. Facebook Page summary through 5-1-13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	387	10	486
CAMTV	162	1	78
MERIDIAN TOWNSHIP	453	13	844
GREEN MERIDIAN	135	8	322
DOWNTOWN OKEMOS	255	2	443
MERIDIAN TOWNSHIP FIRE DEPARTMENT	242	2	29
MERIDIAN TOWNSHIP PARKS	271	2	121
MERIDIAN RECREATIONS AND SPORTS	159	2	103

For the period ending May 7, 2013:

- HOMTV completed **9** dub/copy orders.
- HOMTV completed **1** of **1** Cable Complaints/Cable Inquiries (not including presentations).
- HOMTV produced and aired **15 new** original programs.
- HOMTV aired **1 new** official township meeting.
- HOMTV produced and aired **2 new** promotions.
- CAMTV completed/changed **1** Bulletin Board announcement requests.
- CAMTV aired **5** syndicated programs.
- CAMTV received/filled **1 new** request for program playback.

1. Current Programs on HOMTV:

<b>Meetings:</b>			
Environmental Commission	5-1-13	Coffee Break with Barb Byrum	6-3-13
Park Commission	4-9-13	Community Connection	5-6-13
Planning Commission	6-4-13	InnerView: Smart Commute	6-3-13
Township Board	6-4-13	Jewels 'N General	5-31-13
Zoning Board of Appeals	5-22-13	Meridian News Now	5-30-13
		Open Line: Same Sex Marriage	5-16-13
		Senior Living	5-6-13
		SF: Life as a Zebra	5-6-13
<b>Original Programming:</b>		SF: Family Fun Guide 2013 Spring & Summer	4-8-13
25 by 25	5-29-13	SF:Sustaining the Future: Charrette Project	3-21-13
Beyond the Badge	5-6-13	Women of Meridian	6-1-13

2. Senior Production Manager Rob Gingerich-Jones:

- Captured and edited photos of HOMTV's Rookie interns, Communications Department staff, photos of hawks at the Harris Nature Center and two new Meridian Township Police Officers.
- Working with Meridian Township Fire Chief Fred Cowper to produce two short video segments for a presentation that the Chief is conducting at the National Association of Fire Chiefs conference in August.

3. Department Secretary Kristi Schaeding:

- Promoted to Department Secretary on May 2.
- Created Biography pages for Alumni members in the industry.
- Working with the IT department on the efficiency of the Outlook email and shared group software.

6. Video Programmer Bryan Reynolds:

- Recorded, trimmed, scheduled and archived programs.
- Created new graphics and titles for the Meridian News Now program.
- Shot footage in the field with Communications Assistant Andrea Mantakounis.

7. Communications Assistant Andrea Mantakounis:

- Hired as a Communications Assistant on May 2.
- Created the HOMTV Instagram page and HOMTV Pinterest page.
- Created a new social media protocol for staff and interns.
- Received training from Granicus for the MyMeridian site.

8. The summer semester of the HOMTV Internship Program started May 13. The program currently has fourteen Rookie Interns, three Junior Interns and one Paid Intern. The first official production with all new Rookie intern staff was the June 4 Township Board meeting.

9. This month, the Communications department boosted their marketing efforts with the Celebrate Downtown Okemos event by taking out an Mlive ad, and boosting 3 facebook posts. The Mlive Lansing ad served 11,000 times and had a click through rate with over 40 people clicking through after watching the video and looking at the events page. The Facebook boosts creating almost 11,000 hits and 100 likes on the Meridian Township fanpage. This was the first time we conducted these types of efforts for a township wide event. The facebook boosts proved most advantageous for marketing township events.

10. The Cable Communications Commission established a special committee and appointed three members to establish and conduct a community media survey for purposes of a franchise renewal. The first meeting was held on May 22, with the second meeting being held on June 12.

11. Meridian Township received a franchise renewal notice letter from Comcast and has responded to their letter asking for clarification in a difference of opinion regarding the renewal date.

12. Fox 2 Detroit donated some of their old set pieces to HOMTV. Senior Production Manager Gingerich-Jones and Production Manager Reynolds moved the set pieces from the Fox 2 studio in Southfield to HOMTV's studio.
13. HOMTV has been experiencing intermittent audio drop-outs due to a faulty audio/video distribution amplifier (DA). This DA has previously been sent back to the manufacturer for repair, but was returned to HOMTV when technicians were not able to determine a problem. The DA has been discontinued, so Senior Production Manager Gingerich-Jones is working with Brian Kusch from Convergent Media to determine a suitable replacement.
14. The Granicus system underwent maintenance during the evening of May 17 and was inaccessible for four hours.
15. Staff attended a "Civic Engagement + iLegislate" webinar thru Granicus covering the digital agenda app to help government advance community engagement and responsiveness.
16. HOMTV received a thank you letter for the HOMTV and CAMTV sponsorship and contribution of media coverage for the 19th annual Race for the Place 5K.
17. Facebook Page summary through 5-31-13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
HOMTV	414	30	1,146
CAMTV	169	0	1
MERIDIAN TOWNSHIP	534	157	938
GREEN MERIDIAN	149	4	9
DOWNTOWN OKEMOS	329	114	3,026
MERIDIAN SENIOR CENTER	71	1	45
MERIDIAN TOWNSHIP FIRE DEPARTMENT	266	37	645
MERIDIAN TOWNSHIP PARKS	281	4	6
MERIDIAN RECREATIONS AND SPORTS	176	3	33
FRIENDS OF OKEMOS LIBRARY	90	0	6
SENIOR LIVING	38	0	396
JEWELS N' GENERAL	114	8	505
MERIDIAN MAGAZINE	49	2	45
ALL ACCESS SPORTS	41	0	7
WOMEN OF MERIDIAN	57	1	144
INNERVIEW	44	6	12

#### 18. SENT/FINISHED PRESS RELEASES:

- Celebrate Downtown Okemos (5/20/13)
- 19th Annual Memorial Service (5/20/13)
- Meridian Fishing Derby (5/20/13)
- Smart Commute Challenge (5/20/13)
- 19th Annual Memorial Service (5/24/13)
- Celebrate Downtown Okemos (5/28/13)

For the period ending May 31, 2013:

- Communications Department created and distributed **6 new** press releases
- HOMTV completed **3** dub/copy orders.
- HOMTV completed/changed **3** Bulletin Board announcement requests.
- HOMTV completed **1** of **1** Cable Complaints/Cable Inquiries (not including presentations).
- HOMTV produced and aired **41 new** original programs.
- HOMTV aired **7 new** official township meetings.
- HOMTV produced and aired **2 new** promotions.
- HOMTV received **6 new** internship applications and resumes.
- CAMTV completed/changed **1** Bulletin Board announcement requests.
- CAMTV aired **9** syndicated programs.
- CAMTV received/filled **4 new** requests for program playback

Communications Department  
6-30-13

1. Current Programs on HOMTV:

**Meetings:**

Environmental Commission	5-1-13	Coffee Break with Sam Singh	6-25-13
Park Commission	6-11-13	Community Connection	5-6-13
Planning Commission	6-24-13	InnerView: Shared Fire Services	7-1-13
Township Board	6-18-13	Jewels 'N General	7-3-13
Zoning Board of Appeals	6-26-13	Meridian Magazine	7-1-13
		Meridian News Now	6-27-13
<b>Original Programming:</b>		Open Line: Human Trafficking in MI	6-20-13
25 by 25	6-27-13	SF:Sustaining the Future: Charrette Project	3-21-13
All Access Sports	6-12-13	Women of Meridian	7-1-13

2. Internship Coordinator Brandie Hansen:

- Worked together with Human Resources Director Deb LaPine on posting the position of Social Media Intern, trained Communications Assistant Andrea Mantakounis on media sponsorships and Video Programmer Bryan Reynolds on overseeing intern creative meetings.

3. Department Secretary Kristi Schaeding:

- Worked with the IT department on the efficiency of the Outlook email and shared group software, created, edited, mailed, distributed and promoted the Scoop newsletter to HOMTV alumni members.

6. Video Programmer Bryan Reynolds:

- Supervised production and promotion interns and assisted in any concerns and questions they had about creative decisions. He also met with two groups of interns once a week to preview the assigned promos and guided the group critiques and discussion for each.

7. Communications Assistant Andrea Mantakounis:

- Trained to become the point person for Media Sponsorships and researched energy saving topics for the HUD program.

8. HOMTV has been working with Granicus, our service provider for streaming video online, to upgrade our system to enable viewing on mobile devices and Apple products (iPad, iPhone, etc.). The upgrade process includes both technical and equipment changes, as well as staff training on new and updated software applications.

9. HOMTV staff and Treasurer Brixie attended a webinar by Granicus to learn about their new technologies for a digital, paperless workflow for televised township meetings. This format includes new features on the back-end for staff administration, as well as a user-friendly iPad interface for board members to access the agenda, packet, and related documents. As we continue to work with Granicus to upgrade our systems, HOMTV staff and Treasurer Brixie will work together to assess the capabilities of this technology as it applies to Meridian Township meetings.

10. The Communications Department is looking to hire two unpaid Social Media Interns to assist with marketing efforts for Meridian Township and its departments across multiple platforms.

11. Communications staff hosted an "Intern Appreciation" night at Studio C on June 27 for HOMTV interns.

12. The Cable Communications Commission Special Committee will hold their next meeting on July 17 at 5:30 pm. pm in the Administrative Conference room.

13. The next Regular Cable Communications Commission Meeting has been changed from August 7 to July 24 at 6:00 pm in the Administrative Conference room.

14. An open seat is available on the Cable Communications Commission. Applications for Public Service are available on the Meridian Township website.

15. Facebook Page summary through 6-30-13:

	PEOPLE LIKE THIS	TALKING ABOUT THIS	WEEKLY TOTAL REACH
ALL ACCESS SPORTS	46	3	56
BEYOND THE BADGE	30	2	22
CAMTV	171	1	98
COFFEE BREAK	47	0	36
DOWNTOWN OKEMOS	335	9	206
FRIENDS OF OKEMOS LIBRARY	94	0	4
GREEN MERIDIAN	151	5	64
HOMTV	422	65	1,953
INNERVIEW	42	6	89
JEWELS N' GENERAL	115	7	194
MERIDIAN MAGAZINE	59	18	586
MERIDIAN NEWS NOW	48	5	424
MERIDIAN SENIOR CENTER	71	0	33
MERIDIAN TOWNSHIP	547	16	2,118
MERIDIAN TOWNSHIP FIRE DEPARTMENT	276	2	261
MERIDIAN TOWNSHIP PARKS	281	13	205
MERIDIAN RECREATIONS AND SPORTS	178	0	110
SENIOR LIVING	38	5	82
WOMEN OF MERIDIAN	58	10	171

16. SENT/FINISHED PRESS RELEASES:

- Meridian Fishing Derby (6/3/13)
- Smart Commute Challenge (6/3/13)
- 2013 Hershey Track & Field Meet (6/3/13)
- Structural Collapse Training (6/4/13)
- Arts & Crafts' Marketplace (6/17/13)
- Culvers Fireworks Fundraiser (6/17/13)
- Township Fireworks Celebration (6/17/13)
- Culvers Fireworks Fundraiser (6/24/13)

For the period ending June 30, 2013:

- Communications Department created and distributed **8 new** press releases
- HOMTV completed **5** dub/copy orders:
- HOMTV produced and aired **36 new** original programs.
- HOMTV aired **7 new** official township meetings.
- HOMTV produced and aired **14 new** promotions.
- HOMTV received **17 new** internship applications and resumes.
- CAMTV aired **16** syndicated programs.

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**PROGRAMMING**



## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Wednesday, July 10, 2013 12:02 PM  
**To:** Kristi Schaeding  
**Subject:** FW: July 9, 2013 Board Meeting

---

**From:** Deborah Guthrie  
**Sent:** Wednesday, July 10, 2013 12:02 PM  
**To:** 'Mark Clouse'  
**Cc:** Frank Walsh; Stephen Gebes  
**Subject:** RE: July 9, 2013 Board Meeting

Thank you for notifying me. I apologize for the inconvenience. I have contacted our video programmer and he will notify you on when the video is ready.

Deborah

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

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

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

---

**From:** Mark Clouse [<mailto:clouse@eyde.com>]  
**Sent:** Wednesday, July 10, 2013 12:00 PM  
**To:** Deborah Guthrie  
**Subject:** July 9, 2013 Board Meeting

Deborah – Thanks for your time this morning. As I mentioned during my telephone call – I am unable to view last evening's Board meeting. I have tried several times this morning – without success.

The prior meeting (June 18<sup>th</sup>) loads fine.

If this continues to be a problem – I would appreciate a copy of the meeting on disk / thumb drive – or other method.

Thank you.

Mark

Mark K. Clouse  
CFO & General Counsel  
Eyde Company  
4660 S. Hagadorn, Suite 660  
East Lansing, MI 48823  
517-351-2480  
517-351-2319 (fax)  
[clouse@eyde.com](mailto:clouse@eyde.com)

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Wednesday, July 10, 2013 11:58 AM  
**To:** Kristi Schaeding  
**Subject:** FW: Change in video resolution of Planning Commission "on demand" videos?

---

**From:** Deborah Guthrie  
**Sent:** Wednesday, July 10, 2013 11:41 AM  
**To:** 'bowlby@msu.edu'  
**Cc:** Frank Walsh; Stephen Gebes  
**Subject:** RE: Change in video resolution of Planning Commission "on demand" videos?

The video web hosting site we use 'upgraded' our system and now all videos on demand since July 2 look this way. They 'upgraded' our services to allow for live streaming to be available on mobile devices and macs. I have sent them complaints and I will send them your complaint. We are looking at options with different companies to use next year. We have had technical issues with this particular company on a regular basis since last year. While you may not have noticed many of them on your end, the issues surmount on our end; to the point of looking at switching companies.

Thank you for your input. It adds to my daily struggles dealing with this company who I believe is increasingly proving why we should not renew a contract with them next year.

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

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

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

**From:** [bowlby@msu.edu](mailto:bowlby@msu.edu) [mailto:[bowlby@msu.edu](mailto:bowlby@msu.edu)]  
**Sent:** Wednesday, July 10, 2013 10:06 AM

**To:** Deborah Guthrie

**Subject:** Change in video resolution of Planning Commission "on demand" videos?

Hi Deborah,

I was reviewing the HOM-TV on demand video of last Monday's Planning Commission meeting, and noticed a couple of things. First, compared to previous videos, the one from Monday (July 8) seems to be lot more "choppy" during playback compared to the one from the June 24th meeting. In addition, when I switch to full-screen mode, the image is much more pixellated compared to previous videos. I have attached an image of a portion of "full-screen" screenshots comparing the June 24 (top) vs. the July 8 (bottom) videos. As you can see, the top one, while not being of the highest quality (understandably so) is much better than the bottom one from the July 8 meeting. This becomes especially problematic when trying to read text that has been placed on the overhead projector. In the past, one could, without too much squinting, make out the words on the page, whereas now, it's virtually impossible to read any but the largest of text placed on the overhead.

Did something change between the two, perhaps an encoding change? If so, will the "new style" be the norm, or can you go back to the "old style" of rendering the original video.

Thanks,

Neil

## Kristi Schaeding

---

**From:** NATOA <guthrie@meridian.mi.us>  
**Sent:** Wednesday, July 24, 2013 12:31 PM  
**To:** Kristi Schaeding  
**Subject:** Congrats and good luck!



July 15, 2013

### 2013 NATOA Government Programming Awards Finalist List

Six Michigan channels have been nominated in the 67 categories and three Michigan jurisdictions will be recognized as Honorable Mention Winners. The winners will be announced on September 19th at the annual conference in Orlando, FL.

#### The Michigan six nominees:

##### Live Sports Event

"BACB Sports: Girls Basketball-Seaholm VS. Groves" Bloomfield Township, MI

##### Election Coverage

"Ballot Meridian 2012 Township Trustee Debate" Meridian Township, MI

##### Arts and Entertainment (Operating Budget Under \$300,000)

"Artists: Michael McNamara" City of Livonia, MI

##### Visual Arts (Operating Budget Over \$300,000)

"Beyond the Badge Opening Animation" Meridian Township, MI

##### Use of Social Media

"HOMTV Social Media" Meridian Township, MI

##### Event/Program Promotion (Operating Budget Under \$300,000)

"Recycling PSA" City of Livonia, MI

#### Michigan Honorable Mention Winners

City of Ann Arbor, MI

City of Livonia, MI



Meridian Township, MI

### 2013 Annual Conference Information

If you haven't registered already, it's not too late. Please make [hotel reservations](#) by August 12th, there is a special discount rate for NATOA attendees.

A list of [speakers](#) and programs offered at the conference has been posted as well as information on the [silent auction](#).

MI NATOA President

Deborah Guthrie

517.853.4380

Follow us for updates



[Michigan NATOA Website](#)

**[Forward this email](#)**

 Safe

powered by  
**Constant Contact**

This email was sent to [guthrie@meridian.mi.us](mailto:guthrie@meridian.mi.us) by [guthrie@meridian.mi.us](mailto:guthrie@meridian.mi.us)  
[Update Profile/Email Address](#) Instant removal with [SafeUnsubscribe™](#) [Privacy Policy](#).  
NATOA : 5151 Marsh Rd. Okemos : MI 48864

**THIS IS A TEST EMAIL ONLY.**

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to [abuse@constantcontact.com](mailto:abuse@constantcontact.com)

# Programming Schedule July, 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					
3:30 AM							
3:00 AM							
4:00 AM	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations	Sustaining the Future: Energy Presentations
5:00 AM							
6:00 AM	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress
6:30 AM	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal
7:00 AM	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
7:30 AM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian
8:00 AM	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience	The Michigan Experience
8:30 AM							
9:00 AM	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView
9:30 AM	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion
10:00 AM	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
10:30 AM	Cooking with Cathy	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Cooking with Cathy
11:00 AM	Cooking with Cathy						Cooking with Cathy
11:30 AM	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers
12:00 PM	Open for Faith Based Programming	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
12:30 PM		Michigan Court Stories	Michigan Court Stories	Michigan Court Stories	Michigan Court Stories	Michigan Court Stories	Michigan Court Stories
1:00 PM		Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start
1:30 PM							
2:00 PM	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update	State of MI Veterans Update
2:30 PM	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress	Facts of Congress
3:00 PM	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView	InnerView
3:30 PM	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal	Soldier's Journal
4:00 PM	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25
4:30 PM	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion	Poetree-n-Motion
5:00 PM	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
5:30 PM	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start	Give a Child a Great Start
6:00 PM							
6:30 PM	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
7:00 PM	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show	Open Line: Call-In Show
7:30 PM							
8:00 PM	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project	Sustaining the Future: Charrette Project
8:30 PM							
9:00 PM	How Congress Works	Battle of Ideas	How Congress Works	How Congress Works	How Congress Works	How Congress Works	How Congress Works
9:30 PM							
10:00 PM	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
10:30 PM	Cooking with Cathy	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	Cooking with Cathy
11:00 PM	Cooking with Cathy	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Cooking with Cathy
11:30 PM	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers	City Pulse Newsmakers

All programs are subject to change.

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



## Programming Schedule for Week of July 15 - July 21, 2013

Time	Monday 7/15	Tuesday 7/16	Wednesday 7/17	Thursday 7/18	Friday 7/19	Saturday 7/20	Sunday 7/21
12:00 AM	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Zoning Board of Appeals REPLAY	Meridian Live - Park Commission REPLAY	Meridian Live - Township Board REPLAY	Meridian Live - Planning Commission REPLAY
1:00 AM				Sustaining the Future: Michigan/Grand River Charette			
2:00 AM							
3:00 AM							
4:00 AM							
4:30 AM	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place				
5:00 AM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
5:30 AM	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine
6:00 AM	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW
6:30 AM	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General
7:00 AM	Open Line: Human Trafficking in MI	Open Line: Human Trafficking in MI	Open Line: Human Trafficking in MI	Open Line: Human Trafficking in MI	Open Line: Future of MI Film Making	Open Line: Future of MI Film Making	Open Line: Future of MI Film Making
8:00 AM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian
8:30 AM	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection	Community Connection
9:00 AM	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25	25 by 25
9:30 AM	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General	Jewels 'N General
10:00 AM	InnerView: Willow Tree Family Center	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary
10:30 AM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
11:00 AM	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine
11:30 AM	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW
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
1:00 PM				Sustaining the Future: Michigan/Grand River Charette			
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM	Women of Meridian	Women of Meridian	Women of Meridian	Women of Meridian			
4:00 PM	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary	InnerView: Urban Service Boundary		
4:30 PM	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place	
5:00 PM	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports	All Access Sports
5:30 PM	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine
6:00 PM	Meridian News NOW	Meridian Live - Township Board REPLAY	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW
6:30 PM	Coffee Break: Ele's Place		Meridian Live - Zoning Board of Appeals REPLAY	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place	Coffee Break: Ele's Place
7:00 PM	Meridian Live - Planning Commission REPLAY			Open Line: Future of MI Film Making	Open Line: Future of MI Film Making	Open Line: Future of MI Film Making	Open Line: Future of MI Film Making
7:30 PM			Coffee Break: Ele's Place				
8:00 PM				Community Connection	Community Connection	Community Connection	Community Connection
8:30 PM				25 by 25	25 by 25	25 by 25	25 by 25
9:00 PM				Senior Living	Senior Living	Senior Living	Senior Living
10:00 PM			Beyond the Badge	Beyond the Badge	Beyond the Badge	Beyond the Badge	
10:30 PM	All Access Sports		All Access Sports	All Access Sports	All Access Sports		
11:00 PM	Meridian Magazine		Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine	Meridian Magazine
11:30 PM	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	Meridian News NOW	

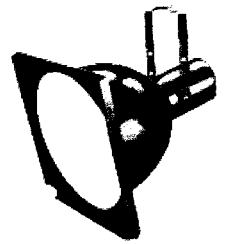
<b>Meetings</b>	<b>Programs/Specials</b>	<b>Talk Shows</b>	<b>News</b>
-----------------	--------------------------	-------------------	-------------

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



CHARTER TOWNSHIP OF MERIDIAN  
CABLE COMMUNICATIONS COMMISSION

**VIEWERSHIP/  
PROMOTIONS**



Volume 25, Issue 2

Summer 2013

## HOM Staff Continues to Grow

By: Jack Rodzik



HOMTV welcomes a new staff member. After interning for one year at HOMTV, **Andrea Mantakounis (12)** successfully completed the program's senior checklist, allowing her to advance and accept a freelancer position. When the Communications Assistant position became available, she applied and after an extensive search, beat out almost 200 applicants.

She will continue working on the final two episodes of her show "25 by 25," which follows Andrea completing the last of her bucket list items before she turns 25 years old. Andrea is from East Grand Rapids and graduated from Michigan State University where she studied Communications and Health Promotion with a minor in Spanish.

In her new position, Andrea promotes current events in Meridian Township through their website and social media. She is helping to reorganize mymeridian.net, a website that will allow citizens to voice their opinions and ideas on improving the township. Andrea also promotes and updates HOMTV's programs via Facebook and Twitter.

Andrea stated, "The last year has given me more opportunities to learn hands on skills and immediately put them to the test than I could have ever imagined. Hitting the ground running here forces you to be sharp, flexible and confident."

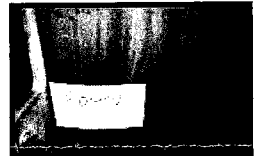
**Kristi Schaeding** received a promotion at HOMTV, becoming the department's first **Department Secretary** with added responsibilities in her position. Kristi has been working at HOMTV since 2008 and began working full-time in January.



## Fox 2 Graciously Donates Set Pieces

By: Deborah Guthrie

I never knew a post it note could mean so much. When the 24 foot trailer arrived carrying huge FOX2 Detroit set pieces that still had my hand written HOMTV yellow sticky notes on them from over a year ago, I kissed the sky. Last year a few of us took a trip to FOX2 Studios and 'selected' some of their old set pieces we wanted by placing sticky notes on them. We felt lucky just to be given the chance to look at pieces that could be donated.



HOMTV's post it notes tagging the set pieces.



**Senior Production Manager Rob Gingerich-Jones (02)** and **Video Programmer Bryan Reynolds (11)** unload the heavy set pieces.

Leaving, we were giddy with hope and anticipation that some of our 'selections' would someday be in the HOMTV studios. We were told not to have high hopes. Few did. Interns began to wonder if anything would come from that trip. Hope was fading among many at HOM.

However, those sticky notes stayed on the set pieces and a year later I received a text from **FOX2 Alum Jason Carr (89)** explaining that the pieces we selected were in the parking lot and we needed to pick them up that day. We hit the road like Road Runner.

A low budget studio like HOMTV is thankful to have alumni like FOX2 Reporter Carr reach out to us. On behalf of the internship multi media journalism training program and HOMTV viewers: Thank you.



**Communications Director Deborah Guthrie (96)** and **Junior Intern Jack Rodzik (13)** test out the donated news desk.

## Congrats HOMTV Alumni Emmy Winners!

By: Staff



**Jason Carr (89)** and **Taryn Asher (94)** celebrate.

On June 15th, the National Academy of Television Arts and Sciences announced the Michigan winners at the Detroit City Sound Board Theater. **Fox 2 Detroit Reporter Jason Carr (89)** won an Emmy in the Writer-News Category and **Fox2 Reporter and Anchor Taryn Asher (94)** won an Emmy in the Continuing Coverage category. **WOOD TV8 Photojournalist Bilal Kurdi (00)** won an Emmy in the Societal Concerns - News Feature category.

**WWMT-TV Channel 3 Producer Chloe Hill (12)** won three Student Emmy awards. **WILX-TV Channel Reporter/Video Journalist Josh Sidorowicz (12)** won two Student Emmys and **Andrew Kelleher (12)** **Digital Marketing Producer** for the **MSU Alumni Association** won a Student Emmy.



**Josh Sidorowicz (12)**, **Chloe Hill (12)** and **Andrew Kelleher (12)** celebrate with **MSU Broadcast Journalism Instructor Bob Gould**.

## Alumni in the Biz

### Alum Fills the Airways as a Talk Show Host



**Jolyn Thomas (98)** is a **Radio Talk Show Host** in Idaho Falls, Idaho. Her show airs weekdays and can be heard on 690 and 1260 AM and 97.7 FM. "I bring listeners a common sense approach to the big issues in the news," she stated, "My goal is to look at topics below the surface and to help people see things from different perspectives."

While at HOMTV, Jolyn worked as a weekend **Associate Producer** at **FOX47** in Lansing. After HOMTV she was a weekend **Anchor** at the fox station **WFQX** in Cadillac. Then

Jolyn moved to the CBS station in Idaho Falls Idaho **KIDK** to **Anchor** the weeknight news. At **KIDK**, she also anchored the morning news for five stations in Idaho Falls.

After six years at **KIDK**, Jolyn said she decided the next step for her was a talk radio show, and set her sights on landing one. Right now she continues to focus a lot of attention on her show to helping a young man who has been behind bars for 16 years for a murder she believes he did not commit. **Dateline NBC** featured his case in August and Jolyn had the opportunity to interview Keith Morrison from **Dateline** about this mystery. The **Dateline** episode is called **The Confession**.

"At HOMTV, I was able to get lots of great on-air experience and it was such a pleasure to work with such professional people," Jolyn commented, "I know I would not be where I am today if it were not for the experience I recieved at HOMTV."

### Alum Produces National News Program



**Melissa Steinhof (02)** is the **Producer** for the **Evening Express** program on **Turner Broadcasting, Headline News Cable Network**. She line produces two hours of news programming for a national audience. In the control room, she times out the show and keeps the director and hosts aware of what is coming up next, especially when rolling breaking news coverage.

Before going live on the air, Melissa pitches story ideas and how to best execute them, makes sure their stories/segments flow well, writes teases highlighting the most interesting content as well as writes stories/packages and stays alert to any new developments. In addition, Melissa also creates long-form series pieces that she can promote on the show and on the network.

Melissa mentioned how very interesting it is to work at a place as inspiring as **CNN's World Headquarters**. Before moving to **HLN**, she was a **Copy Editor** at their affiliate newsgathering service and was the editorial lead on coverage of the **Presidential Election**, the **Newtown school shooting** and **Hurricane Sandy**, just to name some of the more recent big events.

"I spent a lot of my time at HOMTV in front of the camera," she stated, "And while that isn't where I ended up, to this day it gives me a GREAT perspective of what that is like, and what my anchors are dealing with. I believe my HOMTV experience has made me a better producer because I'm a better communicator based on what I learned at HOMTV."

**Matt Butner (02)** is a **Public Relations/ Marketing Specialist** for **Virginia Department of Motor Vehicles** in Glen Allen, Virginia.

**Shelley Childers (08)** is a **Reporter** for **KRGV Channel 5** in Weslaco, Texas.

**Savana Ciavatta (12)** is a **Reporter/ Video Journalist** for **WLNS-TV Channel 6**.

**Katelyn Coates (12)**, is an **Associate Editor** at **Reader's Digest** in Milwaukee, Wisconsin.

**Rachel Cole (06)** is a **Producer** at **Radish Creative Group** in Detroit.

**Audrey Dahlgren (11)** is a **Sports Reporter** at **WLNS-TV Channel 6**.

**Maureen Enright (06)** is a **Project Manager** at **Maritz Motivation** in Detroit.

**Lauren Hansard (12)** is a **Reporter** at **KOB-TV Channel 4** in Albuquerque, New Mexico

**Internship Coordinator Brandie Hansen-Yates (07)** married Jason Yates on May 4th. Congratulations!

**Cindy Harb (11)** is an **Assignment Editor** for **KTNV-TV Channel 13** in Las Vegas.

**Phil Knapp (13)** is a **Photographer** for **WILX-TV Channel 10**.

**Al Martin (12)** is a **Sports Reporter** and **Host** of "Current Sports" at **Public Broadcasting Station WKAR** in East Lansing, replacing Lansing sports reporting legend, Earle Robinson.

**Cedra Mayfield (08)** is a **Sunrise Reporter** for **WAVE 3 News** in Louisville, Kentucky.

**Colton Mullinix (10)** is a **Senior Public Relations Assistant** at the **Wharton Center** in East Lansing.

**Dave Raven (08)** is a **Manager of Development** at **Pilgrim Studios** in Los Angeles.

**Miranda Roberts (13)** is a **Feature Writer** at **The Pioneer Group** in Big Rapids.

**Tim Schafer (09)** is a **Photojournalist** for **WLNS-TV Channel 6** in Lansing.

**Ashley Simms (08)** is a **Public Relations Intern** at **Susan Davis International** in Washington D.C.

**Darcy Wallace (09)** is an **Editor** for **Informa Research Services** in Calabasas, California.

**David Yuan (11)** is a **General Manager** at **YES Global Markeing, LLC** in Lansing.

**Amelia Zukowski (06)** is a **Director of Client Solutions** at **IEG** in Chicago.

Where Are They Now...



Email us updates at [homtv.meridian.mi.us](mailto:homtv.meridian.mi.us)

CHARTER TOWNSHIP OF MERIDIAN

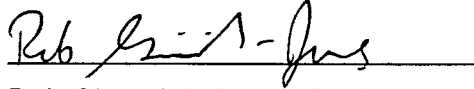
CABLE COMMUNICATIONS  
COMMISSION

**FINANCE**

# MEMORANDUM



**To:** Cable Commission



**From:** Rob Gingerich-Jones, Senior Production Manager

**Date:** July 24, 2013

**Re:** 2014 Budget Recommendations

---

HOMTV's field camera fleet currently consists of six small/compact camcorders, and one full-size production camera with an interchangeable lens mount. All field cameras are Panasonic P2-format high-definition cameras.

HOMTV's camera fleet has been steadily growing in the past five years to accommodate production needs that have become more frequent and more complex over time. Staff has determined that the field camera fleet should ideally include a minimum of seven or eight small cameras, and two full-size cameras. With a small camera replacement and a new small camera planned for 2014, as well as an additional full-size camera planned for 2015, HOMTV is on track to meet this goal.

However, it has recently come to our attention that of the three HVX-200 small camcorder models, two are experiencing problems due to age and heavy (daily) usage. Therefore, both small camera purchases currently planned for 2014 will replace the two aging HVX-200 models.

HOMTV also plans to purchase an additional Panasonic P2 card reader. Due to our increased production needs, as well as the addition of an intern editing station, it was deemed that another card reader would assist in increasing efficiency and decrease wait times for interns who need to upload their footage for editing.

In addition to these P2 equipment upgrades, HOMTV plans to acquire one GoPro Black Edition camera system for \$1,100. The camera itself is relatively inexpensive (approximately \$400), and can be mounted in various ways (for example, to a person's body via a harness, to a helmet, to a vehicle via a suction cup mount, as well as the

remote-controlled helicopter system included in the total purchase). This equipment will work great for recording close-up and action/demonstration footage in areas that are too small or too dangerous for a regular camera. The GoPro Black Edition camera supports a variety of high definition formats up to and including the emerging 4K standard.

With 2014 being an election year, HOMTV plans to upgrade the telephone system used for broadcasting phone calls during live debates and election night coverage. The current system requires manual transferring and routing of calls, as well as manual notation (on paper) to keep track of multiple callers. The current system also only allows for routing of one call at a time, which hampered the ability of some candidates to participate in the 2012 election coverage while they were out of town. The new broadcast telephone system should remedy all of these issues to allow for more versatility and a streamlined, efficient, and repeatable workflow.

**Payment Schedule**  
 General Fund Loan to Cable Fund  
 2011

	<u>Payment</u>	<u>Principal</u>	<u>Interest @ 4%</u>	<u>Balance</u>
Beginning Balance				\$279,000
June 30, 2012	53,500	42,340	11,160	236,660
June 30, 2013	53,500	44,034	9,466	192,626
June 30, 2014	53,500	45,795	7,705	146,831
June 30, 2015	53,500	47,627	5,873	99,205
June 30, 2016	53,500	49,532	3,968	49,673
June 30, 2017	51,660	49,673	1,987	0

**Communication Department  
5 Year Equipment/Software/Streaming Services Purchase Plan**

<b>2011 Equipment/Software/Services Budget</b>				
<b>Items</b>	<b>New/Replacement</b>	<b>Quantity</b>	<b>Cost</b>	<b>Status</b>
Macbook Pro	Replacement		\$3,000	complete
P2 small tapeless camera	New		\$5,277	complete
Still Camera	Replacement		\$1,500	complete
<b>Total Field/Editing Equipment</b>			<b>\$9,777</b>	
EZ News Encumbered 2nd yr.			\$5,583	complete
Adobe Creative Suite	Upgrades		\$2,100	partial
Adobe Creative Suite	new additions		\$2,300	partial
P2 Cards	\$800	2	\$1,600	complete
<b>Total Software</b>			<b>\$11,583</b>	
Third Phase of HOMTV Website Development			\$2,000	complete
Granicus video web hosting site	\$725	12	\$8,700	
Broadband at&t streaming fee	\$100	12	\$1,200	
Broadband at&t streaming fee	\$100	12	\$1,200	
PEG Central web hosting	\$75	12	\$900	
<b>Total Services Budget</b>			<b>\$14,000</b>	
<b>Cable Technology/Re-Engineering Upgrade</b>			<b>\$46,700</b>	
<b>Total Equipment/Software/Services Budget</b>			<b>\$82,060</b>	

<b>2012 Equipment/Software Budget</b>				
<b>Items</b>	<b>New/Replacement</b>	<b>Quantity</b>	<b>Cost</b>	<b>status</b>
Studio Lighting Phase 1	Replacements		\$15,000	carryover
Field Lights/Kit Lights	Replacements		\$8,000	carryover
imac editing system replacement	Replacements		\$3,000	complete
<b>Total Field/Editing Equipment</b>			<b>\$26,000</b>	
Music Bakery	Replacements		\$3,000	partial
P2 Cards	800	3	\$2,400	complete
3D Graphics system	Upgrades		\$3,000	
<b>Total Software</b>			<b>\$8,400</b>	
Annual web service			\$300	
Broadcast Pix Warranty			\$2,000	
Granicus video web hosting site	\$725	12	\$8,700	
Broadband at&t streaming fee	\$100	12	\$1,200	
Broadband at&t streaming fee	\$100	12	\$1,200	
PEG Central web hosting	\$75	12	\$900	
<b>Total Services Budget</b>			<b>\$14,300</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$102,200</b>	



### 2013 Equipment/Software Budget

Items	New/Replacement	Quantity	Cost	status
Studio Lighting Phase 2	Replacement		\$43,000	design phase
P2 Small Camera system	Replacement		\$6,000	complete
imac editing system	Replacement		\$3,000	complete
<b>Total Field/Editing Equipment</b>			<b>\$52,000</b>	
Adobe upgrades	upgrade		\$2,000	partial
Final Cut upgrades	upgrade		\$3,000	
P2 cards	Replacement	800	\$1,600	
<b>Total Software</b>			<b>\$6,600</b>	
Intranet Website			\$2,000	
Annual web service			\$300	
Broadcast Pix Warranty			\$2,000	
Granicus video web hosting site		12	\$8,700	
Granicus Citizen Participation Suite		12	\$4,800	
Broadband at&t streaming fee		12	\$1,200	
Total Info.			\$995	
<b>Total Services Budget</b>			<b>\$19,995</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$132,095</b>	

### 2014 Equipment/Software Budget

Items	New/Replacement	Quantity	Cost	status
P2 Small Camera system	Replacement		\$6,000	
P2 Small Camera system	Additional		\$6,000	
P2 Card Reader	Additional		\$2,400	
Remote Broadcast Live system	New		\$11,000	
Internship whiteboard Display- training	New		\$8,000	
Phone call system	Replacement		\$5,000	
imac editing system	Replacement		\$3,000	
Multi Media Lecturn	Replacement		\$8,500	
GoPro body mountable camera	New		\$1,100	
<b>Total Field/Editing Equipment</b>			<b>\$51,000</b>	
Adobe upgrades	upgrade		\$3,200	
Final Cut X Upgrades	upgrade		\$3,000	
<b>Total Software</b>			<b>\$6,200</b>	
Video web hosting service			\$8,700	
Annual HOMTV webpage hosting service			\$2,300	
Broadcast Pix Annual Warranty - video switcher			\$2,800	
QLogic Software Maintenance VSAN - video network			\$400	
Rorke Data - Video Server Software Maintenance Warranty			\$3,000	
EZNews - Annual Maintenance Agreement			\$1,343	
CAMTV - PEG Central video hosting			\$3,500	
Total Info - annual bulletin board service, CAMTV			\$995	
Tech Audit			\$15,000	
Franchise fee Audit			\$26,600	
<b>Total Services Budget</b>			<b>\$64,638</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$175,338</b>	

### 2015 Equipment/Software Budget

Items	New/Replacement	Quantity	Cost	status
Large P2 Camera system	replacement		\$12,000	
Camera Jib	new		\$5,000	
Video Server	new		\$9,000	
Teleprompter mounted	additional		\$7,000	
Intern whiteboard training system	new		\$8,000	
Townhall mics and bases	replacement		\$5,000	
camera cables	replacement	4	\$6,000	
<b>Total Field/Editing Equipment</b>			<b>\$52,000</b>	
Final Cut X upgrades	upgrade		\$3,000	
P2 cards	new	\$800	2	\$1,600
<b>Total Equipment/Software</b>			<b>\$4,600</b>	
Video web hosting service			\$8,700	
Annual HOMTV webpage hosting service			\$2,300	
Broadcast Pix Annual Warranty - video switcher			\$2,800	
QLogic Software Maintenance VSAN - video network			\$400	
Rorke Data - Video Server Software Maintenance Warranty			\$3,000	
EZNews - Annual Maintenance Agreement			\$1,343	
CAMTV - PEG Central video hosting			\$3,500	
Total Info - annual bulletin board service, CAMTV			\$995	
<b>Total Services Budget</b>			<b>\$23,038</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$133,138</b>	

### 2016 Equipment/Software Budget

Items	New/Replacement	Quantity	Cost	status
P2 Small Camera system	Replacement	6000	2	\$12,000
Laptop	Replacement			\$5,000
Remote Editing system	Replacement			\$25,000
imac editing system replacement	Replacement			\$3,000
Wireless mic replacements	Replacement	6		\$6,000
<b>Total Field/Editing Equipment</b>				<b>\$51,000</b>
graphics/software	upgrade			\$5,000
Final Cut X upgrades				\$3,000
P2 cards		\$800	2	\$1,600
<b>Total Equipment/Software</b>				<b>\$9,600</b>
Video web hosting service				\$8,700
Annual HOMTV webpage hosting service				\$2,300
Broadcast Pix Annual Warranty - video switcher				\$2,800
QLogic Software Maintenance VSAN - video network				\$400
Rorke Data - Video Server Software Maintenance Warranty				\$3,000
EZNews - Annual Maintenance Agreement				\$1,343
CAMTV - PEG Central video hosting				\$3,500
Total Info - annual bulletin board service, CAMTV				\$995
<b>Total Services Budget</b>				<b>\$23,038</b>
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>				<b>\$53,500</b>
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>				<b>\$137,138</b>

**Communication Department  
5 Year Equipment/Software/Streaming Services Purchase Plan**

<b>2011 Equipment/Software/Services Budget</b>				
<b>Items</b>	<b>New/Replacement</b>	<b>Quantity</b>	<b>Cost</b>	<b>Status</b>
Macbook Pro	Replacement		\$3,000	complete
P2 small tapeless camera	New		\$5,277	complete
Still Camera	Replacement		\$1,500	complete
<b>Total Field/Editing Equipment</b>			<b>\$9,777</b>	
EZ News Encumbered 2nd yr.			\$5,583	complete
Adobe Creative Suite	Upgrades		\$2,100	partial
Adobe Creative Suite	new additions		\$2,300	partial
P2 Cards	\$800	2	\$1,600	complete
<b>Total Software</b>			<b>\$11,583</b>	
Third Phase of HOMTV Website Development			\$2,000	complete
Granicus video web hosting site	\$725	12	\$8,700	
Broadband at&t streaming fee	\$100	12	\$1,200	
Broadband at&t streaming fee	\$100	12	\$1,200	
PEG Central web hosting	\$75	12	\$900	
<b>Total Services Budget</b>			<b>\$14,000</b>	
<b>Cable Technology/Re-Engineering Upgrade</b>			<b>\$46,700</b>	
<b>Total Equipment/Software/Services Budget</b>			<b>\$82,060</b>	

<b>2012 Equipment/Software Budget</b>				
<b>Items</b>	<b>New/Replacement</b>	<b>Quantity</b>	<b>Cost</b>	<b>status</b>
Studio Lighting Phase 1	Replacements		\$15,000	carryover
Field Lights/Kit Lights	Replacements		\$8,000	carryover
imac editing system replacement	Replacements		\$3,000	complete
<b>Total Field/Editing Equipment</b>			<b>\$26,000</b>	
Music Bakery	Replacements		\$3,000	partial
P2 Cards	800	3	\$2,400	complete
3D Graphics system	Upgrades		\$3,000	
<b>Total Software</b>			<b>\$8,400</b>	
Annual web service			\$300	
Broadcast Pix Warranty			\$2,000	
Granicus video web hosting site	\$725	12	\$8,700	
Broadband at&t streaming fee	\$100	12	\$1,200	
Broadband at&t streaming fee	\$100	12	\$1,200	
PEG Central web hosting	\$75	12	\$900	
<b>Total Services Budget</b>			<b>\$14,300</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$102,200</b>	

**2013 Equipment/Software Budget**

Items	New/Replacement	Quantity	Cost	status
Studio Lighting Phase 2	Replacement		\$43,000	design phase
P2 Small Camera system	Replacement		\$6,000	complete
imac editing system	Replacement		\$3,000	complete
<b>Total Field/Editing Equipment</b>			<b>\$52,000</b>	
Adobe upgrades	upgrade		\$2,000	partial
Final Cut upgrades	upgrade		\$3,000	
P2 cards	Replacement	800	\$1,600	
<b>Total Software</b>			<b>\$6,600</b>	
Intranet Website			\$2,000	
Annual web service			\$300	
Broadcast Pix Warranty			\$2,000	
Granicus video web hosting site		12	\$8,700	
Granicus Citizen Participation Suite		12	\$4,800	
Broadband at&t streaming fee		12	\$1,200	
Total Info.			\$995	
<b>Total Services Budget</b>			<b>\$19,995</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$132,095</b>	

**2014 Equipment/Software Budget**

Items	New/Replacement	Quantity	Cost	status
P2 Small Camera system	Replacement		\$6,000	
P2 Small Camera system	Additional		\$6,000	
P2 Card Reader	Additional		\$2,400	
Remote Broadcast Live system	New		\$11,000	
Internship whiteboard Display- training	New		\$8,000	
Phone call system	Replacement		\$5,000	
imac editing system	Replacement		\$3,000	
Multi Media Lecturn	Replacement		\$8,500	
GoPro body mountable camera	New		\$1,100	
<b>Total Field/Editing Equipment</b>			<b>\$51,000</b>	
Adobe upgrades	upgrade		\$3,200	
Final Cut X Upgrades	upgrade		\$3,000	
<b>Total Software</b>			<b>\$6,200</b>	
Video web hosting service			\$8,700	
Annual HOMTV webpage hosting service			\$2,300	
Broadcast Pix Annual Warranty - video switcher			\$2,800	
QLogic Software Maintenance VSAN - video network			\$400	
Rorke Data - Video Server Software Maintenance Warranty			\$3,000	
EZNews - Annual Maintenance Agreement			\$1,343	
CAMTV - PEG Central video hosting			\$3,500	
Total Info - annual bulletin board service, CAMTV			\$995	
Tech Audit			\$15,000	
Franchise fee Audit			\$26,600	
<b>Total Services Budget</b>			<b>\$64,638</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$175,338</b>	

### 2015 Equipment/Software Budget

Items	New/Replacement	Quantity	Cost	status
Large P2 Camera system	replacement		\$12,000	
Camera Jib	new		\$5,000	
Video Server	new		\$9,000	
Teleprompter mounted	additional		\$7,000	
Intern whiteboard training system	new		\$8,000	
Townhall mics and bases	replacement		\$5,000	
camera cables	replacement	4	\$6,000	
<b>Total Field/Editing Equipment</b>			<b>\$52,000</b>	
Final Cut X upgrades	upgrade		\$3,000	
P2 cards	new	\$800	2	\$1,600
<b>Total Equipment/Software</b>			<b>\$4,600</b>	
Video web hosting service			\$8,700	
Annual HOMTV webpage hosting service			\$2,300	
Broadcast Pix Annual Warranty - video switcher			\$2,800	
QLogic Software Maintenance VSAN - video network			\$400	
Rorke Data - Video Server Software Maintenance Warranty			\$3,000	
EZNews - Annual Maintenance Agreement			\$1,343	
CAMTV - PEG Central video hosting			\$3,500	
Total Info - annual bulletin board service, CAMTV			\$995	
<b>Total Services Budget</b>			<b>\$23,038</b>	
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>			<b>\$53,500</b>	
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>			<b>\$133,138</b>	

### 2016 Equipment/Software Budget

Items	New/Replacement	Quantity	Cost	status
P2 Small Camera system	Replacement	6000	2	\$12,000
Laptop	Replacement			\$5,000
Remote Editing system	Replacement			\$25,000
imac editing system replacement	Replacement			\$3,000
Wireless mic replacements	Replacement	6		\$6,000
<b>Total Field/Editing Equipment</b>				<b>\$51,000</b>
graphics/software	upgrade			\$5,000
Final Cut X upgrades				\$3,000
P2 cards		\$800	2	\$1,600
<b>Total Equipment/Software</b>				<b>\$9,600</b>
Video web hosting service				\$8,700
Annual HOMTV webpage hosting service				\$2,300
Broadcast Pix Annual Warranty - video switcher				\$2,800
QLogic Software Maintenance VSAN - video network				\$400
Rorke Data - Video Server Software Maintenance Warranty				\$3,000
EZNews - Annual Maintenance Agreement				\$1,343
CAMTV - PEG Central video hosting				\$3,500
Total Info - annual bulletin board service, CAMTV				\$995
<b>Total Services Budget</b>				<b>\$23,038</b>
<b>Cable Technology/Re-Engineering Upgrade payback amount</b>				<b>\$53,500</b>
<i>*original amnt. Budget amendment for \$279,900 to be paid back 6 years w/ 4% interest to general fund</i>				
<b>Total Equipment/Software/Services Budget</b>				<b>\$137,138</b>

**CHARTER TOWNSHIP OF MERIDIAN**

**CABLE COMMUNICATIONS  
COMMISSION**

**FYI**

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

# Both Sides of the Table

Entrepreneur turned VC

Search this website ...

- [Home](#)
- [About](#)
- [PR Tips](#)
- [Start-up Advice](#)
- [Raising VC](#)
- [Angels](#)
- [Entrepreneur DNA](#)
- [Sales & Marketing](#)
- [Negotiations](#)
- [Disclaimer](#)

Mark Suster February 18, 2013

## The Most Interesting Online Video Trend

This article [originally appeared on TechCrunch](#).

By now many of you know the [Harlem Shake](#) but what you may not appreciate is the broader trend behind the video and it has mirrored my general views on how TV will work in the future

458

Tweet



Share

The Harlem Shake is a YouTube phenomenon that in just 2 weeks has gone from nothing to on air on both [Jon Stewart & Stephen Colbert](#) and collectively the Harlem Shake has been viewed around 200 million times. Two weeks. 200 million views. Suck it traditional TV.

### Summary Version

Global audiences of prosumer video producers will create content that is viewed by global audiences in numbers far in excess of traditional TV. TV will enter the era of “participation” which is a much more important trend than “social video” even if it seems less sexy or less fundable.

It means the “torso TV” consumption patterns will be more important than the head or the long tail for the next era of media companies.

TV of the future will not always have linear stories. I know that’s hard for many people to accept but when the medium changes from one-way broadcast to the millions to the ability to interact with each other through video it is unlikely that the future will resemble the past. Why would it?

I have started thinking about what the future might look like and I’ve started imagining what I call, “MMOV” or massive multiplayer online video.

Sure, the revenue & margin will be significantly lower than traditional TV. You should only worry about this if you’re a large, traditional media company with fat margins. The future of TV will follow the rule of [Deflationary Economics](#) as I outline influenced by the book [The Innovator’s Dilemma](#).

It will enable the naturally creative but geographically and socially disenfranchised to make money doing what they love – participating. Maybe small amounts of money for what founders reading these pages dream of but life-changing for many.

### Gangnam Style Meets Torso TV

Of course you know [Gangnam Style](#), which is now the most viewed video in history at 1.3 billion views. Before this South Korean wonder spread across the globe I had written about a trend in global audiences that exists when the costs of production are nearly zero and the costs of distribution are also nearly free. I called this trend “[Torso TV](#)” because the “head” of consumption (largest number of views) was dominated by platforms that had massive distribution (think TV stations, radio or retail outlets that sell CDs and DVDs. think Apple. think Amazon) and therefore hits with high production costs were more suited to the medium.

The problem with the “long tail” content is that only the platform provider (ie YouTube) makes money. So if you want to be a content producer and want to make money you can develop content for global “niches” of watchers who might like: Japanese Anime, South Korean drama, Bollywood productions, reality TV on any topic – fashion, cooking, travel.

I saw this trend with the growth of companies such as Viki, Drama Fever, Crunchyroll and the like. Global niches that turn out to be much larger than you’d imagine.

Gangnam Style is the manifestation of this trend which turned what should have likely been a medium size global audience into an global phenomenon like we've never seen. The Macarena on steroids. Every now and again you can strike lightning in a bottle. Who knows why hits turn into memes? But it shows that when content is unleashed we can all appreciate it no matter of the country of origin.

## Harlem Shake

For those who still don't know the origins, the Harlem Shake started as a small skit from a YouTuber named Filthy Frank (10 million views as of this writing) on January 30, 2013. It was then popularized into an Internet meme 3 days later by text an Australian group of guys called Sunny Coast Shake in what garnered about 300,000 views in a short period of time (now at 11.3 million views).

But then the Harlem Shake went batshit crazy when Vernon Shaw of Maker Studios saw the video on Reddit and suggested that Maker should, well, *make* a video of the Harlem Shake in an office environment. That video is the most viewed Harlem Shake (with more than 15 million views as of today). It was loaded on the channel of Hi I'm Rawn, a long-time YouTuber.

At 12.30pm in the afternoon the idea to create the video was hatched. They taped it at 3.30pm for 2 minutes. 1 take. Then back to work, people!

It was uploaded at around 4pm.

Maker's talent started commenting on it and sharing it. ShayCarl (a Maker Studios co-founder) in particular. And then ...

Boom.

It made national news. Maker was contacted by every major news outlet. And suddenly every office in the country was doing their own version of the Harlem Shake.

And here's the thing. This is not Gangnam Style, a catchy tune *consumed* by billions.

This is Harlem Shake, a catchy tune *produced* by tens of thousands. As of this writing nearly 50,000 versions have been created and uploaded and watched by some 200,000,000 people. Yes. Two followed by eight zeros.

It is the production angle that is most fascinating to me and the biggest unspotted trend by most venture capitalists and traditional media executives.

I have been talking about the battle for the living room for years and then followed up with Why the TV Market is Ready for Disruption with a more recent discussion about Hollywood vs. Silicon Valley here (the video version with an LA interview that can be viewed here and then a subsequent session in NYC with Jon Miller which can be viewed here).

And I've opined on why the traditional media companies aren't well poised to win at this new TV world and again here.

So here's the thing

## The Broader Trend

While way too many startup companies (and investors) are focused on "social TV" or on "Instagram for TV" I believe they are missing the more fundamental shift in our industry.

There is a world filled with professional producers of video content who are extraordinarily talented but lack access to Hollywood. In fact, that's how Maker Studios got started in the first place.

I first wanted to invest in this trend by backing a company called Filmaka. I didn't end up investing but I always loved the concept. They help find talented film makers globally, enter them into competitions and advance the best of them toward winners that get to produce full-length films. Filmaka is the creation of Deepak Nayar who is the producer of films such as Buena Vista Social Club and Bend it Like Beckham.

But when you think about the movement we once called "Web 2.0" it was the recognition of the fact that media doesn't only want to flow one way.

Media in an age of:

- low-cost capture from mobile devices
- cheap post-production process by tools (think Pro Tools for audio, Instagram filters)
- cheap local storage (without which media creation is not possible)
- available bandwidth for uploading (which is assumed away as easy but only in recent years has been solved. most Internet connections have been asymmetric & optimized for downloads)
- cheap or free cloud storage (YouTube, DropBox, Facebook)
- easy sharing (through social networks or platforms like YouTube)
- social amplification (from which memes are spread) by Twitter and the like; and ...
- commenting

means specifically one thing. People are going to want to participate. Participation. We are the media. We want to be in it. Create it. Take part in it. Have a say, a vote. Think American Idol voting, where the audience gets to feel like they're participating. And where they're willing to pay by dialing a paid number to feel like they're, well, participating.

And the end of the Maker Studios show, Epic Rap Battles of History, the end the show ways "Who won, you decide?" where the audience gets to weigh in. Participation. At whatever level.

## Serialized TV with Audience Participation

I've been thinking a lot about what I want to fund in the video creation world. One idea I've been searching for is a platform that enables the creation of serialized programs with audience participation.

And this is a concept that has been at work since at least the 17th century. An example of a great serialist was Charles Dickens in which Oliver Twist & Nicholas Nickleby and others were written and distributed serially.

From Wikipedia on Charles Dickens

*"The instalment format allowed Dickens to evaluate his audience's reaction, and he often modified his plot and character development based on such feedback"*

I have talked to several YouTuber's about my idea but haven't yet gotten any takers.



Here's what I imagine. You create a narrative episodic show and do the first four episodes to get the story arc and characters going. On the fifth episode the audience gets to create it's version of the next show. You look at submissions and pick the best one. You reshoot that episode with a higher budget and your original cast but that producer now gets a financial take in the show or gets to participate in the production or whatever. Then you move on to the sixth show with new submissions.

You need to build a platform that allows submissions, workflow, multiple story flows, awards, producer profiles and the like. It can't just be videos on YouTube but I'll be that YouTube is the distribution platform.

Here's the thing – if well done I think you could see the Harlem Shake effect where many people want to have a go at participating on the production. Most won't be of the quality that you want but you now have tons of material and inspiration for your show and you own all of the submitted IP. You share financial results and/or fame as the incentive to participate. It's American Idol for makers.

The first time you do it the participation will be light. The next time you'll get more. And the fan producers all help market your show because they too want the attention. Whether they are selected or not! I repeat – free marketing. Done by the masses.

And finally you could stitch together multiple narratives or versions of shows for people who WANT to watch all of the derivative shows. Your costs of production of these additional versions – zero.

To all of the traditional TV people who keep telling me this “low cost, low quality YouTube content will eventually go away. The production quality is terrible” I say, “Please study The Innovator's Dilemma because it predicts the disruption of your industry presciently.” Let me remind you of the math: Gangnam Style = 1.3 billion views. Each episode of Epic Rap Battles of History gets between 30,000,000 – 75,000,000 views.

And to those who keep telling me that the CPMs are too low to make a business please stop thinking about two-way entertainment in only CPM terms. There are many more ways to monetize an audience of fans that simply pre-roll ads.

Think creatively. Study the video game industry. The music industry. Your world is changing, too. And you have so many examples from which to build your future that you have no excuse to put your head in the sand.

## MMOV

The other theme I've been playing around with in my head (and in the numerous debates with media execs who aspire to do startups) I've started calling MMOV.

It's a play on MMOG (massive multiplayer online games, think World of Warcraft).

What exactly is World of Warcraft?

It's entertainment. With rich graphics and characters. It has a story, a world, that unfolds. It has interaction with other players. It is – by definition – participation. It exists precisely because there is a network. I grew up in the era where we got to play video games alone. I was inspired by Zork. It was a computer challenging my imagination and crying out for logic and participation. It was text-based. And anything but MM or O. But it scratched the same need – participation. Engagement.

And when the O is attached and thus other humans are on the other end of your game and when graphics are professional it is the ultimate in computer entertainment with other human beings letting young people all over the world who feel disconnected from other human beings form friendships.

I once heard a father describe how his son played World of Warcraft. He said this to me, which formed an impression, “My son leaves World of Warcraft to play other video games with his friends. But then they always come back to World of Warcraft to talk about it with their friends. WoW is their home base.”

So WoW in a way is his son's social network.

I imagine MMOV this way.

You start out watching video. And this might be humans but it might also be animation. It might feel like TV or might feel like an animated video game or maybe there is no difference? You start watching with friends, peers or strangers – who might become friends or peers in the future (think that's weird? check your Twitter stream. It's filled with people like this. Aren't all online communities like this?).

You watch the first “episode” together. Then you discuss it with those in the room with you. They are watching it synchronously. It is your job to get them watch the next video based on plot or character development you want to see. Which way do you go next? The audience decides.

And the show develops like this. No linearity. Only the evolution through a video game board with other players trying to agree how the story unfolds. Maybe for a fee you get to choose your own direction without the crowd?

Don't like how Homeland has become a total farce like 24? Chart a different path. Don't like that a characters in Downton Abbey gets killed or another might get banished from employment? Chart a different course.

In an online world, why wouldn't we?

Television today is being charted by those who grew up in a one-way world of: we decide, we write, we broadcast. Doesn't that sound like the websites of yore that implored us to read their stories?

We have too much evidence from the text-based Internet that this model doesn't hold in an online world.

Think Zork. It's how things were. Then think World of Warcraft. It's how things will be. It's why we use Twitter, Facebook, Instagram. To be part of a conversation. And even if it's only very occasionally that you want to chime in, it's why UGC works. 1/9/90.

And read this MG Siegler piece on TechCrunch. He's one step ahead of the rest of the market. And he's spot on with this analysis about how Apple will enter the TV market. Spoiler – video games.

## Online Events

Finally, I'm fascinated with the future of live events. We've only just scratched the surface. As you now know 8 million people tuned in to watch Felix Baumgartner jump from 24 miles above the Earth in a Red Bull capsule.

It will always be a milestone in the Internet, YouTube, Twitter, Mobile world etched in my memory. And that of my two boys.

Like many of you we were laying around watching NFL football games. And also paying attention to the Twitter. Watching only is so one-way. With our second screen we suddenly have ... participation.

And that's where I first saw it. I know many of you knew the Felix was going to jump. I hadn't been paying attention.

But Twitter cried out that I MUST! Tune in. NOW. As only Twitter can dictate.

So on my iPhone I clicked on a link and saw Felix going up. WTF? What is that guy doing?

I called my boys over. We sat transfixed to my iPhone. Was he really jumping from outer space? Is this real? Is this really live? Did I just click on a button and watch a man prepared to jump from that little capsule watching real-time streaming from my mobile device that I only knew about because random people (some of whom I've never met in real life) demanded that I do so on Twitter?

I was sincerely amazed by all of those things. And we watched. And watched. And watched. And the NFL seemed so uninteresting at that moment. I'll never remember who was playing or who won (probably not the Eagles).

But along with 8 million people globally we shared a moment. And then another 32 million people (at least) watched on YouTube afterward.

That fascinates me. Twitter. YouTube. Mobile. Live. Watch this space. It's going to form a larger part of our future.

Oh. And it won't be brought to you by Comcast. That interests me, too.

Be Sociable, Share!

 MORE

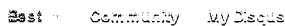
 Tweet 458 Like 291 33 Share 78


Filed Under: [Tech Market Analysis](#) [75 Comments](#) and [359 Reactions](#)

[75 comments](#) · [359 reactions](#)

 4

Comments for this thread are now closed.

 Best Community My Disqus

Share 

Brandon Burns · 10 months ago

Torso TV reveals a unique opportunity for content creators, but the proliferation of content (at the head, Torso, and tail) creates a problem for viewers. With 1,000,000 choices how do you decide what to watch? It seems antiquated to use a channel guide. Scrolling the pages of YouTube, Netflix, Hulu, iTunes...is reminiscent of walking the isles of Blockbuster. Isn't there a huge opportunity in HOW we find content, and won't that have a huge role in the TV of the future (maybe even win the battle for the living room)?

 Share

Jinni Technology · 10 months ago

Jinni Technology is attempting to address this very issue ... "The future is yet to be evenly distributed..."

 Share

Dorian Dargan · 10 months ago

Great comment.

I believe that the "interest graph" will be used to curate personalized experiences for viewers - so that the most relevant content is readily available & consumers have to work less.

And better content tagging should aid in discovery as well (improved search).

I wrote a little about my thoughts on the interest graph here: <http://doriandargan.com/post/4...>

 Share

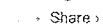
Brandon Burns · 10 months ago

Its quite obvious that change is here and a shift is coming, but the baby won't be thrown out with the bath water. In the same way TV didn't kill movies, the Internet won't kill TV. Why? 1) People like long form content, and 2) people like gathering around the TV.

People have enjoyed this for CENTURIES. Europe's elite went to the opera house multiple times over several days to watch all of Wagner's Ring cycle, and there are traces of plays in installments over long periods tracking all the way back to the ancient Romans and Greeks.

Furthermore, remember this past Olympics? Dubbed the Twitter Olympics? Yep, Twitter broke records, but who broke the most records? NBC. Why? The Olympics represent a moment when people want to be together, watch together, converse together, laugh and cry together. You don't get that on a laptop.

The internet will never kill a good cliffhanger. Kitchy videos will never kill premium content. The platforms will feel different, the companies that run them will change, the content producers that feed them will adjust, but TV will never "die" — or, at least, the kinds of content on it and the sociology built around gathering around a large screen won't.

 Share

Dorian Dargan · 10 months ago

Good post Mark!!!!!!

Brandon, yes it's true that premium content isn't dying.



### MediaPost NEWS

- [Home](#)
- [Manage Subscriptions](#)
- [Media Kit](#)
- [Home >](#)
- [MediaDailyNews >](#)
- Friday, Feb 22, 2013

[Advanced Search](#)

## Despite Cord Cutting, TV Dominates Advertising

by [Wayne Friedman](#), Feb 21, 2013, 12:57 PM

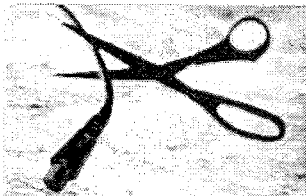
- [Comment \(9\)](#)
- [Recommend \(12\)](#)
- [Like](#) 7 [Send](#)
- [Tweet](#) 35
- [Share](#) 19
- [Share](#)
- 0

Subscribe to *MediaDailyNews*

- [RSS](#)
- [Email](#)
- [Print](#)

### Tags

[trends](#), [tv](#)



Pay-TV cord cutting will be minimal over the next several years. And while traditional TV viewership is in decline, TV will easily remain the most dominant platform for advertisers in years to come.

"Even though some consumers are cutting the cord, reducing their subscriptions, or not subscribing when starting a new home, the impact to the pay TV industry over at least the next five years will

be minimal," says PwC's Cord Cutting and the Second Screen report.

PwC says there are multiple concerns about cord cutting, "cord trimming" and those who will never "cord" -- young viewers who never becoming pay TV subscribers.

Still, TV will continue to have major sway. The company notes that TV advertising influences on those 18+ are 37% compared with newspapers at 11%; Internet; 6%; and mobile, 4%. Other research, from eMarketer, says TV remains the dominant platform for advertising at 39% market share versus 22% for the Internet.

"While consumers are spending more of their media time on mobile and Internet-enabled devices, TV viewership remains strong... certain comedy and drama content, live sports, reality TV, award ceremonies, and other exclusive content remain largely real-time programming not conducive to time shifting," notes PwC. It also cites TV as a "communal activity that cannot easily be replaced."

Still, estimates are that there will be a 0.9% TV viewership decline annually through 2017 due to increased online consumption of TV programming.

Screen-screen activity continues to grow. For example, Internet-protocol TV (IPTV) ownership doubled in one year to 10.4% penetration in 2011 from 4.7% in 2010. PwC says almost half of American households own gaming consoles -- which are Internet-capable and can be used to stream TV content through multiple OTT options.

Some 36 million Americans report watching video content on their mobile phones. Smartphone sales are forecast to grow to \$141 billion by 2016 from \$79 billion in 2011; and tablet sales are projected to grow to \$100 billion by 2016 from \$28 billion in 2011.

- [Comment \(9\)](#)
- [Recommend \(12\)](#)
- [Like](#) 7 [Send](#)
- [Twaat](#) 35
- [Share](#) 19
- [Share](#)
- [G](#)

#### 9 comments on "Despite Cord Cutting, TV Dominates Advertising".

1. [William Hughes](#) from Arnold Aerospace  
commented on: February 21, 2013 at 5:11 p.m.  
Baloney. People have become disgruntled with the ever-rising costs of Pay-TV, combined with the southbound trajectory of the quality of what's being shown. The Collapse is imminent, a house divided against itself cannot stand.
2. [Doug Garnett](#) from Atomic Direct  
commented on: February 22, 2013 at 11:13 a.m.  
Great article, Wayne. Change is happening, but it won't be the change that the great disruption prognosticators are desperately wishing. It will be an evolution that will challenge all of us in and around TV. But the impending failure of Hulu as well as the strategic weaknesses Netflix revealed with their recent announcements ("No, really. We're great at programming!") suggests that nothing is what it seems and that TV's future isn't the desperate failure that many hope for it.
3. [Jeff Bander](#) from EyeTrackShop  
commented on: February 22, 2013 at 1:14 p.m.  
Dewey was called the winner too! The railroads thoughts airplanes had no commercial application. TV won't disappear but the shift is happening and it will be faster and more than TV wants. TV numbers are mostly reported by diary, a questionable methodology at best.
4. [John Grono](#) from GAP Research  
commented on: February 22, 2013 at 10:41 p.m.  
Jeff, and the Internet is mostly reported by tags and cookies - also a questionable methodology when used in isolation.
5. [Doug Garnett](#) from Atomic Direct  
commented on: February 25, 2013 at 9:34 a.m.  
Interesting to bring up Dewey. Because I think you have it backwards. Internet TV is the odds on favorite of the digerati...like Dewey was the odds on favorite. The surprise may be that plodding "old" stuff (like Truman) will end up winning the long run. There is no lack of funding telling us TV will die. But there is lack of reality - because these new gizmos don't add value while keeping what people already love. Cheers...
6. [Kevin Barry](#) from Barry Marketing & Media  
commented on: February 25, 2013 at 9:37 a.m.  
Jeff Bander: TV numbers are not mostly reported by diary. The lion's share of local ratings use meter-based samples. The entirety of national ratings use meter-based samples. "TV won't disappear but the shift is happening..." I think that's correct. The only argument is when and by how much. In my experience, large-scale technological shifts usually change things more than we can imagine, but they take longer than we can imagine, too.
7. [Michael Natale](#) from MCM Media Sales  
commented on: February 25, 2013 at 10:31 a.m.  
Oy Vey Doug...Did you see NBC's Ratings post SUNDAY Night football in Feb? Lower than Univision. Please don't tell me the shift hasn't already happened. Lower ratings and higher costs are not a formula for success for Advertisers.....period
8. [Michael Natale](#) from MCM Media Sales  
commented on: February 25, 2013 at 10:35 a.m.  
Read the NY Times article on NBC's ratings decline today then get back to us on the state of the tv ad supported model. Can you say .9 in Prime against A1849 anyone? But in the upfronts their CPM's will undoubtedly increase 5-10% on hype and then 80% of the shows will be cancelled....but advertisers have to be there! If a tree falls in the forest and nobody is there to hear it, does it make a sound?

Dow Jones Reprints: This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers, use the Order Reprints tool at the bottom of any article or visit [www.djreprints.com](http://www.djreprints.com).  
See a sample reprint in PDF format. Order a reprint of this article now.

**THE WALL STREET JOURNAL.**  
WSJ.com

WHAT THEY KNOW | March 6, 2011, 10:31 p.m. ET

# TV's Next Wave: Tuning In to You

By JESSICA E. VASCELLARO



Data firms and technology companies are using TV watchers' personal data to help sell targeted ads, Jessica Vascellaro reports. We discuss how cable and satellite co's are mining this data, how they're using it to stay ahead in the age of the Internet - and how you can opt out of being tracked.

The television is channeling you.

Data-gathering firms and technology companies are aggressively matching people's TV-viewing behavior with other personal data—in some cases, prescription-drug records obtained from insurers—and using it to help advertisers buy ads targeted to shows watched by certain kinds of people.



Neville Elker for The Wall Street Journal

Seth Haberman, CEO of Visible World, which builds the technology behind Cablevision's powerful ad-targeting system.

At the same time, cable and satellite companies are testing and deploying new systems designed to show households highly targeted ads.

The goal: emulate the sophisticated tracking widely used on people's personal computers with new technology that reaches the living room.

One of the most advanced companies, Cablevision Systems Corp., has rolled out a system that can show entirely different commercials, in real time, to different households tuned to the same program. It can deliver targeted ads to all the company's three million subscribers concentrated in New York, Connecticut and New Jersey.

In an early test of Cablevision's technology, the U.S. Army used it to target four different recruitment ads to different categories of viewers.

One group, dubbed "family influencers" by Cablevision, saw an ad featuring a daughter discussing with her parents her decision to enlist. Another group, "youth ethnic I," saw an ad featuring African-American men testing and repairing machinery. A third, "youth ethnic II," saw soldiers of various ethnicities doing team activities. An Army spokesman declined to comment.

### TV Ad Targeting: Two Approaches

When you watch TV via a set-top box ...

... your viewing data can be collected and used in several ways:

Some companies combine it with offline data ...



This new wave in monitoring Americans is driven, in part, by fear: The TV industry is moving quickly lest it lose ground to Internet advertising companies, which have found they can charge a premium for online ads that target individual people based on their specific interests.

In a rallying cry last month at a TV ad-targeting conference hosted by Broadcasting & Cable, one keynote speaker cited the space race of a half-century ago: "This is our Sputnik moment," said Tracey Scheppach, senior vice president at Starcom

MediaVest Group, a unit of advertising firm Publicis Groupe SA.

Targeted ads are getting in front of people a few ways. In one method, TV providers such as Cablevision can beam different ads to different set-top boxes, even when they're tuned to the same channel.

This technology figures out which subscribers should see which ad by anonymously matching the names and addresses of Cablevision's subscribers with data provided by advertisers and others, via a third party. Cablevision says it doesn't share subscriber data with advertisers, or use or share viewership information.

---

#### How to Opt Out of Having TV Data Put to Use for Advertising Purposes

Many—but not all—companies let people opt out of having their anonymous TV-viewership information used for ad purposes.

**DirecTV** subscribers can opt out by contacting the company at (800) 531-5000, [www.directv.com/email](http://www.directv.com/email), or DirecTV Privacy Policy, P.O. Box 6550, Greenwood Village, CO, 80155-6550.

**TiVo** Inc. says users can opt out by contacting customer support. Details at [support.tivo.com/vapp/answers/detail/a\\_id/1279](http://support.tivo.com/vapp/answers/detail/a_id/1279).

A Charter Communications official says customers can't opt out of collection of audience-measurement data. The firm says it removes personal details, including names, before sending data to outside companies.

Cablevision Systems Corp., which can show different ads to different households, lets users opt out of seeing targeted ads by calling (888) 425-2591 or by going to [www.optimum.net/Privacy/Preferences](http://www.optimum.net/Privacy/Preferences) and selecting an option to not receive Addressable Third Party Advertising. Cablevision says it doesn't license viewership information.

**Comcast** Corp. is gearing up for a test of ad-targeting this year. A spokesman said the firm has yet to determine whether there will be an opt-out option, but that "privacy and notification will be key considerations."

—Jessica E. Vascellaro

A second method for targeting ads works differently. Companies including TRA Inc., Rentrak Corp. and WPP PLC's Kantar Media, along with tech titan Microsoft Corp., are taking data on TV-viewing behavior harvested from set-top boxes and matching it with a broad array of household data. Then they, and other tech firms including Google Inc., help advertisers buy ads targeted to shows watched by certain types of people.

One newcomer with another tactic is Simulmedia Inc. of New York, founded by Dave Morgan, a pioneer of Internet ad targeting. His company works with databases detailing when channels are changed on set-top boxes. "Some data is second-by-second," he says.

His company divides set-top boxes into interest groups based on the channels they tune to, such as "heartstringers" (romantic-comedy watchers), and "fake news followers" (satire lovers). Using sophisticated algorithms, Simulmedia says it can then deduce what categories of viewers are swayed by a particular ad.

Some in the industry want "rifle-shot targeting," Mr. Morgan says, where people get "only those ads they care about." That's still well in the future, Mr. Morgan says.

But companies including Cablevision are now deploying technologies that let advertisers like the Army show different commercials to different households based on demographic data.

The Army may try similar campaigns in the future, says Gary Barsky of ad company Universal McCann, a unit of Interpublic Group of Cos., which worked on the campaign.

Targeting technologies represent a sweeping shift in the multibillion-dollar TV-ad business, one of marketing's most popular media. Since the dawn of television, viewers watching the same shows almost always saw the same ads as other people in their market. Advertisers bought commercials based on estimates of what shows were generally popular with broad groups, such as "18-to-49-year-olds."

---

#### More From Digits

◦ **Digits: Calculating the Benefit of a Targeted TV Ad**

surf from website to website. These ad services command premium prices.

For years, the TV industry has been gushing about the potential to deliver more targeted ads. There have been false starts. In 2008, cable companies formed a consortium to deploy targeted ads nationally, among other things. Initial efforts were thwarted by issues such as outdated infrastructure.

So, individual companies are proceeding on their own. Bank of America estimates the market for "addressable ads"—those targeted to specific household segments—could reach \$11.6 billion by 2015.

Ms. Scheppach of Publicis, addressing the February TV-advertising conference, had sober words: Adapt quickly, or go the way of other media whose business has been eaten by the Internet, like newspapers. "We have to shape our future before it shapes us," she said, predicting that, within six years, technology could be in place to allow all TV ads to be targeted.

Some industry executives urge caution, saying they are reluctant to make the investment when the benefits are unknown. Others warn advertisers should proceed cautiously in light of the intensifying regulatory scrutiny of Internet tracking.

---

#### What They Know

- **Web's Hot New Commodity: Privacy**
- **Your Apps Are Watching You**
- **Race Is On to 'Fingerprint' Devices**

"This could be marketing nirvana, or fraught with potential peril," says Tim Hanlon, chief executive of Velociter, the investment arm of Mediabrands, a unit of Interpublic Group. For the first time, TV tracking could combine viewership data, telemarketing data and online data to examine people's lifestyles. People might see a

- Profiling Technology Mounts a Comeback
- Insurers Test Data Profiles to Identify Risky Clients
- A Web Pioneer Profiles Users by Name
- Facebook in Privacy Breach
- 'Scrapers' Dig Deep for Data on Web
- Kids Face Intensive Tracking on Web
- Google Agonizes Over Privacy
- Stalking by Cellphone
- On Web's Cutting Edge, Anonymity in Name Only
- Microsoft Quashed Bid to Boost Web Privacy
- Personal Details Exposed Via Biggest U.S. Websites
- The Web's New Gold Mine: Your Secrets
- Video Archive
- Complete Coverage: What They Know

greater volume of ads they find "personally intrusive," he says, citing political campaigns as examples.

Companies involved in TV targeting say the household-level matching is done by outside companies that provide only aggregated data, stripped of personally identifiable details such as names. Many say TV targeting is less intrusive than online tracking, because TV technologies don't target individuals, but instead use the data to draw inferences about aggregated groups of set-top boxes or households.

The Internet and TV businesses face different regulatory regimes. There is no specific law governing Internet tracking, but cable and satellite companies are restricted from sharing names and addresses of subscribers tied to viewing information without their permission under the 1984 Cable Act and a related rule for satellite TV.

Phone companies that offer video services differ on whether the Cable Act applies to them. Still, they say they don't share personally identifiable information about subscribers without consent. The law doesn't address activities like combining

TV-viewing data with mobile or Web browsing, practices barely imaginable when the Cable Act took effect a quarter-century ago.

TiVo Inc., maker of TV recording devices, isn't covered by the Cable Act. TiVo says it doesn't disclose personally identifiable viewing information to third parties without a customer's consent.

TiVo categorizes some of its customers into "attitudinal" segments—including Republicans, Democrats or fans of a particular celebrity chef—by surveying 35,000 users about their habits and combining the data with the shows they watch. It sells the data to marketers via a service called PowerWatch.

TiVo users must opt in to be included, the company says. It solicits participants with offers such as the chance to win a \$1,000 Amazon shopping spree.

TiVo says it also licenses anonymous viewing data to TV-targeting upstarts like New York-based TRA, which matches second-by-second data from 1.7 million TiVo set-top boxes and a cable operator with other data types—including 57 million frequent-shopper cards. The matching is done through Experian PLC, a major data company that knows which set-top box and which frequent-shopper card belong to a particular street address. (Experian doesn't share addresses with TRA, or gain access to viewing or frequent-shopping data.)

The method can turn up surprising associations: TRA found that watchers of "Jersey Shore" are regular buyers of yogurt.

"It really helps you drill down," says David Shiffman of ad agency MediaVest.

Rentrak, a TV-measurement and advertising-services firm, can in some cases associate households' video-on-demand viewing with their live-TV viewing and DVR-television viewing. The company, in some cases, measures videos watched on mobile devices, too.

That kind of data could make it possible for advertisers to target their campaigns at different consumer groups, via different video media, at the time the desired viewers are most likely to watch, says CEO Bill Livek. He says the process is an "evolution" of the direct-marketing business.

Operating out of an old Brooks Brothers factory in downtown Manhattan, Simulmedia is drawing upon the online model for targeting ads. Its raw material is more than 75 terabytes of data from TiVo, DirecTV, Charter Communications and others.

The companies give Simulmedia the times when channels are changed on set-top boxes, along with a unique ID for each box. This lets the company associate one day's viewing with the next. Mr. Morgan says Simulmedia can't tie the data back to individuals.

After determining what programs and ads the set-tops have been tuned to, Simulmedia bundles the boxes into more than two dozen groups based on viewing patterns—"wild n' crazies" (young male-themed shows), "hecklers" (stand-up comedy) and "animated grownups" (cartoon sitcoms), among others.

Advertisers and stations have run more than 50 campaigns using the data, Mr. Morgan says. He declined to name participants.

Given a year of viewing data, Simulmedia can almost perfectly predict around 70% of what types of shows a given set-top box is likely to be tuned to, and when, Mr. Morgan says. He likens the process to helping advertisers "choke the shotgun blast and bring it in close," rather than scattering their ad messages widely.

Not all companies that send data to Simulmedia and others let people opt out.

Mr. Morgan has aspired to bring Web-like targeting to TV for years. He took his first crack more than a decade ago in the U.K. and Switzerland. The effort fizzled, he says, amid struggles to adapt online techniques to cable-TV technologies.

"Most of the work that has been in online advertising over the past 20 years has really been preparation for the big screen," he says, referring to TV. "That's where the money is."

The plumbing is being put in place. Satellite-TV company DirecTV says it will be able to deliver different ads during the same programming to 10 million homes in the fourth quarter of this year. Comcast Corp., the country's largest cable system by subscribers, has run two targeted-ad trials in recent years and is planning a third for later this year.

Cablevision is the furthest ahead, having completed its rollout of targeted ads across all its set-top boxes late last year. Its system is powered by Visible World Inc., which makes technology that can switch different commercials in and out of different set-top boxes based on criteria that advertisers can specify. The company is also powering the new Comcast test.

Today, the scope of the Cablevision effort is on display in a monitoring room at Visible World in New York. There, large TVs along one wall play the ads being inserted into Cablevision programming, in real time. Other monitors show grids indicating how many households in a geographic zone are seeing a particular ad; the numbers flicker from the single digits to a few thousand.

Visible World's founder, Seth Haberman, says his company doesn't know the names or personally identifying information about the people sitting in front of a given set-top box. "We don't want to look in the window," he says. "It is a little spooky."

Copyright 2012 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com)



Any content. Any room. Any screen.  
Others talk, only TiVo delivers.



JOIN US

## DOJ Will Monitor Impact of Cable Prices, Bundles On Consumers

New Competition Cop Pledges That as One Focus of Antitrust Division

By: John Eggerton Apr 16 2013 - 5:33pm

The Department of Justice's new antitrust enforcer pledged to the Senate Tuesday that monitoring merger deal conditions and cable pricing and bundles and the ability of consumers to drop MVPD service in favor of free online fare would all be major focuses for his division.

That came in an antitrust oversight hearing in the Senate Antitrust Subcommittee featuring William Baer, assistant attorney general in the DOJ antitrust division, and new Federal Trade Commission chairwoman Edith Ramirez.

DOJ and FTC share antitrust oversight of mergers, along with the FCC for communications mergers that involve transfers of licenses.

Sens. Al Franken (D-Minn.) and Richard Blumenthal (D-Conn.) focused in on communications issues.

Franken began his questioning of the witnesses by saying that consumers were having a time stretching the family budget to pay for \$200 cable bills and \$200 mobile phone bills. "These markets are very consolidated," he said.

Franken, who was among the harshest critics of the Comcast/NBCU merger and had issues with Verizon's purchase of spectrum from Comcast and the other SpectrumCo. partners, invoked both in asking for the pledge from Baer.

"The Comcast/NBCU merger and agreements like the one between Verizon and big cable companies [he appeared to be talking about the SpectrumCo. deal] are going to make it harder for consumers to find affordable options."

He pointed to longstanding reports that Justice is investigating most-favored-nation clauses in the communications industry. "I want to urge you to continue that work and to keep a close eye on the terms of the Comcast/NBCU deal and the [SpectrumCo] agreement."

He said the agreements mean nothing if they are not "properly and aggressively monitored and enforced." He got Baer to pledge to do just that. But the Justice official had not yet earned his antitrust merit badge.

Franken said he was worried about the broadband market, saying Comcast had previously imposed "discriminatory data caps on its customers," while others had artificially raised the price of stand-alone broadband—he did not name names—in order to "force customers to buy expensive bundles."

He elicited a second pledge that Baer would keep an eye on that market to make sure that consumers would be able to cut the cord and watch online video rather than "pay for expensive pay TV service."

"Senator, that is a key part of our mission and I can make that commitment to you," said Baer.

Blumenthal focused on the upcoming FCC spectrum auctions, setting Baer up with questions that allowed him to echo comments to the FCC last week that Justice supported a spectrum screen that gave different weights to different spectrum—lower-band spectrum being more valuable than higher for mobile wireless—when it was coming up with auction rules to create a level playing field. He also reiterated that the FCC should take factors like whether some carriers were hoarding spectrum into account when drawing up its rules.

UNRATED EDITION



VIEW CURRENT ISSUE



Cover Story:

Disrupting The Class



Terry Denson, Verizon FiOS' Top Negotiator, On Why He Can't Play It Safe

VIEW ARCHIVES

FEATURED POPULAR

Murdoch's TV Spinoff to Be Called 21st Century Fox

DOJ Will Monitor Impact of Cable Prices, Bundles On Consumers

OMB Would Advise President to Veto CISPA

ACA: Special Access Request Could Be Unlawful

Verizon Adds \$10 'Sports Pass' Tier To FiOS TV

Baer said DOJ had been working "cooperatively and quietly with the FCC on these difficult policy choices."

Blumenthal seemed fine with that, but ranking subcommittee member Mike Lee (R-Utah) said he was concerned that the government would be "meddling" in the competitive bidding process to pick winners and losers.

Lee said antitrust is meant to protect consumers, not subsidize certain carriers. He asked Baer about Justice's comment to the FCC that it should take a "close look" at whether some carriers are hoarding and whether it was Justice's view that absent government intervention, larger carriers will hoard it, meaning perhaps their spectrum needs are already met. The Obama Administration has been unequivocal in their view that carriers need more spectrum, which is the driving force behind the auction of broadcast spectrum.

Baer said DOJ was urging the FCC to look at possible warehousing since that has the ability to affect competition "downstream" and to factor that into whether the playing field was level.

0 comments

0



Leave a message...

Best Community My Disqus

Share

No one has commented yet.

ALSO ON MULTICHANNEL

Ergen: Mobile Video Driving Sprint Proposal

At NAB: Video Vendors Rally Around HEVC

NAB's Smith: Broadcasters Must Seize the Wireless Future

FCC Seeks Comment On "Egregious Complaint" Indecency ...

AROUND THE WEB

What's this?

VIDEO: Watch Burning Love, the funniest show on the web. Watch Now.

How to Lose Body Fat by Drinking Vinegar

Sandra Bullock's New Orleans Mansion - How Does It Compare to Others?

3 Simple Ways to Upgrade Your Wardrobe

Comment feed Subscribe via email

FREE E-NEWSLETTER

Subscribe to our FREE eNewsletter

Sign up

PHOTOS

VIEW ALL GALLERIES



1 of 5

FREEZE FRAME

Click through for photos of Comcast honoring Bay Area "HomeTown Heroee" Participant Media boxing Pivot and more photos for the week of April 8.

MULTICHANNEL NEWS - THE APP



On The Go!

Get the Multichannel News iPad App



Any content. Any room. Any screen. Others talk, only TiVo delivers. Includes images of a laptop, TV, and TiVo device.

Multichannel

About Us - Advertis - Terms of Use - Privacy Policy - Subscribe - Careers - Contact Us

Multichannel Connect

Facebook

Twitter

iOS

New sletter

Sister Brands

Distribution Cable Operator Satellite Telco TV Internet Video OTT

Technology Broad Band Video Voice Wireless Mobile

Content Network Programming Ratings

Finance Carriage Deals Retransmission Consent Transaction Stock/Earnings Research

Policy National Regulation State Law s/Franchising Courts FCC

Marketing Advertising Social Media Customer Service Multicultural

TV Everywhere

collect certain personally identifiable information. This information typically consists of account and billing-related information such as the pay-per-view programs or other products, services, or features ordered so that you may be properly billed for them. Follow your program guide commands or any special instructions on your video screen when you make these transactional requests. These commands and instructions will explain your choices so that you can complete or cancel your requests as you wish.

**What kind of information do you collect and use to improve your cable services and deliver relevant advertising?**

Our cable systems may collect anonymous and/or aggregate information using set-top boxes and other equipment. We use this information to determine which programs are most popular, how many people watch a program to its conclusion, and whether people are watching commercials, for example. As described below under "How does Comcast use personally identifiable information and CPNI?", we may provide subscriber lists or certain anonymous and/or aggregate information to third parties working on our behalf such as audience measurement or market research firms, for example. These firms may combine this information with other aggregated or non-aggregated demographic information (such as census records) to provide us with audience analysis data though we will require them to remove personally identifiable information about our subscribers from this data. We use this information to improve our cable television service and other services and make programming and advertising more relevant to our subscribers. We may also use this information to distribute and deliver relevant programming and advertising to you without disclosing personally identifiable information about you to programmers or advertisers. In addition to this privacy notice, we may provide additional notices to you regarding specific advertising or other initiatives. These notices will describe the initiatives in greater detail and may, as appropriate, contain information you can use to choose to participate, or not participate, in these initiatives.

contain information you can use to choose to participate, or not participate, in these initiatives.

## II. Use

### How does Comcast use personally identifiable information and CPNI?

We collect, maintain, and use personally identifiable information and CPNI as permitted by the Cable Act and the Telecommunications Act and other applicable laws. We use this information primarily to conduct business activities related to providing you with our cable service and other services, and to help us detect theft of service. Generally speaking, we use personally identifiable information in connection with:

- billing and invoicing;
- administration;
- surveys;

## Who's Really Watching?

How Cable's Digital Box Will Rock the Ratings World

By Ken Kerschbaumer -- *Broadcasting & Cable*, 5/16/2005

As advertisers and networks hunt for a better way to measure who's watching which shows, the answer may be in front of them: little black boxes on TV sets around the country.

### AND GROWING DIGITAL CABLE...

Projected number of TV homes with digital cable

<b>2004</b>	22.6 million
<b>2005</b>	25.0 million
<b>2006</b>	27.0 million
<b>2007</b>	28.5 million
<b>2008</b>	30.0 million

SOURCE: PricewaterhouseCoopers Global Entertainment and Media Outlook 2004-2008

### PUT PRESSURE ON NIELSEN

To update its ratings service to adjust to changes in viewing habits caused by DVRs, VOD and high-definition viewing, Nielsen will:

Increase its sample size from 8,000 homes/18,000 viewers to 10,000 homes/26,000 viewers by May 2006.

Include time-shifted viewing in national and local people-meter samples by January 2006.

Experiment with different types of meters, including those with voice and motion triggering.

Test a mailable people meter, an electronic device that can be sent to homes to capture demographic viewing.

Some of the largest U.S. cable operators are quietly testing a service in nearly 2 million homes that may offer the first real competitor—or complement—to Nielsen ratings. The technology can record every click of the remote control by every digital subscriber. And it offers an instant census of millions of homes that dwarfs Nielsen's current universe of thousands.

Cable operators have already begun tracking digital-cable viewership on a massive scale—without Nielsen. Comcast is collecting viewer data from 1.2 million homes in Philadelphia, for example, while Time Warner's Oceanic Cable is crunching viewing patterns in 200,000 households in Hawaii.

At the moment, Nielsen Media Research has teamed up with selected cable partners to experiment with new technology. The ratings giant is negotiating with cable giants Comcast and Time Warner Cable on ways to access and use the data to monitor viewing in non-Nielsen households. And it has gone further with Time Warner, developing software to track channel changes in Nielsen homes within Time Warner's subscriber universe.

Nielsen concedes that data from digital-cable set-top boxes could greatly enhance its offerings and expand the accuracy of current ratings, particularly for small networks. "Set-top data can have value if it's linked to existing Nielsen metered points," says Scott Brown, Nielsen Media Research senior VP, strategic relationships, marketing and technology.

The need for such a system, say critics, is obvious. In a media-obsessed nation of more than 109 million TV homes, Nielsen household ratings track the viewing habits of a sliver of that: a mere 8,000 demographically correct TV homes. Yet this archaic system is the creaky underpinning of an annual bazaar in which networks and ad buyers exchange more than 60 billion advertising dollars.

### **Simple Technology**

"As audiences get smaller and smaller across literally thousands of viewing options, it stands to reason that Nielsen's current system of measurement won't come close to cutting it," says Tim Hanlon, chairman of the advanced television committee of the American Association of Advertising Agencies and senior VP/director of emerging contacts for Starcom MediaVest Group. "The crude process we use now has gone as far as it can go."

Cable operators are already using remote-control technology to understand the likes and dislikes of their subscribers, fine-tuning their digital channel lineup and VOD offerings. They say the data may also boost local cable advertising as the sales teams have more-reliable data on viewership. "Local cable salespeople and even national TV salespeople will begin thinking more like direct marketers," says Hanlon.

But turning the raw data from local markets into a tool for tabulating national viewing patterns faces many obstacles. Any real competitor to Nielsen would need the technical ability to process hundreds of millions of channel-changes, an industry-wide agreement on how the data is audited, and an interface to Nielsen's current ratings, now widely accepted in the TV universe. Says Tony Palermo, VP of business development and emerging markets at Scientific-Atlanta (S-A), "There are a lot of strategic discussions that will have to take place."

The technology itself is surprisingly simple: The software tracks every click of the remote control, keeping tabs on every channel watched by a household. Then, at preset times, the data is pushed out of the set-top-box and back to the cable headend, where it is gathered with other viewer data. To ensure privacy, the set-top box address is separated from the data. At the headend, software sorts the data by channel and time, giving the operator an inside look at the viewing habits of potentially every digital-cable subscriber.

The capability was discovered and perfected as an outgrowth of an obscure maintenance program by cable operators. The Scientific-Atlanta Retriever software, now in three trials, was developed to monitor the health of the set-tops and cable infrastructure. "This is sort of like trying to cure smallpox and accidentally curing cancer," says Paul Kosak, Scientific-Atlanta VP of market development, Media Networks/Headend Systems.

Surprisingly, what makes census measurement so appealing is also its main weakness: its ability to pull in vast amounts of viewing data without viewer participation. Scaling out the census is as simple as adding software to the boxes (in the case of Retriever, that cost is about \$1.50 per set-top box).

TNS Media Research, which is currently involved in the Oceanic Cable service, sorts the data recorded by Hypergate software from Navic Networks. As early as this year, predicts TNS COO George Shababb, "we'll see some examples of how this data can be commercialized."

### **Nielsen Still Rules**

While the census model holds promise, Nielsen, the de facto standard for TV ratings, still holds the advantage. Its detailed demographic information and samples are representative of the entire population, not just digital-cable set-top-box owners. Nielsen, which staunchly defends the veracity of its ratings, shows advertisers and sellers who is watching the show, not just what channel the box is tuned to. In the census model, for example, if a viewer leaves the cable set-top box on while he or she is on vacation for a week, the box will report 24/7 viewership from an empty home.

To solve such problems, TNS has designed a product to monitor whether the TV set is actually on. It has also developed "UltraTag," a small luggage-tag-size device that is worn by members of a household and

receives ultrasonic signals to time-stamp who is in the room at a given time.

To address privacy concerns, no names are used. Data can be sorted on a ZIP-code-plus-four basis, which networks believe will be useful without being intrusive. "You can still know the ethnic makeup or if a household is upscale or downscale, enabling localized advertising opportunities," says Jack Wakshlag, chief research officer for Turner Broadcasting System, which is looking into the system.

Next-generation Retriever software made by S-A can monitor such DVR habits as what programs are recorded and when they are watched, opening new advertising opportunities. Car companies, for example, could send out specific commercials to specific neighborhoods. Cable operators could also offer "telescoped" commercials, in which viewers choose to watch a longform commercial stored locally on the DVR before returning to the same spot in the original program recording.

Says Starcom MediaVest's Hanlon, "I fully expect the industry and the media buyers to start using linear channel-tuning data, VOD-usage data, DVR-usage data and interactive-TV data. I don't think the Nielsen sample methodology will go away, but it will be only one leg of the table."

### Reams of Data

Ironically, some advocates believe that the new census model, coupled with a system that allows targeted digital ads, could save the 30-second spot. "If advertisers can get a more targeted way to reach consumers, the consumers will also benefit because they won't be bothered by junk," says Hanlon. "The mechanism of an advertising pod is woefully out of date. When ads become more targeted, they also become more interesting and informative."

Another company hoping to exploit the effects of such tectonic shifts in advertising is ErinMedia. The Bradenton, Fla.-based audience-research company says it can mathematically calculate what type of person is sitting in front of the TV without the need for a diary. A patent-pending technology called IDM (Inverse Demographic Matrix) takes three data points—U.S. census data, the set-top-box data and a description of the program being watched—for a formula that figures out who is watching TV.

"We'll take the reams and reams of set-top-box data and turn it into meaningful reports," says CEO Frank Maggio. He believes that, by working with system operators on a local level, ErinMedia will eventually be able to draw data from 15%-20% of the country's digital-cable set-top boxes, giving it up to 8 million "data points." "We can take the data and apply it to whatever model or mathematical formula the MSO wants," he says.

Maggio believes this new service will be enormously helpful to new digital networks: "When you consider that a given market might only have 200 Nielsen households, there's a good chance that a digital-cable network might get a zero." The flaws in the Nielsen model, he says, are exactly why Nielsen is scrambling to add more households, count DVR usage and even begin using set-top-box data. Despite his unkind words for Nielsen, Maggio acknowledges, "If there's going to be a sea change, it's going to require the cooperation of Nielsen."

Still, an accurate analysis of TV viewing will be difficult even with Nielsen's help. Bob Barocci, president/CEO of the Advertising Research Foundation, says that even a mix of Nielsen and set-top-box data doesn't answer the biggest issue for advertisers. "Even if we could collect accurate data overnight from every TV household in America, all we have is a measure of media *delivery*," he says. "The real issue advertisers are grappling with today is measuring media *consumption*."

Light Reading



Mobile –  
Telecom  
News,  
Analysis,  
Events, and  
Research

Search  **ADVANCED TECHNOLOGIES** [Activate Your Free Membership Now | REGISTER](#)

Networking the Telecom Industry

[Research](#) | [Events](#) | [Webinars](#) | [White Papers](#) | [Industry Show News](#) | [Tech Centers](#) | [More Resources](#)

Sign up for our Free Telecom Weekly Newsletter Enter email

Connect with us

**ENCODING IS NOT ENOUGH: THE KEY TO OPTIMIZING FOR MULTISCREEN DELIVERY**

[Download the White Paper](#)

QuickPlayMEDIA



Facebook Tunes In to TV Data

April 17, 2013 | [Mari Silbey](#) | [Post a Comment](#)  
[Tweet](#) [Like](#) 2 [Share](#) [Permalink](#)

[Rovi Corp.](#) is ready to bring TV and movie data to the world's biggest social networking platform.

As programmers aim to make the most of data from social networks, Rovi and [Facebook](#) are approaching social TV from a different angle. The [social networking giant](#) will use [Rovi Video](#) to give apps developers access to a full database of information on TV, movies and celebrities.

The data will enable Facebook developers to design apps that aid in content discovery, create social interaction among viewers, enhance marketing campaigns and more.

There is a lot of perceived value in the successful integration of TV and online social activity. TV analytics companies are joining forces with the major social networking platforms to track users across multiple screens. [Twitter Inc.](#) acquired [Bluefin Labs Inc.](#) in February, and [The Nielsen Co.](#) and [NM Incite](#) acquired [SocialGuide](#) last November. (See [Charter Plays the Rural Card in Set-Top Fight](#).)

Meanwhile, programmers and service providers are attempting to incorporate social activity into the TV experience to keep viewers engaged longer. (See [Hev. You. Get Onto My Cloud](#), and [Twitter, Facebook Coming to Cox's Tru2way IPG](#).)

And next-generation guide providers are tying social data into their apps to try to improve users' ability to find content across multiple platforms. (See [When Facebook Met Netflix](#).)

The deal with Rovi potentially opens up new revenue opportunities on all fronts by expanding TV- and movie-related activities on Facebook, where many viewers already spend significant amounts of time.

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

[Reprint](#)

CONVERGED HEADEND  
 ENVIVIO IS THE CHOICE 4K  
 DEVICE THE NEXT GEN HEVC  
 STATMUX BIG MPEG-2  
 VC LATEST THING HERE  
 MULTI-SCREEN AVC VID  
 PERSONALIZED HDTV A

www.envivio.com **envivio**

Events	Webinars
<a href="#">Cable Next-Gen IP Strategies: Entering the Zettabyte Era</a> Tuesday, March 19, 2013 The Cable Center, Denver	<a href="#">Ethernet Europe</a> Tuesday & Wednesday, April 16 & 17, 2013 Frankfurt Marriott Hotel, Frankfurt
<a href="#">4G World India</a> Thursday, & Friday, April 25-26, 2013 Epicentre, Gurgaon	<a href="#">Packet-Optical Transport Evolution</a> Tuesday, May 14th, 2013 The Marriott Marquis, New York

[MORE EVENTS](#)





## MediaPostNEWS

- [Home](#)
- .
- [Manage Subscriptions](#)
- .
- [Media Kit](#)
- [Home >](#)
- [MediaDailyNews >](#)
- Thursday, Apr 18, 2013

[Advanced Search](#)

# Younger TV Viewers Moving Offline

by [Wayne Friedman](#), 75 minutes ago

- [Comment](#)
- [Recommend](#)
- Like 0 Send
- [Tweat](#) 2
- [Share](#)
- [Share](#)
- 0

Subscribe to *MediaDailyNews*

- [RSS](#)
- [Email](#)
- [Print](#)

### Tags

[cross-platform](#), [demographics](#), [trends](#), [tv](#)

Growing numbers of young TV viewers have been moving offline for some time. Now, 27% of U.S. online 18 to 24 year olds watch five or more hours per week online. Also, 29% of those 18 to 24 years olds watch between one and four hours; 17% watch under one hour, and 28%, watching no video online.

Heavy users of online programming drop among older viewers, per Forrester Research. It says among 25 to 49 year olds, 12% watch five or more hours; 18% watching between one and four hours; 20% viewing under one hour; and 50% watching no video online. Older viewers, 35 to 44 year olds, only 9% watch five or more hours per week.

Overall, more than 60% of young TV viewers watch some programming online, with 22% of U.S. online adults watching at least some of their video entertainment on Netflix, with 17% from TV networks' own Web sites.

Forrester says there has been an overall 18% hike in online viewing in the U.S. between 2012 and 2010. These results came from data of more than 60,000 North American survey respondents in April and May 2012.

Jim Nail, a media analyst at Forrester, writes: "This season's surprisingly low ratings have motivated even the major networks to adjust to a future of time-shifted and multiplatform viewing – one that challenges their grip on prime-time audiences."

- [Comment](#)

# POTs and PANs

## Pretty Advanced New Stuff from CCG Consulting, LLC

[RSS Feed](#) [Facebook](#)

April 18, 2013

### Cable TV Trends

#### 1 Comment

There are a number of trends affecting the cable TV industry that all add up to an industry that is going to be seeing big changes over the next decade. These are what I see as the biggest trends affecting the industry:

- Cord Cutters. The number of people who are completely dropping cable is growing and the speed of that drop is accelerating. I have seen several different recent estimate that 5 million households will have completely dropped all cable service by the end of 2013. And only the cable providers know how many other million households that have cut back on the size of the package they buy rather than drop service totally. I anecdotally know many people, myself included, who have gone from the big cable packages to something less – in my case I now have only the basic package of about 20 channels.
- Higher Programming Costs. Programming costs have been rising steadily for the last decade and until the last few years were climbing between 6% and 7% per year. Costs have climbed even faster in recent years due to the high fees being demanded by local network channels in each market (ABC, NBC, CBS and Fox). Local network programming was free for cable companies until a few years ago, but now they paying as much as \$1 per month per customer for each major network channel. Many contracts between cable providers and programmers are for multiple years and those contracts show the price increases are going to continue to come.
- Even Higher Rate Increases. The large cable companies have increased rates around 7% per year for many years. The programmers have usually blamed the size of the increases on increased programming costs, but until the recent increases in local network programming the increases were generally about twice what was needed to cover programming cost increases. If the rate increases continue at that level, then a \$70 package today will cost \$129 in ten years. Prices are already at a point that are forcing households off the network.
- Very Solid Cable Modem Business. To a large degree the cable companies have won the war with DSL. However, they have stiff competition from Verizon and FiOS on fiber. There is limited competition outside the Verizon footprint, but with Google building fiber in Kansas City and having announced Austin and Provo there is going to be more competition for the residential business.

What do these trends add up to? I see them resulting in the following:

- Ever decreasing cable customer base. The most dire trend for the industry is that young people are not interested in traditional cable, and as that demographic ages the percentage of households wanting cable is going to drop faster and faster. Add to this the households dropping due to never-ending price increases and most experts see cable subscribership going down the same path as landline telephones. Subscribers are dropping somewhat slowly now, but every prediction I have seen believes the rate of disconnects will accelerate over time.
- Cable Providers Become Data Companies. As cable penetration decreases the cable companies will become more and more reliant on selling data. This is going to lead them over time to maximize their networks for providing bandwidth for data rather than cable TV. And I predict it also means that they will start raising data prices over time, something that we just started seeing in the last year. There is not much profit in selling cable packages and the cable companies could be more profitable selling data eventually (assuming they are in markets where they don't have stiff competition).
- Winnowing of Cable Networks. As the industry loses subscribers and as people downgrade from larger packages to smaller ones, the demand for some of the networks is going to diminish. One way for cable companies to control costs is going to be to whittle away at their line-up, and that is not that hard to do with 300+ channels on many cable systems. So some of the marginal networks are going to either die or greatly reduce the fees they charge if they want to stay in business.

There is one change that might affect the industry that could upset these trends, and that is a la carte programming. There are a lot of barriers to make that happen, but cable companies might get new life if they are able to sell only those channels that people want to watch. It's certainly possible that they could sell a package of 20 channels to a family at an affordable price and make more profit than they do today with the large expensive packages. But this is going to require a major change in an industry that is currently controlled by the programmers and not by the cable companies.

Posted by [CCGConsultingLLC](#) in [The Industry](#), [What Customers Want](#)

Tagged: [Business](#), [Cable channel](#), [Cable television](#), [CBS](#), [Google](#), [NBC](#), [Pay television](#), [Television](#)

## One thought on “Cable TV Trends”

### 1. [ASI over IP](#) says:

April 19, 2013 at 2:31 am

Wonderful article! We will be linking to this particularly great post on our website. Keep up the great writing.

[Reply](#)



Recent Comment  
In Silicon Valley, we are barraged with TV ads by AT&T and Comcast, both touting the strengths of their service. AT&T emphasizes their U-verse wireless TV receivers and other video... Koda23

### AT&T Piles the Hurt on Cable

April 24, 2013 | [Mari Silbey](#) | [Comments \(5\)](#)  
[Tweet](#) 1 [Like](#) 0 [Share](#) 0 [Permalink](#)

If Verizon Communications Inc. had a strong first quarter with its FiOS business, AT&T Inc. had a knock-out one with U-verse: The telco added a whopping 731,000 U-verse Internet subscribers and 232,000 TV subscribers during the first three months of 2013. (See [FiOS Turns the Screw on Cable.](#))

As cable providers continue to lose video service customers, AT&T and Verizon are scooping up market share with consistent subscriber gains. AT&T's wireline revenue numbers also reflect the telecom sector's improving fortunes in the pay-TV business: U-verse revenues grew 31.5 percent year-on-year -- a nice offset to the company's declining landline phone business -- and the average revenue per user for customers with a triple-play package has stayed above \$170.

On the broadband services front, AT&T is proving that the threat of Google Fiber and other gigabit deployments is still a weak one at present. Despite the company's fiber-to-the-node architecture, and the speed limits of its copper-based last mile, AT&T is still raking in new broadband customers. While Google and others are promising 1Gbit/s Internet access speeds, AT&T proudly reports that "more than 56 percent of U-verse broadband subscribers have a plan delivering speeds up to 10 Mbit/s or higher."

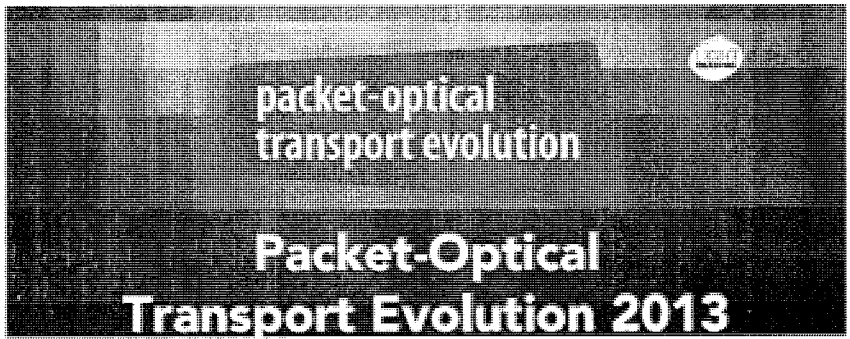
At the end of the first quarter, AT&T had 8.4 million U-verse broadband subscribers and 4.8 million U-verse TV customers.

For more on AT&T's first quarter, see [AT&T Wireless Revs Up 21 percent in Q1 2013](#) and [AT&T Says LTE Deployment Is Ahead of Schedule.](#)

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

[Reprint](#)

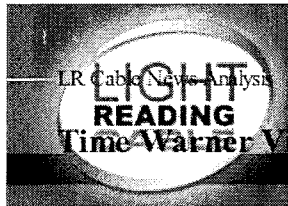
- Related Content
- [Articles](#) [White Papers](#) [Cable](#)
  - [Research](#) [Video](#) [Extends Network to Cork](#) 04/25/2013
  - [Time Warner Video Subs Slide](#) 04/25/2013
  - [Euronews: BT Seeks 4G Partner](#) 04/25/2013
  - [Net Insight CEO Resigns](#) 04/24/2013
  - [FT-Orange Q1 Revenues Fall](#) 04/24/2013
  - [Ericsson Reports Q1 Profit of SEK 1.2B](#) 04/24/2013
  - [Huawei Launches BOOST Initiative](#) 04/24/2013
  - [Ericsson Still Under Margin Pressure](#) 04/24/2013
  - [Euronews: Bidding War for Maroc Telecom Stake](#) 04/24/2013
  - [Vodafone Portugal Hosts Clouds on TV](#) 04/23/2013



Events	Webinars
<a href="#">Cable Next-Gen IP Strategies: Entering the Zettabyte Era</a> Tuesday, March 19, 2013 The Cable Center, Denver	<a href="#">Ethernet Europe</a> Tuesday & Wednesday, April 16 & 17, 2013 Frankfurt Marriott Hotel, Frankfurt
<a href="#">4G World India</a> Thursday, & Friday, April 25-26, 2013 Epicentre, Guram	<a href="#">Packet-Optical Transport Evolution</a> Tuesday, May 14th, 2013 The Marriott Marquis

MAKING NETWORKS SMARTER

LEARN MORE

LR Cable News Analysis  
**Time Warner Video Subs Slide**

April 25, 2013 | [Mari Silbey](#) | [Post a Comment](#)

Tweet 1 Like 0 Share 0 [Permalink](#)

Despite overall revenue growth, [Time Warner Cable Inc.](#) continues to suffer losses in its residential video business. The company dropped 119,000 residential video subscribers in the first three months of 2013, and US\$40 million in video revenue compared to the first quarter of 2012.

Unfortunately for Time Warner, [this week's earnings report](#) contrasts dramatically with quarterly video gains claimed by [AT&T Inc.](#) and [Verizon Communications Inc.](#) Those telecom competitors added a combined 398,000 video subscribers in the first quarter of 2013. (See [AT&T Piles the Hurt on Cable](#), and [FiOS Turns the Screw on Cable](#).)

Time Warner has plenty of good news to celebrate, however. The company's declining video fortunes were offset by the addition of 131,000 new broadband subscribers, and a higher average revenue per user among Internet service customers. Time Warner also enjoyed a significant rate of growth for its commercial services business, increasing revenues more than 25 percent year-on-year to \$537 million in the quarter.

Other news of note in the earnings report: Time Warner increased advertising revenue to \$228 million, and recorded \$99 million in "other" revenue, primarily from distribution fees earned through the company's regional sports networks in Los Angeles. Average monthly video programming expenses were up, with the average fee per subscriber growing to \$33.16.

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

[Reprint](#)



Transforming the way the world looks at multiplatform video.

SEE HOW 

Related Content

- [Articles](#) [White Papers](#) [Cable](#)
- [Research](#) [Video](#) [Extends Network to Cork](#) 04/25/2013
- [Euronews: BT Seeks 4G Partner](#) 04/25/2013
- [Net Insight CEO Resigns](#) 04/24/2013
- [FT-Orange Q1 Revenues Fall](#) 04/24/2013
- [Ericsson Reports Q1 Profit of SEK 1.2B](#) 04/24/2013
- [Huawei Launches BOOST Initiative](#) 04/24/2013
- [AT&T Piles the Hurt on Cable](#) 04/24/2013
- [Ericsson Still Under Margin Pressure](#) 04/24/2013
- [Euronews: Bidding War for Maroc Telecom Stake](#) 04/24/2013
- [Vodafone Portugal Hosts Clouds on TV](#) 04/23/2013

**\*Keynote presentations by 30+ Indian & International experts**

**\*4 Conference Tracks**

Events	Webinars
<a href="#">Cable Next-Gen IP Strategies: Entering the Zettabyte Era</a>	<a href="#">Ethernets Europe</a>
Tuesday, March 19, 2013	Tuesday & Wednesday, April 16 & 17, 2013
The Cable Center, Denver	Frankfurt Marriott Hotel, Frankfurt
<a href="#">4G World India</a>	<a href="#">Packet-Optical Transport Evolution</a>
Thursday, & Friday, April 25-26, 2013	Tuesday, May 14th, 2013
Excenter, Curzon	The Marriott Marquis

# Light Reading Mobile – Telecom News, Analysis, Events, and Research

[WIRELESS](#) | [MOBILE](#) | [CABLE](#) | [SPIT](#) | [EUROPE](#) | [ASIA](#) | [INDIA](#) | [LATAM](#)

[LOGIN](#) | [JOIN](#)

Search  [ADVANCED](#) [TECHNOLOGIES](#)

[Activate Your Free Membership Now](#) | [REGISTER](#)

[Research](#) | [Events](#) | [Webinars](#) | [White Papers](#) | [Industry Show News](#) | [Tech Centers](#) | [More Resources](#)

Sign up for our Free Telecom Weekly Newsletter: Enter email  [Sign up](#)

Connect with us: [f](#) [in](#) [+](#) [v](#)



[Explained](#) | [Infographic](#) | [Manifesto](#) | [Video](#)

## SPIT Explained

Service Provider Information Technology, or SPIT, is Light Reading's SI term for the evolving set of non-traditional telecom (and data networking) technologies that allow for a greater degree of flexibility in the creation, management, delivery, and monetization of new-generation communications services.

[Learn More](#)

### News Analysis

Most Recent Comment  
[Its a very clever long term strategic move by Comcast. If you buy CE that are embedded to speak to the X1 stack, it won't be easy to switch...](#) CraigPlunkett

## Comcast Opens Up on OpenStack

April 30, 2013 | [Mari Silbey](#) | [Comments \(2\)](#)

[Tweet](#) 1 | [Like](#) 0 | [Share](#) 0

[Permalink](#)

A little more than a year after first investigating OpenStack, [Comcast Corp.](#) has gone on the road to promote the open-source cloud-computing platform as the engine behind its X1 video service.

In a keynote presentation at the OpenStack Summit in Portland last week, Comcast senior vice president Mark Muehl [demonstrated an X1 set-top](#) running live in an OpenStack production environment. Muehl said Comcast has worked closely with [Cisco Systems Inc.](#) to build its private OpenStack cloud, and that the company is developing numerous video applications on the platform for X1 subscribers.

Comcast expects to have X1 deployed to the majority of its markets before the end of the year. (See [Comcast's X1 Comes to Colorado](#).)

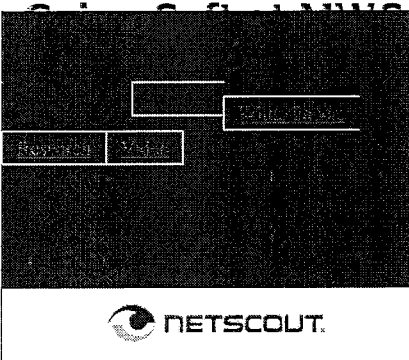
Muehl showed off several applications at the OpenStack Summit including an enhanced search feature, movie reviews from Flixter's Rotten Tomatoes site, and a sports app listing the broadcast channel for an on-air game.

Said Muehl, "All of the communication that we're sending back and forth from our set-top box to our network is going through stuff that's running on top of our OpenStack production cloud."

In a [blog post published yesterday](#), Muehl also noted that as Comcast and Cisco continue their work on OpenStack, the two companies plan to contribute much of what they generate back to the open-source community.

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

[Reprint](#)



- 05/02/2013 [FTS Lands SPIT Deal in Romania](#)
- 05/02/2013 [Ericsson Completes Devoteam Acquisition](#)
- 05/02/2013 [Telekom Austria Builds Voice Core With ZTE](#)
- 05/02/2013 [Samsung Finds Some Safety in the Enterprise](#)

### SEE MORE SPIT WHITE PAPERS

Events	Webinars
<a href="#">Cable Next-Gen IP Strategies: Entering the Zettabyte Era</a> Tuesday, March 19, 2013 The Cable Center, Denver	<a href="#">Ethernet Europe</a> Tuesday & Wednesday, April 16 & 17, 2013 Most Popular Frankfurt Marriott Hotel, Frankfurt <a href="#">Read Blogs</a> <a href="#">Talk</a> <a href="#">Packet-Optical Transport Evolution</a>





**Light Reading**  
**Mobile –**  
**Telecom**  
**News,**  
**Analysis,**  
**Events, and**  
**Research**

HOME MOBILE CABLE SPT EUROPE ASIA INDIA LATAM LOGIN | JOIN

Search  **ADVANCED TECHNOLOGIES** [Activate Your Free Membership Now | REGISTER](#)

Networking the Telecom Industry

[Research](#) | [Events](#) | [Webinars](#) | [White Papers](#) | [Industry Show News](#) | [Tech Centers](#) | [More Resources](#)

Sign up for our Free Telecom Weekly Newsletter   [Connect with us](#)    

**ENCODING IS NOT ENOUGH: THE KEY TO OPTIMIZING FOR MULTISCREEN DELIVERY**

[Download the White Paper](#) 



**Nielsen Tests Tool to Track TV Everywhere**

April 30, 2013 | [Mari Silbey](#) | [Post a Comment](#)

[Tweet](#) 2 [Like](#) 0 [Share](#) 0 [Permalink](#)

The Nielsen Co. is launching a pilot program Tuesday to measure TV viewing across multiple online properties. Initial content partners include [A&E Networks](#), [ABC Inc.](#), [AOL Inc.](#), [CBS Corp.](#), [The CW Television Network](#), [Discovery Communications Inc.](#), [Fox Broadcasting Co.](#), [NBCUniversal LLC](#), and [Univision](#).

According to [The Wall Street Journal](#), the focus of the Nielsen Digital Program Ratings pilot is primarily on website audiences. Nielsen reportedly hopes to add sites like [Hulu LLC](#) and [YouTube Inc.](#) to its partner list in the future, though there is no word yet of plans to team up with traditional cable, telecom, and satellite providers.

The current pilot also does not track mobile device viewing, but Nielsen says the program will evolve in that direction. Last fall, the company formed an "Innovation Committee" with the Coalition for Innovative Media Measurement (CIMM) specifically to further the development of its mobile Television Audience Measurement initiative (mTAM). (See [Nielsen, CIMM Measure Mobile TV.](#))

On the social front, Nielsen is also expanding the ratings frontier. The company acquired SocialGuide last November to measure online social media buzz, and it has signed an exclusive deal with [Twitter Inc.](#) to develop the Nielsen Twitter TV Rating. (See [Facebook Tunes In to TV Data](#) and [Charter Plays the Rural Card in Set-Top Fight.](#))

The new Nielsen Digital Program Ratings pilot will begin in May and run through the middle of the summer prior to a commercial launch.

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

[Reprint](#)



Related Content [Articles](#) [White Papers](#) [Video](#)

- [Research](#) [Video](#) [Comcast Cable Gets a New CFO 05/02/2013](#)
- [Swisscom Reports Q1 Profit of CHF390M 05/02/2013](#)
- [Ericsson Completes Devoteam Acquisition 05/02/2013](#)
- [CBS Financials Fuel Aero Angst 05/02/2013](#)
- [Euronews: Telekom Austria Lights 100G in Croatia 05/02/2013](#)
- [Comcast Suffers Q1 Video Subs Setback 05/01/2013](#)
- [Harmonic Simplifies Video Delivery for Netflix 05/01/2013](#)
- [Brennick's Back on Cable Duty 05/01/2013](#)
- [Ericsson Wins Thuraya Core Deal 04/30/2013](#)
- [Comcast Opens Up on OpenStack 04/30/2013](#)

Events	Webinars
<a href="#">Cable Next-Gen IP Strategies: Entering the Zettabyte Era</a> Tuesday, March 19, 2013 The Cable Center, Denver	<a href="#">Ethernet Europe</a> Tuesday & Wednesday, April 16 & 17, 2013 Frankfurt Marriott Hotel, Frankfurt
<a href="#">4G World India</a> Thursday, & Friday, April 25-26, 2013 Epicentre, Gurgaon	<a href="#">Packet-Optical Transport Evolution</a> Tuesday, May 14th, 2013 The Marriott Marquis, New York

Symbol / Company

Go Symbol Lookup

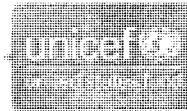
Go

Welcome, Guest  
Register | Sign In

HOME NEWS MARKETS EARNINGS INVESTING SMALL BUSINESS VIDEO CNBC TV CNBC PRO

Stocks Soar 1% on Jobs Report: S&P 500 Breaks Above 1600, Dow Inches Near 15000

VACCINATING



# Obama to Pick Wheeler for FCC, Watt for FHFA

Text Size

Published: Wednesday, 1 May 2013 | 7:47 AM ET

By: Reuters with AP

Recommend 468 Twitter 107 3 LinkedIn 5 Share



Getty Images

President Barack Obama

President Barack Obama will nominate venture capitalist and former wireless and cable lobbyist Tom Wheeler on Wednesday to head the Federal Communications Commission, and Rep. Melvin Watt to head the Federal Housing Finance Agency, which oversees Fannie Mae and Freddie Mac.

The planned nominations were disclosed by a White House official.

After decades in and around Washington telecom circles, Wheeler would take the reins of the FCC as the industry prepares for a major reshuffling of ownership of radio airwaves and as the agency tries to catch up to rapidly changing technology.

He has the rare support of both industry groups and a number of consumer advocates.

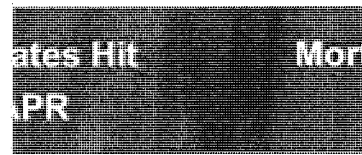
Wheeler has served as an informal adviser to Obama in recent years and has been a big fundraiser for his political campaigns. He went into the venture investing business after years at the helm of the National Cable Television Association and then the wireless industry group CTIA.

Wheeler did not respond to a request for comment. He will succeed current FCC Chairman Julius Genachowski, who plans to leave for the Aspen Institute think tank in coming weeks.

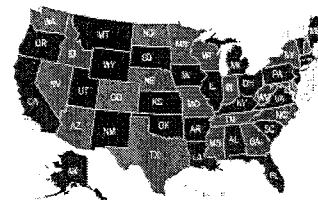
"Tom Wheeler is an experienced leader in the communications technology field who shares the president's commitment to protecting consumers, promoting innovation, enhancing competition and encouraging investment," the White House official, who spoke on condition of anonymity, said on Tuesday in disclosing Wheeler's nomination.

Commissioner Mignon Clyburn, a Democrat, will take over as acting chairwoman until the Senate confirms the nomination, the official said. She will preside over a commission that includes one other Democrat and one Republican because Obama has yet to fill another open Republican seat on the usually five-member commission.

Wheeler's lobbying past has concerned some public interest groups as well as Senate Commerce Committee Chairman Jay Rockefeller, a Democrat who wanted his former staffer and now junior FCC Commissioner Jessica Rosenworcel to get the post.



Click Your State



Celebrate Your Payments

Lendingtree  
Term & Consider a app

## FEATURED



### Budget Cuts Seen as Key in Slowing Growth

Defense contractor Michael Kelly let go of another employee last month. And if budget cuts continue, more will go. The NYT reports.



### Obama Taps Pritzker for Commerce Chief

President Obama chooses Penny Pritzker as Commerce secretary and adviser Michael Froman as U.S. Trade Representative.



### Pentagon to Ask US Congress for Break

The Pentagon is preparing to ask Congress soon for more authority to shift funds to cope with automatic spending cuts.



### Fed Keeps Pedal to Metal as Economy Wobbles

The Federal Reserve held fast to its ultra-accommodative monetary policy Wednesday, solidified by what board members described as an economy weakened by fiscal policy.



But overall, consumer advocates have embraced Wheeler's candidacy, noting that he joined both trade groups while the industries they represented were young and competing against established technologies.

"He's interested in competition and promoting new technologies," said Andrew Schwartzman, a prominent Washington public interest advocate, who said Wheeler understands the need to challenge market leaders. "His mind-set is of somebody who favors the little guy."

At the same time, many in the telecommunications industry have touted Wheeler's private-sector experience, noting that he founded and invested in many tech-based companies and expressing hope that his lobbying experience will make him more sympathetic to letting markets, not the government, set the industry's pace.

In a 2011 blog, Wheeler hinted that he favored a controversial and ultimately shelved merger deal between AT&T and T-Mobile, sparking speculation that he may be open to more consolidation in the wireless industry.

However, the blog post also suggested the FCC would have been able to levy heavier regulation over the newly merged company because of monopoly concerns.

On Tuesday, few industry groups or companies commented on Wheeler's upcoming nomination before it was formally announced.

The National Association of Broadcasters, whose relationship with the FCC has cooled as Genachowski shifted the agency's focus to expanding broadband access, simply said Wheeler had "the experience and temperament to serve the agency with distinction."

Watt's nomination for the FHFA also was expected to be announced Wednesday.

If confirmed by the Senate, the 20-year veteran of the House would replace Edward DeMarco, an appointee of President George W. Bush who has been a target of housing advocates, liberal groups and Democratic lawmakers.

The North Carolina Democrat's nomination comes at a crucial time for Fannie Mae and Freddie Mac, two government sponsored mortgage-finance enterprises that the government rescued at the height of the financial crisis in September 2008 as they teetered near collapse from losses on soured mortgage loans.

Taxpayers have spent about \$170 billion to rescue the companies. So far, they have repaid a combined \$55.2 billion.

Fannie and Freddie together own or guarantee about half of all U.S. mortgages, or nearly 31 million home loans. Those loans are worth more than \$5 trillion. Along with other federal agencies, they back roughly 90 percent of new mortgages.

The nomination also comes as the housing industry is making a comeback. Home prices are up, foreclosures are down and housing construction is on the rise. Moreover, Fannie Mae had its biggest yearly profit last year, earning \$17.2 billion.

Watt, a senior member of the House Financial Services Committee and former chairman of the Congressional Black Caucus, played an influential role in the passage of a financial regulatory overhaul in 2010. That legislation, however, did not address the fate of the major mortgage lenders, an issue likely to come up during Obama's second term.

Watt represents the Charlotte area, home base of behemoth Bank of America. He becomes yet another high-profile African-American and the second North Carolinian nominated by Obama in three days to a top government post. On Monday, Obama nominated Anthony Foxx, mayor of Charlotte, to head the Transportation Department.

Watt, who has a consistently liberal voting record, is expected to face Republican opposition to his confirmation. The White House was already lining up supporters who might hold some sway with GOP senators.

## MORE FROM POLITICS

President Vows Obamacare Will Meet Deadline  
 Fed Weighs Tighter Cap on Bank Leverage  
 Obama to Pick Wheeler for FCC, Watt for FHFA  
 Obama: US Would Consider Action Against Syria...If  
 US Expects First Cut in National Debt Since 2007  
 Bernanke Watch: Is He Eyeing the Exit?  
 Unemployment Fraud Costing Billions  
 Roll Over, Grover? Push for 'Net Tax Divides GOP  
 Economy Gets Larger, Thanks to Robot Unicorn Attack  
 Obama to Tap NC Mayor as New Transportation Secretary

## ECONOMY

Back in Business: Jobs Picture Brightens in April  
 US Spending Cuts Seen as Key in Slowing Growth  
 Gartman: 'Obamacare' Stunting Job Growth  
 More Weakness in China—Services Sector Slows  
 Next Boom? 'Spec' Homes Are Back

## THE KUDLOW REPORT

Cut Smart, Replace 'Stupid Stuff': Debt Hawk Bowles  
 Who Should Replace Bernanke? Kudlow Makes His Pick  
 New SEC Probe Scrutinizes 'Political Intelligence'  
 The 'Apple Effect' on the Market  
 Mishkin: Unlikely Fed Will Increase QE

## TOP NEWS AND ANALYSIS

Back in Business: Jobs Picture Brightens in April  
 JPMorgan Warned Over Energy Market 'Schemes'  
 New Rule Signals Kiss of Death for Pensions  
 Copper's Slip Signals Party's Over for Stocks: Analyst  
 Warren Buffett on the Fed, IBM, and His First Tweet

## MOST POPULAR VIDEO

Find Out Why ECB's Nowotny Moved the Euro  
 European Markets Close Up After Draghi Speech  
 Are 'Iron' Profits in Store For Disney?  
 Fund Manager: Gold is 'Bug Looking for a Windshield'  
 Draghi's Promise 'Just Words': Gemma Godfrey

## MOST SHARED

The Next Big Tech IPOs Will Be in These Businesses  
 Obama to Pick Wheeler for FCC, Watt for FHFA  
 Can't Afford College? Let a Sugar Daddy Pay  
 Roubini: Fed Risking Sequel to 2008 Financial Crisis  
 JC Penney: We're Sorry ... Now Come Back and Shop

## Sponsored Links

### Top Stock Picks

The Info You Need on Winning Picks--Huge Gains Likely, Free Alerts!  
[www.OTCStockPick.com](http://www.OTCStockPick.com)

### 7% Annuity Return?

Earn Guaranteed\* Income for Life! Compare Rates Today.  
[ExpertAnnuities.com](http://ExpertAnnuities.com)

### PGLC Stock

Why the smart money is back in GOLD!  
<http://euroworldnews.com/637/>

[Buy a link here](#)

## SEARCH

- [About Us](#)
- [Advertise With Us](#)
- [Events/Webinars](#)
- [Contact Us](#)
- [Telecompetitor Plus](#)



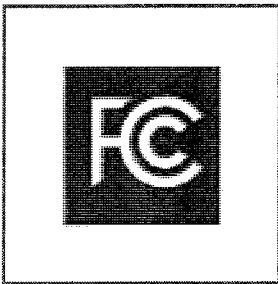
- [Home](#)
- [Broadband](#)
- [Carrier Evolution](#)
- [Cloud](#)
- [Mobile](#)
- [Market Research Hub](#)
- [Rural](#)
- [USF/ICC](#)
- [Video](#)



## FCC Chairman Nominee Wheeler in His Own Words

5/2/13 at 12:23 PM by [Joan Engebretson](#)

±



Former telecom trade association chief and current venture capitalist Tom Wheeler, nominated yesterday to replace Julius Genachowski as chairman of the Federal Communications Commission, has been hailed for his industry expertise.

In a blog that he has written regularly since joining Core Capital Partners several years ago, Wheeler offers a few hints at where he might stand on important telecom policy issues. I scanned through these and pulled out a few excerpts to share with readers:

**On retransmission rights and Google Fiber's ultra high-speed Kansas City network:** "Some traditional cable channels like HBO and the products of the Disney Company such as ESPN have chosen not to provide retransmission rights to Google. It's a risky move as the Web appears primed to do for television what it did to newspapers."

**On spectrum policy:** "Exhibit A for 21<sup>st</sup> century spectrum planning is Wi-Fi. . . The rules for 21<sup>st</sup> century spectrum allocation need to evolve from the avoidance of interference to interference tolerance." (It's worth noting that this was written before the Light Squared debacle. Perhaps Wheeler would word this a bit differently today – or maybe not.)

**On a PSTN sunset:** "The PSTN is a casualty of the digital world. The lifeblood of telephone companies. . . and the new blood of cable companies, circuit switched telephony, is headed for history. Internet Protocol (IP)-based voice service is just another app on an IP wireless or wired network."

**On broadband authority:** "Mobile broadband has for several years now been classified by the Federal Communications Commission (FCC) as an 'information service' as opposed to a 'telecommunications service.' An 'information service' is not subject to traditional regulatory requirements such as just and reasonable rates and the prohibition of unreasonable discrimination. . . The Communications Act and its enforcer the FCC are analog legacies in a digital world. Of course, there will remain jurisdiction in areas such as the Universal Service Fund, rights of way, and Title I 'ancillary jurisdiction,' but absent a new vehicle the regulation of marketplace behavior that has characterized telecom regulation for almost a century is headed towards the same fate as the dial tone – another fatality of digital zeroes and ones."

Telecom associations big and small have voiced their support for Wheeler, who has also served as the [chairman of the Technical Advisory Council that President Obama created in 2010](#).

FCC Commissioner Mignon Clyburn will serve as acting FCC chairman until a new chairman is approved by legislators.

CC: Print

Did you like this post? Please consider sharing it:

Read More About: [FCC](#), [Policy](#), [Telco](#)

## Kristi Schaeding

---

**From:** Deborah Guthrie  
**Sent:** Tuesday, May 21, 2013 12:36 PM  
**To:** Kristi Schaeding  
**Subject:** FW: ACM Michigan--Cable & Other Platforms

---

**From:** Beacom, Ron [<mailto:rbeacom@midland-mi.org>]  
**Sent:** Tuesday, May 21, 2013 11:26 AM  
**To:** Beacom, Ron  
**Subject:** ACM Michigan--Cable & Other Platforms

**Use this information to respond to people who say access should just go on the web. I don't see the networks abandoning their "TV" platforms.**

## Cable is Dominant Force across TV, Internet, Social, Mobile Screens: CAB Study

Research Finds Cable Holds Significant Edge in Connecting with Consumers  
By: MCN Staff May 20 2013 - 12:07am  
Research Finds Cable Holds Significant Edge in Connecting with Consumers

The Cabletelevision Advertising Bureau, on the eve of the upfront selling season, has released a special report underscoring the breadth of the national cable networks' collective size versus the "five screens" advertisers and agency customers are looking toward for their ad buys.

Created at the request of a number U.S. media agencies, the "Cable Nation: Video Advertising Update," using Nielsen, comScore and Trendrr data, aims to furnish ad budget allocators with statistics that quantify the role that cable plays in the daily lives of Americans.

Among the findings: Cable remains the dominant force in ad-supported television, garnering 92% and 75% of total-day and primetime ratings, respectively, against Madison Avenue's coveted 18-to-49 demo.

Moreover, the two screens of cable TV, plus Internet, hold a significant lead over four portals and Facebook with 85 hours per month. That compares with 34 hours spent with broadcast fare, and 24 hours with AOL, Google, MSN, Yahoo! and Facebook.

Relative to social media activity, cable programming is generating the buzz. Cable fare accounts for 71% of the social media driven by the top 20 most socially active TV programs, while also holding an eight-to-one activity-per-thousand social advantage over broadcast across the top 20 socially active TV series.

Broadcast represented 27% of the social activity of the top 20 shows, with pay cable accounting for the remaining 2%. Basic-cable shows accounted for 67% of the social media reflecting positive sentiment.

"While there has been a perception that cable brands were well-followed on the Internet, mobile and social media, our ability to quantify their collective size per screen and on combined screens has been a real eye-opener among our customers," said CAB CEO and president Sean Cunningham in a statement. "It's clear cable owns the primary media relationship with the U.S. consumer by a wide margin."

## Deborah Guthrie

---

**From:** Michigan Assoc. of Broadcasters <jennifer@michmab.ccsend.com> on behalf of Michigan Assoc. of Broadcasters <mab@michmab.com>  
**Sent:** Friday, May 31, 2013 4:26 PM  
**To:** Deborah Guthrie  
**Subject:** Broadcaster Alert: Update on FEMA Spot Containing EAS Tones

Having trouble viewing this email? [Click here](#)



### **\*\*UPDATE\*\***

The MAB has been informed that the FCC has just granted a waiver for the use of EAS tones in the FEMA education campaign promoting emergency preparedness. For the full wording of the waiver, visit the link below. MAB suggests that each station contact their legal council regarding airing any messages with EAS tones included.

<http://www.fcc.gov/document/waiver-section-1145>

[Forward this email](#)

 SafeUnsubscribe



This email was sent to [guthrie@meridian.mi.us](mailto:guthrie@meridian.mi.us) by [mab@michmab.com](mailto:mab@michmab.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
Michigan Assoc. of Broadcasters | 819 N. Washington Ave | Lansing | MI | 48906

## **Kristi Schaeding**

---

**From:** Deborah Guthrie  
**Sent:** Tuesday, June 04, 2013 5:33 PM  
**To:** Kristi Schaeding  
**Subject:** FW: ACM Michigan-Illinois-Video Franchising

---

**From:** Beacom, Ron [<mailto:rbeacom@midland-mi.org>]  
**Sent:** Tuesday, June 04, 2013 8:49 AM  
**To:** Beacom, Ron  
**Subject:** ACM Michigan-Illinois-Video Franchising

## **Barbara Popovic**

Executive director, Chicago Access Network Television

GET UPDATES FROM Barbara Popovic-Huffington Post blog

[Like](#)

2

# **Illinois State Cable Bill Passes with Mixed Results**

Posted: 06/03/2013 7:10 am

Illinois' cable franchise law renewal was in the mash up of bills hitting the floor during the final week of the session in Springfield. Both the House and Senate voted to approve a two-year extension of the amended Cable and Video Competition Act (the Illinois Cable Act) to July of 2015.

The bill represents a mixed outcome for the public.

The good news is that the state rejected an attempt by the Cable Television and Communications Association of Illinois (CT&C) to obtain sweeping changes to the law that would have impaired municipal authority and wreaked havoc on the state's public, educational and government (PEG) access channels. PEG channels provide thousands of hours of programming statewide on education, arts, economic development, public safety and civic engagement.

The bad news is the lack of enforcement or legislation to rectify AT&T's failure to meet the equivalency standard in the law for PEG channels.

"We need the Attorney General to enforce the state's PEG access provisions," said Illinois NATOA President, Howard Kleinstein, "Should enforcement fail to correct AT&T's segregation and inferior treatment of PEG channels, a legislative solution in 2015 will be imperative."

Other amendments to the law delete certain build-out requirements and consumer protections.

A hallmark of local cable franchising is the requirement that a company make its service available to all residents in a defined area. With the introduction of state franchise law in 2007, state franchise holders only have to meet half that standard over a period of time.

For many Illinois residents, that means meaningful cable competition will remain a hit or miss proposition

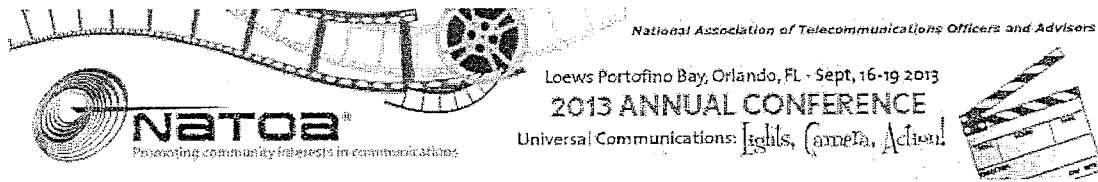
**Kristi Schaeding**

---

**From:** Deborah Guthrie  
**Sent:** Thursday, June 06, 2013 3:42 PM  
**To:** Kristi Schaeding  
**Subject:** FW: NATOA News: White House Launches ConnectED Initiative to Expand High-Speed Broadband to America's Schools and Libraries

---

**From:** Steve Traylor, Executive Director [<mailto:info@natoa.org>]  
**Sent:** Thursday, June 06, 2013 12:20 PM  
**To:** Deborah Guthrie  
**Subject:** NATOA News: White House Launches ConnectED Initiative to Expand High-Speed Broadband to America's Schools and Libraries



**NATOA NEWS:**

**White House Launches ConnectED Initiative to Expand High-Speed Broadband to America's Schools and Libraries**

**FOR IMMEDIATE RELEASE - June 6, 2013** - Today, President Obama announced the new ConnectED initiative that will, within five years, connect 99 percent of America's students to the digital age through next-generation broadband and high-speed wireless in their schools and libraries. By modernizing and leveraging the existing E-Rate program, ConnectED seeks to jump-start efforts to connect American students to modern broadband connections and provide educators with the infrastructure and tools needed to accelerate student learning.

"NATOA welcomes the prospect of enhanced broadband and technology for our nation's schools and libraries and applauds this new initiative," noted NATOA President Joanne Hovis. "Our cities, towns and counties that currently provide

high bandwidth communications services to their schools and libraries can attest to the extraordinary educational and community benefits of extending world class communications to our most vital anchor institutions."

A fact sheet distributed by the White House noted that fewer than 20 percent of existing school internet connections are meeting teaching needs. This plan would be a one-time investment with the goal of providing 99 percent of students with access to Internet connections of at least a 100-megabit-per-second connection within five years.

[Click here to read the ConnectED Fact Sheet.](#)

###

Visit NATOA on the web at [www.natoa.org](http://www.natoa.org).

 SafeUnsubscribe™

 Trusted Email from  
**Constant Contact**  
By a name today.

This email was sent to [guthrie@meridian.mi.us](mailto:guthrie@meridian.mi.us) by [info@natoa.org](mailto:info@natoa.org) |  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
NATOA | 3213 DUKE STREET | #695 | ALEXANDRIA | VA | 22314



# MediaDailyNews

## Nielsen To Increase Sample Sizes In Local Markets, Use STB Data

by David Goetzl, Tuesday, June 26, 2012 3:56 PM

After lengthy testing, Nielsen has a plan that would upend its measurement system for local markets by increasing sample sizes significantly, while also using set-top-box (STB) data and a new device known as a code reader.

The new system would bring daily ratings to the diary-only markets that now only receive ratings four times a year during sweeps periods. Ratings in those 150-plus markets would no longer be based on just diaries. Electronic measurement via the code reader and STB data would also be used as part of a hybrid methodology.

In diary-only markets, the new Nielsen system would effectively double the current sample size, according to a client memo distributed Tuesday.

In the remaining markets, which have local people meters (LPMs) or set meters, the sample sizes would effectively quadruple.

Nielsen data collection in all markets would be buttressed by the code reader, which Nielsen refers to as a “new proprietary home TV measurement technology,” with a “watermark-enabled capture device.”

Implementation for the new system is unclear. In each market, there will be a period of three to six months when the existing system will be offered alongside the new one for evaluation and comments.

Nielsen executive Pat Dineen, who has overseen the project, said the company is ready to flip the switch from a technological standpoint, but plans to only be as aggressive as clients want.

For example, stations might want to move deliberately in order to bolster their research capabilities to process the new data, particularly in diary-only markets. Stations may also have doubts about the viability of STB data. But Dineen said by mid-2013, the new system could be operating in markets using all three Nielsen measurement sources.

“If our clients tell us we need to move faster and they’re accepting of the new technology, that will be a trigger that we need to move faster,” he said.

Nielsen’s STB methodology is moving through the Media Rating Council accreditation process. The MRC has revoked accreditation for Nielsen’s diary-only process. Dineen declined to comment on how the new system may affect efforts to obtain that again.

Stations in diary-only markets have been complaining to Nielsen for years that the pen-and-paper system is as current as “Gunsmoke.” Those begging for an overhaul may have gotten more grist from recent snafus involving May sweeps data, where there was trouble in printing the diaries correctly on Nielsen’s end.

In fact, stations in markets of all sizes have been arguing that sample sizes are far too small, bringing wild swings and unpredictability in ratings. A station executive might note it is ludicrous that if five people in a sample don't watch "Jeopardy," the rating inexplicably could come back as zero.

Many industry executives have called for Nielsen to integrate STB data, suggesting it can provide a more reliable solution. Nielsen competitor Rentrak has signed up a slew of stations to use its STB-based product. On Tuesday, the Sinclair group said it is jettisoning Nielsen to use Rentrak at several stations, including the CBS affiliates in Austin, West Palm Beach, Providence and Salt Lake City.

"Only Rentrak has proven that our information is stable and predictive, and it's out there in the market today," said Rentrak CEO Bill Livek.

In its client memo, Nielsen said its new system is aimed at providing data that is "representative, stable, consistent and able to capture the entire viewing audience." Nielsen has showed reticence with using STB data only, arguing it does not cover homes using only over-the-air TV; does not provide sturdy demographic data; and might mistakenly count homes where the set-top box is on, but no one is watching. Thus, it has pushed for a hybrid approach with a panel informed by what's also known as return-path data.

In its memo, Nielsen said its new system would provide "significant reduction in zero-rated periods and ratings variability."

"We're clearly doing this to be a better service to our clients," Dineen said.

TVB chief Steve Lanzano expressed cautious optimism, saying there must be ample time to evaluate the methodology, but "any initiative to increase the sample to reduce the variability and to get rid of zero cells that will make measurement better for local broadcasters is a good thing."

Nielsen has acknowledged it has access to STB data from DirecTV and Charter Communications, but Dineen said it has arrangements in place to obtain it from a run of other providers.

The new system was designed not just to upgrade TV measurement, but to lay the groundwork for cross-platform measurement tracking online and mobile usage. Nielsen said it will measure "content as it moves across screens such as tablets and smartphones."

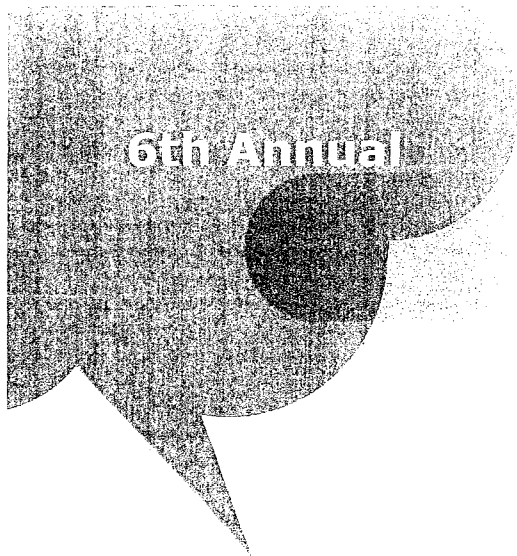
Dineen said it was also crafted to allow for so-called single-source measurement that looks to match media consumption with actual purchase data.

Rentrak CEO Bill Livek said his company is doing that now -- matching TV viewing with automotive purchasing, for example. "We're the iPhone in this space," he said. "We're doing it. We keep advancing with our product."

1 comment on "Nielsen To Increase Sample Sizes In Local Markets, Use STB Data".

**Don Scott** from **BH Media Groupo** commented on: June 27, 2012 at 12:38 p.m.

It seems like Nielsen is consistently slow is advancing to better methodologies. Rentrak is already there. However, I agree with Steve Lanzano that directionally this is a good move. The real question will be whether this truly improves results making them more reliable.



# **AT&T Michigan**

## **Annual Video Report**

July 19, 2013

AT&T recently completed its sixth year of providing video service in the state, and the progress of the deployment of the service to date has been significant. In Michigan, AT&T currently provides access to its video service to over 47% of the households in its telecommunications service area (however, AT&T's subscription rate is less than 30%). Of these households with access to AT&T's video service in Michigan, over 30% are low-income households as defined by the Video Act. AT&T does not deny access to service to any group of potential residential subscribers because of race or income.

Since its launch in 2007 through the end of the 1<sup>st</sup> quarter of 2013, AT&T has paid over \$71 million to the local governments made up of \$55 million in video franchise fees and \$16 million in public, education and government (PEG) fees.

- In its Status of Competition for Video Services in Michigan Report published on February 1, 2013, MPSC Chairman John D. Quackenbush noted that "Michigan continues to see signs of progress in video/cable competition," in the MPSC's press release issued with the report. According to Chairman Quackenbush, "The state now has 47 cable providers compared to only 39 cable in 2008. That's good news for the state's 2.3 million video/cable customers."
- The Commission is given the authority to order remedies and penalties for violations of the Act. In 2012, the Commission did not have a reason to exercise its authority to order remedies and penalties for violations of the Act.

#### **AT&T'S INVESTMENT IN MICHIGAN'S WORKFORCE AND INFRASTRUCTURE**

AT&T invests billions to build the advanced networks that create jobs and fuel economic growth. From 2009 through 2011, AT&T invested more than \$1.5 billion in its Michigan wireless and wireline networks.

AT&T invests significant resources to advance education, strengthen communities and improve lives. Through philanthropic initiatives and collaboration, AT&T and the AT&T Foundation support projects that create opportunities and address the needs of the communities it serves. In Michigan from 2008 through 2011, AT&T and its employees contributed approximately \$17.4 million through corporate, employee and AT&T Foundation giving programs.

AT&T's payroll in Michigan represented more than \$739 million in 2011, and as of May 2012, AT&T operated 68 company-owned retail locations throughout the state. In 2011, AT&T's operations in Michigan generated more than \$287 million in local and state taxes.

AT&T spent more than \$217 million on goods and services purchased from Michigan based suppliers in 2011.

Since the passage of Michigan's Video Act, the Company continues to fill high-tech positions across the State. In addition, Michigan is the home to a large AT&T U-verse dispatch center that serves 21 additional states within the footprint of AT&T.

#### **AT&T'S U-verse® TV PRODUCT**

AT&T's U-verse TV network architecture and technology is fundamentally different from a legacy cable TV system. AT&T's U-verse TV is Internet Protocol TV (IPTV), which is based on the common language of the Internet. AT&T is the only nationwide provider to offer a 100% IP-based television

demand, caller id and message waiting indicator, YP.COM or YELLOWPAGES.COM search and the U-bar. For a summary of all of the interactive applications, go to:

<http://www.att.com/u-verse/explore/uverse-applications.jsp?wtSlotClick=1-0047WP-0-4#fbid=xR4vb9Z0oxH>

### **COMPETITION CONTINUES TO GROW**

Video competition is vibrant as a result of the Michigan Video Act that opened the doors to video choice for consumers and encourages investment in communities and jobs for the state. AT&T is building its IPTV network to serve even more customers. AT&T is expanding U-verse TV services on an ongoing basis and will continue to take advantage of our IP platform by rolling out new enhancements to customers. There is better service, better products and competitive pricing, all welcomed by consumers. Nationally, at the close of the 1<sup>st</sup> quarter 2013, AT&T had over 4.8 million AT&T U-verse TV customers

On February 1, 2013, the Commission issued its 6<sup>th</sup> annual report, Status of Competition for Video Services in Michigan to the Governor and the Legislature in accordance with the Video Act. In the highlights of the report it is noted that the video market in Michigan saw an increase in subscribership, as well as the addition of one new provider.

In the Status of Competition for Video Services report, forty-seven providers reported offering video services in Michigan with more than 2.3 million video/cable customers. Providers reported investing over \$380M dollars into the Michigan market in 2012.

### **ADDITIONAL AT&T U-verse® TV INFORMATION**

For additional information on AT&T U-verse TV, to see a demonstration of how it works or to see the popular bundles, visit the website below. Customers may also call 800-ATT-2020 or visit a local AT&T location in Michigan.

<http://www.att.com/u-verse/>

Customers may find the following AT&T websites helpful for further information regarding channel line up, availability of AT&T U-verse TV or to check the status of their installation or repair order:

- \* AT&T U-verse TV channel line up:

<http://www.att.com/u-verse/shop/channel-lineup.jsp>

- \* AT&T U-verse TV availability:

<http://www.att.com/u-verse/availability/>

- \* U-verse TV Customers have the ability to check status of their installation or repair order via an online tool called, "Where's My Tech" at:

<http://www.att.com/u-verse/appointmentstatus/>