



HCTV Station Manager

Report to City Council

1. Brief History of the Process that Started HCTV, (approx. 2 min)
2. Where are we now? Benefits / Issues of the Community Partnership (approx. 3 – 5 min)
3. Overview of 2012 Programming Hours Report (approx. 2 min)
4. What Does the Next Five Years Hold for HCTV? (approx. 3 -5min)

Response to Mr. Kelemen's Questions

- 1.) What would you do with a 10% increase in your budget 2014 over 2013?
Pay back the loan to the General Fund would be my first priority however I must evaluate our ongoing equipment upgrade needs and make budget recommendations based on those needs.
- 2.) What changes would you make if your 2014 budget were 10% less than 2013?
Based on a Budget of \$300,000 a 10% decrease would have a huge impact on our operation. I would first work with our Finance Director to determine if this decrease is a one-time event or long-term projection. If it localized to the current budget year we would review the health of our fund balance with hopes to minimize the impact of a \$30,000 budget reduction. If the 10% decrease were a long-range projection I would make plans to cut staff and programming in order to protect our ability to continue coverage of our City Public meetings, Board of Education meetings and Public Access programming.
- 3.) What are the biggest challenges in a five-year horizon for your department?
The continued need to replace aging equipment without substantial financial support. Continued attempts by video providers to close down PEG centers such as HCTV, by using new state laws to limit the use of or remove the mandate of paying franchise fees to the communities they serve.
- 4.) Which cities (statewide, nationally) could you/do you look to as a model for your operations?
We have looked at larger community PEG operations in Columbus, Dayton and Brunswick. Our operation is now looked at as a model for other communities like Avon Lake, Twinsburg, Mayfield and Aurora.

- 5.) Do you regularly interact with your counterparts in other cities? if so, what about and which ones?

Yes, there is regular communication between staff at Cable 9 in Macedonia as we share some programming on a monthly basis. I also communicate with staff in Mentor, Brunswick, Dayton, Cincinnati and Columbus. In most cases our conversations are focused to State Laws that impact our operations and now proposed Nation Legislation "The CAP Act" and its current status in D.C.

- 6.) What goals and objectives do you have in place for 2013?

Maintain current levels of programming while "living" within our budget. Continue to look for ways to increase potential income to help lessen the impact on our operational budget.

Continue to serve the schools and community at current operational levels

Specific to HCTV:

- 1.) What is HCTV doing to expand access into the community (broadening the reach in community)?

I have asked the Cable Advisory Committee to focus on community outreach by attending various meetings and making presentations to the membership about the services HCTV can offer their group / organization.

We continue to look for ways to promote programming on our cable channels but on our web based streaming and video on demand services.

- 2.) How do you measure your impact in the community year to year?

Since we don't have to worry about ratings for "Commercial sponsors" ratings are not our focus in community programming. We have a goal to provide our community programming not offered by any other TV channel or video service in the area. Direct feedback from viewers and DVD requests are a good guide of the impact a program has in the community.

- 3.) HCTV's fortunes are tied to TWC sales - how do we assure future operations if the market for cable changes?

I'm not sure we can! I believe this is a question only City Council can answer. If funding from TWC is lost is there a value of continuing to provide our Public Meetings to our residents? I know the answer is yes and I would hope that at a minimum we would find a way to continue our Government meeting coverage. I also believe there will continue be a market for traditional cable TV service, but we MUST continue to provide web base services to provide our programming to a wider community.

- 4.) What do you see as the role of the Citizens Advisory Committee?

As I stated in the question above community out reach should be a major focus for the committee. Seeking alternate funding sources could be another goal. If committee members are interested volunteering as a production crew member which helps us reduce labor costs. Help make the citizens aware of State and Federal laws that can impact our ability to serve the Community.

**Hudson Cable Television
Monthly Cablecast Report**

2012														YTD		YTD											
	Jan	Jan. org hrs	Feb	Feb. org hrs	Mar	Mar. org hrs	Apr	Apr. org hrs	May	May. org hrs	June	Jun. org hrs	July	Jul. org hrs	Aug	Aug. org hrs	Sept	Sep. org hrs	Oct	Oct. org hrs	Nov	Nov. org hrs	Dec	Dec. org hrs	YTD ORG	YTD	
Public	293.0	62.0	234.0	50.0	217.0	52.0	194.0	49.0	168.0	38.0	289.0	52.0	215.0	49.0	200.0	42.0	205.0	49.0	250.0	48.0	225.0	48.0	200.0	48.0	587.0	2,690.0	P
Edu.	175.0	10.0	187.0	9.0	216.0	8.0	241.0	11.0	221.0	11.0	173.0	11.0	175.0	10.0	145.0	5.0	160.0	6.0	160.0	8.0	180.0	10.0	180.0	10.0	109.0	2,213.0	E
Gov.	353.0	11.0	342.0	12.0	353.0	9.0	449.0	12.0	379.0	13.0	318.0	8.0	360.0	11.0	420.0	15.0	421.0	15.0	510.0	15.0	495.0	18.0	500.0	15.0	154.0	4,900.0	G
HCTV	322.0	53.0	319.0	55.0	393.0	45.0	300.0	35.0	390.0	29.0	325.0	32.0	245.0	29.0	315.0	27.0	300.0	30.0	405.0	33.0	330.0	48.0	450.0	48.0	464.0	4,094.0	H
Acquired	92.0	17.0	110.0	22.0	102.0	20.0	168.0	22.0	135.0	19.0	98.0	17.0	225.0	22.0	139.0	20.0	165.0	21.0	90.0	15.0	140.0	18.0	110.0	20.0	233.0	1,574.0	A
Month Total	1235.0		1192.0		1281.0		1352.0		1293.0		1203.0		1220.0		1219.0		1251.0		1415.0		1370.0		1440.0				
Monthly Cum	1235.0		2427.0		3708.0		5060.0		6353.0		7556.0		8776.0		9995.0		11246.0		12661.0		14031.0		15471.0				
Monthly Org Hrs		153.0		148.0		134.0		129.0		110.0		120.0		121.0		109.0		121.0		119.0		142.0		141.0		1406.0	
Total 2010 Cablecast Hours - - -																								15,471.0			

2011														YTD		YTD											
	Jan	Jan. org hrs	Feb	Feb. org hrs	Mar	Mar. org hrs	Apr	Apr. org hrs	May	May. org hrs	June	Jun. org hrs	July	Jul. org hrs	Aug	Aug. org hrs	Sept	Sep. org hrs	Oct	Oct. org hrs	Nov	Nov. org hrs	Dec	Dec. org hrs	YTD ORG	YTD	
Public	240.0	55.0	262.0	41.5	250.0	49.0	300.0	65.0	360.0	63.5	309.0	56.0	369.0	58.5	354.0	57.0	250.0	42.0	384.0	64.0	280.0	52.0	277.0	40.0	643.5	3,635.0	P
Edu.	195.0	8.0	175.0	10.0	165.0	9.0	190.0	10.0	180.0	10.0	225.0	11.0	100.0	7.0	155.0	5.0	143.0	5.5	200.0	9.0	200.0	10.0	200.0	7.0	101.5	2,128.0	E
Gov.	395.0	15.0	400.0	16.5	370.0	10.0	390.0	16.0	325.0	15.5	344.0	12.0	268.0	6.0	345.0	10.0	301.0	14.0	441.0	14.0	520.0	19.0	450.0	21.0	169.0	4,549.0	G
HCTV	360.0	58.0	250.0	36.0	340.0	46.0	260.0	40.0	192.0	27.0	250.0	31.0	250.0	32.0	182.0	16.0	172.0	18.0	208.0	29.0	310.0	48.0	386.0	50.0	431.0	3,160.0	H
Acquired	125.0	17.0	120.0	15.5	90.0	13.0	100.0	18.0	135.0	22.0	110.0	19.0	130.0	17.0	120.0	15.0	100.0	13.5	121.0	18.0	90.0	14.5	95.0	12.0	194.5	1,336.0	A
Month Total	1315.0		1207.0		1215.0		1240.0		1192.0		1238.0		1117.0		1156.0		966.0		1354.0		1400.0		1408.0				
Monthly Cum	1315.0		2522.0		3737.0		4977.0		6169.0		7407.0		8524.0		9680.0		10646.0		12000.0		13400.0		14808.0				
Monthly Org Hrs		153.0		119.5		127.0		149.0		138.0		129.0		120.5		103.0		93.0		134.0		143.5		130.0		1409.5	
Total 2009 Cablecast Hours - - -																								14,808.0			

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2012 YTD	Past Yrs + Current Y.T.D		
Public	63.0	374.5	952.5	1776.5	2131.0	1850.0	2126.0	2514.0	2510.0	2267.5	2611.5	3127.0	3275.0	3171.5	3635.0										2690.0	32,385.0	Public	
Edu.	36.0	167.5	537.0	640.0	262.0	392.0	560.5	605.0	595.0	633.0	1902.5	2327.5	2248.5	2018.0	2128.0										2213.0	15,052.5	Edu.	
Gov.	905.0	1069.0	2992.0	749.0	778.0	571.5	384.5	444.0	365.5	2195.0	5330.0	5203.5	4870.0	4266.0	4549.0										4900.0	34,672.0	Gov.	
HCTV	N/A*	N/A*	N/A*	2760.0	2113.0	1728.0	1910.0	2097.0	2778.5	3172.0	3824.0	3083.0	3295.0	3145.5	3160.0											4094.0	33,066.0	HCTV
Acquired	0.0	302.5	477.5	448.0	322.5	267.0	779.5	838.0	1096.5	1163.0	1378.0	1357.0	1530.0	1169.0	1336.0										1574.0	12,464.5	Acquired	
Year Totals	1004.0	1913.5	4959.0	6373.5	5606.5	4808.5	5760.5	6498.0	7345.5	9430.5	15046.0	15098.0	15218.5	13770.0	14808.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15471.0	143,111.0	Grand Total

* Note HCTV Productions were counted in Govt Access Program Hours.
 ** Note 2000 & 2001 Program hours are inflated due to heavy overnight scheduling. Increased equipment wear was a result.
 2002 programming hours reflect a "normal" programming day 10:00 am to Midnight.
 *** Note 2004 Switch to Digital Playback System mid year.
 **** Note 2005 January overnight playback reinstated due to digital playback system.
 # Note June 2006 start of second video channel for playback of Government / Public meeting program content.