



**Broadcast Educational Media Commission Meeting Minutes
2470 North Star Rd., Columbus, Ohio 43221
September 8, 2016**

I. Opening:

10:00 a.m. -- Commission Chairman Mark Filippell opened the Broadcast Educational Media Commission (BEMC) meeting.

II. Roll Call:

10:00 a.m. -- Fiscal Administrator Sue Price conducted roll call.

Members Present: Chairman Mark Filippell; Designee Charles See; Commissioner Stephen Freeze; Commissioner Bruce Hawkins; Commissioner Jan Osborn; Commissioner Superintendent DeMaria; and Commissioner George Sarantou.

Members Absent: Commissioner Ronald Amstutz; Commissioner Stephen Black; Commissioner Cliff Hite; Commissioner John McClelland; Commissioner Christine Merritt; Commissioner Michael Skindell; and Commissioner Curt Steiner.

Also present: Executive Director Geoffrey Phillips; Assistant Attorney General Hannah Stoneburner; Chief of Engineering and Broadcast Operations Craig Stevenson; Chief of Operations Jarrod Weiss, Chief Information Officer Laura Bryson; Fiscal Administrator Sue Price; and interested citizens.

Mrs. Price declared a quorum present.

(Swearing in of members delayed for imminent arrival of Commissioner Sarantou.)

III. Resolution 17-1: Acceptance of May 5, 2016 Minutes:

10:03 a.m. -- Mr. Hawkins moved approval of minutes (Mr. Osborn second). Minutes were approved by unanimous voice vote.

IV. Executive Director's Report:

10:03 a.m. – Mr. Phillips, Executive Director, reported on a number of topics:

A. **New Staff Members:** Introduction of BEMC's new Chief of Operations, Jarrod Weiss;

B. **Operating Financial Status:** Re-organization of operating expenses for better flow of funding dollars to run the agency;

- C. **Subsidy Grants:** Subsidy grants are a nearly \$4 Million share of Broadcast Educational Media Commission's (BEMC) budget to support television, radio, radio reading services, Statehouse News Bureau and Ohio Government Television. Plans are for 75% of these funds to pay out in August, with balances disbursed in first quarter of calendar year 2017. This payment schedule will be more efficient and will save money vs. past practice of distributing 25% of funds on a quarterly basis;
- D. **2470 North Star Facility MOU / JUA:** BEMC and The Ohio State University have signed a 20-year MOU to continue using the North Star facility. Recognizing both Hannah Stoneburner's assistance and collaboration with The Ohio State University (OSU) and the Department of Administrative Services (DAS), Mr. Phillips reported the first signed, co-location agreement through DAS under which BEMC will have expenses paid for, initially \$7,000.00 per year, for hosting Multi-Agency Radio Communication Systems (MARCS) equipment at the site. Mr. Filippell added there was help from the Governor's office in getting everything worked out. Mr. Phillips explained BEMC will be responsible for everything inside the building, and OSU will be responsible for everything outside, including doors and windows. BEMC's obligation for shared space to OSU will be \$82,000.00 for fiscal year 2017, with annual \$6,000.00 increases, to which OSU is committed to use for maintenance and needed upgrades such as roof and HVAC replacement;
- E. **JCARR Rules:** BEMC has been granted an extension by Joint Committee on Agency Rule Review (JCARR) for a five-year rule review. Citing sections, Ms. Stoneburner explained, in general, the rules are fine but need updating; they're good to fall back on and provides the agency some policy to follow.

(Mr. Sarantou arrived at 10:15 a.m.)

Resolution 17-2: JCARR Review:

10:16 a.m. – Mr. Hawkins moved and Mr. Freeze seconded to conduct the legally required five-year rule review for the following: O.A.C. 3353-1-14, O.A.C. 3353-1-14-1, O.A.C. 3353-1-14.2, O.A.C. 3353-1-14.3, O.A.C. 3353-1-14.4 – all of which pertain to compliance with the Ohio Privacy Act in Revised Code section 1347.15;

And moves to file with JCARR a “no change” request for each rule subject to the review in accordance with section 119.03 of the Revised Code;

And moves to rescind all other administrative rules, specifically O.A.C. 3353-1-01 through 3353-1-13, in accordance with section 111.15 of the Revised Code as such are duplicative of existing rules and are outdated.

The motion passed via unanimous voice vote.

F. Projects In Development: Mr. Phillips reported:

1. Interested parties are invited to participate in a short tour after the meeting;
2. BEMC is working on an extensive overhaul of policies and procedures, of which a number should be ready for review at the November meeting;
3. Efforts are being made to identify additional operator positions to support Master Control. There will be a briefing on this topic at the Governor's Office this afternoon;
4. Mr. Phillips acknowledged individuals in attendance: Geoffrey Andrews, the Executive Director of Management Council of the Ohio Education Computer Network (MCOECN), also there was an open expression of appreciation to Commissioner Bruce Hawkins for having faithfully served on BEMC's and the agency's previous Board of Commission for a number of years. Mr. Hawkins is retiring at the expiration of his term in late October. Acknowledged, as well: John Luff, Consultant & Modernization Project Manager; Craig Stevenson, BEMC's Chief Engineer, Noah Blundo, Reporter for Hannah News Service; Dave Carwile, Administrator with Ohio Educational Television Stations, Inc. (OETS); Willy Halla, Modernization Project Vendor & Engineer; Mark Jividen, Executive Director of VOICEcorps Reading Service and David Stein, Network Coordinator with Licking Area Computer Association (LACA). Mr. Filippell expressed special recognition for Laura Bryson's service to BEMC, including having served as Interim Executive Director at the beginning, stating, "It's a great accomplishment and we will always remember that."

V. Oaths of Office Ceremony:

10:24 a.m. – Superintendent Paolo DeMaria, Commissioner George Sarantou and Designee Charles See were sworn-in by Mrs. Price.

VI. Multimedia Projects: FY16 / FY17 Video Overview:

10:25 a.m. – Mr. Phillips provided an overview of the Multimedia Production Project (From BEMC's website, "Project Overview: In accordance with the provision of the recent budget, funding is available to Ohio's licensed Educational Television Stations for the development, acquisition, and distribution of resources for educational use in the classroom and online. The goal of this project is to provide resources that can be used by educators and students, not only in the 200 poorest districts, but across the state to inform, motivate and assist students as well as others who may be seeking new careers or career changes, as they explore, consider and plan their pathway for education and careers.)

Mr. Weiss showed clips from various videos produced through the Multimedia project and highlighted several of the projects and the goals of the multimedia project and where the project is going in FY17.

VII. FY18-19 Operating Budget Proposal:

11:03 a.m. – Because the State is projecting a reduction in revenue because of Medicaid, OBM is requiring a FY18-19 10% cut in budget proposals. Of our current \$9.6 Million budget, \$3.8 Million is BEMC’s operating funds and \$5.8 Million are subsidy funds. BEMC needs to identify \$1Million to cut.

Referencing a budget proposal handout, Mr. Phillips presented four scenarios, recommending Scenario #4:

- A. Scenario #1: This proposal meets the 10% reduction request and simply maintains current operations. The 10% reduction is met by **reducing each GRF Subsidy in proportion to the overall subsidy funds**. The reduction is 11% to meet the increases in payroll over the biennium;
- B. Scenario #2: This proposal meets the 10% reduction request and maintains current operations. The 10% reduction is met by reducing each GRF line item (not including Affiliate Services, Gvt TV, and Media Services). BEMC operations would be severely impacted as would affiliate subsidies;
- C. Scenario #3: This proposal meets the 10% reduction request and simply maintains current operations. The 10% reduction is met by **reducing the “Multimedia Grant” portion of the “Content Dev/Acquisition/Distribution by 5% and Ohio Government Television grant by 5;**
- D. Scenario #4: This proposal meets the 10% reduction request and maintains current operations. The 10% reduction is met by **reducing 25% from BEMC operations and 75% from subsidy funds**.

The budget scenarios are not optimal for meeting operational needs, especially in light of BEMC’s centralization and modernization project for public TV Master Control. We hope to take the pressure off by building some technology operational needs into the capital budget request for the following year.

A discussion followed.

Resolution 17-3: FY18-19 Operating Budget Proposal:

11:08 a.m. – Mr. Hawkins moved and Dr. Osborn seconded to proceed with Option #4, which reduces 25% from BEMC operations and 75% from subsidy funds and produces a potential savings in meeting the 90% funding level budget submission and authorize the BEMC Executive Director to adjust as necessary to meet the deadline;

A discussion followed.

At 11:18 a.m., the motion passed via unanimous voice vote.

Resolution 17-4: Request for an optimal and reasonable BEMC Budget for FY18-19:

11:19 a.m. – Mr. Hawkins moved and Mr. See seconded to request staff, after meeting the OBM 10% reduction budget submission, to prepare for the November 3rd BEMC Commission Meeting an optimal and reasonable Operating Budget reflecting the central-casting of Ohio’s 42 Public TV channels.

At 11:19 a.m., the motion passed via unanimous voice vote.

VIII. Senior Leadership Reports:

11:20 a.m. – Mr. Phillips requested Senior Leadership Reports be presented out of order, as Superintendent DeMaria would need to leave early.

- A. **Laura Bryson** reviewed BEMC’s new VNOC brochure provided with handouts and reported four grant workshops will be conducted next week. Mr. Phillips explained green dots represent connections through this facility during the last fiscal year, adding this brochure will allow schools across the state to understand the resources we have, specifically mentioning on-line classes. Mr. Filippell added BEMC has dramatically increased our capabilities in these areas in the last year. Mr. Phillips recognized Dave Stein’s (ODLA) efforts.

(11:28 a.m. Superintendent DeMaria left.)

- B. **Craig Stevenson** presented a **Broadcast Update:** Based upon legacy system, running dual operations 7:00 a.m. to 11:00 p.m. Off hours running legacy systems. Started using new control room. Currently shadowing or mirroring three stations. We are asking for additional personnel; two now, but potentially four, as migration keeps staff very busy. Progressing. 2 operators now, but taking on management of PC system and file information. BEMC has pulled Bruce Weaver from Fiscal into Operations, and he is doing well. We’ve authorized the reallocation of Engineering staff and other departments to work at the new process. It has been successful.

Mr. Phillips expressed his desire to publically recognize Mr. Stevenson’s extra efforts and dedication to the project.

Mr. Stevenson presented an **Electrical Project Update:** BEMC has purchased a transfer switch and a 1200 AMP distribution panel to feed the entire building. We have contracted with Bennett Engineering as electrical consultant, who has created drawings which have been submitted. BEMC received approval from the Department of Commerce and we are reviewing the drawings with OSU and DAS. BEMC is in the process of renovating Room 29A for location of the new transfer switch and distribution panel. The renovation will require overhead pipes to be relocated. BEMC has issued a purchase order to Premier Construction for the renovation work. The project is progressing, but project timelines are not yet established.

- C. **Operations Updates:** Mr. Phillips stated the FY18-19 budget development is in process and we will continue to move forward.

Jarrold Weiss demonstrated BEMC **Website Enhancements** collaboratively developed by Laura Bryson and himself, including the posting of Multimedia videos and a push to promote video conferencing and on-line classes. Relating to **Social Media**, announced BEMC has created a Twitter account they believe will be very beneficial in starting to create an on-line community. A goal will be to advertise Multimedia videos on Twitter. Additionally, BEMC now has a Google Plus page, a LinkedIn page and YouTube page where career videos are housed. Plans are to add all Multimedia videos. BEMC needs to be a leader for social media, as 'Media' is in our agency name.

IX. Progress Report on BEMC Modernization Project:

11:40 a.m. – Mr. Phillips stated 42 stations will be central-casting from this facility, adding, “Bravo to the team. Three channels are live now.” Willy Halla and John Luff were introduced.

Willy Halla: As of earlier this week, three channels operated by WBGU in Northwest Ohio are fully moved over to the centralized master control facility. WGTE channels in Toledo are slated to move over next week, following Ohio State University’s WOSU channels the week of September 19 and WOUB the week of September 26. The Ohio Channel and others are expected to move over in October.

Challenges past few months. Meet in the middle and it all works. All using ProTrack, but each are unique. Vendor Myers has been helpful. File transfers. 16 file formats. With the help of Geoffrey Phillips, a new transcoder has been purchased. Quality control mechanisms are working. Amount of files more than anticipated, but we’re working through it. Playlist that can be used and they are playing on air. There were issues. Traffic playlist into Master Control. Master Control tweaks for air. Then to air. There were software vendor issues. Auto pend broke. Workaround determined. Moving forward. There will be more things as we move more channels on air.

Mr. Phillips: Cinegy issues. Software solution from Germany. A Cinegy representative will be here Sunday night to work on issues next week.

John Luff: I’ve lived this project five years now. The process is fairly well understood. Planned, originally, shadowing in parallel as early as February 25, 2016. Loading on the entire system would take a couple of months. Technical software and hardware debugged as we went along. Delays impacted the schedule, but learning impacted it, as well. Have a lot of components that are not only working, but are working well. One station fully operational now. Next week, another station will be fully running.

Highlight one other thing: Change happens in heads before hands. Not just hit a switch. Result of time to get where we are, some training is stale; working to take care of it.

Myers Info Systems more involved. Scheduling improved the process. Myers is now fully integrated.

Congress asked The Federal Communications Commission (FCC) to auction a portion of broadcast television spectrum streams for other uses and to give stations money to give up spectrum, creating excitement. The FCC initially estimated the auction to gain as much as \$88-to-\$100 Billion. After three weeks of auction rounds, they got \$22 Billion from wireless carriers. Now, they're starting over on the auction, after attracting only about \$22 Billion in bids. John Luff said his personal opinion is it's likely to be vastly scaled down and it'll be many months before we will know how this will turn out.

There are three main options:

- 1) Give up spectrum and go off the air completely (closes.);
- 2) Channel sharing (share our services on your transmitter); and
- 3) Give up US? band and go to VS band (older technology).

At the end of the whole thing, there's a re-allocation of spectrum to all broadcasters. May move channels. It's a 36 month process for just the planning part. The execution part will take ten-to-twelve years.

It may end up not sufficient and preparers say never mind. It's a long, drawn-out process. Ultimately, fewer public television stations may be eligible to benefit from the auction and what BEMC is doing now is vastly important because it will reduce their operating costs and will enable them to keep in business.

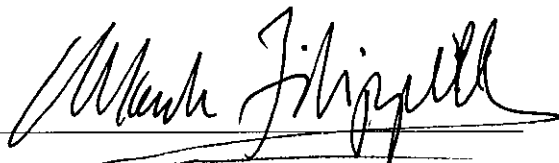
Complicated international impact. Key point is, it is highly likely the spectrum process will provide less money than thought. Pretty likely in Ohio, spectrum purchase is as important as East or West seaboard.

X. New Business

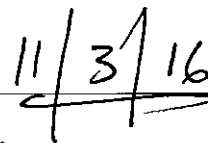
None.

XI. Resolution FY17-5: Adjournment

12:03 p.m. -- Mr. Filippell requested a motion to adjourn. Mr. Hawkins so moved (Mr. Sarantou seconded). The adjournment motion passed via unanimous voice vote.



Mark Filippell, Chair,
Broadcast Educational Media Commission



Date