



Broadcast Educational Media Commission Meeting Minutes
2470 North Star Road, Columbus, Ohio 43221
November 14, 2019

I. **Call to Order:** At 10:02 a.m., Chairman Robert Smith opened the meeting of the Broadcast Educational Media Commission.

A. **Roll Call:** At 10:03 a.m., roll call was conducted by Mrs. Gage.

Members Present: Chairman Robert Smith; Commissioner Geoffrey Andrews; Commissioner Matt Dole; Commissioner Stephen Freeze, Esq.; Commissioner Dr. Jan Osborn; and Commissioner George Sarantou.

Members Absent: Commissioner Stephen Black; Non-Voting State Representative Dave Greenspan; Commissioner Christine Merritt; Non-Voting State Senator Michael Rulli; Commissioner Curt Steiner; and Non-Voting State Senator Teresa Fedor.

Members Arriving Later: Commissioner Designee Shaun Yoder arrived at 10:03 a.m.; Commissioner Designee Charles See arrived at 10:09 a.m.; Non-Voting State Representative Catherine Ingram arrived at 10:34 a.m. and left at 11:55 a.m.

Also Present: Executive Director Geoffrey A. Phillips; Assistant Attorney General Hannah Stoneburner; Chief of Engineering and Broadcast Operations Craig Stevenson; Chief Information Officer Laura Bryson; Chief Financial Officer Alina Gage; Joseph Soza, Legislative Aide to Senator Fedor; and interested citizens David Carwile, Administrator of Ohio Educational Television Stations, Inc.; Mark Jividen, Executive Director of VOICEcorps Radio Reading Service; Kevin Martin, President and CEO of ideastream; Mandy Minick, Press Secretary of the Ohio Department of Education; Dave Stein, Chairman of the Ohio Distance Learning Association; and Sue Price, retired BEMC Fiscal Coordinator.

A quorum was declared.

B. **Introduction of new Chief Financial Officer:** Mr. Smith welcomed Mrs. Gage to the BEMC.

II. **Commission Action Items**

Resolution 20-04: Election of Executive Committee Member: 10:05 a.m. - Mr. Dole moved for the election of Mr. Steiner to be elected to the Executive Committee. Mr. Sarantou seconded. The motion was passed by unanimous roll call vote.

Resolution 20-05: Approval of September 12, 2019 Minutes: 10:07 a.m. – Mr. Freeze moved for approval of minutes. Mr. Andrews seconded. Minutes were approved by unanimous voice vote.

A. **Recognition of Sue Price:**

The commission recognized Sue Price for twenty years of service. Mr. Phillips gave an overview of her tenure, while Mr. Smith presented her with a of recognition from the commission and a 20-year service pin. Mr. Soza presented Mrs. Price with a framed Senate President’s letter from the offices of Senator Rulli, Senator Fedor and Senator Tina Maharath. Dr. Osborn presented a resolution from Representative Greenspan’s office. Several members present expressed their gratitude to Mrs. Price for her service to the Commission. Representative Ingram also brought a resolution to recognize Mrs. Price’s state service.

III. **FY 2021-2026 Capital Request**

A. **Overview:**

1. Dr. Osborn provided an update of the Finance Committee discussion on November 6, 2019, including words of thanks to the committee members for their work. He also acknowledged that OBM asked follow-up questions and that the response was supplied by Mr. Carwile.
2. Mr. Phillips acknowledged Connie alexander, Laura Bryson, and Dave Watzek for their work on the capital budget and provided an overview of the four priorities in the request. The capital request is for fiscal years 2021-2026.

B. **Project Detail:**

1. Craig Stevenson provided a detailed report on the requests for the BEMC. These included eight (8) requests for the Network Operations Center: Infrastructure Switch Replacement, Center Server Replacement – Stage 1, Media Format Conversion, On-Line Media Storage, Satellite C-Band Low Noise Blocker, Video Tech Waveform Monitor, Electrical and AV upgrades, and Engineering Work Area upgrades. Questions arose about the process used to rate and rank the requests, to which the Finance Committee members provided answers. Dr. Osborn stated that past practices were used, and a review of the practices is warranted. Mr. Dole contributed that the main priority was to make the process functional and added that timing was an issue, indicating the more in front of the process we can get, the better prepared we will be.
2. Kevin Martin, CEO of Ideastream, began the presentation of the Public Television/Radio Joint Project request and spoke of the importance of Ohio to maintain its status as leader in public broadcasting. Other markets “...look to Ohio

as the leader in coming together and being able to serve Ohioans in a very special way.” He spoke of the importance of ATSC 3.0, or NEXTGEN, in that it will revolutionize and rejuvenate public and commercial television, allowing for far more services. He said this capital request was with that in mind.

3. Dave Carwile, Administrator of OETS, stated that the focus is on what television and radio seek to accomplish, not only repair what is broken. He introduced the two concepts that touched every request: emergency management and building on previous investments. Some of the individual project requests will serve to expand the web of emergency notification services to underserved areas in a variety of ways and eliminates a single point of failure. Other portions will build on the equipment already in place and allow it to serve a variety of needs, getting the most use out of the equipment already in place. Stations will provide a 50% match.
 - i. Discussion began about how the Commission fits into the capital process and how we account for disparity between the amounts the stations are requesting. Mr. Phillips provided an overview of the capital budget process. Conversation then moved to the large differences in amounts stations were requesting. The responses fell into three main categories. First, the most equitable way to determine how much funding a station receives to ask what they need. Second, some stations opt out of the process because they have not received any capital funds in the past. Third, because of the 50% required match, many small stations do not submit requests perhaps because they have difficulty in raising the capital to provide the match. It was determined that the process is equitable but should be reviewed in future meetings to see where it can be improved.
4. Mark Jividen, Executive Director of VOICEcorps, provided an overview of the Radio Reading Services requests. These were a streaming audio encoder for YRRS (Youngstown), recording equipment for CSC (Cleveland), equipment for VOICEcorps (Columbus) to expand service, and new recording space for CABVI (Cincinnati). All stations will provide a 10% match.
 - i. Discussion centered on how the funds received from Opportunity for Ohioans with Disabilities were/will be used and how many listeners use the service. OOD funds were for operational use only. Because RRS cannot afford to pay for statistical research, the best estimate of users is 2.5% of the population.
5. Mr. Phillips provided an overview of the Ohio Government Telecommunications request. This included video server storage, replacement of a video distribution system, upgrade and expansion of the existing safety communication system, and a redundant TV encoder system. No questions were asked.

Resolution 20-06: Acceptance of Finance Committee Recommendations:

11:54 a.m. - Dr. Osborn moved to accept the Finance Committee prioritization of the capital requests (1. BEMC, 2. OPR/OETS Joint Project, 3. Ohio RRS and 4. The Ohio Channel). Mr. Dole seconded. The ranking of the capital request was approved unanimously by roll call vote.

After the vote. Mr. Freeze inquired if we should alter the recommendation, to rank each project separately. It was decided the ranking would remain the same and the commission would task the joint project team to rank the projects individually.

IV. **Ohio Department of Education Marketing Strategy for BEMC/Ohio Public TV's Multi-Media Projects**

A. Mr. Yoder spoke about the video production by the Ohio Public TV stations in coordination with BEMC and ODE. The Ohio PTVs are creating new videos with themes aligning with major initiatives at ODE. The focus is now to maximize distribution and deployment. The strategies are centered on social media: Twitter, LinkedIn, Facebook, and Instagram. EdConnection weekly email update is also used. The content is focused, among other topics, on whole-child integrated support, specifically behavioral health and FAFSA form completion. A sample video was shown. The goal of the ODE Multi-Media projects marketing/communication plan is to increase distribution and viewership.

V. **Distance Learning**

A. Mr. Andrews, CEO of the MCOECN, updated the commission on Zoom video conferencing system. It is available for teachers and administrators in Ohio's Public Schools for \$10 and free for students. Several education entities are interested in participating; specifically, ITC's, ESC's, ODE, and school boards.

B. Mr. Andrews continued the distance learning update with an overview of College Credit Plus. ODHE has funded \$3 million for six (6) fiscal agents and reaches 90 entities across the state. Kent State, Cleveland State, and Cincinnati State are the three universities involved. College Credit Plus allows high school students to take college courses and receive college credit accepted by all Ohio universities. The MCOECN is working to use Zoom to attract more teachers to the program, allowing them to teach across the state. Distance learning is provided by class. Mr. Andrews is looking to set up a stub-hub model allowing students to sit in on any class across Ohio.

C. During the question portion of the presentation, Mr. Yoder mentioned that WBGU created a video for College Credit Plus and Mr. Phillips committed BEMC to

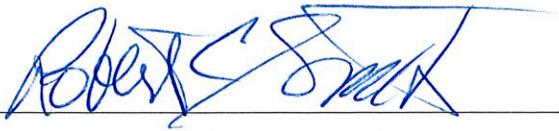
sending links out to all the videos for Commissioners to review. Mr. Sarantou inquired about the percentage of students completing the FAFSA that go on to college. Mr. Andrews stated it is 66-67%, with the goal of 75%. Mr. Freeze inquired at what income level the FAFSA no longer provides a benefit. Mr. Andrews stated that it depends on several factors including school choice, family income, and how many children.

VI. **Staff Reports**

- A. Mr. Phillips spoke about the current financial report. Approximately \$312,000 remain for purchases this fiscal year and is on target with plan.
- B. Broadcast Engineer Jasmine Higgins returned to the Ohio Channel resulting in a vacancy.
- C. The open operations position allowed BEMC to have overlap between the exiting and arriving fiscal personnel.
- D. Craig Stevenson mentioned a decline in accuracy due to approximately 165 minutes of errors over the last week. Some affiliates require playout of a program while it is still recording and once the recording ended, the playout stopped. HA Design, the system integrator, was brought in to update the system. Unfortunately, the upgrade was not fully tested. Provisions have been made to fully test at the Integrator's facility and/or BEMC before deployment. Concerns have been expressed with partners in Virginia, London, Germany, and Ukraine about the caching issue between versions 11.5 and 12.3. Version 11.5 has been restored until the caching issue is resolved.
- E. Ms. Bryson reminded the commission of distance learning opportunities, including the Cleveland Museum of Natural History Friday series.
- F. Chairman Smith confirmed the date of the next meeting February 13, 2020. A tech conference, occurring at the same time as the commission meeting at the Columbus Convention Center, has asked the commission to hold this meeting during the conference. It was agreed and Mr. Phillips and Mr. See will see to logistics.

VII. **Adjournment:**

Resolution (20-07) Motion for Adjournment: 12:35 p.m. – Mr. Andrews moved to adjourn. Dr. Osborn seconded. The adjournment motion passed via unanimous voice vote.



Robert C. Smith, Chairman
Broadcast Educational Media Commission



Date