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SUPERVISOR

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CLERK

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TREASURER

OAKLAND COUNTY, MI



ESTABLISHED 1837

# INDEPENDENCE TOWNSHIP

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## CHARTER TOWNSHIP OF INDEPENDENCE & CLARKSTON COMMUNITY SCHOOLS VIDEO CENTER ADMINISTRATIVE BOARD REGULAR MEETING AGENDA

**DATE AND TIME:** September 18<sup>th</sup>, 2024 @ 5:30pm

**LOCATION:** Clarkston Community Schools Boardroom  
6389 Clarkston Road, Clarkston, MI 48346

**A. CALL TO ORDER**

**B. PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES**

**C. ROLL CALL**

**D. APPROVAL OF AGENDA:** *Agenda additions or deletions require a majority vote of Board Members present*

**E. CARRYOVER / POSTPONED AGENDA ITEMS:**

**F. REGULAR BUSINESS:**

- 1. Request to Approve Minutes – April 24, 2024** (John Ehlke, ITV Station Manager)
- 2. Discussion- Update on the Independence Television 2024/2025 Budget** (John Ehlke, ITV Station Manager)
- 3. Presentation- Quarterly Production Update from April to August** (John Ehlke, ITV Station Manager & Matt Bleau, CCS Video Manager)

**G. PUBLIC COMMENT:** *Members of the Public may address the Video Center Administrative Board, limiting their comments to not more than five (5) minutes regarding items that do not appear on the agenda.*

**H. BOARD MEMBER COMMENTS:**

**I. ADJOURNMENT:**



## VIDEO CENTER ADMINISTRATIVE BOARD MEETING AGENDA ITEM FORM (MAIF)

<b>MEETING DATE:</b> <u>September 18, 2024</u>	<b>SUBMITTED BY:</b> <u>John R. Ehlike</u>
	<b>TITLE:</b> <u>Station Manager</u>
<b>AGENDA ITEM:</b> <u>Request to Approve Minutes- April 24, 2024</u>	
<b>AGENDA ITEM PLACEMENT:</b> <u>F. Regular Business</u>	
<b>REQUEST FOR CONSULTANT TO ATTEND MEETING:</b> <a href="#">CLICK HERE TO SELECT A CONSULTANT</a>	
<b>INSERT CONSULTANT NOT NAMED ABOVE:</b> <a href="#">CLICK HERE TO ENTER CONSULTANT NAME</a>	
<b>AGENDA ITEM DESCRIPTION:</b> See Below Description	
A review of the minutes from the regular meeting of the Video Center Administrative Board held on Wednesday, April 24, 2024	
<b>LATE SUBMITTAL:</b> <a href="#">SUBMITTED AFTER AGENDA PACKET DISTRIBUTED</a>	
<b>SUPPORT DOCUMENTS:</b> Attached: See below list of documents	
Video Center Administrative Board Minutes of April 24, 2024	
<b>LEGAL REVIEW:</b> <a href="#">CLICK HERE FOR LEGAL REVIEW LISTING. ENTER LEGAL REVIEW DESCRIPTION ON NEXT ROW</a>	
<b>SUPERVISOR REVIEW:</b> <a href="#">CLICK HERE FOR SUPERVISOR REVIEW OPTIONS</a>	
<b>BUDGET REVIEW:</b> <a href="#">COMPLETED BY: BUDGET &amp; OPERATIONS ANALYST, FINANCE DIRECTOR OR FD BUSINESS MANAGER ONLY!</a>	
<b>RECOMMENDED MOTION:</b> Recommended Motion Below	<b>VOTE:</b> Simple Majority
I move to approve the Video Center Administrative Board minutes from April 24, 2024 as presented.	



## Video Center Administrative Board – Regular Meeting April 24, 2024

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A regular meeting of the Video Center Administrative Board of the Charter Township of Independence and Clarkston Community Schools was held Wednesday, April 24, 2024. This meeting was held at Clarkston Community Schools Boardroom. Jose Aliaga called the meeting to order at 5:30 PM.

### PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES

#### ROLL CALL:

**Clarkston Community Schools Resident Members Present:** Haun

**Independence Township Resident Members Present:** Phillip Reid, Rob Namowicz

**Clarkston Community Schools Representative Member:** Steve Hyer, Came in late during Regular Business F2- Request to Approve Comcast Fiber Connection Contract

**Independence Township Representative Member:** Jose Aliaga

**Non-Voting Members Present:** Matt Bleau, Clarkston Community Schools Video Manager; John Ehlke, Independence Township Station Manager

**Members Absent:** David Hayward, Leanna Haun

**Others Present:**

**Matthew Bleau asked for a board member to make a motion to have Jose Aliaga act as the chair for the meeting since Steve Hyer was running late. Motion was made by Member Namowicz and seconded by Member Barry.**

#### APPROVAL OF AGENDA:

**Motion VCAB-2024-4-24:** Member Aliaga moved to **APPROVE** the Agenda as presented. Seconded by member Namowicz. VOTE: Yes:, Reid, Barry, Namowicz and Aliaga

No: None; Absent: Hyer, Haun and Hayward; **CARRIED** 4 to 0.

#### CARRYOVER / POSTPONED AGENDA ITEMS:

None

#### REGULAR BUSINESS:

**1. Request to Approve Minutes- February 21, 2024**

**Motion VCAB-2024-04-24:** Member Namowicz moved to **APPROVE** the minutes as presented. Seconded by member Barry. VOTE: Yes:, Reid, Barry, Namowicz and Aliaga

## **Video Center Administrative Board – Regular Meeting April 24, 2024**

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No: None; Absent: Hyer, Haun and Hayward; **CARRIED** 4 to 0.

### **2. Request to Approve Comcast Fiber Connection Contract**

Mr. Ehlke recapped for board members that could not attend the last meeting on why Independence Television is moving away from the T1 lines that broadcast their content out to AT&T. Mr. Ehlke said the contract the board approved in 2023 canceled the project as they determined it was cost prohibitive on doing it. The new vendor was a recommendation from board member Hyer. Mr. Ehlke said the new contract would save a little bit of money annually from what they are paying now if the board decides to do a five-year contract over a three-year contract. Mr. Ehlke said Comcast would waive the special construction fee if we went with Comcast on the project and estimated it would take six months to complete. Mr. Ehlke said the T1 lines are still active and are still currently broadcasting their content to AT&T. Member Namowicz asked how old the T1 lines are. Matthew Bleau said the T1 lines estimated the lines were in when the merger took place in 2013. Member Namowicz asked for a thumbnail sketch of what the project would detail. Mr. Ehlke said he would have to wait for the site review is complete and could provide that to the board. Member Namowicz asked if the T1 lines ran from the school to the Township. Mr. Bleau said he believes they run from the school directly to AT&T. Mr. Ehlke said AT&T originally asked to run a fiber line from the schools to their point of service. Mr. Ehlke and Mr. Bleau said they estimated it was 60 miles if memory served correctly. Mr. Namowicz noted the price Comcast was like what we are paying AT&T and wondered if they knew what we were paying. Mr. Ehlke joked they must have. Member Reid asked what the competition was for the T1 lines.

## Video Center Administrative Board – Regular Meeting April 24, 2024

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Member Hyer said not too many people are using T1 lines these days.

**Motion VCAB-2024-04-24:** Member Reid moved to **APPROVE** the five year contract from Comcast of \$1,000 monthly to provide a fiber connection to be used for sending Independent Television's content to AT&T. Seconded by member Barry. VOTE: Yes:, Reid, Barry, Namowicz, Hyer and Aliaga

No: None; Absent: Haun and Hayward; **CARRIED** 5 to 0.

### 3. Request to Approve the 2024/2025 Independence Television Budget

Mr. Ehlke gave a presentation including the proposed budget for 2024/2025 and an actual of where the budget sits as of April 10. Mr. Ehlke noted the spending had been stopped for the fiscal year and the actual budget is where it would be at the end of the year. Mr. Ehlke noted in the proposed budget the changes that were being made starting with the salaries budget line. Mr. Ehlke took the monies from the salaries, which pay for the school summer intern, to the telephone or T1 lines for the anticipated new project. Mr. Ehlke said minor adjustments were made in the Capital Costs to adjust for new Capital Improvement Projects. Mr. Ehlke is looking to adjust the Capital Improvement Project to move the replacement the classroom cameras. Mr. Ehlke noted they are anticipating on adding to the fund balance. Mr. Ehlke is looking to add a 3% salary increase for the Production Coordinator that comes from the EduStaff budget line. Mr Ehlke started a presentation concerning the Capital Improvement Projects and presented a history of projects since 2017 that have been done and what the cost was compared to what was budgeted. Mr. Ehlke noted they changed studio sets and furniture and camera classrooms had been switched on the CIP document to help replace cameras that broke over the last year. In 2027/2028, Mr. Ehlke said he has a desired goal to update the production van, that they will own soon, to help broadcast on location with power and internet in the van. Mr, Ehlke noted it could potentially open Independence Television up for more productions in the future. Mr. Ehlke noted that Independence Township Budget

## Video Center Administrative Board – Regular Meeting April 24, 2024

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Analyst recommended that ITV do a 10-year Capital Improvement Project list instead of a five-year. Member Namowicz ask if there was a specific company that does that. Mr. Ehlke said he has not yet explored a company to do this project but would be looking to do this as they get closer to the project. Member Namowicz said the station had a van years ago that ran into disrepair because it was not used that much and cautioned the staff not to let that happen again. Member Hyer included that a portable internet solution with the van might not be the best option in case you did a production without the van and not to create an issue of having the internet strapped to the van. Member Hyer asked if getting a generator would help solve this problem. Mr. Ehlke said it would be something to investigate to act as a stop gap. Member Hyer asked Mr Ehlke to investigate the difference of using a generator and portable internet solution quicker and maybe the funds Independence Television has now could help solve this problem quicker rather than wait years to do the project if they don't have to. Member Barry added if the van was functional, that the staff would be able to use it more. Member Hyer added that this is primarily for outdoor events. Member Namowicz said if helped cut down the number of cords used for production, that it would be useful. Member Hyer asked 20 amps would be sufficient. Member Hyer noted that the school does not have requirement on over \$5,000 and under \$5,000 and considers most small ticket items based on costs. Member Hyer asked that the life cycle of equipment to be included next year to help with planning. Member Hyer said the board will have to make decisions on how the future of funding would affect the equipment purchases moving forward and wanted to have more flexibility to the external factors. Mr. Ehlke presented a breakdown of the proposed budget including a contribution to the fund balance for at least the eighth year in a row. Mr. Ehlke noted the fund balance at the Township increased over \$5,000 last year. The total fund balance between the school and township is estimated to be at \$949,626.00. The Township saw an increase of PEG fees due to a lower projection of what the township would be receiving for the year. Mr. Ehlke then moved into a deeper dive into the budget line of Operating Costs|

## Video Center Administrative Board – Regular Meeting April 24, 2024

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Supplies and Materials. Mr Ehlke noted purchases through 2023-2024 including promotional materials used for the Taste of Clarkston. Replacement supplies from B & H Photo, food, drink and small office supplies from Big Lots and Kroger. Mr. Ehlke touched based on the five-year Capital Improvement Projects. Mr. Ehlke detailed some of the items the staff would be looking to purchase from the less than \$5,000 budget line including: laptop bags, hot spot of on location broadcasting, Facilis Upgrade, USP for the Studio, Lavalier microphones, studio decorations for live sets and more. Mr. Ehlke detailed the projected increases to the fund balance in 2024-2026. Mr. Ehlke said it was important to their staff on contributing to the fund balance due to the uncertain nature of the future of PEG funding. Mr. Ehlke said even with the amount saved at this point if funding were to stop, the fund balance would only be able to support the department for two and a half years. Mmember Namowicz asked if there was a redundancy build in with archiving. Mr. Ehlke said they do have multiple areas where historical content, meetings, are saved on DropBox and a hard drive. Mr. Bleau added YouTube can back up content as well.

**Motion VCAB-2024-04-24:** Member Namowicz moved to **APPROVE** the 2024/2025 budget for Independence Television. Seconded by member Barry. VOTE: Yes:, Reid, Barry, Namowicz, Hyer and Aliaga

No: None; Absent: Haun and Hayward; **CARRIED** 5 to 0.

### 4. Update- ITV Production Status

**Mr. Ehlke thanked the staff for their time reviewing the budget and appreciated their time. Mr. Ehlke noted the Production Update would be a little shorter than usual due to the short period from the last meeting and the slower production schedule during this time. Mr. Ehlke gave an update on the live streaming that was completed last. Mr. Ehlke noted that more work would need to be done to help convert the high-definition signal to be sent to the cable channels, which are standard definition, and to the streams which require high-definition. Mr. Ehlke noted the staff is getting ready for a lot of live events coming up including the Clarkston Community Awards in May. Mr. Ehlke noted registration for the**

## **Video Center Administrative Board – Regular Meeting April 24, 2024**

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**Summer Media Camp has launched and five kids have already registered. Mr. Ehlke noted the staffing changes Independence Television has had since the start of 2024 with three production assistants finding jobs across the state in video production. Mr Ehlke highlighted some of the new staff that was brought in due to the changes bringing on Jean-Marie and Ben. Mr. Ehlke highlighted some of the public productions the staff have done including a ribbon cutting Production Coordinator Mat Legato. Legato was called by the business to do the video based on the ground-breaking video he did for them in 2022. Mr, Ehlke highlighted Connecting Clarkston and the episodes they have done since the start of season 2. Mr. Ehlke said that Independence Television would be included in Connecting Clarkston's Clarkstonopoly game as a Chance card. Mr. Ehlke transitioned to the Education sector highlighting the meetings and sports recorded. Mr. Ehlke said they had a set up for the students out in the hallways to get people interested in the Media Program. Mr. Bleau added they are approaching the end of the year and getting set for graduations. Mr. Bleau said the curriculum was changing a touch next year with a new media class for students that have gone through the program. Mr. Ehlke transitioned to the government highlights including the broadcasting of the State of the Township at the school board office in April. Mr Ehlke highlighted the social media statistics for Facebook, Instagram and Youtube saying there are experimenting on how they share their videos across their platforms to find the best platform for the medium. Mr. Ehlke highlighted some of the events the staff will be at next including Women in Business, Clarkston Community Awards and Clarkston High School Graduation, Member Hyer corrected the date listed from June 1 to June 3. Chair Aliaga said the partnership with the Township and Schools is working great and expressed his pleasure with the department videos that are being done for Independence Township. Member Barry added well stated to Chair Aliaga.**

**Public Comment: None**

**Board Member Comments: Mr. Ehlke gave an update on Netflix bill. Mr. Ehlke said he attended a hearing in Lansing the morning of April 24. No vote has taken place but could be coming at any time. Mr. Ehlke said several municipalities and organizations that showed up to oppose the bill. Mr. Ehlke said he does not have any information on where the bill stands at this time but felt positive leaving the hearing and the overwhelming support from the community, school district, Independence Township and Springfield Township. Mr Ehlke said the lobbyists with Independence Township would keep the staff informed on any news coming**

## Video Center Administrative Board – Regular Meeting April 24, 2024

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out Lansing. Member Namowicz commented on the Woodstream Ribbon cutting video and said it was well done and gave kudos to Production Coordinator, Mat Legato.

### Adjournment:

Motion VCAB-2023-11-15: Member Barry moved to **Adjourn** Seconded by member Namowicz . VOTE: Yes:, Reid, Barry, Namowicz, Hyer and Aliaga

No: None; Absent Haun and Hayward; **CARRIED** 5 to 0.

The meeting adjourned at 6:37 PM.

**Phillip Reid , Recording Secretary**

**Steve Hyer, Chairperson**



## VIDEO CENTER ADMINISTRATIVE BOARD MEETING AGENDA ITEM FORM (MAIF)

<b>MEETING DATE:</b> <u>September 18, 2024</u>	<b>SUBMITTED BY:</b> <u>John R. Ehlike</u>
	<b>TITLE:</b> <u>Station Manager</u>
<b>AGENDA ITEM:</b> <u>Discussion: Review of Independence Television 2024/2025 Budget</u>	
<b>AGENDA ITEM PLACEMENT:</b> <u>F. Regular Business</u>	
<b>REQUEST FOR CONSULTANT TO ATTEND MEETING:</b> <u>None Requested</u>	
<b>INSERT CONSULTANT NOT NAMED ABOVE:</b> <a href="#">CLICK HERE TO ENTER CONSULTANT NAME</a>	
<b>AGENDA ITEM DESCRIPTION:</b> <u>See Below Description</u>	
<u>A quick review of the 2024/2025 budget and looking at early expenses since the budget year began in July.</u>	
<b>LATE SUBMITTAL:</b> <b>SUBMITTED AFTER AGENDA PACKET DISTRIBUTED</b>	
<u>Attached: See below list of documents</u>	
<b>SUPPORT DOCUMENTS:</b> <u>F'24_25 thru F'26_27 ITV Budget</u>	
<b>LEGAL REVIEW:</b> <u>Not Applicable</u>	
<b>SUPERVISOR REVIEW:</b> <u>Not Applicable</u>	
<b>BUDGET REVIEW:</b> <u>Completed: Finance Director / Confirmed: Budget &amp; Operations Analyst</u>	
<b>RECOMMENDED MOTION:</b> <u>Not Applicable</u>	<b>VOTE:</b> <u>Not Applicable</u>



**VIDEO CENTER**  
Proposed Budgets for Fiscal 2024/2025 thru 2026/2027

DESCRIPTION	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Actual	2024/2025	FISCAL 2024/2025			2025/2026	2026/2027
	ACTIVITY	Activity	Activity	Activity	AMENDED	YTD Thru	Activity	REQUESTED	REQUESTED	REQUESTED	FUTURE PROJECTED	FUTURE PROJECTED
					BUDGET	4/10/24	7/1/24	BUDGET	AMT CHANGE	% CHANGE	BUDGET	BUDGET
<b>REVENUES</b>												
Lease Payments	216,500	218,000	222,500	218,000	218,000	163,500	0	218,000	0	0.00	218,000	218,000
Fund Raising	3,622	1,017	2,889	1,203	0	1,928	1,175	0	0	0.00	0	0
Total Revenues	220,122	219,017	225,389	219,203	218,000	165,428	1,175	218,000	0	0.00	218,000	218,000
<b>EXPENDITURES</b>												
<b>LABOR COSTS</b>												
Salaries	46,421	9,935	1,006	622	3,500	0	480	2,000	(1,500)	(42.86)	2,000	2,000
Group Life	31	5	0	0	0	0	0	0	0	0.00	0	0
Group Disability	114	17	0	0	0	0	0	0	0	0.00	0	0
Health Insurance	4,722	799	0	0	0	0	0	0	0	0.00	0	0
Dental	682	102	0	0	0	0	0	0	0	0.00	0	0
Vision	0	6	0	0	0	0	0	0	0	0.00	0	0
Retirement	19,598	4,382	0	0	0	0	0	0	0	0.00	0	0
FICA	3,545	761	77	48	300	0	0	155	(145)	(48.33)	155	155
Edustaff (Purchased Services)	10,775	48,238	74,253	61,991	96,022	51,951	18,149	97,595	1,573	1.64	99,215	100,883
Special Payoff	0	48	0	0	0	0	0	0	0	0.00	0	0
Total Labor	85,887	64,293	75,337	62,660	99,822	51,951	18,629	99,750	(72)	(0.07)	101,370	103,038
<b>OPERATING COSTS</b>												
Media Club (Camp)	0	0	0	0	2,000	269	350	2,000	0	0.00	2,000	2,000
Conference/Registration (Travel)	2,004	636	8,651	510	6,000	750	10,046	12,000	6,000	100.00	6,000	6,000
Other Purchased Services (Contracted Maint/Repairs)	10,820	13,149	11,719	8,126	13,000	7,776	1,890	13,000	0	0.00	13,000	13,000
Leasing Charges	0	0	0	0	0	0	0	0	0	0.00	0	0
Telephone (T1 Lines)	8,915	9,736	9,687	9,637	12,735	4,010	0	13,735	1,000	7.85	13,735	13,735
Supplies/Materials	3,762	1,634	3,676	2,632	7,000	2,624	878	7,000	0	0.00	5,000	5,000
Audit Correction	0	2	1	123	0	0	0	0	0	0.00	0	0
Total Operating Costs	25,501	25,157	33,734	21,029	40,735	15,429	13,163	47,735	7,000	17.18	39,735	39,735
<b>CAPITAL COSTS</b>												
Equipment > \$5,000	52,370	25,723	30,500	25,676	40,000	34,731	0	20,000	(20,000)	(50.00)	12,000	20,000
Equipment < \$5,000	4,935	10,047	17,846	3,621	15,000	11,933	0	12,000	(3,000)	(20.00)	20,000	20,000
Total Capital Costs	57,305	35,770	48,346	29,296	55,000	46,663	0	32,000	(23,000)	(41.82)	32,000	40,000
Total Expenditures	168,694	125,220	157,418	112,985	195,557	114,043	31,793	179,485	(16,072)	(8.22)	173,105	182,773
Net of Revenues and Expenditures	51,428	93,797	67,971	106,218	22,443	51,386	(30,618)	38,515	16,072	71.61	44,895	35,227
<b>FUND BALANCE</b>												
Beginning Fund Balance	217,804	269,230	363,027	430,998	537,216			537,216			575,731	620,626
Ending Fund Balance	269,230	363,027	430,998	537,216	559,659			575,731			620,626	655,852

**NOTES:**

**F'2024/2025 Proposed Budget**

- 3% Salary Increase based on \$44,805 = \$46,149
- HealthCare costs come from EDUSTAFF line \$8,500: Health Insurance, Dental and Vision
- High School students are paid from salary line and FICA line
- PT \$30,000 + contract fee 17% \$5,100 + Fulltime \$46,149 + contract fee 17% \$7,846 + est Benefits \$8,500 = \$97,595

**F'2025/2026 Proposed Budget**

- 3% Salary Increase based on \$46,149 = \$47,534
- HealthCare costs come from EDUSTAFF line \$8,500: Health Insurance, Dental and Vision
- High School students are paid from salary line and FICA line
- PPT \$30,000 + contract fee 17% \$5,100 + Fulltime \$47,534 + contract fee 17% \$8,081 + est Benefits \$8,500 = \$99,215

**F'2026/2027 Proposed Budget**

- 1) 3% Salary Increase based on \$47,534 = \$48,960
- 2) HealthCare costs come from EDUSTAFF line \$8,500: Health Insurance, Dental and Vision
- 3) High School students are paid from salary line and FICA line



## VIDEO CENTER ADMINISTRATIVE BOARD MEETING AGENDA ITEM FORM (MAIF)

<b>MEETING DATE:</b> <u>September 18, 2024</u>	<b>SUBMITTED BY:</b> <u>John R. Ehlike</u>
	<b>TITLE:</b> <u>Station Manager</u>
<b>AGENDA ITEM:</b> <u>Presentation: Quartey Update</u>	
<b>AGENDA ITEM PLACEMENT:</b> <u>F. Regular Business</u>	
<b>REQUEST FOR CONSULTANT TO ATTEND MEETING:</b> <u>None Requested</u>	
<b>INSERT CONSULTANT NOT NAMED ABOVE:</b> <a href="#">CLICK HERE TO ENTER CONSULTANT NAME</a>	
<b>AGENDA ITEM DESCRIPTION:</b> <u>See Below Description</u>	
<u>Review of what the staff has been up to from May through August of this year. Topics discussed will be production from a public, education and government side. Along with this, updates pertaining to the start of the school year and what to expect with the final four months of the calendar year.</u>	
<b>LATE SUBMITTAL:</b> <u>SUBMITTED AFTER AGENDA PACKET DISTRIBUTED</u>	
<u>Attached: See below list of documents</u>	
<b>SUPPORT DOCUMENTS:</b> <u>Quarterly Update September2024</u>	
<b>LEGAL REVIEW:</b> <u>Not Applicable</u>	
<b>SUPERVISOR REVIEW:</b> <u>Not Applicable</u>	
<b>BUDGET REVIEW:</b> <u>Completed: Finance Director / Confirmed: Budget &amp; Operations Analyst</u>	
<b>RECOMMENDED MOTION:</b> <u>Not Applicable</u>	<b>VOTE:</b> <u>Not Applicable</u>



# Quarterly Update

Presentation by John Ehlke

[independencetelevision.com](http://independencetelevision.com)





# Serving the Community



## Cable

The new lines from Comcast have been created and were tested on Wednesday, Sept. 11. We will be moving off the T1 lines and transitioning to the new lines shortly. The transition may result in our encoders begin replaced and upgraded to allow for the new ethernet method.

## Live

We were able to broadcast live the Independence Day Parade from downtown Clarkston. We borrowed a hotspot from Orion Neighborhood Television. It was a successful broadcast and we are now looking at getting a similar hotspot through Verizon for future broadcasts.

## Online

We had 1,770 page visits to [independencetelevision.com](http://independencetelevision.com) from April to August, this is a 13% increase. We had a lot of traffic on our website from interest for our Summer Media Camp for Kids. Our Google rating is only 2 stars from one review. We could use some more to help boost this rating.





**The 2023 staff traveled to San Jose in June to accept our award for Overall Excellence in P.E and or G. Broadcasting with an annual budget less than \$300,000. Matt, Mat and I attended the full conference going to many breakout sessions and growing our professional network.**







# Independence Township gave us a proclamation celebrating the honor during the Board of Trustees meeting held on Tuesday, June 4. The honor was written about in the Clarkston News along with our Summer Media Camp

INDEPENDENCE TELEVISION

04







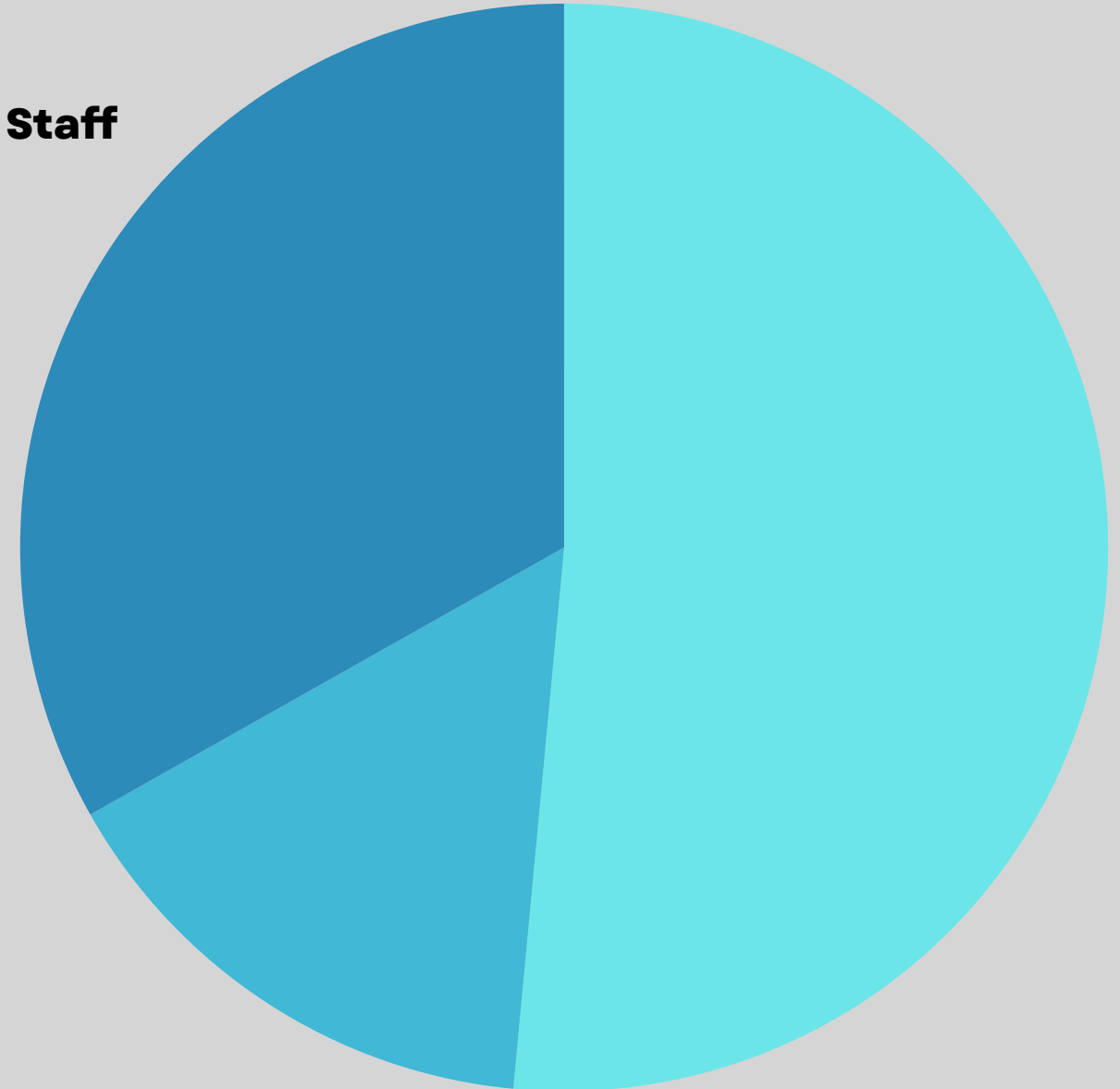
We had 15 campers join us for our 2024 Summer Media Camp for Kids. We had a waitlist, that we did use, of seven people. A total of \$1,175 was raised with expenses totaling \$350 in supplies and \$757 in staff time for a total of \$1,107 in expenses. The camp made \$68.00 in total. With this, we did not use any of the \$2,000 budgeted for the camp as it funded itself.

# Summer Media Camp COSTS

**Expenses- Paid Staff**  
757

**Revenue**  
1175

**Expenses- Supplies**  
350





# Public

We had a busy public schedule. This summer, we recorded the Clarkston Area Chamber of Commerce's annual Concert in the Park series each week, the full concert, and publishing the final product the following Friday to use the video as a promotion for the next event. This was a six-week assignment covered by Production Assistants Ben Kowalski, Jeany Macilwain, intern Owen Herzenstiel and announcer Michael Rosenkranz. Nearly each video saw at least 100 views on YouTube.



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OTHER EVENTS: KIDS DAY IN THE PARK, SOGGY DOGGY, FOOD TRUCK RALLY, RIBBON CUTTINGS (8) BUSKFEST, KIDS DAY IN THE PARK, CIDL DERBY, GARDEN WALK, CLARKSTON FAMILY FARM CHICKEN RUN, GARDEN PARTY, SHERIFF BOUCHARD PRESENTATION, CLARKSTON-OPOLY RELEASE, CLARKSTON COMMUNITY AWARDS

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**We covered Independence Fest and the Independence Day Parade from June 29-July 4. Staff produced videos for the Veterans Ceremony, Fireworks, Independence Fest and the Parade. All videos published either same day or, in case of the fireworks, the day after. The live parade had 484 views and the rewatch 278.**





# Education

We broadcasted both graduation ceremonies. Our feed was used in the 'green room,' in the back where students were watching our live feed on cable to know when they had to walk out on stage for various items. We helped out the district by providing drone shots of the updated work over at the junior high school. We also provided a private stream of the Dan Fife Memorial on June 29.



OTHER PROJECTS: JUNIOR HIGH SCHOOL GROUNDBREAKING CEREMONY, MAKER GIRL MANIA, DAN FIFE RETROSPECTIVE, FOOTBALL SEASON PREVIEW, FOOTBALL GAMES (2), SCOCER GAME, LACROSSE GAMES (3), MILITARY SIGNING DAY, TEACHER OF THE YEAR CEREMONY, SENIOR WALK, CHS SENIOR AWARDS



# Government

The Clerk's Office video published after the August election and is nearing 100 views in one month. We started our next department-focused video on the Building Department. At the end of August we lost power in the studio less than a half hour before a meeting. We were able to grab a camera and run over to the Township to ensure this was recorded and published the next morning.

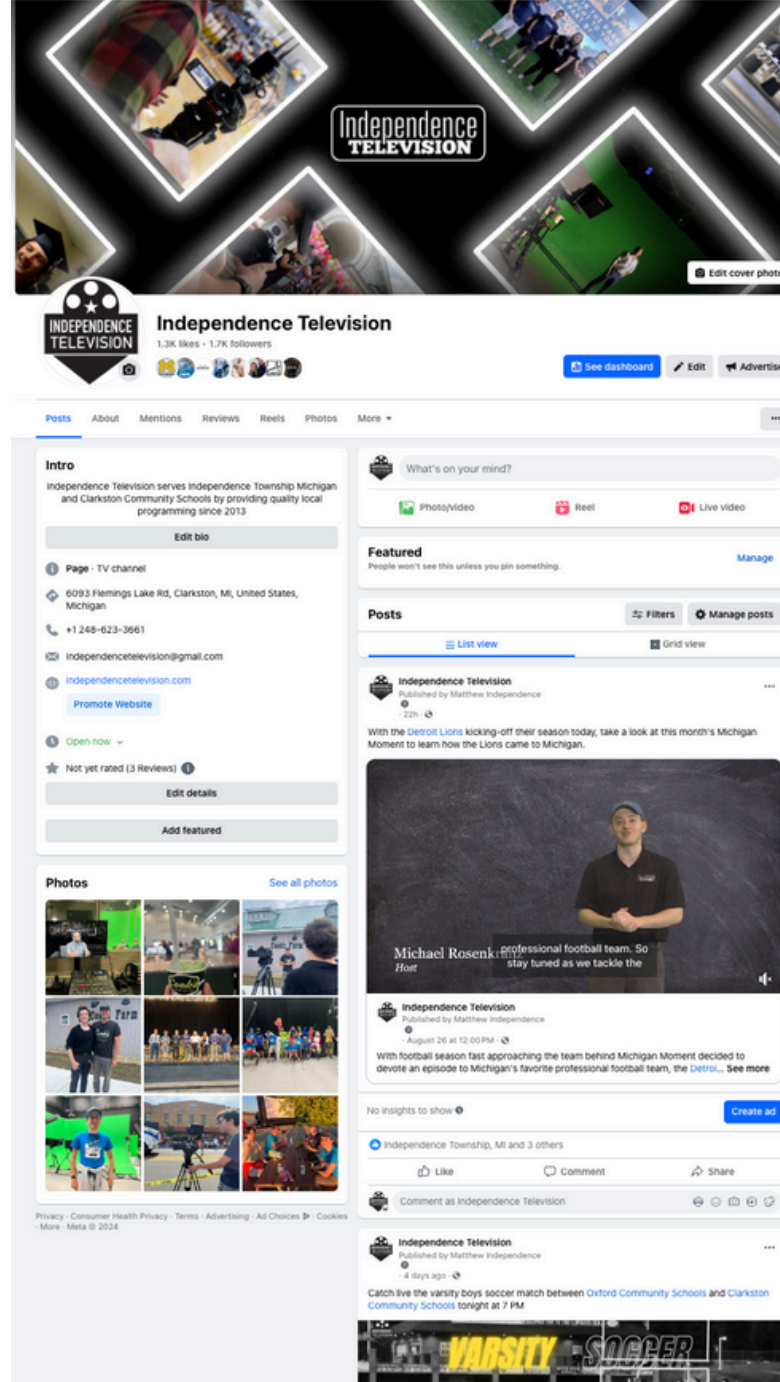


WE PARTNERED WITH THE CLERK'S OFFICE AND PIO (PUBLIC INFORMATION OFFICER) TO CREATE A PSA ON EARLY VOTING. THIS WILL PUBLISH AT THE END OF SEPTEMBER. WE ALSO ASSISTED WITH THE CITY HALL SELFIE PROJECT AND THE SHIAWASSE RIVER RESTORATION PROJECT WITH SPRINGFIELD TOWNSHIP.



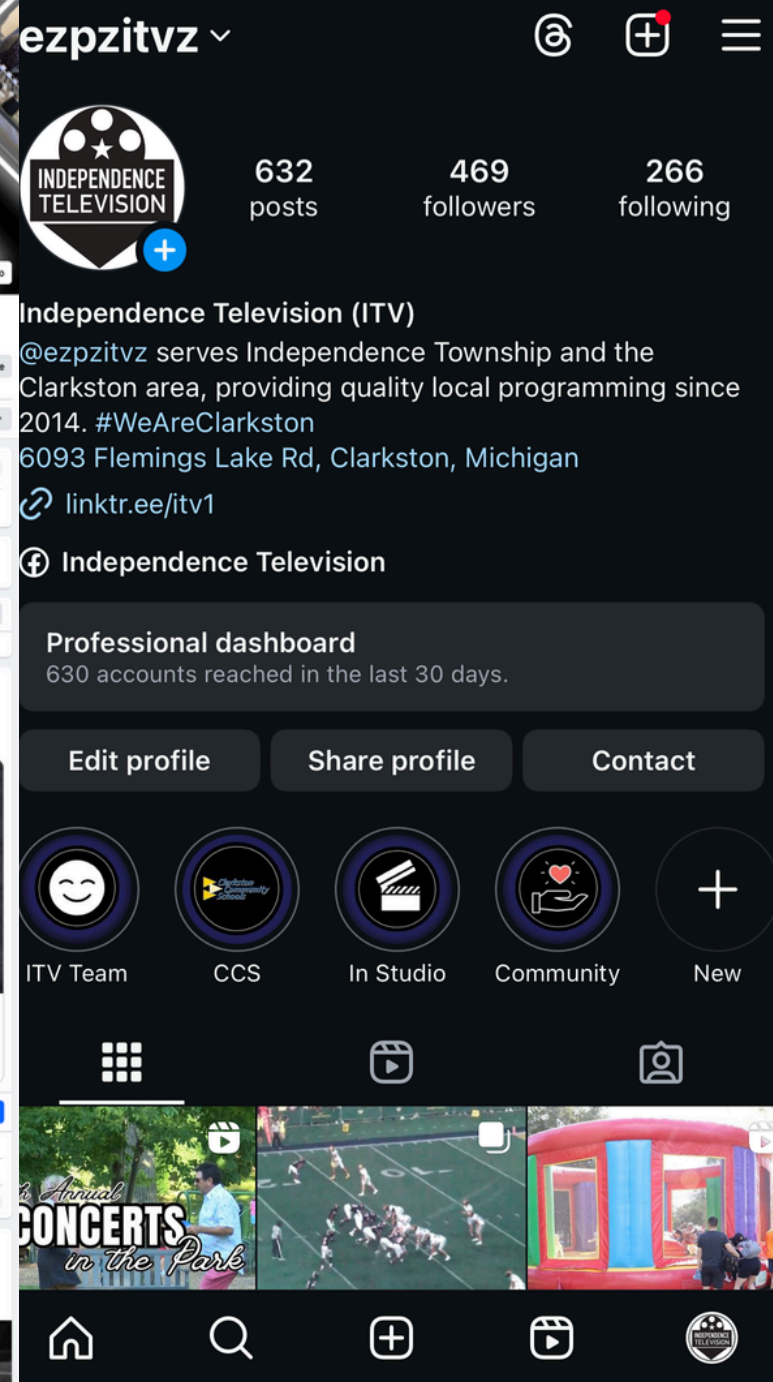
# Social Media

We have had success with Michael Rosenkranz trying different styles of reels used to promote upcoming live events. He has partnered with Connecting Clarkston to produce these reels in exchange for helping them with live events of their Facebook show, Sips and Stories.



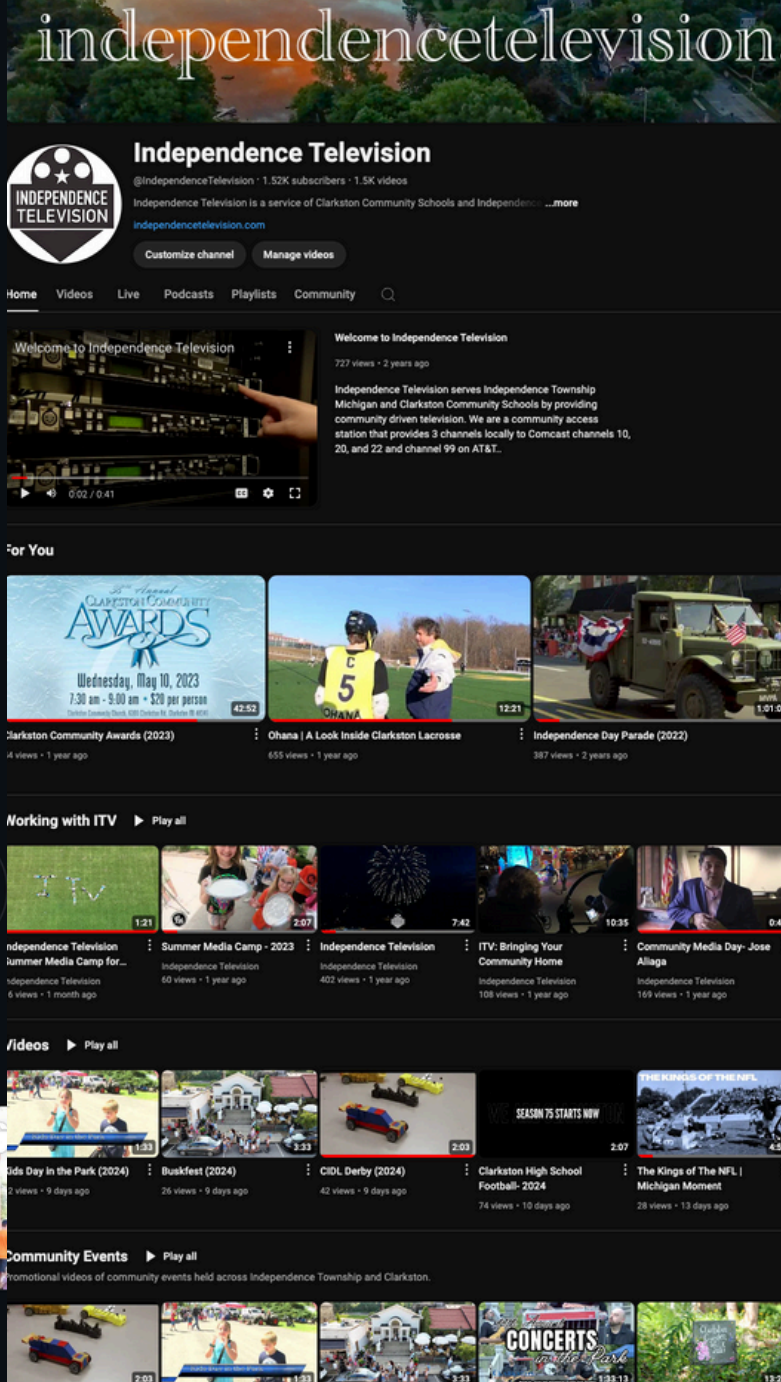
**Facebook**

a 227% increase in content interaction since April 25.



**Instagram**

1,000% increase in content interaction since April 25.



**YouTube**

ITV's page gained 147 subscribers since April 25. Our two Meet the Candidates videos had over 600 views each.



# What's up Next

**Understanding  
Clarkston's  
Historic District  
Program**

**OCTOBER 13**

**Taste of  
Clarkston**

**SEPTEMBER 29**

**Homecoming  
Week**

**SEPTEMBER 23-27**







# Any Questions



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