

Michigan NATOA Annual Chapter Report July 1 2010- June 30 2011

August 2010

Member Deborah Guthrie met with the Michigan Township Association staff to explain the challenges facing PEG channels and the CAP Act. She also discussed the annual Michigan cable competition report and subsequent educational follow through and information provided by Michigan NATOA.

Ms. Guthrie also shared the Governor Candidate interviews conducted at her facility with fellow Michigan NATOA members.

September 2010

Michigan NATOA members attended a Michigan Public Service Commission (MPSC) Forum. Under PA 480, the MPSC is charged with state cable oversight. With more than 100 people in attendance and the majority indicating an interest in telecom issues, Michigan NATOA members felt the forum fell short in addressing cable specific issues raised by attendees.

Michigan NATOA Executive Board members met with MPSC staff regarding the annual survey questionnaire and the gathering of information in preparing its annual report to the state legislature.

October 2010

Conducted annual elections on October 9 at the Michigan Chapter meeting held in Grosse Pointe Woods. Deborah Guthrie, Communications Director from Meridian Township became the new elect Michigan NATOA President. Former President, Caren Collins retired.

Pursuant to Section 12(2) of the Uniform Video Services Local Franchise Act, the Michigan Public Service Commission is to submit an annual report to the Governor and Legislature. Michigan communities holding franchises were sent a letter regarding the survey and an invitation to participate.

Michigan NATOA Executive Board members met with the MPSC regarding questions included in the survey that they poll providers and municipalities. Michigan NATOA hoped for a more fair depiction of the status of competition by the MPSC.

November 2010

The Executive Board rolled out a membership drive by creating new membership brochure materials, updating database contact systems, and increasing the awareness of member benefits.

Michigan NATOA Executive Board members extended their assistance to help municipalities in completing the Michigan Public Service Commission annual video competition survey.

Michigan NATOA President Deborah Guthrie attended an Alliance for Community Media Michigan chapter meeting and held discussions on the two organizations strategizing a unified message regarding the cap act for 2011.

Ms. Guthrie also shared the Governor Candidate interviews conducted at her facility with fellow Michigan NATOA members.

December 2010

Members approved amendments to the chapter bylaws and a new chapter dues structure in compliance with National. Online and print materials were updated to reflect changes.

January 2011

Michigan NATOA President presented an outline for a joint annual Michigan NATOA meeting to include the central states region of the ACM. The President of Michigan NATOA worked with ACM Michigan Chapter President Ron Beacom in lining up guest speakers and the venue for the March event.

Michigan NATOA developed a communication education plan for members regarding the CAP Act Legislation, community assistance with cable related and legislative matters, and assistance with the MPSC Survey and Response. Part of that action plan included launching a Michigan NATOA chapter twitter and Facebook page to be overseen and run by the chapter president.

February 2011

Michigan NATOA Chapter President Deborah Guthrie continued to attend public policy work group phone calls with other ACM/NATOA members and provide feedback to Michigan NATOA members. She also launched the Michigan NATOA Facebook and twitter pages.

The MPSC issued its annual video competition report. Michigan Chapter President met with Representative Mark Meadows and staff to explain the challenges facing PEG channels and to ask for his support of the CAP Act.

Michigan NATOA Chapter President and her access channel support staff assisted the Mapping Community Television effort and merging databases for the Michigan ACM. A Chapter membership drive effort was launched.

March 2010

Michigan NATOA and Michigan ACM joined the Michigan Association of Broadcasters (MAB) on March 9 for its annual Great Lakes Broadcast Conference in Lansing. Chapter President Deborah Guthrie led the effort in lining up speakers for the joint lunch and chapter meeting with keynote speaker Representative Mark Meadows, and speakers; Michigan Municipal League Legislative Associate Samantha Harkins, Attorney's Jon Krucher and Mike Watza, and an Indiana legislative update by ACM member Norm Compton. Over 30 people attended the event. Leightronix sponsored the luncheon and presented 'The Smart Workflow' shared video file sharing system.

April 2011

Michigan NATOA and Michigan ACM released a joint press release in response to the MPSC annual cable competition survey stating that the Michigan cable competition remains stagnant.

The Michigan NATOA web site was updated to include links to all member sites, the latest membership information, along with a link to the national NATOA website and Michigan NATOA social websites.

May 2011

Michigan NATOA members held an open meeting discussion with members to hear what some of the individual issues were in each of the communities. Members provided feedback from the own communities in handling issues. Executive Board members provided information from the eNATOA CAP act conference call. Members were encouraged to educate their representatives, file NOI comments, and encourage communities to pass resolutions of support for the CAP Act.

June 2011

On June 14, the Michigan Senate Hearing and Technology Committee held a hearing regarding what is working with Public Act 480 and what is not since signed into law January 2007. Michigan NATOA Chapter President Deborah Guthrie spoke representing Meridian Township alongside Meridian Township Supervisor Susan McGillicuddy. Several communities were represented and given a chance to speak along with ACM Michigan Chapter President Ron Beacom. The Michigan Municipal League sent a follow up letter to the committee proposing changes to public act 480. Notes from the hearing were submitted to national.