



Volume 23, Issue 3

Winter 2011

HOM Renovations



New Master Control Room



New Master Control Monitors



New Digital Audio Board



First Line Production

2011 marks a historical year as the cable division becomes the Communications Department for the first time in history. In July 2011, Township Manager Gerald Richards recommended the cable division be reorganized into the Communications Department operating HOMTV, CAMTV, and the Communications and Media Relations for Meridian Township. Since that time, **Communications Specialist Brandie Hansen (07)** and **Communications Director Deborah Guthrie (96)** have co-lead Township Communications providing P.R tools and techniques, marketing strategies, press releases, and a large social media presence. In 2012, Meridian Township residents will receive a newly designed Meridian Monitor newsletter and begin developments for e-news; all provided by way of the new structure.

In addition, **Communications Director Guthrie** and **Freelance Consultant Lynn Meikle** have been working with designers and engineers to overhaul the backbone of the almost 20 year old television production facilities. Approval from the Meridian Township Board this past spring made the facility redesign possible. Efficiency, space, training, and future media methods all played factors in the decision of streamlining informational programming being provided to the Meridian Township residents. All stories and scripts will be offline, no more multiple transferring of stories to be played out over air. All programs from past to present will be captured, stored, and logged in an archived master storage system.

Fun Factory Seeks Sponsors

HOMTV's nationally recognized award-winning children's program, Fun Factory, is looking for individuals or businesses who would like to become sponsors. There are two sponsorship opportunities:

The first is with a bus scholarship. Increasing demands on school budgets have made it difficult for classes to afford the cost of transportation to and from HOMTV's studio. A donation of \$200 will alleviate that hardship, allowing students to experience a live television show taping. Bus scholarship sponsors will be acknowledged with a thank-you announcement before and after the episode they have sponsored.

The second opportunity is with t-shirts. Two-sided shirts featuring color images of Kiwi on the front and the Fun Factory on the back will be given to each student who visits to commemorate their experience. T-shirt sponsors will be acknowledged with the inclusion of their business logo on the back. Small and large logo sizes are available at \$100 and \$500 respectively. The cost will provide 500 shirts for the 2012 programming season.



Fun Factory is a great example of how access programming can positively impact the community it serves. Those interested in becoming a sponsor should contact HOMTV Senior Production Manager Brian Dumont at 517-853-4376 or Dumont@meridian.mi.us.



CAMTV programs are now available on the HOMTV website. Check them out at www.homtv.net or scan the QR code with your phone and go directly to the site.



Intern Accolades

HOMTV's 8th annual Golden Tape Awards competition was the biggest and best yet. More than 20 interns who were active in 2011 participated by submitting more than 70 entries to be judged. A new category for "Best Use of Social Media" was added. Alumni members **Lawton Lunce (98)** and **Kristy McCarthy (08)** served as this year's judges. Junior Promotion intern **Michelle Oliver (11)** was this year's big winner taking home three of the eleven awards, including the award for "Individual Excellence." Congratulations to Michelle and all of this year's winners.

Watch the Golden Tape Award program airing in January on www.homtv.net or scan the QR code with your phone and watch the winning entries.



Alumni in the Biz

HOMTV Alum is a Hometown Anchor



Autumn Perry (03) is a **Weekend Morning Anchor** and **Weekday Reporter** at **ABC12** in Flint, Michigan. She received her start in TV at 16 years of age, reporting news for her high school TV station in Davison, Michigan.

From there, she moved on to study at Michigan State University. While at MSU, Autumn worked as an overnight Newsroom Assistant at the CBS affiliate in Lansing, and interned as a Reporter for HOMTV in 2003. Autumn also worked as a Newsroom Assistant at ABC12 from 2005 - 2007.

Shortly after graduation, Autumn headed south and reported for a station in Myrtle Beach, South Carolina. After soaking up the sun for a while, Autumn headed north to the mountains of southern Appalachia to report for a TV station providing news coverage in northeast Tennessee and southwest Virginia.

Autumn says she's delighted to be back near her hometown and working with people she has admired for years.

"HOMTV was a TERRIFIC experience that allowed me to get a head start in the industry. The folks at HOMTV are great mentors and I'm forever grateful for the guidance," she said.

Away from the newsroom, Autumn enjoys the outdoors, cooking and spending time with her family.

HOMTV Alum Makes an Impact on the Community



Jeff Ceresnie (07) graduated from Michigan State University with a degree in Telecommunications, Information Studies and Media. He started as a Production Intern at HOMTV in August 2007.

In December of 2008, Jeff moved to Tucson, Arizona where he worked as a freelance Videographer filming weddings, comedy shows, athletics and more. He was then hired at **Citi Tucson** in a customer service role. After ten months, Jeff was promoted to **Client Relations & Communications Specialist**. He works with employees and Non-Profit

community partners to coordinate events, volunteer programs, and provides on-site videography and photography. Since Jeff began his role as a Communications Specialist, he launched the first ever "Citi Volunteers" video series and continues to lend his video support to Non-Profit organizations like the United Way, Habitat for Humanity, March of Dimes and others.

According to Jeff, his career path would not have been possible without the knowledge and experience he gained from interning at HOMTV. "While working at HOMTV, my passion for video blossomed," he said. "Whether working in the field or studio, I quickly learned to develop my creative eye and think on my feet. I credit HOMTV for starting my career off right. Thank you HOMTV!"

HOMTV's Alumni Reunion and Tailgate



Thank you to everyone who came out to this year's Alumni Reunion, it was another great success. Scan the QR code with your phone and check out more photos. See you next year!



Kevin McElroy (11), Zachary Pena (11) and Tom Enell (11)

Jazmin Bailey (10) joined the **WHSV-TV3** team as the **Morning Anchor** and **Producer** in Harrisburg, Virginia in October 2011.

Jamie Borkin (10) recently moved to San Diego, California and accepted a position as an **Admissions Counselor** for **Ashford University**.

Kaylee Hendrick (09) is the **Account Executive** at **Grahams Hotels Systems** in Ypsilanti, Michigan. She handles the marketing, social networking and graphic design for Kensington Court and Holiday Inn Express & Suites Hotels in Ann Arbor.

Brett King (07) is the Owner of **The Scene Magic Inc.**, providing custom fine art photography for homes and businesses and media production services for corporate and commercial clients. Check out his website at www.thescenemagic.com

Lawton Lunce (98) is the **Operations Manager** for **Broadcast and Web Video Production** at **Life in Lansing**. He is responsible for the overall management and operations of Life in Lansing's Sports and Non-Sports production teams, both web and broadcast delivery.

Jaclyn Nagel (11) accepted a position at the **TechSmith Corporation** as a **Digital Media intern**. Her main job functions include creating instructional videos for using the computer software products they sell. Jaclyn said she received her internship in large part to the skills she learned at HOMTV.

Michelle Oliver (11) is a **Post Producer, Lead Editor** and **Floor Director** for a new program called, "Talk of the Town," at **Life in Lansing**. She graduated from MSU this month and the program is scheduled to begin airing in January.

Current Special Assignment intern **Megan Sanctorum (09)** joined the **WLNS-6** News team in August 2010. She started out at the station as a writer and video editor for the morning show, but has since switched roles and is now a **Reporter** and **Weekend Producer**.

Hannah Saunders (11) is a **Multi-Media Journalist**, at **WILX-10** in Lansing. She is the first intern in HOMTV history to be hired by WILX as a full-time Reporter. Hannah said she is thrilled to be at WILX and can't believe how blessed she is to do what she loves for a living. "The best part of my job is reading emails and comments from viewers who have benefited from my stories," she said.

Bagus Wijaya (10) is a **Videographer, Editor** and **Graphic Designer** at **Life in Lansing**. He graduated from MSU in December, 2010.

Ursula Zerelli (10) accepted a position as the **Higher Education Reporter** at the **Kalamazoo Gazette**.

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