

**Minutes of the  
Murfreesboro Cable Television Commission  
March 2, 2020  
12:00 PM – City Hall  
Conference Room 218**

**Members Present:**

Tommy Campbell, Chair  
Dr. Roger Heinrich, Vice Chair  
Councilman Ronnie Martin  
Ronald Lindsey  
Jason Schmitt

**Members Absent:**

Roseann Barton  
Douglas Cook

**City Staff present:**

Alan Bozeman, Communications Director  
Kelley Baker, Assistant City Attorney  
Michael Nevills, Multimedia Producer  
John Padgett, Multimedia Producer  
Michael Linn White, Multimedia Journalist

**Others Present:**

Chair Campbell called the meeting to order and determined a quorum.

**1. Annual Election of Officers (Chair and Vice Chair) for the Murfreesboro Cable Television Commission**

Mr. Bozeman explained the process for election of officers. Tommy Campbell was the only nomination for Chairman.

**By motion of Dr. Heinrich and second by Mr. Lindsey, the Commission unanimously voted in favor that Mr. Tommy Campbell be the Chairman of the Commission.**

Dr. Roger Heinrich was the only nomination for Vice Chairman.

**By motion of Councilman Martin and second by Mr. Lindsey, the Commission voted in favor that Dr. Roger Heinrich be the Vice Chairman of the Commission.**

**2. Consider minutes of the June 24, 2019 meeting**

The minutes of the Murfreesboro Cable Television Commission meeting held on June 24, 2019 were presented for approval.

**Councilman Martin made a motion to approve, seconded by Dr. Heinrich. The motion passed.**

### **3. Recognize new member Jason Schmitt who replaces Brian Patterson**

Chair Campbell welcomed and introduced Jason Schmitt, the newest Commission member, who replaces Brian Patterson. Mr. Schmitt thanked the Commission and looks forward working with everyone.

### **4. Presentation of Awards**

Chair Campbell and Mr. Bozeman presented staff with recent government television programming awards from the National Association of Telecommunications Officers and Advisors (NATOA).

John Padgett Awards of Honor for “Innovative Use of Video” on Barfield Crescent Park and “Public Service Announcement” on the Discovery Center  
Steve Burris Award of Honor for “Live Community Event Coverage” on Wedding Dresses at Oaklands Mansion

Michael Linn White Award of Honor for “Profile of a Person” on Noah Gaines

The entire staff Award of Honor for “Use of Social Media Platforms”

Michael Nevills Award of Distinction for “Public Safety” on the City Emergency Preparedness video

Alan Bozeman recipient the 2019 “Brian Wilson Memorial Award for Programming Excellence”

Chair Campbell along with all Commission members congratulated staff on these acolytes.

### **5. Staff Reports and Other Business**

Mr. Bozeman provided information on CityTV social media viewership numbers during 2019. He stated the City YouTube channel had 174,082 total views of videos for the year, Facebook had 473,200, the city website had 2,828. He also went through some of the top programs viewed on each of the platforms.

Mr. Nevills discussed the new podcast feature CityTV was providing. He said the idea originated by staff interest in doing a podcast as well as discussions with Public Information Director Mike Browning. Browning approached Mr. Nevills in January 2020 on a topic that would be ideal for a pilot episode – schedule and route changes for Rover. Mr. Nevills added staff would also shoot video of the podcast to use on City TV, YouTube and Facebook (to maximize the opportunity). The hosting service Podbean was chosen for the audio of the podcast. Staff recently shot a second episode that debuted the first of March with Interim Planning Director Greg McKnight discussing economic development projects. Mr. Nevills stated the goal of staff was to produce a podcast every month. Mr. Nevills added staff would look at additional sites like Spotify and Apple Podcasts to include their audio podcasts.

Mr. Bozeman reported that all Comcast complaints received have been addressed by Comcast or by staff. Mr. Bozeman provide a breakdown of all the Comcast Cable Television complaints recieved by the city during 2019 with the majority of those being billing issues.

Mr. Bozeman stated the local Comcast cable television franchise agreement only has a few deal points remaining to agree to and once completed will be ready for review by the Commission and City Council.

There being no other business to come before the Commission, Chair Campbell declared the meeting adjourned.

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Tommy Campbell, Chair