



City of Enid
401 W. Owen K. Garriott Road
Enid, Oklahoma 73701
580-234-0400

PUBLIC ACCESS TELEVISION ADVISORY BOARD

NOTICE OF MEETING

Notice is hereby given that the Enid Public Access Television Advisory Board will meet in regular session at 4:00 p.m. on the 14th day of June, 2017, in Conference Room B on the second floor of the City Administration Building, located at 401 W. Owen K. Garriott Road, Enid, Oklahoma, and the agenda for said meeting is as follows:

-AGENDA-

PUBLIC ACCESS TELEVISION ADVISORY BOARD

1. CALL TO ORDER/ROLL CALL.
2. CONSIDER APPROVAL OF MINUTES OF THE SPECIAL PUBLIC ACCESS TELEVISION ADVISORY BOARD MEETING OF DECEMBER 14, 2016.
3. DISCUSS THE GUIDELINES AND GOALS OF THE PUBLIC ACCESS TELEVISION ADVISORY BOARD.
4. DISCUSS ADVANTAGES OF USING SHORT FORM CONTENT FOR ETN.
5. PUBLIC COMMENTS.

6. ADJOURN.

Park Board Meeting

2.

Meeting Date: 06/13/2017

SUBJECT:

**CONSIDER APPROVAL OF MINUTES OF THE SPECIAL ACCESS TELEVISION
ADVISORY BOARD MEETING OF DECEMBER 14, 2016.**

Attachments

Minutes

**MINUTES OF THE SPECIAL MEETING OF
THE PUBLIC ACCESS TELEVISION ADVISORY BOARD OF THE CITY OF ENID, OKLAHOMA,
HELD ON THE 14TH DAY OF DECEMBER, 2016**

The Public Access Television Advisory Board of the City of Enid, County of Garfield, State of Oklahoma, met in a special meeting in Conference Room B of the Administration Building of the City of Enid, located at 401 West Owen K. Garriott Road in said city, at 4:00 P.M. on the 14th day of December, 2016, pursuant to notice given forty-eight hours in advance to the Clerk of the City of Enid, and pursuant to notice thereof displayed at the entrance to the Administration Building of said city, in prominent view and which notice was posted prior to 4:00 P.M. on the 12th day of December, 2016.

Present: Jeff Hoopingarner; Curtis Tucker; Penny Bishop; Allison Davis; Dan Smith; Jeffery Herbel

Absent: Jack Quirk

Also Present: Steve Kime, PR Director; Derrick Silas, Communications Director; Dr. David Vanhooser, City Commissioner

CALL TO ORDER/ROLL CALL.

CONSIDER APPROVAL OF MINUTES OF THE SPECIAL PUBLIC ACCESS TELEVISION ADVISORY BOARD MEETING OF OCTOBER 5, 2016 MEETING.

Minutes were approved unanimously with no discussion.

DISCUSS RECOMMENDATIONS TO IMPROVE ETN PROGRAMMING AND SUCCESS.

Jeff Hoopingarner made the suggestion that ETN be programmed into all Enid hotel rooms. Mr. Hoopingarner asked Steve Kime, PR Director, about the length of the programs aired on ETN. Chris Tucker followed with asking Mr. Kime about the regular programs on channel 11. Mr. Kime stated that on channel 11, programs typically fall in either the 29 minute or 59 minute time frame. Program spotlight programs are stacked to fit into a 30 minute time slot.

Allison Davis stated that the YouTube channel is looking good and Mr. Tucker discussed fellow board member, Jack Quirk's, tactics for getting more views on YouTube. Ms. Davis mentioned making changes in the titles of the shows on YouTube be made more specific. Mr. Tucker stated that ETN should be using more key words and utilizing hashtags in the titles.

Mr. Kime stated that "Community Talk" was started with an invitation sent out to non-profits around the community. Ms. Davis suggested breaking up the "Community Talk" shows should be broken up into individual episodes on the YouTube channel.

Mr. Kime discussed Good Morning Enid (GME) scheduling and how the interviews have been lifted and stacked to be put on the YouTube channel. Ms. Davis suggested not putting the entire GME show on the YouTube channel, but rather only the interview segment. Mr. Kime asked the boards opinion on how long GME should be available to view online. Ms. Davis, Mr. Tucker and Dan Smith agreed that the entire ETN show should only be available for one week. Mr. Hoopingarner stated that there is a ton of great content on the YouTube channel; it just needs to be organized to be more accessible.

Mr. Tucker suggested more videos similar to the Ferris Wheel video be released as well as utilizing Facebook live, as this is the first thing that will be seen by Facebook users. Ms. Davis suggested COE staff respond to every single comment during Facebook live videos to up the engagement. Curtis Tucker informed the board of the algorithm that Facebook uses engagement to determine the reach that the video and page in general gets. Ms. Davis suggested doing a live video daily to up engagement for the page. Jeffery Herbel asked Mr. Kime how often ETN promotes the live streaming of channel 12. Mr. Kime stated that a promotional video was made and is on Facebook and is shown on TV. Mr. Tucker and Ms. Davis suggested posting reminders about upcoming events more often. Mr. Herbel asked Mr. Kime if they use apps that will automatically post to Facebook. Mr. Herbel as well as Mr. Tucker discussed the new Facebook feature that offers use of timed posts. Ms. Davis and Mr. Tucker discussed the importance of having more likes on the Facebook page. Mr. Hoopingarner asked Mr. Kime if it is possible to live stream GME to Facebook and Ms. Davis suggested getting rid of the GME Facebook page and just incorporate this page into the ETN page. Combining pages would increase content and not divide the attention and audiences. Mr. Hoopingarner mentioned that the first 10 seconds of each video posted should go straight into the content to grab attention and hold interest to keep viewers watching. Ms. Davis suggested using closed captioning on the Facebook videos due to the Facebook feature in which you do not hear the sound on videos until the video is clicked and using 30-60 second promo videos including the link to the full video. Ms. Davis asked if ETN was utilizing other social media outlets such as Instagram.

PUBLIC COMMENTS

ADJOURN

Chairman Jeff Hoopingarner adjourned the meeting at 5:03 P.M.