

## Sonja Stout

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**From:** Ian Locke <ilocke@orionontv.org>  
**Sent:** Tuesday, March 10, 2026 12:34 PM  
**To:** Sonja Stout  
**Cc:** Lynsey Blough  
**Subject:** Re: Meetings

Sonja-

Great questions!

### **Viewership**

We find that most views come from our VOD and Youtube files after the meeting concludes. Viewership rises when "hot" topics of interest to the community are on the agenda.

We have had school board meetings get 2,000 live watches with another 100 on the VODs. We've had Village meetings have 10 live viewers, but 200 VOD views (which is a high number).

Your meeting on Monday 3/9 had a minimum of 110 live viewers on our webstream during 7:30pm to 10:30pm. LONG meeting.

The televised meetings have been promoted and advertised for so long at their current times, we do know more people will watch during the 7pm to 9pm window out of habit.

Any meetings held during working hours will guarantee low live viewership.

We tell the government agencies not to worry about how many are watching. It's too unpredictable.

People are always tuning in on cable too (which we can not get audience numbers for). Think of it as serving the residents who can not attend the meetings in person.

Just recording the meetings is a big deal.

### **Meeting Schedules**

Having the Village special meetings before the regular Village Council meetings works well for ONTV. We have two tiers of meetings: 1) Primary and 2) Secondary

Primary meetings are Village Council, Township Board of Trustees, and School Board

Primary meetings are always scheduled to be seen on all of our viewing platforms: Comcast CH20, UVerse CH99, GOV Webstream, Apple TV, Fire TV, and ROKU.

Secondary meetings are TWP ZBA, Village Planning Commission, Village Board of Ethics.

The "Secondary" label is used only for days when we have two meetings scheduled for that same time slot or overlap with one another.

Secondary meetings are, to the best of our ability, live streamed on our Youtube channel. EX: TWP ZBA on 3/9 on YT had 1 view as of this morning.

If a Village special meeting has its own day then it will be seen as a primary meeting carried on all of our viewing platforms.

### **Open Days for Special Meetings**

Primary Meeting Dates

1st,2nd,4th Tuesdays of the month are wide open

2nd,3rd,4th Thursdays of the month are wide open

2nd Wednesday of the month wide open

Secondary Meeting Dates (live on orionONTV.org via Youtube stream)

1st,3rd Wednesdays of the month wide open.

Meeting time availability is up to you. We prefer morning meetings to start around 10am, but we have covered meetings starting at 8am, 9am, 11am, etc. Some of these special meetings last as short as 6min and as long as 2hrs.

We accommodate your schedule.

### **Special Meetings Before Regular Meetings**

We love these types of special meetings as progression from the special meeting to the regular meeting is quick and easy.

There are no issues with streaming both meetings as they are both considered a Primary meeting.

### **Transcripts**

Yes. We can convert the audio to text of the entire meeting. It's not the best format but it's very accurate and time stamped.

We are processing the meeting from 3/9 now. I'll send you a copy of the transcribed file when it's completed. These are compiled when

I generate the closed captions for the VODs. Not hard at all.

ONTV is here to help the Village with these meetings no matter the time they are scheduled.

FYI...in an emergency, ONTV can actually direct and live stream your meetings from our main studio! We would just need to have a Village staff member turn on our main production PC. This was set up in the event ONTV's staff was cut due to severe funding cuts.

We've used this feature for Township staff meetings and special meetings where notice was very short.

I hope this helps with the questions and concerns regarding your meeting coverage etc.

Reach out to me anytime with questions or concerns.

Ian

PS: NOTICE:

There are ADA rules coming to our community regarding all government meetings and live captioning. In the past, captioning was an "if you can afford it" rule.

Coming in 2027, it will be a requirement. Through our captioning system we can only live caption one meeting at a time to cable, orionONTV.org webstreams, and ROKU, Fire TV, Apple TV.

Any meeting going to Youtube will be captioned through that platform. PLEASE consider these rules if the Village is planning to hold meetings outside of the main meeting chambers.

In my opinion we have the technology ready to go for any meeting scenario held in the main meeting chambers. Moving meetings to conference rooms or off site (schools have done this in the past) makes it very difficult if not impossible for ONTV

to provide our video services properly with quality. Again, FYI.

On Tue, Mar 10, 2026 at 7:47 AM Sonja Stout <[stouts@lakeorion.org](mailto:stouts@lakeorion.org)> wrote:

Ian,

I hope you're doing well.

A few items came up during the Council meeting, mostly related to special meetings. If the Council schedules a special meeting in the chambers on the same day that another meeting is already being held, how would that work for streaming? I believe this has come up before, but I don't recall what the outcome was.

Are there certain days that tend to work better for scheduling special meetings?

Another topic that came up was viewership. Is there a time of day when we typically see higher online viewership compared to other times? If you have any insight or data on this, it would be helpful.

Lastly, I know that in some cases transcribed minutes are created for meetings. Would it be possible to have transcribed minutes available for this meeting? It was a challenging meeting to record, so any additional insight would be appreciated.

Thank you, and I look forward to your guidance.

Thank you!

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Ian Locke

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