

Committee discussion and possible action regarding continued LCTV coverage of Financial and Administrative (F&A) Committee Meetings or alternate plan

The following options are being brought back for consideration:

a.) Continue filming of F&A committee meetings

(Estimated cost per meeting: \$161.60; Nine hours/meeting from staff: three hours from PT LCTV, three hours from intern, three hours from Multimedia Specialist; we estimate F&A meetings to be approximately two hours each, plus one hour of setup/breakdown per person.

b.) Discontinue filming of F&A meetings

c.) Produce a pre-packaged/edited “County Board Action Wrap-Up video” on a quarterly basis

(Estimated cost per video: \$88.48; one staff member would spend approximately one hour filming and three hours editing)

d.) Post audio recordings of F&A meetings on website

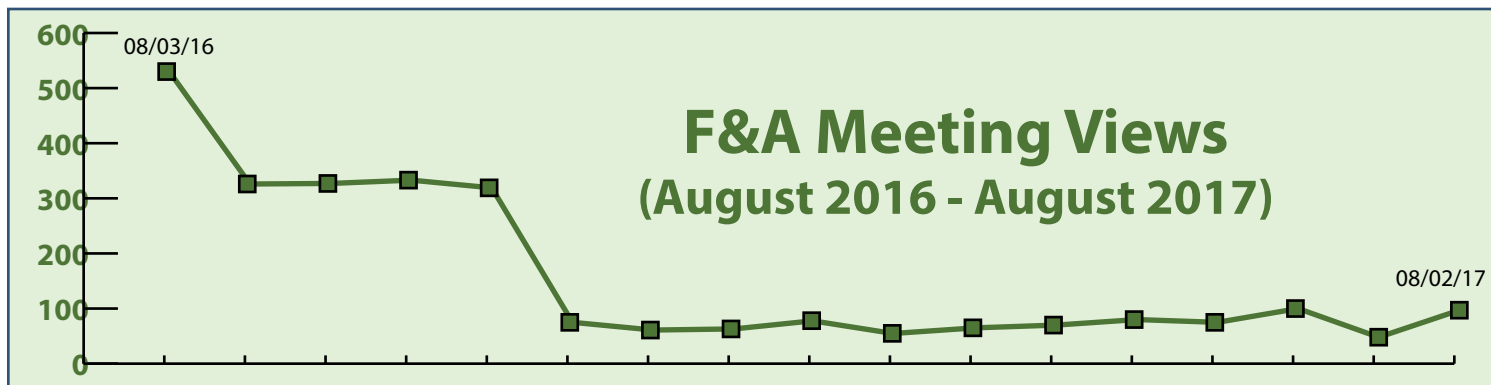
(Estimated cost per meeting: \$11.06; one staff member would spend approximately thirty minutes converting the audio file to a video file and loading to the website)

F&A COMMITTEE MEETINGS

Meeting	Archive Views*	Archive View Duration	Live Views	Avg. Live Duration
August 3, 2016 1hr 56m	530 views (143 unique)	Average: 2m 21s Lowest: 4s, Highest: 10m 11s	17 views (15 unique)	40s
September 7, 2016 51m 11s	326 views (66 unique)	Average: 2m 38s Lowest: 4s, Highest: 11m 12s	14 views (10 unique)	4m 50s
October 5, 2016 55m 16s	327 views (56 unique)	Average: 1m 11s Lowest: 12s, Highest: 1m 53s	17 views (10 unique)	36s
October 18, 2016 (Joint Budget Hearings) 4h 53m	333 views (155 unique)	Average: 3m 13s Lowest: 2s, Highest: 11m 40s	67 views (56 unique)	4m 28s
October 19, 2016 (Joint Budget Hearings) 3hr 19m	319 views (80 unique)	Average: 4m 50s Lowest: 6s, Highest: 27m 01s	159 views (105 unique)	4m 03s
November 2, 2016 1hr 23m	75 views (40 unique)	Average: 3m 24s Lowest: 6s, Highest: 16m 44s	15 views (14 unique)	7m 19s
January 11, 2017 1hr 26m	61 views (42 unique)	Average: 6m 32s Lowest: 4s, Highest: 27m 18s	30 views (21 unique)	4m 50s
February 1, 2017 42m 13s	63 views (47 unique)	Average: 4m 42s Lowest: 15s, Highest: 15m 21s	10 views (8 unique)	2m 50s
February 8, 2017 1hr 43m	78 views (48 unique)	Average: 5m 6s Lowest: 7s, Highest: 23m	29 views (21 unique)	10m 36s
March 1, 2017 1hr 7m	55 views (36 unique)	Average: 2m 48s Lowest: 1s, Highest: 13m 30s	25 views (17 unique)	2m 52s
March 8, 2017 55m 31s	65 views (40 unique)	Average: 1m 10s Lowest: 11s, Highest: 11m 47s	12 views (9 unique)	16m 22s
April 5, 2017 1hr 2m	70 views (44 unique)	Average: 2m 38s Lowest: 11s, Highest: 9m 29s	11 views (9 unique)	1m 34s
April 26, 2017 1hr 8m	80 views (41 unique)	Average: 4m 26s Lowest: 17s, Highest: 27m 59s	15 views (13 unique)	3m 54s
May 3, 2017 1hr 2m	75 views (48 unique)	Average: 5m 9s Lowest: 2s, Highest: 22m 4s	13 views (12 unique)	2m 8s
June 7, 2017 1hr 27m	100 views (51 unique)	Average: 2m 17s Lowest: 6s, Highest: 20m 40s	21 views (16 unique)	3m 3s
June 28, 2017 1hr 9m	48 views (32 unique)	Average: 2m 43s Lowest: 7s, Highest: 17m 34s	6 views (6 unique)	1m 19s
August 2, 2017 1hr 58m	97 views (48 unique)	Average: 3m 14s Lowest: 4s, Highest: 16m 42s	26 views (23 unique)	5m 17s

*A unique view is an individual user who has accessed the link. It is determined by the IP address of the computer or device that the user is browsing from, combined with a cookie on the browser they are using. No matter how many visits a visitor makes in a 24 hour period, if he is on the same device and same browser, only one unique view is counted. For example, if you view a meeting 20 times from the same device on one day, it will be counted as 20 views but only one unique view.

F&A COMMITTEE MEETINGS



- **Average view for F&A meeting is 159 views. Average view for LCTV programming in 2016 was 557 views.**
- **Staff Resources:** Two cameramen in the room, one LCTV member in the control room
- **Estimated Time Commitment by Staff:** 9 hours/meeting (three hours from PT LCTV, three hours from intern, three hours from Multimedia Specialist) We estimate F&A meetings to be approximately two hours each, plus one hour of setup/breakdown per person.
- **Staff Cost: \$161.60/meeting**
Since August 2016, LCTV has produced 17 regular F&A meetings, as well as FY17 Joint Budget Meetings

Multimedia Specialist (Jeff) <i>Video filming & editing, additional graphic design and website support</i>	Part-time LCTV Position (Kevin) <i>(10 hours a month) Operates cameras at board meetings</i>	Communications Intern <i>Graphic design, website, newsletters, social media and occasional filming</i>
Hourly Rate: \$22.12	Hourly Rate: \$17.21	Hourly Rate: \$14.54

COUNTY BOARD MEETING ANALYTICS (08/16 - 08/17)

Meeting	Archive Views*	Archive View Duration
August 9, 2016 Runtime: 21m 11s	299 views (140 unique)	Average: 1m 22s Lowest: 6s, Highest: 6m 6s
September 13, 2016 Runtime: 1h 37m	227 views (178 unique)	Average: 2m 52s Lowest: 12s, Highest: 29m 69s
October 11, 2016 Runtime: 1h 1m	251 views (192 unique)	Average: 2m 28s Lowest: 9s, Highest: 26m 27s
November 8, 2016 Runtime: 1hr 53m	417 views (346 unique)	Average: 2m 28s Lowest: 3s, Highest: 22m 06s
December 5, 2016 Runtime: 38m 44s	146 views (113 unique)	Average: 2m 3s Lowest: 5s, Highest: 11m 44s
December 13, 2016 Runtime: 43m 5s	201 views (156 unique)	Average: 2m 29s Lowest: 4s, Highest: 21m 21s
January 17, 2017 Runtime: 31m 03s	301 views (253 unique)	Average: 1m 6s Lowest: 4s, Highest: 25m 15s
February 14, 2017 Runtime: 1h 29m	628 views (453 unique)	Average: 1m 22s Lowest: 1s, Highest: 15m 37s
March 14, 2017 Runtime: 1h 29m	350 views (252 unique)	Average: 2m 28s Lowest: 3s, Highest: 29m 03s
April 11, 2017 Runtime: 24m 30s	293 views (191 unique)	Average: 1m 30s Lowest: 4s, Highest: 9m
May 9, 2017 Runtime: 1h 9m	349 views (236 unique)	Average: 1m 24s Lowest: 3s, Highest: 13m 18s
June 13, 2017 Runtime: 1h 1m	463 views (286 unique)	Average: 1m 21s Lowest: 2s, Highest: 15m 23s
July 11, 2017 Runtime: 36m	477 views (330 unique)	Average: 1m 31s Lowest: 3s, Highest: 14m 57s
August 8, 2017 Runtime: 59m 7s	369 views (244 views)	Average: 1m 53s Lowest: 5s, Highest: 29m 57s

*A unique view is an individual user who has accessed the link. It is determined by the IP address of the computer or device that the user is browsing from, combined with a cookie on the browser they are using. No matter how many visits a visitor makes in a 24 hour period, if he is on the same device and same browser, only one unique view is counted. For example, if you view a meeting 20 times from the same device on one day, it will be counted as 20 views but only one unique view.

Total Video Views for 2017: 110,906 views

78 Original Programs Produced in 2017 (Not including board meetings)

Top 20 LCTV Videos for 2017

1. How to Properly Fill and Stack a Sandbag: 9,725 views
2. How to Remove a Tick: 7,151 views
3. Behind the Badge: "Live PD" Visits Lake County: 4,081 views
4. Behind the Bars: Sheriff Curran Spends a Week in the Life of a Corrections Officer: 4,074 views
5. Four Reasons to Visit Your Local Farmers Market: 2,493 views
6. Dirty Jobs - Inside the Jail: 2,233 views
7. Dirty Jobs - Recycling Process: 2,143 views
8. Paratransit Services in Lake County, IL: 1,776 views
9. Tips for Getting Emergency Alerts: 1,701 views
10. Chairman Lawlor Outlines Priorities for 2017: 1,515 views
11. Lake County Cybercrimes Unit: 1,479 views
12. Round Lake H.S. Health Center is Now Open to All Students...: 1,364 views
13. Behind the Badge - Highway Patrol: 1,235 views
14. Adopt a Highway Program: 1,183 views
15. PSA from Recorder's Office: Beware of Homeowner Scam: 1,135 views
16. The Lake County K-9 Unit: 1,103 views
17. Property Tax Appeal E-Filing Guide: 891 views
18. August 8, 2017 Lake County Board Meeting: 889 views
19. DOT: More than Just Roads: 812 views
20. School's Out for the Summer! What's Happening in Lake County: 764 views

County Board Action Videos

New Shared Services Agreements: 644 views
Board Advances Radio Project to Improve Public Safety: 349 views
County Supports State Bill to Help Consolidate Local Governments: 275 views
Lake County Recognizes April as Bring Your Own Bag Month: 228 views

Dirty Jobs Series (2017 views)

Lake County's Dirty Jobs - Recycling Process
Total Views: 2,143 views
Runtime: 10m
Average View Duration: 6m10s

Lake County's Dirty Jobs – Fireproofing New Court Tower
Total Views: 254 views
Runtime: 4m6s
Average View Duration: 3m49s

Lake County's Dirty Jobs: Inside the Jail
Total Views: 2,181 views
Runtime: 6m26s
Average View Duration 4m40s

Lake County's Dirty Jobs – Culvert Draining
Total Views: 307 views
Runtime: 3m01s
Average View Duration: 2m31s

Please note: it is very difficult to estimate the cost for our original programming since it varies by show. Some of our programs require two cameraman, and others only require one cameraman. Some of our shorter programming can be edited in an hour, and other programs may take multiple hours to edit.

F&A PROMOTION

Board Member Newsletters: July, Aug., Oct., and Feb. 2017

LCTV to Broadcast County Board Finance Committee Meetings

Residents can tune in to Lake County Television (LCTV) to watch the Lake County Board Finance and Administrative (F&A) Committee meetings live. The meetings will also be webcast and archived on www.lakecounty.tv. Board Members who make up the F&A Committee recently approved broadcasting these meetings to enhance transparency as this committee discusses and approves significant financial and policy matters before they go to the full board. The meetings will also be replayed frequently on LCTV, which is available on Comcast Cable, either channel 18 or 30, depending on where you live in the county. [Check coverage area](#). AT&T Customers can view LCTV on channel 99.



FACEBOOK August 2016



Lake County, IL Government

August 3, 2016 • 🌐

Tune in to Lake County Television (LCTV) at 1 pm. today to watch the Lake County Board Finance and Administrative (F&A) Committee meeting live! The meeting will also be webcast and archived on www.lakecounty.tv.

Board Members who make up the F&A Committee recently approved broadcasting these meetings to enhance transparency as this committee discusses and approves significant financial and policy matters before they go to the full board. The meetings will also be replayed frequently on LCTV, which is available on Comcast Cable, either channel 18 or 30, depending on where you live in the county. AT&T Customers can view LCTV on channel 99.

BUDGET HEARINGS October 2016



Lake County, IL Government

October 17, 2016 • 🌐

The Lake County Board's budget hearings will be televised live for the first time! The hearings will take place on Tuesday, Oct. 18 (starting at 9 a.m.) and Wednesday, Oct. 19 (starting at 8:30 a.m.).

The proposed budget is balanced, and the operating budget reflects an increase of less than one percent from last year.

The hearings will be broadcast live on Comcast Cable, either channel 18 or 30, depending on where you live in the county. AT&T Customers can view LCTV on channel 99.

The hearings will also be webcast and archived on www.lakecounty.tv.

TWITTER Promoted regularly



Lake County TV @LCTVLakeCo_IL - Aug 29

Watch tomorrow at 1pm for the @LakeCountyIL Financial & Administrative Meeting on Comcast 18 or 30, U-Verse 99 & lakecounty.tv

Public Meeting



Comcast Ch. 18 or 30 U-Verse Ch. 99 lakecounty.tv

WENT LIVE ON FACEBOOK/STORY ON ALL PLATFORMS

Chairman Lawlor Proposes Sweeping Reforms to County Government

Lake County Board Chairman Aaron Lawlor is proposing a package of groundbreaking reforms to county government that would give voters the opportunity to decide on the leadership structure and management of their county government.

Illinois Senator Terry Link (Dist. 30) recently filed legislation that requires the county board chairman be elected countywide starting in 2020. Currently, the Lake County Board Chairman is selected by county board members every two years. Learn more by visiting the Lake County website and by [watching the video](#) as he outlines his position on the new legislation at a recent Financial and Administrative Committee meeting.