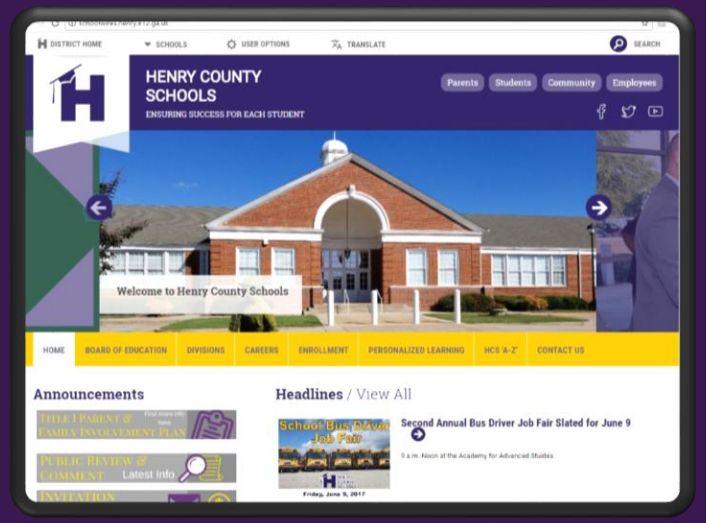
LIVE STREAMING & VIDEO RECORDING

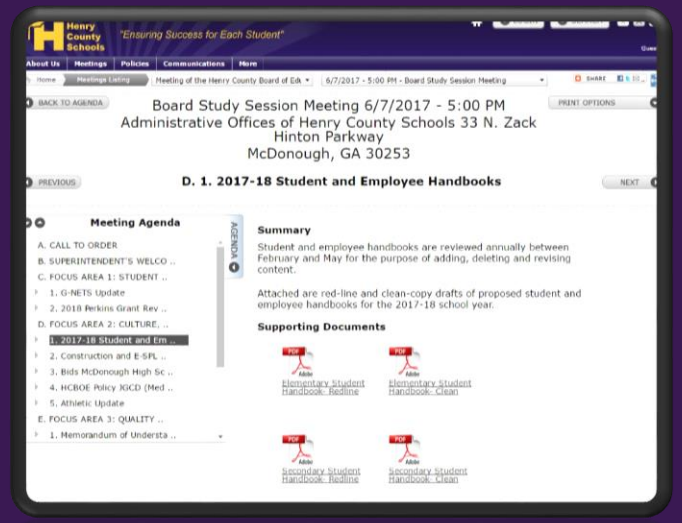
HENRY COUNTY SCHOOLS

HCS TRANSPARENCY



Website

Total Visits:
'16-'17 – 2.2 million (15.8 % increase)
'15-'16 – 1.9 million (5.6 % increase)
'14-'15 – 1.8 million (12.5 % increase)
'13-'14 – 1.6 million



Simbli

Up-to-date repository of meeting minutes, policies, and other BOE information; both current and historical.

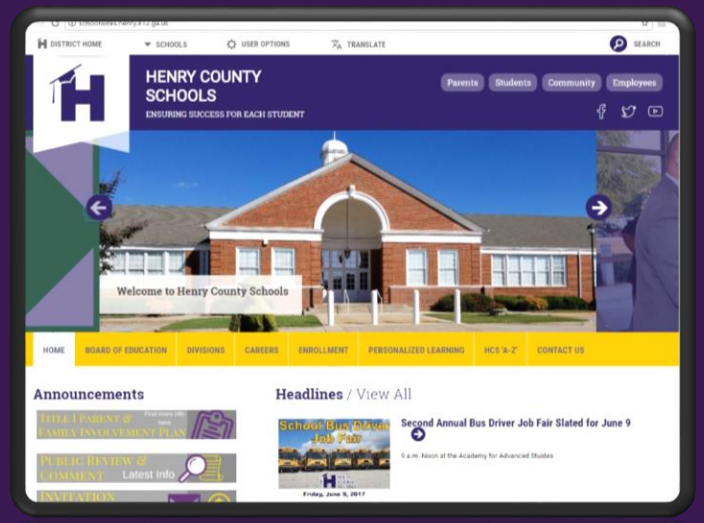


Social Media

Facebook – 12,650 followers
Twitter – 5,853 followers

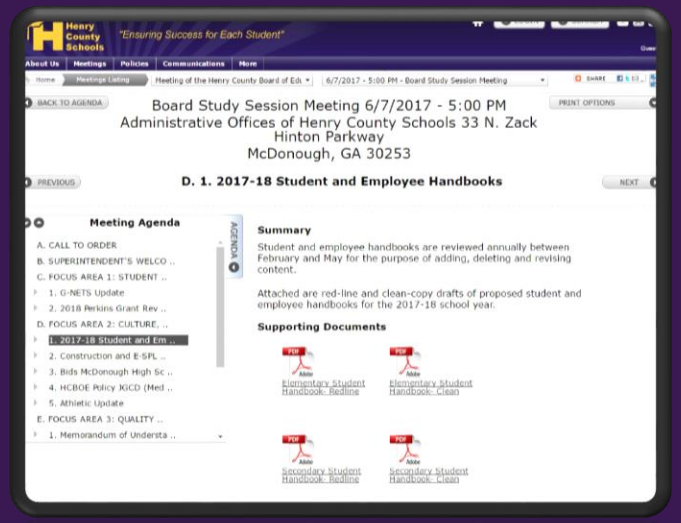
Face-to-Face & News Media

HCS TRANSPARENCY



Website

New design allows for live updates through social media feeds regardless of if you have social media accounts or not.



Simbli

Comprehensive BOE tool allows for access and updates to all things Board related.



Social Media

Facebook – 1,700 avg. impressions
Twitter – 1,300 avg. impressions

Face-to-Face & News Media

Partnerships with four newspapers and six television stations, and countless reporters

WHO'S USING WHAT…

Top 10 School Districts (student enrollment)

District	Live Streaming	On Demand	Costs	Add'l Staff	Other	Avg. Viewers
Gwinnett			n/a	1	Own TV station; one person records awards/recognitions	n/a
Cobb			Covered through grant w/ Comcast	2	Own TV station;	No data
DeKalb			Unknown	unknown	Own TV station;	No data
Fulton			$10K annual - $20-$30K start-up costs	2	Own TV station;	100
APS			Unknown	1		No data
Clayton			Part of daily routine; nothing separate	2	Own TV station; show meetings through tv station on loop	No data
Forsyth			Unknown	1		No data
Henry						
Cherokee			?? annual – no data for cost of old equipment	1		No data
Chatham			$20K start-up	1		No data

WHO'S USING WHAT…

Other School Districts (responding to info request)

District	Live Streaming	On Demand	Costs	Add'l Staff	Other	Avg. Viewers
Bibb			$36k annual	1	Contract with local TV station to just film highlights of meeting	n/a
Bulloch			?? annual - $25-$30K start-up costs		Own TV station;	No data
Floyd			?? annual - $16-$20K est. start-up costs	1	Own TV station; avg. viewers @ 100ppl	No data
Glynn			unknown	1	Broadcast live on Comcast	No data
Greene			?? annual - $10K-$15Kstart-up costs	0		No data
Hart			n/a	0	Accomplished through local communications company	No data
Houston			$20k-$30K start-up; annual unknown	1		14
Paulding			?? Annual - $30K start-up costs	0		No data
Rockdale			n/a	n/a	n/a	n/a

WHO'S USING WHAT…

Local Entities (student enrollment)

Entity	Live Streaming	On Demand	Costs	Staff	Avg. Viewers
BOC			n/a	2	100
City of McDonough			$10k start-up/$5k annual	1	No data
City of Stockbridge			Unknown	n/a	n/a
City of Hampton			n/a	n/a	n/a
City of Locust Grove			n/a	n/a	n/a

COSTS / PERSONNEL



Average Cost	Live Streaming	On Demand
Start Up	$20K-$30K	Same as Live Streaming
Annual Fees	$10K-$12K	$7K-$9K

It takes **1 to 2 individuals** on average to operate the live streaming of meetings.

Duties:

- Switchboard
- Sound/audio control
- Lighting
- Editing
- Filming



FEEDBACK FROM DISTRICTS & GOV'T ENTITIES

"If we didn't already have the cameras in place and technology team member in our meeting…we probably wouldn't be doing it."

"If we have equipment issues, we receive support from our technology department."

"Our full Board was not interested in meetings being live-streamed… We film highlights from the meetings, such as bigger presentations or action and the student and staff recognitions."

"We stopped video because of our OCR web accessibility complaint and it having to be closed captioned. There was too much cost associated with that part of it for the amount of times it actually was clicked on from our website."

"It is a lot of work as it has added a lot of prep for meetings. For instance, at the last meeting, we had a group sing. You can hear them fine in the room without mics but for it to work on TV or stream you must have mics for them. It adds a different dynamic for meetings."

"One of the main reasons is that more and more we were having citizens come in and video the meetings with their cell phones and uploading it to YouTube. This was distracting, and you don't have control over how it's presented. With the live stream and video archive there is now an official, transparent record. I also have two media representatives that attend our meetings regularly. They have both expressed how much they appreciate it because they can go back and reference information or refer to it for their stories if they are unable to attend. Each of them covers the government beat for City and County too. Our employees have also expressed pleasure in having it as a transparent reference if they are following an issue."

FEEDBACK FROM DISTRICTS & GOV'T ENTITIES

"We did run into a problem recently with public comments. We had a woman use derogatory and inappropriate language. We could not stop her when she said it live, but we delayed putting the recording online until we could bleep some of her words."

"Our superintendent at the time thought the highlights from the meetings was a good compromise between filming and not filming. We had the added concern that the county commission live streams their meetings and people tend to come grandstand at those meetings knowing that they are being filmed."

PROS / CONS



- Full view of meeting including audio of BOE members, staff, and community members
- Quick access to BOE actions
- Opportunities to view student performances/presentations

- Accurate representation of actions taken by participants (i.e. comments, body language)
- Viewership from anywhere, at anytime
- Archive records

- Potential for public grandstanding by those speaking during meeting and/or inappropriate language or comments
- Costs associated with start-up and annual fees
- Personnel required to operate and maintain smooth operation of BOE meetings
- Audio, video, and lighting requirements for quality production
- Pre-meeting preparation for different presentations, groups, etc.
- Troubleshooting for those who experience technical difficulties
- Not everyone has internet; or only have mobile capabilities

