

2015

Mendocino TV

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PEG RESTORAL ON THE MENDOCINO COAST

Establish a working PEG entity on the Mendocino Coast hubbed from Fort Bragg's Town Hall and encourage volunteers and community producers participation in content development



PEG (Public, Educational & Government) channels are an important part of every community's media choices. Fort Bragg has had a PEG channel since MCCET started in the Fort Bragg High School Library by then librarian, Charlene Aumack.

MCCET or Channel 3, kept an eye on local politics by transmitting government meetings reliably for over 30 years to CATV subscribers. These CATV subscribers fund this independent media channel through a franchise fee which is a part of every CATV bill. Without this subscriber support public access stations across the nation would not have the equipment and facilities to transmit to their subscribers. The biggest difference today between CATV and Satellite programming is the existence of your local public access channel on local CATV. With local election debates, Occupy Wall Street demonstrations and GMO crop bans part of the dialog, Public Access Television stands as a vital community forum. Independent Community Producers have this resource to show their work to a local audience. All they need to do is submit their show to their PEG Channel.

Today we carry high definition cameras in our pockets ready to record the most mundane to magical events surrounding us, upload it to our personal social media site and enjoy almost infinite capacities for storage in cloud based computing. DSL, Cable internet and 4G mobile data services provide megabit download speeds. Fast enough to watch High Definition movies from Netflix while students do their homework on the internet, read their Kindle, update FaceBook from their ipad and Skype to their family in Great Britain, simultaneously. Many start their morning with a custom tailored newsfeed from The Huffington Post and The Fort Bragg Advocate News.

Since the unfortunate dissolution of the latest incarnation of Public Access TV, MCTV, the traditional CATV viewers have had a 2 year hiatus spent without Public Access TV. This has left the rate payers of Comcast CATV without a sense of participation into their local community events and politics. Mendocino TV would like to present an opportunity to create a strategic alliance of community collaboration to bridge the media divide between Traditional Media consumers and New Media participants.

Mendocino TV proposes to:

- Engineer, purchase construct, manage, administer and operate PEG Distribution and Programming on the Mendocino Coastal Comcast Service Area by itself or through contract,
- Provide all contracted services, paid and volunteer personnel, equipment, and supplies necessary to its performance.
- Adopt and administer policies and procedures for the use of the community access channel by the public.
- Manage, administer, and operate the community access channels as a public forum, ensuring that the channels are available for all forms of public



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expression, information, and debate on public issues. Enforce only such control over program content as is permitted by law.

- There will be no charge to broadcast on PEG channels.
- There may be a charge for preparation, ingest and encoding of content if not delivered to broadcast standards.
- Work with and coordinate a monthly meeting of the PEG Access TV committee, a group of volunteers who are interested in providing content and developing community programming.
- Initiate and staff a PEG volunteer advisory committee to provide advice and support for PEG Operations.

The City of Fort Bragg's participation in this venture will be to:

- Capitalize the equipment, software, licenses, etc. necessary to operate and program PEG Access TV from Town Hall.
- Act as Liaison between Mendocino TV and Comcast CATV
- Fulfill their responsibilities and obligations as grantor of the CATV franchise.
- Supply Technical Support and assistance where Mendocino TV, and The City of Fort Bragg's Information Technology Department, interfaces.

Terms:

- Pay a consultants fee for Mendocino TV to engineer and install the hardware/software in Town Hall to "light up" the PEG.
- Pay Mendocino TV a flat fee of \$50,000 to operate the PEG for a year.
- Initially, Mendocino TV would get one channel up and running with regular programming.
- The term shall be from July 1st 2015 to June 30th 2016
- The contract may be dissolved by by mutual agreement of both parties with a 90 day notice.

Mendocino TV will be responsible for

- Engineering
- Purchasing
- Construction
- Community Relations
- Volunteer Management
- Acceptance & conformance
- Ingest
- Encoding
- Archiving
- Scheduling
- Programming



Engineering & Construction cost estimates: *(These are very rough estimates at this time. We are performing a beta test currently using the Cynegy Air Solo. There may be changes after further research)*

1. Computer Hardware, \$5200,
 - a. Raid Storage Array, \$1600
 - b. Windows Based Play-out Server, Ingest Server, \$2200
 - c. Monitor (2), \$600
 - d. 2, two Blackmagic Design Decklink SDI 4K Capture & Playback Card, \$600
 - e. Router / Wifi, \$200
2. Computer Software
 - A. Cynegy Air solo (play-out server), \$2,358.82
 - B. Cynegy Capture (live production switching) waiting for quote
 - C. Cinegy Desktop (media management software) waiting for quote
 - D. Cinegy Convert (conversion and ingest) waiting for quote
3. Other Systems under consideration;.
 - A. Rushworks.tv, A-LIST
 - B. Grass Valley, GV Stratus
 - C. Playbox Technology, AIRBOX
 - D. NVerzion, NCloud
4. Software Licenses & Support
 - A. Cynegy Air solo support, \$359.82
5. Data needs
 - A. Sonic VDSL + Telephone, \$70 mo
 - B. City of Ft Bragg, 40 hours of IT assistance
6. Engineering by Mendocino TV
 - A. Design \$10000. (\$100 hr for 100 hrs)
 - B. Construction, \$10000 (\$100 hr for 100 hrs)
 - C. Live by June 30th



PEG Volunteer Advisory & Program Committees

PEG Volunteer Advisory Committee

Mendocino TV proposes, in collaboration with the City of Fort Bragg, to initiate and staff a PEG Volunteer Advisory Committee to provide advice and support for PEG operations. In addition to bringing fresh, diverse perspectives and feedback, these volunteers will help build a more informed and engaged community.

Members potentially include:

- 2 City Council members or designees
- 1 County Supervisor or designee
- 3 coastal CATV subscribers
- 2 city resident CATV subscribers
- 2 Youth representatives, still in school, appointed by Fort Bragg and Mendocino High School Principals
- 1 person with commercial interests which may include a business owner, Fort Bragg Promotional Committee, Mendocino Coast Chamber of Commerce or VMC representative.

Goals may include:

- Provide overall general counsel, guidance and oversight of PEG operations.
- Help educate and inform the community about PEG and its opportunities for sharing media.
- Evaluate and provide feedback on PEG procedures, policies and progress.
 - complaint process
- Assist Volunteer Coordinator to recruit, train, manage and evaluate PEG volunteers including the PEG Program Committee, producers, encoders, etc.
- Encourage, promote & support ancillary broadcast studios, live performance venues & theatres, remote broadcast sites and facilities.
 - Examples include Footlighters, Cotton Auditorium, Mendocino Coast District Hospital, FBPD, Matheson Performing Arts, Caspar Community Center, Timberwolves Stadium, Diederich Center
- Help identify and generate community resources.
- Explore options to increase community engagement, feedback and communications.

Meetings: At least quarterly, although probably more initially as the Committee gets trained and organized.



PEG Volunteer Program Committee

The PEG Volunteer Program Committee is a subcommittee of the PEG Advisory Committee to provide program content for PEG access TV. The old program content from MCTV and the media submitted, by the community will need to be prepared for broadcasting and archived.

Members potentially include:

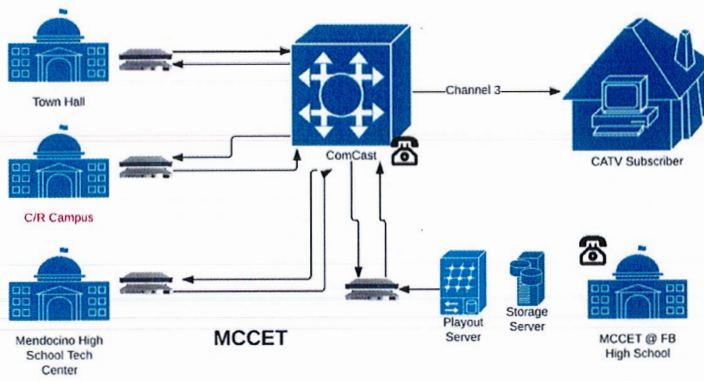
- At least 1 member of PEG Volunteer Advisory Committee
- Community members who are interested in learning these skills
- Experienced community volunteers
- 1 high school youth minimally

Goals may include:

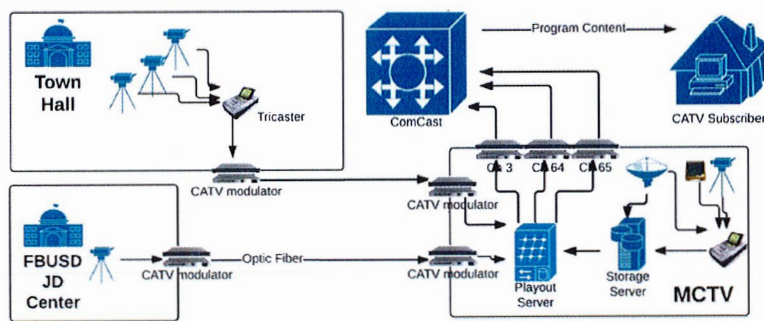
- Assisting PEG Volunteer Committee with its goals as appropriate.
- Outreach to the community about PEG and opportunities to create and share media.
- Initiate & conduct a plan to gather media for PEG distribution.
- Encode media by converting original source materials into a digital format compatible with the H.264 standard.
- Assist in recruiting, training & supervising programmers.
- Assist in program development.
- Encourage Youth Intern with developing youth programming.

Meetings: Monthly

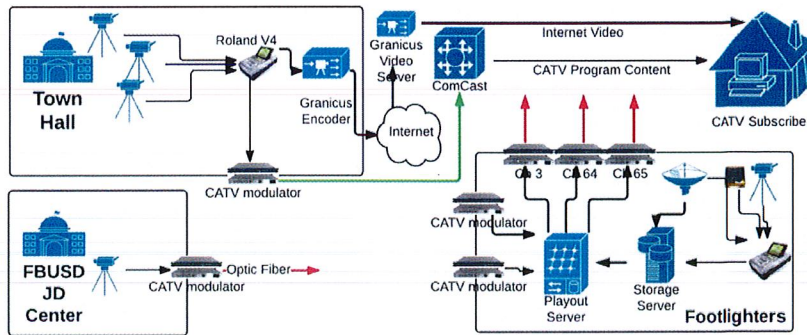
Mendocino TV believes a strong volunteer program is essential to rebuilding robust public access television on the Mendocino Coast. Volunteers can provide vital insights, generate new resources, improve community communications and relations as well as crucial services. This proposal, with its greatly reduced budget, is predicated on the City Council's supposition that the community will provide appropriate content that is either already properly encoded or that volunteers will perform that function. Mendocino TV sincerely believes that volunteers will help facilitate a smooth transition and generate positive public support.



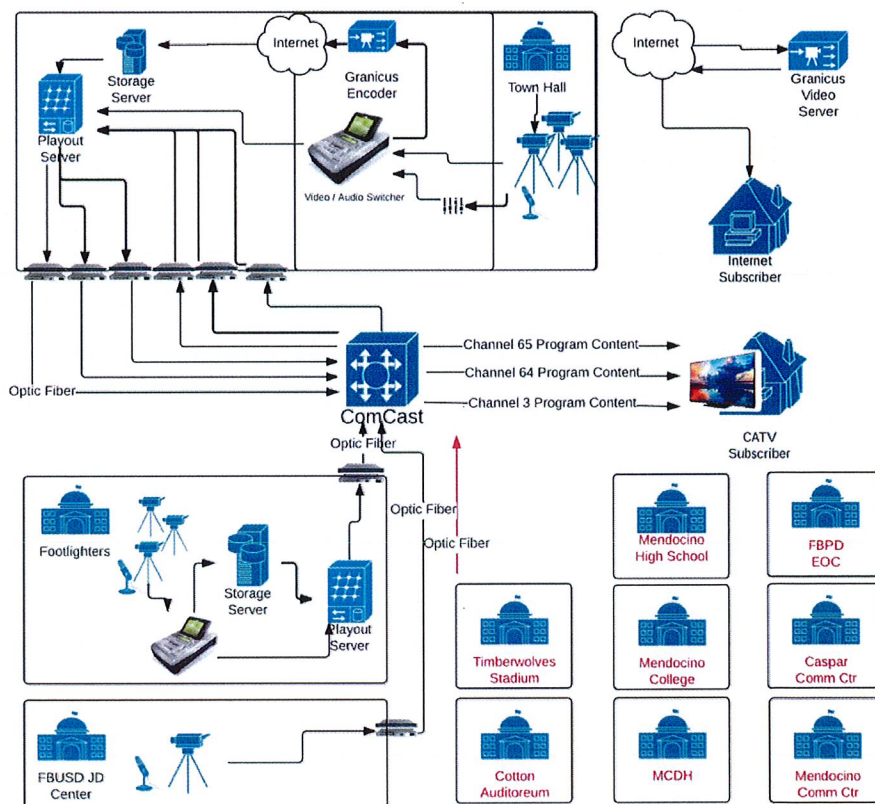
MCCET in the 90s



MCTV until 2013



After Town Hall Remodel, Recovery Stage 1. Live production broadcast over 1 channel & Granicus



Recovery Stage 2. Recorded & Live Programming broadcast over 1 channel



Franchise as it applies to PEG

1. Comcast Franchise section 4.3 Services for Public, Educational and Community Facilities.

- A. Grantee will install, maintain, and repair, without charge, at a point of demarcation to be specified by Grantor, one cable drop at each of the public, educational and community facilities identified in Exhibit D.
- B. Grantee will provide, without charge, extended basic analog cable service to one outlet at each of the public, educational and community facilities identified in Exhibit D. The parties agree that reasonable substitutions of locations identified in Exhibit D may be required from time-to-time, and those substitutions may be negotiated in a manner that is mutually beneficial to the parties.
- C. Upon Grantor's written request, Grantee will also install additional drops and outlets for video services at specified public, educational and community administrative facilities. Grantor will pay Grantee for such additional drops and outlets at Grantee's cost for labor and materials.
- D. Grantor will inform Grantee of the construction of new public, educational, and community facilities so that exterior and interior connections and cable drops can be installed by Grantee at the time of construction in order to minimize costs. One cable drop will be installed by Grantee without cost to Grantor, provided that the new facility requires no more than a standard 150-foot aerial drop line from the main feeder line. Grantor will pay Grantee for additional drops, connections, outlets, and construction costs at such new facilities at Grantee's cost for labor and materials.

2. ACCESS, PEG ACCESS OR PEG USE. Refers to the availability or use of a Cable System or Open Video System for public, educational or government use (including Institutional Network use) by public or private agencies, institutions, organizations, groups, and individuals, including but not limited to Grantor and its designated Access providers, to acquire, create, and distribute programming not under Grantee's editorial control, including but limited to the following:

- A. Public Access or Public Use where members of the general public are the primary or designated programmers or users having editorial control over *their* programming.
- B. Educational Access or Educational Use where educational institutions are the primary or designated programmers or users having editorial control over their programming.
- C. Government Access or Government Use where Grantor or other governmental institutions designated by Grantor are the primary or designated programmers having editorial control over their programming.

3. 4.04.370 Subscriber complaints.

- A. Grantee's complaint handling procedures shall be designed to accomplish the following:
 1. Receive and acknowledge any complaint made in person or by telephone within fifteen minutes, regardless of the time the complaint is made.
 2. Acknowledge any complaint received by mail within three business day of the date such complaint is received.
 3. Complaints not resolved within twenty-four hours of receipt shall be listed in a log of "Delayed Action on Complaints" which shall give the detailed reasons for non-resolution within the twenty-four-hour period.



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4. Provide the complainant access to the Grantee's management or supervisory personnel on a basis convenient to the complainant in the event resolution is not immediately obtained by Grantee's personnel normally assigned to handling complaints.
 5. Provide complete information to the complainant regarding his or her ability to take the complaint to the grantor's representative if it is not resolved by the Grantee.
- B. Grantee shall establish procedures for receiving, acting upon and resolving Subscriber complaints and shall submit such procedures to the City Manager for review and approval. The Grantee shall furnish a notice of such procedures to each Subscriber at the time of initial subscription to the system.
 - C. Grantee shall maintain a written record, or "log" listing date and time of customer complaints, identifying the Subscriber and describing the nature of the complaints and when and what action was taken by the Grantee in response thereto; such record shall be kept at Grantee's local office, reflecting the operations to date for a period of at least three years, and shall be available for inspection during regular business hours without further notice or demand by the City Manager.
 - D. As Subscribers are connected or reconnected to the Cable System, the Grantee shall, by appropriate means such as a card or brochure, furnish information concerning the procedures for making inquiries or complaints, including the name, address and local telephone number of Grantee's employee or agent to whom such inquiries or complaints are to be addressed and furnish information concerning the City office responsible for administration of the Franchise with the address and telephone number of the office.
 - E. Grantee shall provide written notice to each Subscriber at intervals not to exceed one year of the procedure for reporting and resolving Subscriber complaints, including the Subscriber's right to complain in writing to the City of Grantee's failure to resolve a service complaint. The proper address of the City and Grantee to which complaints may be directed shall be included in said notice. (Ord. 838, 2003.)

Exhibit E Support of Local Cable Usage

PEG ACCESS CHANNELS

Channel Capacity and Use

- 1) Within six (6) months following the effective date of this Agreement, Grantee will make available to Grantor three analog channels for exclusive use by Grantor in support of community television (PEG), of which one is currently channel 3 and shall remain channel 3 throughout the term of this Agreement.
- 2) Use of the PEG access channels will be under the exclusive control of the Grantor, or its designee and subject to such rules and regulations as the Grantor may establish in accordance with federal law. In this regard, Grantor reserves the right to delegate the operation and management of any current or future PEG access channel to such individuals or entities as it may select, all of whom must comply with federal, state, and local laws and regulations relating to the operations of that channel.



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B. RESTRICTIONS

1. Grantor agrees not to use its designated public, educational, or governmental access channels to provide commercial services that may compete directly with services provided by Grantee.

F. LIVE CABLECASTING CAPABILITIES.

1) Grantee will provide fiber and/or coaxial return capability for live origination of community programming from the following buildings:

Fort Bragg Town Hall
Fort Bragg PD
Fort Bragg City Hall
Fort Bragg HS
MCRPD Aquatic Center
Caspar Community Center
Mendocino Coast District Hospital
Dietrich Education Center
Mendocino Recreation Center (now Mendocino Community Center)
College of the Redwoods (now Mendocino College)

*Note: With respect to the locations noted above, Adelphia agrees to assume the first \$2500 worth of construction costs related to providing each of these locations with fiber and/or coaxial return capability for live origination of community programming. Any costs over and above the \$2500 limit per location shall be the responsibility of the particular location. Adelphia shall not be required to provide fiber or coaxial return capability for live origination of community programming to any location that will not agree to assume construction costs over and above the \$2500 limit.

In order to accommodate the future needs of the City and upon Grantor's written request, Grantee shall agree to provide fiber and/or coaxial return capability for live origination of community programming from up to 5 additional public, educational and/or community administrative facilities identified by Grantor (the "Future Locations"). With respect to the Future Locations, Adelphia agrees to assume the first \$2500 worth of construction costs related to providing each of these locations with fiber and/or coaxial return capability for live origination of community programming. Any costs over and above the \$2500 limit per location shall be the responsibility of the particular location. Adelphia shall not be required to provide fiber or coaxial return capability for live origination of community programming to any Future Location that will not agree to assume construction costs over and above the \$2500 limit.

If not already provided, Grantee agrees, within six (6) months of receiving a request from the City, to connect the PEG studio identified by the City to the headend located within the designated PEG studio's service area via dedicated fiber. City agrees to consult with Adelphia during the selection process of any future PEG studio locations in an effort to minimize construction costs associated with connecting future PEG studio(s) to the appropriate headend via fiber.

II PROGRAMMING, OPERATIONS, FUNDRAISING, BILL STUFFERS.

A. Upon Grantor's request, Grantee will insert once a year at a mutually agreed upon time a bill insert consisting of a pledge card that seeks pledges of money in support of PEG



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Programming. The pledge form shall be approved by Grantor and shall direct that the form be returned to Grantor or the PEG organization designated by Grantor. The pledge form must allow subscribers to designate a method of donation such as by check, automatic bank charges, and debit card or credit card. All costs related to printing and mailing of the bill insert to the subscriber will be borne by Grantee. In addition, Grantee will run spot ads promoting this PEG fundraising effort on all the cable channels it normally runs local advertisements at the time the pledge cards are sent to subscribers. Said spot ads will run at least 14 consecutive days coinciding with the mailing, with no less than 500, 30 second spots, run hourly between the hours of 6am and 10pm. Grantor will produce and provide the copy of the spot ad, but all other costs of airing these ads shall be borne by Grantee. The spot ad should indicate that it is a public service announcement from Adelphia.

In addition, Grantee will run 100 spot ads each month on all the cable channels it normally runs local advertisements. These spot ads will be to promote public awareness of PEG programming and services. Said monthly spot ads will run hourly and be spaced evenly between the hours of 6am and 10pm. Grantor will produce and provide the copy of the spot ad, but all other costs of airing these ads shall be borne by Grantee. The spot ad should indicate that it is a public service announcement from Adelphia.

III OPTIONAL ANNUAL PEG OPERATIONS PAYMENT.

A. Upon the written request of Grantor, Grantee will allocate a sum of money designated by Grantor to be paid annually (but not to exceed the 5% franchise fee) for the operation of the PEG channels. Such amount shall be paid at the time the franchise fees are paid by Grantee for the first quarter of each year of the Franchise Tenn. Grantor agrees that Grantee may deduct this payment from the franchise fees due.