

3/9/2015 City Council Agenda item PEG TV

Greetings mayor, council, staff and public. Thank you for the opportunity to speak. Another example of how the larger world follows our lead on the Mendocino Coast, I present another topic straight off today's news headlines. City Manager e-mail did not get sent to me about the last PEG TV meeting, but it did get to others within the send to header I was listed as sent an e-mail, although City Manager admits to the mistake. So she is no Hillary but I trust her about the same.

I had the opportunity to sit down and have a conversation with Terry Vaughn of MendocinoTV.com the other day. I sure do appreciate the aspect of fellow truth worker able to sit and speak about the issue open and honestly. I understand the city plans are to continue on with the installation of the single channel duplication of equipment within Town Hall. I support this, even though the process the City Manager worked to do so was far from transparent and honest. This was in no way unknown or unseen by me and many others. I would request the chance to bid upon this project, also of wiring the fiber in Town Hall. My Tech Chris Moore has the knowledge and ability to do such work and I request the ability to inspect the work site prior to submitting a proposal with the combined efforts of my staff and Terry with that project as it is an upgrade to the old and almost outdated equipment currently under my authority. I do question the larger picture as painted by City manager as to operational and administrative funding and staffing of a PEG TV not only a G TV station. It would have been far more productive if the CM would have at any point reached out to speak about this project with me directly rather than the attempt to sneak this project past me. As you should be aware the Foot Lighters and I have control over the fiber optic lines that run into the Foot Lighters building and also connect 6 other points throughout the city to other public properties. They are Town Hall, Cotton Auditorium, Veteran Hall, the Mendocino College campus, High School (currently not wired in) and I think the Detrick Center also. I also have the direct connection to the Bald Hill Comcast uplink station. I am curious if even after all the added expense and cost the city is incurring for the town hall upgrade, if this single channel will be able to broadcast without going through my facility? You might want to think long and hard before the city chooses to burn the bridge I am offering. I have been and shall continue to stand in the gap and speak for those who either cannot or will not speak for themselves due to shyness or fear of retaliation from the City manager. I have no such trouble.

So I now ask you the city council to search your heart and to reflect before you vote upon an action or inaction very seriously. I am fully willing and able to negotiate terms and condition other than a couple items that so far have been a "take it or leave it" offer from the city. Please allow me to again and in very simple words explain the overview of the contract that I would like to come to terms with the city.

I suggest a 4 month testing time for NCT&T core staff and equipment test. I am aware that the station is in need of several components that need to be replaced prior to being able to broadcast. Within the first month all 3 channels shall be up and running local programming and content. If this is not able to be done I shall address the council with a further update of system's ability and time line. But I honestly think this is real and viable. After the 4 months' time frame if NCT&T is successful in restarting the PEG TV a firm 3 year contract of commitment shall be agreed upon. I would request most all contractual understanding be agreed to prior to the start of the test time. We can speak about specific items of concern for the contract, not within the public comment time here at council.

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Consideration and operational funding to be simple outline as follows.

1. \$25,000 upon start of testing time for needed funding for equipment and cost of running the operations for this 4 month time. In the event that after 4 months this project is found to be unworkable and if no further time extension is acquired from council all equipment purchase for this specific time frame will be released to the city. If the system does prove to be operational then all equipment and items purchased shall remain under the ownership of NCT&T until the contract is canceled or the group dissolves. The city will then become the primary oversight committee to determine the outcome of such equipment to another group and or back to the Foot Lighters, the property holder of deed.
2. Upon a proven ability to broadcast and staff ability to fulfill requirements of PEG TV broadcasting within or before the 4 months' time frame an additional \$25,000 will be required to fulfill full the contract requirement of the city with 501c3 incorporation, insurance, as well as other cost incurred by NCT&T placed upon it by city's own requirements.
3. 2/3 of the total PEG TV recovery fee collected from Comcast cable customers are to be awarded to NCT&T for operation and station staffing requirements.
4. I shall have drop off points at several local businesses for the public to be able to have a contact and drop off points for productions that wish to be broadcast. All public requests for broadcast shall be accepted, and broadcast free of charge if no conversion is required. If there is something that needs to be converted, there shall be a fee of \$30 per hour for such work. There shall be no actively filming contracts during this testing time unless specifically agreed to by NCT&T BOD. Once fully broadcasting and funding is received further expansion upon NCT&T filming fee at \$30 hr. (3 hour min.) for all the local boards and public committees will be adopted.

To simply explain my proposal, \$25K upon start of testing. \$25K upon proof of life and 2/3 of peg tv recovery fee. This in my best investigation ability, as to what is the lowest and cheapest way to re-start a fully functional PEG TV station.

This is an overview of about the same overall offer I presented already once to the ad hoc committee. I have thought this project through as far as I can and I have given real world estimates of cost and I hope the city council will see this as the best and highest with the lowest possible cost and still design an actually operate an active PEG TV station. Not to be a starving, bound to beg for small donations from the public, as ALL these monies are already available at NO additional actual cost from the city general fund. I hope this will prove to be an acceptable agreement and I honestly do not know how I can start and run a PEG TV station with less funding or without the startup cost covered. This I would think IS an appropriate and worthy program that the community at large can accept, appreciate and gain favor for the city council for doing the right thing, even if it is not in some minds the cheapest way without slave labor to allow for public access to PEG TV and city information and more.

Thank You Eric Dwyer Be well.