



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





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 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 local originating content 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.
- All meetings will be publicly noticed, accessible and open to the public.

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 consultant's 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 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

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

Attachment 1 Engineering & Construction cost estimates:

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. Engineering, Mendocino TV
 - A. Design \$10000. (\$100 hr for 100 hrs)
 - B. Construction, \$10000 (\$100 hr for 100 hrs)
 - C. Live by June 30th
6. Data needs
 - A. Sonic VDSL + Telephone, \$70 mo
 - B. City of Ft Bragg, 40 hours of IT assistance

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. They will be publicly noticed, accessible and open to the public.

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.