



April 20, 2017

Channel 3 Contract Extension between Mendocino TV and The City of Fort Bragg

Mendocino TV will continue the PEG restoration proposal to its conclusion and continue programming local originating content as submitted as well as government meetings, archives of past shows and current community videos.

- 2 year contract extension at \$60,000 for the 2017/19 fiscal years.
- Mendocino TV will host the web site as a subpage of Mendocino TV linked to the City's Web page.
 - <http://mendocinotv.com/channel-3/>
- Forms for submission of material for broadcast
 - <http://mendocinotv.com/channel-3/submit-a-video-for-playback-on-comcast-channel-3/>
- Forms for submission for Community Service Announcements.
 - <http://mendocinotv.com/channel-3/community-service-announcement-for-comcast-channel-3/>
- Mendocino TV will insert community video content into the broadcast stream of Channel 3.
 - Kelly House Presents
 - The Now and Then Show
 - The Abalone Hunter
 - The Shift
 - Mind Body Health & Politics
 - Naturally Mendocino
 - Building Healthy Communities
 - The Women March
 - Mendocino Media Makers
 - Art Beat
 - MCDH
 - Events coverage
 - FBUSD



- All County of Mendocino functions, BOS, MCOG, LAFCO, Planning, Retirement, Special meetings, et al.
- Mendocino TV will perform administrative tasks, public outreach, public relations and scheduling of the program server.
- Mendocino TV will continue to encourage public participation in the content choice and programming decisions.
- Mendocino TV will continue “Green” practices and policies.
- Mendocino TV will continue to maintain the equipment to utility grade standards.

We also need:

- Direct contact with Comcast Service Department
- City productions delivered in a more timely manner than we now have on a memory stick or card

Enhancements:

- Web Broadcast of Channel 3
- Calendar of Local Events
- Unique comprehensive approach to web and broadcast media
- 8 hours a week open staffed facility for public rental and reservation of video production equipment, Camera, tripods, editing station rental.
- Availability of production studio and broadcast facilities on a scheduled basis.
- Training in Video Editing, Basic Video Production and Field Audio for Video Production.
- Public Screening Facility for rent
- Video Conferencing Facility
- Gaming Center

The level of service and original programming on channel 3 far exceeds many other PEG stations with a budget of \$250,00 a year (MCTV’s budget ran between

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PEG CONTRACT EXTENSION PROPOSAL



Mendocino TV

\$185,000 to \$235,000 per year). According to a Media Engineer/Consultant bidding on the existing PEG project, The City of Vallejo pays a million a year for far less comprehensive coverage.

We are the defacto production company for local content. To produce and maintain standards we strive for in our own venue, Mendocino TV, translates to Channel 3 benefiting from that same quality.

This has entailed extensive retooling into a complete IP Broadcasting company. We are still growing the model which we hope to manifest into a completely IP based Community Media Center.