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Mendocino Access Television

171 Brush St. Suite E Ukiah, Ca 95482 USA

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TO THE MENDOCINO COUNTY BOARD OF SUPERVISORS
(PEG Funding For Access Television For Mendocino County)

In the last several months there has been communication between the Mendocino Access Television and the county concerning funding allocated for Access Television in Mendocino county. To the best of our knowledge the county is yet to meet its obligations concerning the funding of access television, which is the voice of this Mendocino Community.

In our last board meeting we decided that the Mendocino Access Television will improve and expand its quality of services to the community as a major community television provider in the community. We realized that MATV survived six years of a turbulent inception stage. Five of those years were experimental, supported with PEG funds and donations from members. Meanwhile this year MATV successfully delivered programs in the absence of PEG funding. Volunteers and donors kept our doors open, kept programs live on television, and we improved on viewer ship. This is testimony that MATV the voice of the people is finally here to stay, and need support.

The abrupt withholding of PEG funds from MATV caused undue stress to the organization and programming. One of such stresses is our main server which is running on an XP operating system (no longer recommended) failed last week and needs replacement. Most of our machines run on XP operating systems and need replacement That is why we are also requesting an immediate allocation of the sum of \$12000 for a new cablecast server to replace the main one which is down.

It is now time to organize a television and a community that can effectively use the facilities we offer, and enjoy its own creation. This means improving on the way things were done before, including improving our relationships with the county, other agencies and organizations serving the community.

We are extending our services to multimedia to reach out and serve a wider audience. We are updating our technology, improving our workflow, media access, and funding, to focus on a new operating mandate where persistent relevance is driven by services that the public will truly desire and will utilize. We are designing programs to enable student interns from Mendocino College and high school, volunteers, businesses, and creative people explore talents, and build new careers. The plan is to bring exciting and competitive television in Mendocino County and beyond.

We expect the county to disburse the funds earmarked for community television in Mendocino for 2016 and 2017. This will facilitate MATV's execution of projected projects, hire workers, and update most of the outdated equipment, which still run on XP operating systems.

Attached to this letter is a summary of our plan of action as from 2017.

President
Mendocino Access Television



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MATV FORWARD PLAN

The future of MATV as a public media is to inform the community, but also to engage them as students, teachers, creators, advocates, and citizens. We provide opportunity for community members to identify issues and work collaboratively toward solutions.

As providers of access television to Mendocino community, MATV finds it necessary to help the community make educated choices on using our television services to communicate or promote their ideas, business or course. MATV is the voice of the community, we make available communication, production, and distribution facilities for primary use by residents and community organizations of Mendocino County for public, educational, and governmental purposes; We organize, manage, promote, and facilitate the use of the aforesaid facilities for communication by cable or any other communications methods. We exercise all powers allowable as a California nonprofit corporation.

As big corporations determine everything we see on television, the internet gives many people unlimited options for news and entertainment. Yet television still delivers the powerful ideas, images and messages to the city dweller. Our new plans to make Mendocino Access Television the primary local television source for Mendocino diverse community groups, political forums, local news, parades, festivals, cutting edge music and much more. With a solid multimedia electronic presence, we will support groups and individuals involved with youth activities, seniors, culture, ethnic diversity, politics, social justice, labor, the peace movement, the disabled, faith, the environment, the arts. Not leaving out diverse points of view and interests of people who could never gain access to the television media in any other way.

We intend to work with community and media students at the Mendocino College to provide volunteers and interns. We will maintain and improve the current training and operations programs currently running at the channel and dramatically increase the number of shows produced by MATV. Through specialty programming, fundraising events and outside sponsorships, we will develop revenue streams for the channel other than those provided by the county.

MATV want to make it easier and comfortable for the producers to present their shows. Make building and maintaining an audience easy. The atmosphere at the Access television has to constantly be friendly, exiting and full of fun. That is the only way to attract interest and support. We want to use the opportunity the internet provides to explore "transmedia" with a purpose: re-imagining and articulating the future of public media with assurance.

Our task as a public service media is to inform, engage and give voice to the County's diverse sectors, paving way for them to connect and share stories with each other. We are improving on a suite of public media services, tools, and opportunities that strengthen and support the cultural, educational, and civic fabric of our city. We are transitioning from public access facility and broadcast signal developing as a transmedia community center of the future, delivering a suite of integrated services, platforms, training, and community engagement opportunities that will offer our county residents and organizations serving them new ways to connect with each.

MATV cannot survive relying solely on subsidy, the costs of facility rental exceed the general operating subsidy. resource schedule and sound business plan to support operating costs, there can be no expectation of quality transmission of stories, support for producers, professional services and training, technical broadcast support, or sustained operations — let alone systems and services to support emerging media and forward-thinking community engagement. Not only does the cost of operation require change, but the "who, how, and what is produced" for public access must also be revisited. In the present economic climate, no nonprofit organization can rely solely on foundation support, public subsidy, or any single revenue stream to fulfill its mission. Nonprofit media centers and public access stations fail when they fail to address sustainability through their core business models.

Our relationship to media creation and viewing has forever changed with the discovery of the Internet, desktop computing, editing software, video on-demand, digital video recorders and handheld mobile devices. MATV is working on dramatic changes in technology, workflow, media access, and funding, emphasizing metrics that drive a new operating mandate where persistent relevance is driven by services that the public will truly desire and will utilize.

In recent years, television broadcast's relevance has been cast into doubt, giving us reason to have hope that not only will public access thrive, media has to be personalized, persistent, and inherently "public." Individuals engage and aggregate through the stories that unite them, MATV is at work to provide a suitable platform.

MATV Platforms

Producers should be able to: Host content for distribution, have upload/access capacity for remote authoring of channels, submit/upload content for broadcast online, have online technical assistance and training, have access to blog feeds and mobile upload, develop meaningful relationships with local community organizations around shared community concerns and interests, the possibility for multiple access points for new media equipment access and training.

Nonprofit Partners: Should be able to engaging their constituencies around relevant issues through media, should be able to host content for distribution, have access to equipment and shared production, scheduling, and curation systems, channel curation and hosting applications, Multi-media submission system, access to digital media interns and producers (including youth), public service announcements and advertising opportunities.

The Audience: Content; Online, on-demand and personalized viewing "channels," Local Arts, Education, News, Environment, Youth, and International channels & many. More, Social

networking: identity creation, ratings, referrals, play lists, neighborhood groups, recommendations.

Hyper-local relevance: Aggregated news reporting, particularly of hyper-local news and information from community sources, and citizen blogs and vlogs, Civic information: Integration with city information and trusted channel feeds, Training: media creation tutorials, digital media training, curriculum, Tools: Open-sourced applications, educational games, materials. Service strategy. MATV's cable access effort will focus on continuously diversified broadcast and real time online media access and an operational foundation that treats access as a baseline for operations, and participation as a metric/value that we will strive for.

Broadcast channels

Channel 3 serve as a general public access channel, with automated uploads and remote scheduling capacity, content is scheduled according to terms of use outlined in station policy. For ongoing series work, viewer analytics and online metrics will be reinforced to determine sustained broadcast rights and time slot prioritization. This will assure diversity across the schedule over time. We are presently serving approximately 20,000 people in Mendocino County.

MATV will continue to populate Channel 64 as a curated improved channel with local, national and international educational content through a connected network of public media content providers as from 2017. Channel 65 Will remain a government channel. We will improve programming and outreach to the government and public to make sure that both government institutions and the public use and benefit from this channel.

MATV Online Systems .

MATV is working with organizations that create media players and dynamic online environments for media, to create an automated online distribution system and social networking environment to complement and support our public access broadcast. We want to enable a simple download mechanism for members and viewers that connects them directly into the body of community media in a TV-like website. Our online platform should provide video recorders, viewers and nonprofit organizations possibility to subscribe to channels they create, and make following creators, shows, and communities simple and intuitive.

With customization, current public access systems such as the Open Media PEG 2.0 effort. MATV wants to assure our capacity to align with and direct the development of new standards that will allow for interoperability of these systems. Our audiences should have the opportunity to become engaged with media, and not just view it. MATV wants to provide an opportunity for social networking, building a reputation as contributor, offering ratings, becoming a citizen journalist, uploading video responses to content, and personalizing recommendations to others. Here are some additional functions: Customized player with unlimited online channels of streaming video content, Automated web search/media aggregation, Geocoded data and mapping software to enhance channel customization and search, Comprehensive metadata standards, Distribution to any device supporting RSS

Online network drive viewers to local content online and broadcast through content guides and search functions. This is an added benefit of engaging an ever-growing online network to

public television. With online applications we can share Application Programming Interfaces (API's) for third party website integration with blogs, organizational sites and K-20 classrooms. With a localized and customizable interface, MATV could reach greater local viewership of and engagement with public access content.

Channels and feeds of local content that is searchable and can be sorted by popularity, newest, or specific keyword tags.

Subscribe to content feeds using RSS feed-readers

The ability to register, log in, and submit content and feeds of content online.

The ability to customize/curate a personal channel (part of proposed enhanced services)

A live, continuous online stream that mirrors the broadcast channel (part of proposed enhanced services).

A queue of content submitted by the community, which administrators or guest curators can preview and evaluate.

The ability of administrators to accept, reject, or "feature" a piece of content submitted by users to the channel they are curating. "Watched feeds" of content from anywhere on the web that curators can highlight. For example, an administrator could "watch" for any new videos containing the words "Mendocino" and "museum" in its tags, and review those pieces for inclusion on the channel.

Content strategy

Broadcast channels

Broadcast content will be locally focused and relevant, yet we will bring content, regardless of its geographic origin of production, about and related to Mendocino across our national and international networks, including but not limited to: local film festival operators, youth media producers.

Online Channels

Mendocino Access Archives

(This will be a website with everything anyone needs to know about Mendocino. People can upload, audios, videos, and texts materials relating to Mendocino. It will be enhanced to be a great too for tourism

Internship Training and Volunteering Program

We are constantly looking for, and working with producers, student interns, community service workers, veterans, volunteers, social workers, computer programmers, video editors, sound editors, creative designers, connectivity, IT, marketers, business admin, web designers, prop and stage designers, artists, fundraiser, legal services, journalists and more.

(a) at least ten to twenty-five (10 to 20) part-time volunteers and unpaid interns (Our employees are expected to have served as volunteers or interns and happen to understand the function of the television. This also gives opportunity for students and volunteers to evaluate the working environment.)

Motivation and Competitiveness

1. We have Created MATV Awards for best producer, best show, best artist, best movie, best presenter, best appearance, best video.
2. We will organize symposium and lectures around subjects like:
 - b. How to build a business with opportunities offered by MATV, or any community television.
 - c. How to capture quality videos/images with cell phones or hand held gadgets for television and internet. (We teach the public how to use their phones, and hand held device to generate video and audio content for television and radio anywhere in the world.)
 - d. Story telling with cell phones and cameras (We teach people how to build simple stories using images and videos they collect.)
 - e. Television studio production (We teach people how to use studio equipment to produce material for television, film, advertising, social media and more.)
 - f. How to use Community Television for local national and even international outreach as a (community organizer, non-profit organization, business entity, individual and group.)

Different types of video/photo competitions to encourage nose for news, and the creative use of hand held gadgets for movie making.

Outreach

- a. Membership and renewal drive
- b. Schools Outreach: (Give lectures on how to explore television opportunities, share flyers and more)

- c. Business Organizations outreach and membership drive: (Invitation letter for organizations to use opportunities television offers to facilitate communication and outreach. We need to come up with a package that will serve as an incentive for organizations to join and donated to MATV)
- d. Public Outreach: (Organize lectures/talks on how to explore television opportunities, share flyers and more)
- e. Reaching out to volunteers and artists.
- a. Programs for everyone by Seniors (fire side stories; wars stories, struggles, politics, childhood memories, wise advice, and more) Seniors spend lots of time at home, and certainly need local television programs that stimulates them.
- b. Programs for students (Collaboration with schools to produce creative and educational television programs. Campus pulse is a television program that expands on important subjects and topics lectured in class but need further discussion, debate and more.)
- c. Programs for youths by Youths (Troubled youths and kids' programs, educational programs, entertainment and more.)
- d. Programs influencing tourism (With creative television programs there will be an influx of more tourists in the county. There are many touristic opportunities in the county need exposure, we want to bring the world's attention to this in the healthiest way.)
- e. Programs encouraging clean business opportunities in Mendocino county.
- f. Programs encouraging information sharing and education of the public by organizations, agencies, businesses and county officials serving the community.
- g. Programs influencing Kids (kids' sports, craft, educational programs and more)
- h. Spiritual Programs (churches, yoga, meditation, My Soul and I Sabbath on Saturday evening)
- i. Programs promoting cultural diversity
- j. Programs promoting environmental protection.

Fundraising Events

- a. Holiday Festival: Suggested bundles put together for raffles, ticket for dinner sold etc. We will need to contact businesses, restaurants, farmers, wineries and artists for gifts and services.)
- b. Underwriters
- c. Weekly and monthly events at the TV with tickets sold (music, art, food and more)
- d. Meeting venue at the TV
- e. Exchange services for television promotion
- f. DVD sales
- g. Big screen events
- h. Raffle tickets
- i. Competition
- j. Sponsoring events
- k. Funding and grant writing
- l. Open mic, and Music Festival

- m. Producing musicians
- n. Bi yearly fundraising events
- o. Fundraising online to support local creative televised programs for youths and kids

Employee List

- (b) A full time, receptionist.
- (g) A full-time, paid Technician;
- (c) A full-time, paid Executive Director;
- (f) A full-time, paid Technical Director;
- (h) A full-time, paid Executive Producer;
- (i) A full-time, paid Director of Marketing;
- (k) A full-time, paid Outreach Coordinator
- (l) A full-time, paid Training Coordinator
- (j) A full-time, paid Community Relations Coordinator;

Equipment Needing Urgent Replacement

Cablecast server
Carousel server
Stage Lighting
Tricaster
Sound system
DVD cover printer
Editing computer.