



Cable 8: A New Road

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EXECUTIVE SUMMARY

Currently, Tuolumne County Community Cable Access consists of local government meetings, church programs, and occasional special events. Only a few hours a day are programmed, and only Comcast cable subscribers can view the channel. That's less than a third of Tuolumne County households!

Ask someone about Cable 8 and the best response you'll get is "That's where you can watch the Board of Supervisors, right?" Most people aren't even aware it exists; even fewer can even view it. Those who are aware and can view it don't think much of it. That's not surprising as 80% of the time there's no programming, and what is there is of low video quality.

This will all change very soon. The TCCCA board has been saving its PEG fund for three years, allowing for significant upgrades. Every aspect of the current product will be improved: content, quality, ability, reach— and attitude.

Content

Ultimately we would like to see all content locally produced, but to start we've imported programs for many sources that we believe Tuolumne County residents will enjoy. Among the sources are other cable access channels, online programming with appropriate Creative Commons licenses, and content out of copyright and in the public domain. Please see the list of new programs attached (**Attachment A: New Shows**).

Quality

Currently we record programming with high definition cameras, but all of the other equipment in the studio that touches the video is standard definition. We will invest in HD-capable switchers, cabling, and more powerful editing equipment with additional storage to manage the massively larger file size of HD video.

Ability

Along with our new broadcast equipment and upgrade to HD, we will invest in portable equipment and field encoders that will allow us to do go live from meetings and events. With the addition of a 'live truck', we will have the ability to produce multiple-camera programs on-location.

Reach

We're upgrading our broadcast equipment to allow us to reach practically everyone in Tuolumne County, as well as the rest of the world. With our new broadcast vendor, we will be able to stream our entire broadcast day online via our own website, go live on social media channels such as Facebook Live, and deliver video-on-demand via website, YouTube, and over-the-top services Roku and Apple TV — all in High Definition. (Comcast provides HD channels to less than 1% of its public access channels, so we will still be limited to SD on Cable 8. When that changes, we'll be ready)

Attitude

We must change the attitude towards public access television. When all the pieces are in place, we'll begin a marketing campaign centered around a new name: **Access Tuolumne**. Cable 8 no longer describes a channel than can be seen on multiple platforms. "Access" is essential because we want to remind and encourage the public to make their own shows. And of course Tuolumne County is the community we serve.

With the name change comes a new opportunity to brand ourselves as cable access was originally intended: a public resource by and for the community it serves. With modern communications technology, Access Tuolumne has the ability to expand on that mission and become a hub of news and information about Tuolumne County for locals, visitors, even the world.

BUDGET

How Cable 8 is funded

Local government does not fund Cable 8, nor is the organization part of the government. The TCCCA is a 501(c)3 non-profit. It is funded via a PEG (Public, Education, Government) fee that Comcast passes to its customers in Tuolumne County. The PEG fee is a 1% assessment on each bill, and amounts to about \$85,000 per year. While this fund is managed by the County of Tuolumne, it is as a courtesy and cannot be used by the County for any other purpose. (The County does receive 5% of Comcast's gross receipts as a franchise fee. This goes to the general fund and is used elsewhere)

The problem with PEG fees

PEG fees, while essential, are restricted funds in that they can only be used for capital expenses. Legal uses of PEG funds include the purchase, construction and implementation of equipment and facilities. They cannot be used for operations or salaries. This is the primary limiting factor in the further development of this community resource.

Additional resources

In order to afford a staff member and "keep the lights on", Cable 8 charges for airtime, bulletin board announcements and production services. With the improvements listed in this document, we intend to raise those rates (**see Attachment B: Rate Sheet**). In addition, we believe our HD studio, editing suite, and upgraded equipment will be rented by community members to create their own programming. Once viewership improves, we intend to approach sponsors.

While the County is not a direct funder, it is the primary client for the services it provides. Currently, the County pays a lump sum for airtime once per year. In return, Cable 8 broadcasts the Board of Supervisors and TC Planning Commission meetings.


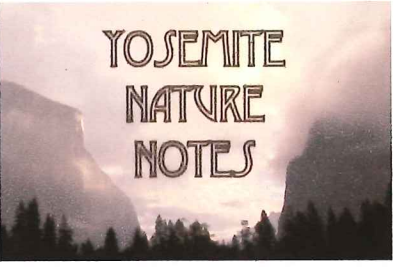






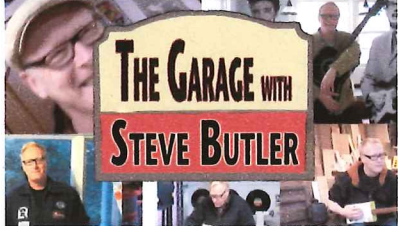
We'd like to continue to include recording and broadcasting the TCTC meetings as well, along with airing informational advertisements throughout our day.

TUOLUMNE COUNTY COMMUNITY CABLE ACCESS

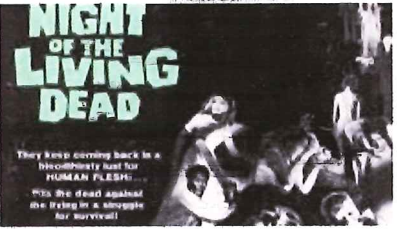

Here is the cost breakdown at our current rates:

Tuolumne County Transportation Council

	Avg Length (hr)	Airing per week	Weeks in Year	Hours per year	Rate per hr	Total Cost
Airtime	1.5	2	52	156	\$20***	\$2496.00
	****Rates are \$20 1st hr and \$8 each additional 1/2 hour					
	Avg Length (hr)	Meetings per yr	Recording hrs	Editing hrs	Rate per hr	Total Cost
Production	1.5	12	18	9	\$40.00	\$1080.00
	Time	Airings/day	Rate per airing	Minimum Period	Total Cost	
Station Sponsorship	30s	8	\$3 \$1	Quarterly (90 day)	\$2160 \$720 (quarter)	
	In addition to the ads, there will be sponsor recognition on the bulletin board and website					

<p>Yoga with Dr. Melissa West 8am Weekdays</p>	<p>Yosemite Nature Notes 9am Weekdays</p>	<p>TED Talks 930am Weekdays</p>
		
<p>Start your day with an hour of yoga and meditation. Designed for 'real' people with a minimum of poses and jargon.</p>	<p>Learn more about the park and appreciate its grandeur 10 minutes at a time.</p>	<p>Explore over 30 years of ideas centered around Technology, Entertainment, and Design, presented by industry leaders</p>
<p>Science 360 10am Weekdays</p>	<p>Open University 9am Weekdays</p>	<p>Fifties Forever Noon Weekdays</p>
		
<p>National Science Foundation editors gather breaking STEM news from wherever science is happening</p>	<p>Take real courses from world-class instructors at Yale, Oxford, MIT and others.</p>	<p>Step back in time for a half-hour of 50s nostalgia — even commercials.</p>
<p>Be Well, Eat Happy 12:30pm Weekdays</p>	<p>Classic Funnies 4pm Weekdays</p>	<p>The Garage 5pm Mondays</p>
		
<p>A cooking show aimed at bringing back the pleasures of the table with fresh, seasonal, colorful ingredients.</p>	<p>A collection of cartoons and kid-friendly comedies from the nickelodeon days.</p>	<p>Join master woodworker Steve Butler to learn how to make furniture and artsy projects on the cheap.</p>

<p>Fast Forward 5pm Tuesdays</p> 	<p>Future Talk 5pm Wednesdays</p> 	<p>Baby Blue Arts Presents 5pm Thursdays</p> 
<p>Science Fiction, Fantasy and Horror, featuring interviews with authors and reviews of books, anime and like media</p>	<p>Based in Silicon Valley, series examines the global impact of technology, for good and bad, and there it's heading</p>	<p>Long running half-hour music series featuring bands from a variety of genre</p>
<p>Peak Moment 5pm Fridays</p>	<p>Bonanza 6pm Mondays</p>	<p>Ozzie & Harriet 6pm Tuesdays</p>
		
<p>Meet grassroots entrepreneurs creating resilient lifestyles and communities for a lower-energy, life-sustaining future.</p>	<p>Join the Cartwrights on The Ponderosa each week. You might even see a little bit of home.</p>	<p>One of the shows that epitomized the values of the 50s and early 60s through the All-American nuclear family.</p>
<p>B-Western Hour 6pm Wednesdays</p>	<p>Dragnet 6pm Thursdays</p>	<p>Petticoat / Hillbillies Hour 6pm Friday</p>
		
<p>Join movie critic Jeffrey Anderson for three reels of B-movie fun, as he introduces these forgotten films.</p>	<p>Just the facts, m'am. Sgt. Joe Friday follows the clues, interviews witnesses and spews a lot of crime jargon.</p>	<p>Spend an hour with two classic sitcoms, Petticoat Junction (with local star, Sierra #3) and The Beverly Hillbillies.</p>

<p>ATC Classi 8pm Thursdays</p>	<p>Freaky Friday 8pm Fridays</p>	<p>Funky Films 8pm Saturdays</p>
		
<p>The very best films found in the public domain</p>	<p>Classic horror films and forgotten gems</p>	<p>Host Willow Polson celebrates these oddball, yet often charming, films that were all made on a shoestring.</p>
<p>Silent Night 8pm Sundays</p>	<p>Saturday Morning Cartoons! 8am Saturday</p>	<p>Saturday Serials 10am Saturdays</p>
		
<p>Silent films, with a strong helping of the master comics Chaplin and Keaton</p>	<p>It's what Saturdays are for — amirite? Filled with classic animation</p>	<p>For the days when kids went to the movie theater all day — for a nickel!</p>
<p>Yoga for Health & Joy 8am Saturdays</p>	<p>Graceful Aging 11am Sundays</p>	<p>Sunday Matinee Noon Sundays</p>
		
<p>Practice with Patricia Becker to create better flexibility, mobility, strength and stamina in mind, body, and spirit.</p>	<p>America's most popular community access show, featuring national experts describing ways your life can be vibrant, fun, productive, profitable, safe, and healthy.</p>	<p>Family-friendly films found in the public domain</p>



Rate Sheet

On-Location Production

Access Tuolumne can provide videography services for your event, whether you choose to broadcast with us or not. We'll record your event, perform basic edits and titles, and master the video to any format or media. Additional services are available as negotiated.

\$40 per hour of videography and editing. On-location production (excluding Board of Supervisor's Chambers) includes one hour for setup/breakdown of equipment. Travel time is billed if event is beyond Sonora city limits. If more than one videographer is required, their time will be billed at \$30/hr.

Product will be mastered onto a DVD (or other format) and delivered locally at no charge. Additional copies are \$15/each.

Example:

Two-hour event at Twain Harte Golf Club restaurant. One-man shoot.

Videography - 2 hours

Setup - 1 hour

Travel - 45 minutes

Editing - 1 hour

Total Cost: 4.75 hr @ \$40/ hr = \$190

PLEASE NOTE: Access Tuolumne is a videography service only. We do not provide additional A/V equipment setup or rental.

Broadcasting and Archiving

Access Tuolumne transmits your program in three ways: broadcast on Tuolumne County Comcast Cable 8, streaming on AccessTuolumne.org, and on-demand for up to one year on the website, Roku channel, and YouTube.

All new programs or episodes are broadcast at **\$20** for the first hour (minimum one hour). If your program is over one hour in length, each additional half-hour is **\$8**.

New programs are defined as any video that has never aired on Access Tuolumne. All previously aired content (i.e. program that is already loaded onto our server) may be rebroadcast at the \$15/hr rate.

Examples:

- Program A is two hours in length. It airs twice per week for four weeks.
 - \$35 (two hours) x 2 x 4 = \$280

- Program B is three hours and will air twice
 - \$50 (three hours) x 2 = \$100
- Program C is a repeat of a past program. The client is not currently creating new programs but would like to keep their existing time slot, one hour per week. They would be charged \$15/wk.

Sponsorship

Program sponsor

15-second spot with your logo and contact information, with verbal acknowledgment of your business as sponsor of a weekly program (up to twice a week). Runs at beginning and end of program. Further text acknowledgment on our Community Bulletin Board and Website. **\$500/quarter**

We will produce a PBS-style underwriting spot including video shot at your business, with a representative of your business welcoming viewers to watch the program. **\$500**

Station Sponsor

30-second informational message to air between programming 8 x Day. Further text acknowledgment on our Community Bulletin Board and Website. **\$1080/quarter**

Studio Production (Available Winter 2018)

Studio with set, lighting, various mics, three-cameras with switcher, 16-track mixer, and one staffer at **\$75/hr**. Additional staffing at **\$30/hr** per person.

Field Equipment Rental - TBD

Edit Lab (Winter 2018)

Use of computer editing lab. Software includes Final Cut Pro and the Adobe suite (Photoshop, Premiere, After Effects). **\$20/hr**

Duplication/Conversion

DVD copies of any program may be purchased for **\$15**.

In addition, we can convert several old formats to DVD or onto digital media. These include VHS tapes and 8mm film. Time requirement varies depending on length or material and format. **\$20/hr**.

Bulletin Board

A message of community interest consisting of one screen of content (i.e. PowerPoint slide) **\$15/week**