



Cable 8: A New Road

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TUOLUMNE COUNTY COMMUNITY CABLE ACCESS

Until recently, Tuolumne County Community Cable Access (TCCCA) consisted of local government meetings, church programs, and occasional special events. Only a few hours a day were programmed, and only Comcast cable subscribers could view the channel. That's less than a third of Tuolumne County households.

Recently, much more time and effort has been put into the service. 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. This Fall we've added locally-hosted programs, more meeting and election coverage, and high school and college sports. In addition, 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 are investing in HD-capable switchers, cabling, and more powerful editing equipment with additional storage to manage the massively larger file size of HD video. We will replace all of the equipment in the county chambers in the next month.

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. We will add equipment in the county chamber to take meetings live when desired.

Reach

We've upgraded 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 are 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 and over-the-top services Roku and Apple TV — all in High Definition. (Note: Comcast provides high definition channels to less than 1% of its public access channels, so we will still be limited to standard definition on Comcast Cable 8. When that changes, we'll be ready.)

Attitude

We must change the attitude towards public access television. With all the pieces in place, we have begun 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.

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.

TUOLUMNE COUNTY COMMUNITY CABLE ACCESS

BUDGET

How the TCCCA is funded

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.

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, supplies and other needed services, TCCCA charges for airtime, bulletin board announcements and production services (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. As viewership improves, we intend to solicit 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, TCCCA broadcasts the Board of Supervisors and 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 broadcast day. Below is our proposal:

Tuolumne County Transportation Council

	Avg Length (hr)	Airing per week	Weeks in Year	Hours per year	Rate per hr	Total Cost
Airtime	1.5	1	52	78	\$20***	\$1248.00
	****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 day	Minimum Period	Total Cost	
Station Sponsorship	30s	8 (min)	\$1	Quarterly (90 day)	\$90 / qtr	