Cable 8: A New Road

Prepared for: Sonora City Council
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EXECUTIVE SUMMARY

Until this past year, Tuolumne County Community Cable Access 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.

Ask someone about Cable 8 and a common response is "That's where you can watch the City Council, right?" Many people aren't even aware it exists; even fewer had the ability to view the channel. Those who were aware and can view it didn't think much of it. That's not surprising as 80% of the time there was no programming, and what was there was of low video quality.

This has changed. The TCCCA board has been saving its funds for three years, allowing for significant upgrades. Every aspect of the current product is being 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 in the public domain. Local programming has increased as well, covering more meetings and events, including high school and college sports. Please see the list of new programs attached (Attachment A: New Shows).

Quality

We've invested in HD-capable cameras, switchers, cabling, and more powerful editing equipment with additional storage to manage the massively larger file size of HD video. We've recently installed all-new equipment in the County Board of Supervisor's Chambers which includes three mobile cameras, switcher, projector feed, and the ability to stream meetings live.

Ability

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

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 equipment, we stream our entire broadcast day and deliver video-on-demand via our own website (AccessTuolumne.org) 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 standard definition on Cable 8. When that changes, we'll be ready.)

Attitude

We must change the attitude towards public access television. So we've begun a marketing campaign centered around a new name: **Access Tuolumne**. Cable 8 no longer sufficiently 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 for locals, visitors — even the world.

BUDGET

How Access Tuolumne is funded

Local government does not fund Access Tuolumne, 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 unincorporated Tuolumne County. The PEG fee is 1% of the cable portion of each Comcast customer's bill, and amounts to about $85,000 per year.

The problem with PEG fees alone

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", Access Tuolumne charges for airtime, bulletin board announcements and production services. With the improvements listed in this document, we have raised 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. As viewership improves, we intend to approach more sponsors.

While neither the City or County is a direct funder, they are the primary clients for the services it provides. In the past, each has paid a lump sum for airtime once per year. In return, Access Tuolumne broadcasts the Board of Supervisors and TC Planning Commission meetings for the county and City Council meetings.

Proposal A - Contract with City

We'd like to continue to broadcast the City Council meetings, and would like to add the Planning Commission meetings. We would also like to be the entity charged with recording the meetings. Currently that role is held by the station manager and he is paid directly. A single payment for both of these services to Access Tuolumne would simplify matters.

Below is an estimate of yearly costs. If approved, we can track hours and bill quarterly or go with this estimate for a lump sum payment.

Airtime Costs

Event	Avg Length (in hrs)	Airing per wk	Weeks	Hours per year	Rate (hr)	Total Cost
Sonora City Council	**2**	**1**	**52**	**104**	**$20 1st, then $16**	**$1872.00**
Planning Commission	**1**	**1**	**52**	**52**	**$20**	**$1040.00**
Total cost						**$2912.00**
	Rates are $20 1st hr and $8 each additional 1/2 hour to reflect increased services, including Internet streaming and video on demand via AccessTuolumne.com, Roku and AppleTV channels.					

Production Costs

Event	Avg Length (hr)	Meetings per year	Recording hrs	Setup & Breakdown	Editing hrs	Rate per hr	Cost
Sonora City Council	**2**	**26**	**52**	**13**	**26**	**$35.00**	**$3185.00**
Planning Commission	**1**	**12**	**12**	**6**	**6**	**$35.00**	**$840.00**
Total							**$4025.00**

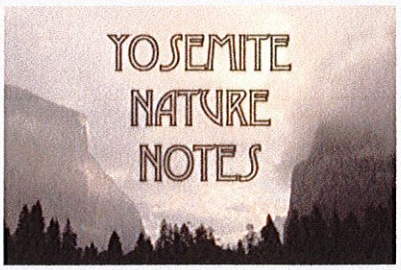
Proposal B - PEG Fee Assessment

As stated earlier in this document, PEG fees are currently being charged to Comcast cable subscribers outside of the City of Sonora. Subscribers in the city limits receive the same service and we request that they share the burden. Additional PEG fees would help Access Tuolumne improve its technology and facilities to better serve the community.

Yoga with Dr. Melissa West
8am Weekdays

Start your day with an hour of yoga and meditation. Designed for 'real' people with a minimum of poses and jargon.

Yosemite Nature Notes
9am Weekdays



Learn more about the park and appreciate its grandeur in this series of short videos.

TED Talks
930am Weekdays

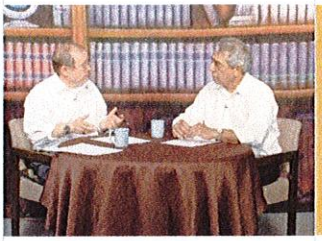
TED
Ideas worth spreading

Explore over 30 years of ideas centered around Technology, Entertainment, and Design, presented by industry leaders

Get Healthy with Shana
10am Mondays

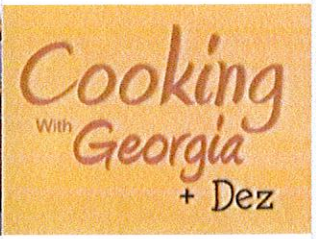
Follow Calaveras-based group exercise instructor Shana through exercises for all ages.

You & the Law
1030am Mondays



Calaveras attorneys Steven Clienti and Bob Lally explain common legal situations in language we all can understand.

Cooking with Georgia
11am Mondays

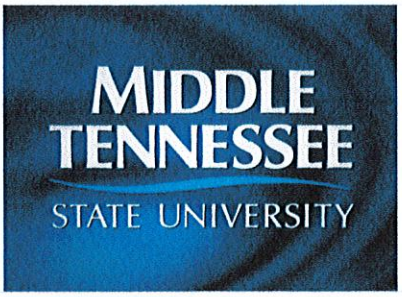


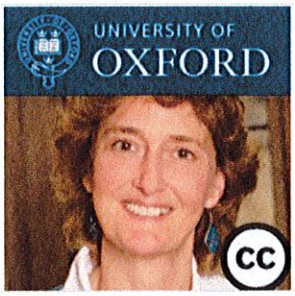
Learn the art of Mediterranean cooking with instructor and cookbook author Georgia Sarianides and her daughter, Dez

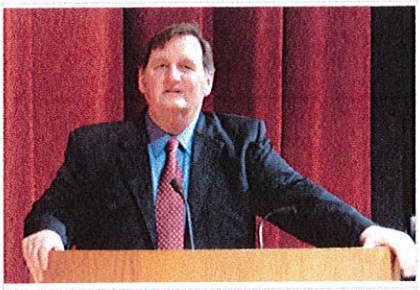
Eat Well, Be Happy
1130am Mondays

A cooking show aimed at bringing back the pleasures of the table with fresh, seasonal, colorful ingredients.

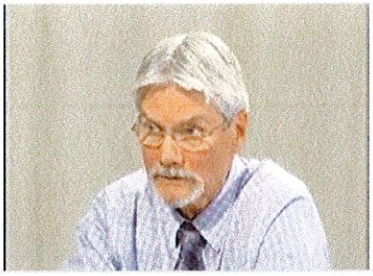
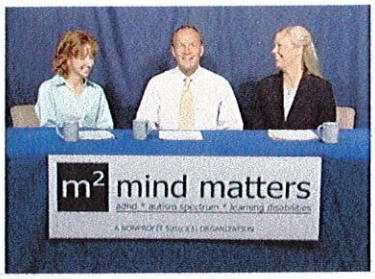
Open University
10am T-W-Th

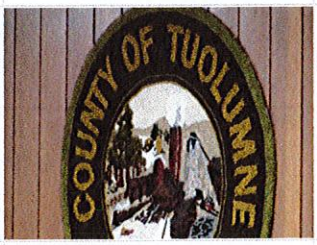


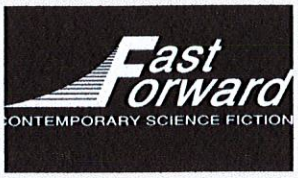


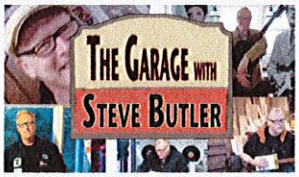
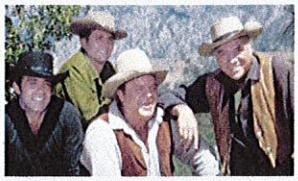


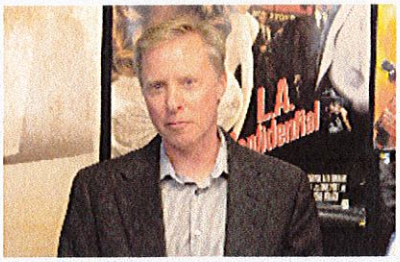
Take real courses from world-class instructors at Yale, Oxford, MIT and others. Topics include language, ethics, psychology, history, literature, and science. Supporting documents can be found on AccessTuolumne.org

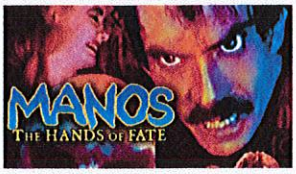
Shasta's Journey 10am Fridays	The Doctor is In 1030am Fridays	Mind Matters 11am Fridays
		
Shasta Garcia interviews inspiring people with stories that teach, heal, and inspire.	Dr. Randy Smart tackles common medical issues with general advice and his own specific insight.	Mind Matters is a non-profit clinic with a mission to help individuals and families affected by autism, ADD/ADHD, and learning disabilities.

Fifties Forever Noon Weekdays	Graceful Aging 1230pm Weekdays	Meetings/Sports 1-4pm Weekdays	Classic Funnies 4pm Weekdays
			
Step back in time for a half-hour of 50s nostalgia — even commercials.	Featuring national experts describing ways your life can be vibrant, fun, productive, profitable, safe, and healthy.	This space reserved for local government and community meetings and sporting events.	A collection of cartoons and kid-friendly comedies from the nickelodeon days.

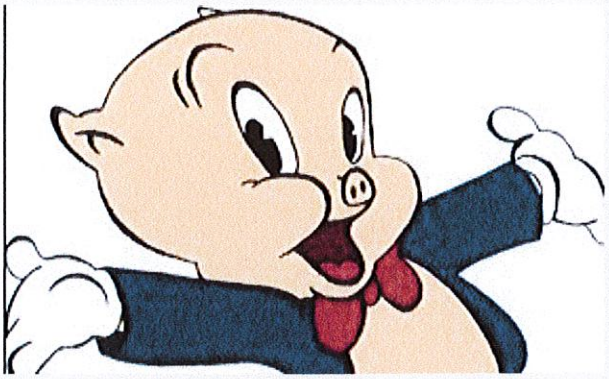
Science/NASA 360 430pm Weekdays	Future Talk 5pm Mondays	Fast Forward 5pm Tuesdays	Peak Moment 5pm Wednesday
			
Science news from the National Science Foundation and National Aeronautics and Space Administration	Based in Silicon Valley, series examines the global impact of technology, for good and bad, and there it's heading	Science Fiction, Fantasy and Horror, featuring interviews with authors and reviews of books, anime and like media	Meet grassroots entrepreneurs creating resilient lifestyles and communities for a lower-energy, life-sustaining future.

Baby Blue Arts Presents 5pm Thursdays	The Garage 5pm Fridays	Bonanza 6pm Mondays	Ozzie & Harriet 6pm Tuesdays
			
Long running half-hour music series featuring bands from a variety of genre	Join master woodworker Steve Butler to learn how to make furniture and artsy projects on the cheap.	Join the Cartwrights on The Poderosa each week. You might even see a little bit of home.	One of the shows that epitomized the values of the 50s and early 60s through the All-American nuclear family.

Dragnet 6pm Thursdays	Petticoat / Hillbillies Hour 6pm Friday	B-Western Hour 7pm Thursdays
		
Just the facts, m'am. Sgt. Joe Friday follows the clues, interviews witnesses and spews a lot of crime jargon.	Spend an hour with two classic sitcoms, Petticoat Junction (with local star, Sierra #3) and The Beverly Hillbillies.	Join movie critic Jeffrey Anderson for three reels of B-movie fun, as he introduces these forgotten films.

ATC Classi 8pm Thursdays	Creature Features 8pm Fridays	Funky Films 8pm Saturdays	Silent Night 8pm Sundays
			
The very best films found in the public domain	Classic horror films and forgotten gems	Host Willow Polson celebrates these oddball, yet often charming, films that were all made on a shoestring.	Silent films, with a strong helping of the master comics Chaplin and Keaton

Saturday Morning Cartoons!
8am Saturday

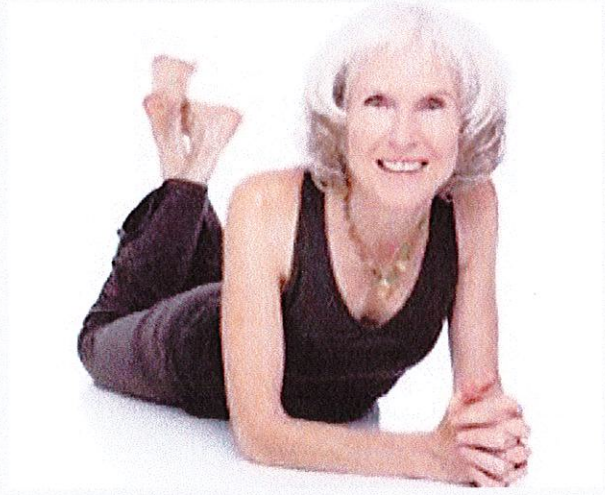


It's what Saturdays are for! Filled with classic animation from Looney Tunes, Popeye, Betty Boop, and many others

Saturday Serials
10am Saturdays

For the days when kids went to the movie theater all day — for a nickel!

Yoga for Health & Joy
8am Sundays



Practice with Patricia Becker to create better flexibility, mobility, strength and stamina in mind, body, and spirit.

Game of the Week
Noon Sundays

Local College and High School sports

Access TUOLUMNE

Rate Sheet

On-Location Production

Access Tuolumne can provide videography services for your event. 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.

$50 per hour of single-camera 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 an additional $35/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, single camera.
Videography - 2 hours
Setup/Breakdown - 1 hour
Travel - 45 minutes
Editing - 1 hour
Total Cost: 4.75 hr @ $50/ hr = $237.50

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 live.AccessTuolumne.org, Roku channel, and AppleTV.

After broadcast, your program will be stored and available on-demand on the website, Roku, and AppleTV ay no additional cost for at least a year.

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**.

Underwriting Levels

Each of the levels includes the benefits of the lower levels

Supporting Level (Platinum)

Contact station manager for more information on becoming a primary supporter of Access Tuolumne.

Program (Gold)

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**

If desired, 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**

Featured (Silver)

30-second informational message to air between programming 6 x Day. Further text acknowledgment on our Community Bulletin Board and Website. **$270/quarter**

General (Bronze)

30-second informational message to air on Bulletin Board between programming. **$90/quarter**

Studio Production (Available Spring 2019)

Studio with set, lighting, various mics, three-cameras with switcher, and one staffer at **$100/hr.** Additional staffing at **$30/hr** per person.

Duplication

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

Bulletin Board

A message of community interest (e.g. Non-Profit event) to run between programming **$15/week**