

# **Indianapolis Public Access TV Proposal and Business Plan**



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**Public Access Indianapolis, Inc.**

**PO Box 30269**

**Indianapolis, IN 46230**

# Indianapolis Public Access TV Proposal and Business Plan, 1999-2001

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## **EXECUTIVE SUMMARY**

This proposal is to reestablish a public access television channel in Indianapolis in 1999, along with a new community media access center, both managed by a nonprofit corporation, Public Access of Indianapolis, Inc. (PAI). The purpose of this proposal is to provide a non-discriminatory means for community accessibility to non-commercial video production and cablecasting, which does not currently exist for Indianapolis residents.

A recent study conducted by the Indianapolis Cable Franchise Board indicates that independent, community-based television -- public access TV -- is something that Indianapolis residents think is both valuable and important.

The primary components of this proposal include:

- ◆ Activation of the fourth cable television access channel called for in the cable franchise agreements, and designation of it for public access television use
- ◆ The establishment of a community media access center with facilities, staff, training and equipment to facilitate the community's video production and playback
- ◆ Eventual broad-based funding to augment use of existing cable television franchise fees and equipment grants
- ◆ Programming of public access television channel and management of the community media access center by a nonprofit corporation, Public Access of Indianapolis, Inc.

Aside from the direct benefits of having a public access television channel and community media access center, there are other benefits of this particular plan:

- ◆ No additional cost to cable subscribers or cable operators
- ◆ Maximized flexibility in the use of the fourth cable television access channel since a public access channel can accommodate all types of non-commercial programming, including governmental and educational programming
- ◆ Implementation of the public access television management recommendations of the 1994 study commissioned by the Indianapolis Cable Franchise Board

PAI's vision of managing public access TV in Indianapolis is one of accountability, high utilization and quality through community outreach and support services for nonprofit organizations, long-term viability, and fiscal responsibility.

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## **THE NEED FOR COMMUNITY-BASED MEDIA IN INDIANAPOLIS**

The City of Indianapolis does not have a public access TV channel or community media access center. Community media access centers, like the ones Public Access of Indianapolis, Inc. (PAI) has visited in Beech Grove, Speedway, Ft. Wayne, Bloomington, and Richmond, Indiana, Grand Rapids, Michigan, and Portland, Oregon, provide the means for organizations and individuals to share their interests, information, entertainment and ideas with the entire community through television production and cablecast, community radio, and the Internet. Such non-commercial media communication is thereby accessible to everyone, regardless of income or occupation, and provides a foundation for a more thorough, diverse, and imaginative public discourse to take place.

### **Who Uses Community-Based Media?**

Today, through community television around the country, thousands of community groups and over one million individuals produce more than 20,000 hours of new local programming each week -- more than all programs produced by NBC, CBS, ABC, Fox and PBS combined. Children, senior citizens, community groups, neighborhood associations, religious organizations, schools, and nonprofit corporations are creating local, original television programming themselves, for their communities.

As was the case in Indianapolis, where religious programming constituted almost half of the programming on the former public access TV channel, churches and other religious organizations often represent the single, largest group of users of community-based media resources.

Nonprofit organizations are another important group of users. Effective use of communication tools, in particular video, can make all the difference in educating the community on an issue or program, or even in raising funds; however, for all but the largest nonprofits, the cost of video production, either in-house or through a commercial production house, puts this tool out of reach. Non-commercial, community-based media is a natural solution for nonprofits, and many community media organizations have added services to facilitate its use by nonprofits.

### **Background on Cable Access TV**

The need for non-commercial access to cable TV channels has been long recognized. What is now public, education and government (PEG) access TV on cable, grew out of a movement for alternative and non-commercial media that began in the late 1950's. In 1972, the Federal Communications Commission (FCC) first required three access channels on cable systems with more than 3500 subscribers. This requirement was overturned by the Supreme Court, then changed with subsequent legislation. Today, PEG access channels are not a federal requirement; however, the right of local cable TV franchise authorities to require PEG access channels was part of the Cable Television Act of 1992. This right has been further upheld by the Courts.

The history of public access TV in Indianapolis begins with a 1979 city ordinance and the 1981 franchise agreement the City signed with American Cablevision (now Time Warner) that provided one public access TV channel and production facilities. Until 1996, public access TV was run by the local cable operators.

In 1994, Municipal Services Associates, Inc. conducted an extensive “Utilization Review and Future Uses Study” on Indianapolis PEG channels in preparation for franchise renewals with the local cable operators, American Cablevision (now Time Warner) and Comcast. Municipal Services Associates found that Indianapolis’ public access TV had a number of inhibitors:

- Inadequate promotion and outreach, particularly to the nonprofit community
- Equipment that was at the end of its useful life and cumbersome and expensive to use
- Waits of up to 6 months for training, but underutilization of production facilities
- Fees for the use of equipment and studios
- Inadequate staffing

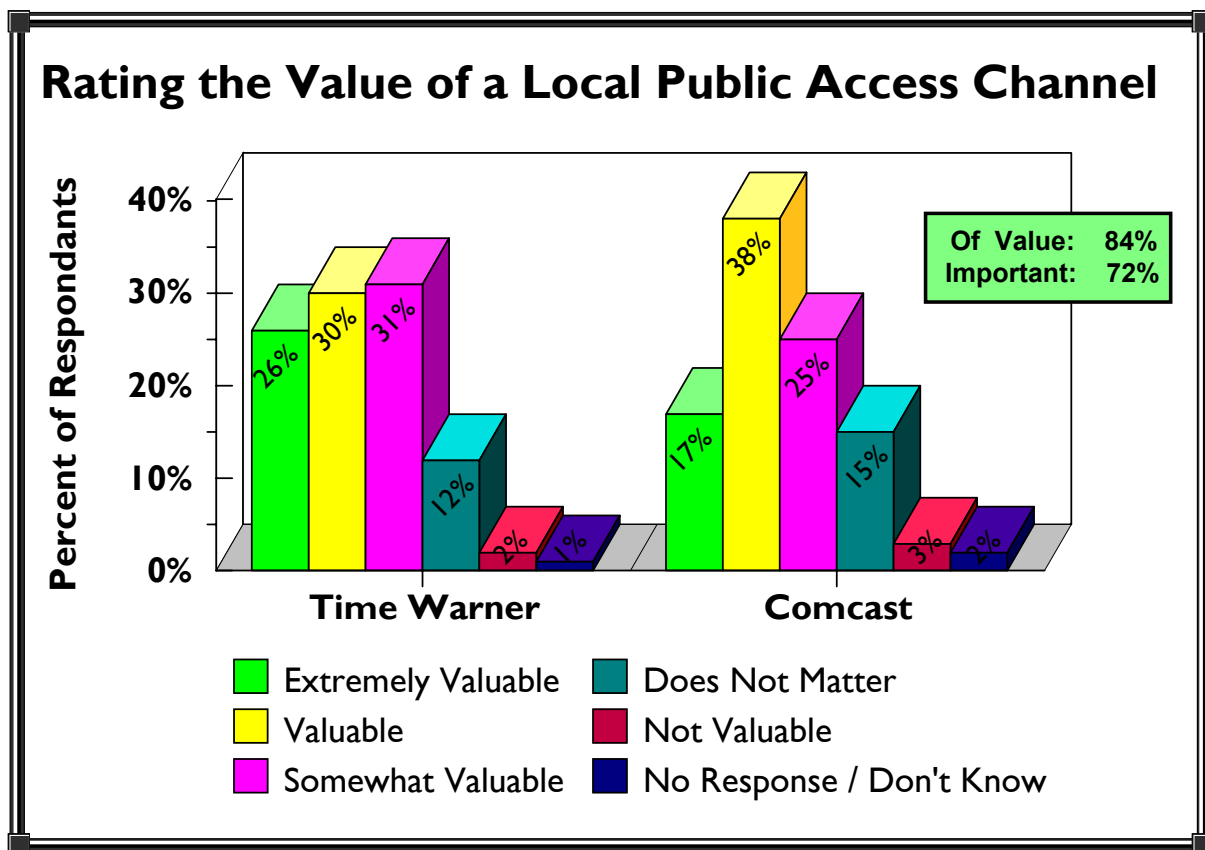
The study made a number of recommendations to improve public access TV in Indianapolis, which it found the least developed of its peers: government access and educational access. Recommendations included:

- Developing an alternative funding and management mechanism for public access TV, such as a nonprofit corporation and use of franchise fees
- Eliminating the bottlenecks in training and inhibitors in video production
- Replacing equipment
- Ensuring cable operator compliance with certain sections of the franchise agreements

Instead, public access TV ended in 1996 when the City-County Council revised the City Code (Section 403 of Chapter 851) to no longer require it, and approved new, 12-year franchise agreements with Comcast and Time-Warner that did not include public access TV. Most public access TV producers became aware of this only after the fact, and within a year public access TV ceased to exist in Indianapolis.

Indianapolis continues to have a well-recognized, government access channel, WCTY Channel 16, a dedicated education access channel run by the Education Television Cooperative (ETC), and another education access channel (the former public access channel), that is shared with Public Safety, called Education Public Safety (EPS). None of these channels or their production facilities are open for use by the general public.

## 1998 Indianapolis Cable TV Survey



The Indianapolis Cable Franchise Board commissioned a survey of Indianapolis cable TV subscribers in late 1998. The results of that study, released in December, 1998, show that 84% of the 600 customers surveyed think that having at least one local cable television channel openly available for use by the community, a public access channel, is of value, and 72% responded that such a channel is important. (*Indianapolis Cable Franchise Board Cable Television Quality and Value Survey, December 1998*, Harvard Information Services, Carmel, IN.)

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## **OVERVIEW OF PUBLIC ACCESS OF INDIANAPOLIS, INC.**

Public Access of Indianapolis, Inc. (PAI), an Indiana nonprofit 501(c)(3) corporation, was organized in 1997 to address the need for non-discriminatory, community access to communications media and technologies in Indianapolis. PAI has based its organization and goals on successful and established community media access organizations across the country, as well as studies on community media access centers commissioned by the City of Indianapolis and the State of Hawaii.

PAI is a member of the Indiana Alliance for Community Media, Collaboration 2000, CIRCL, and The Educational Television Cooperative. PAI members have also attended both national and regional Alliance for Community Media conferences and workshops.

### **Goals**

Public Access of Indianapolis plans to fulfill its mission through the following:

1. Establishing and maintaining a community media access center in Indianapolis, that would house the equipment needed for the community to produce and cablecast non-commercial media, such as public access television programs, and provide necessary training in video production.
2. Providing free or low cost training to the community in video production and the use of other types of communications technology.
3. Managing any local public access TV channel(s), and facilitating cablecast and broadcast on other channels.
4. Promoting and educating the public on the value and uses of community based media.
5. Promoting media literacy and educating the public on the structure of media in the United States.
6. Providing public service announcements (PSA's) and low-cost video production for Indianapolis-based nonprofit organizations.
7. Covering community meetings and cultural events for use on community-access television.
8. Promoting Public, Educational and Government (PEG) access television on cable.
9. Promoting additional types of community media and communications technologies such as radio, Internet, etc.

### **Community Video Projects in Indianapolis**

To raise awareness of the value of community-based media, Public Access of Indianapolis has produced a number of videos for various community organizations and events, including:

- ◆ Quality for Indiana Taxpayers PSA
- ◆ “Your Right to Know” Conference, Freedom of Information, Indiana
- ◆ Citizen’s Summit on Democracy
- ◆ “Invest in Youth” fundraising video for the YMCA of Greater Indianapolis
- ◆ Celebrating Peace and Respect Rally
- ◆ CoCoDa Public Meeting
- ◆ Senior State House Rally, United Senior Action

In 1998 alone, Public Access of Indianapolis contributed over \$20,000 worth of volunteer time in taping, producing and editing non-commercial, community-based video. In few cases were the events that PAI videotaped, covered by the press. In no cases were the entire events covered by the press. PAI’s volunteer work was primarily done for small, nonprofit organizations who have a need to promote their programs and ideas, but don’t have the resources to hire professional production houses or purchase their own equipment and air-time.

Public Access of Indianapolis’ other major projects include:

- ***Africa: Through the Lens*** is PAI’s most visible project to date. This project, a 45-minute video that examines how Africa is depicted in the US media, was primarily funded by a grant from the Indianapolis Arts Council and Africa Celebration ‘98, and has been shown on access television throughout the State of Indiana. This video was also shown to a senior journalism seminar at Butler University, for both its subject matter and its demonstrative value as community based media, and received very positive written evaluations from the students.
- **YTV Camp:** In partnership with the YMCA of Greater Indianapolis, PAI has initiated a youth video camp that will begin in 1999.

The response Public Access of Indianapolis has received from its community video work, the continuing requests for our services, and the high interest level, demonstrate the need for a community media access center, and a corresponding public access TV channel on which to cablecast resultant videos. A list of organizations who have formally stated their support of reestablishing public access TV in Indianapolis appears in Appendix A.

## **Board of Directors**

Management of Public Access of Indianapolis is vested in its board of directors, who are elected by PAI’s membership. The current PAI Board members:

- ◆ Andrea Price, President and Chairperson of Board  
(1998-2000)  
Vice Chair of Alliance for Community Media, State Board of Indiana  
Senior Sales Specialist, IBM  
Former public access TV producer

- ◆ Nick Hess, Secretary and Treasurer  
(1998-2000)  
Alliance for Community Media, State Board of Indiana  
Programming Production and Promotions Coordinator, WCTY  
Former public access TV producer
- ◆ Greg Brown  
(1998-1999)  
Owner, Utrillo's Art Gallery  
Former public access TV producer
- ◆ Mike Dowd  
(1998-2000)  
Chair, State Board of Indiana, Alliance for Community Media  
Assistant Program Director, WYIN-TV, Merriville PBS  
Former local origination and public access TV manager
- ◆ Kevin Earles  
(1998-1999)  
Property Manager, Baxter YMCA of Greater Indianapolis  
Former public access TV producer

See Appendix B for PAI's 1998 financial Statements.

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# **ESTABLISHMENT OF A PUBLIC ACCESS TV CHANNEL**

## **Designation of a Public Access TV Channel**

The foundation of this proposal is the activation of the fourth cable TV access channel available on the Time Warner and Comcast cable systems of Indianapolis, and the designation of it for public access TV use by the City. The provision of this fourth access channel, upon completion of the cable system rebuilds, is a requirement in the franchise agreements signed by both of the cable operators with the City of Indianapolis. The provision of a minimum of four public, education and/or government access channels is also required by Chapter 851-403 of the City Code.

Although the cable franchise agreements only specifically call for education and government access channels, the Cable Franchise Board has the authority, per Chapter 851-403 (d) and (e) of the City Code, to promulgate rules and procedures for the use of access channels, and has exercised this authority to allow both Fox Sports Midwest and The Recovery Network to use its Education/Public Safety (EPS) access channel.

## **Management of the Public Access TV Channel**

Public Access of Indianapolis proposes that it be designated, under contract, as the management agent for the new public access TV channel. Our research has found that management by a nonprofit corporation is the most effective and stable means to achieve the goals of community-based media. PAI's proposed budget includes the estimated costs of a consultant to assist with start-up planning, and to review operations after two years.

## **Programming**

PAI's primary objective is to promote local, public access TV programming that is informative, high quality, and beneficial to the citizen's of Indianapolis. A core component of PAI's programming strategy will involve an organized outreach program to community, arts and religious organizations.

### **Programming Sources**

In accordance with the purpose of Public Access of Indianapolis, the primary focus on programming sources is the production and dissemination of locally produced, non-commercial programming by the community, both individuals and organizations. In recognition of the time necessary to build a full schedule of such programming, the following will be pursued to provide high quality, maximum utilization of the public access TV channel:

1. New public access TV programming

2. Programming from public access TV producers in the Indianapolis Metropolitan Area (such as Carmel, Beech Grove, and Speedway)
3. Other non-commercial programming
4. Deep Dish TV, a nonprofit, national public access TV satellite service
5. The best of previous public access programming
6. Appropriate programming from WCTY and/or ETC

### **Programming Policies**

PAI has established policies to support its objective of high quality programming that is beneficial to the citizens of Indianapolis, while at the same time not abridging the First Amendment right of freedom of expression. All public access programming is subject to local, State and Federal laws regarding obscenity, libel, slander, copyright infringement, etc. PAI will maintain valid local contact information for each program or series of programs.

PAI's programming policy calls for the timeslotting of public access TV programming between the hours of 10 p.m. to 4 a.m. that contains mature language, content or themes. Programmers are responsible for designating their program submissions as having a mature nature, with misrepresentation of programming submissions constituting a violation of the contract between the producer and PAI, subject to the producer's suspension from PAI and public access TV.

Residents of the Indianapolis Cable Franchise Area will receive first priority in program scheduling, while residents of the rest of the Indianapolis Metropolitan area will receive secondary consideration. Programming from outside the Indianapolis Metropolitan Area must be sponsored by a resident of the Indianapolis cable franchise area.

See Appendix C for additional information.

### **Producer's Responsibilities**

Producers are solely and fully responsible for the content of their programs and any violation of the law or PAI rules and regulations. Producers must submit a signed *Application for Cablecast and Statement of Compliance* for all programs to be shown on the public access TV channel. Violations of PAI rules carry penalties up to and including the suspension of producers from the community media access center and/or cablecasting.

See Appendix C for additional information.

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## **ESTABLISHMENT OF A COMMUNITY MEDIA ACCESS CENTER**

### **Purpose**

Despite the declining prices of consumer camcorders, the cameras, microphones, lights, studios and editing equipment necessary to produce quality video is out of the reach of most residents and organizations of Indianapolis. The purpose of a community media access center is to make such equipment and studios readily accessible to all members of the community, and to provide proper training on their use. The community media access center would also provide the site for the public access TV channel's playback equipment (head-end).

### **Site**

PAI's criteria for a site include a centralized location, nearby parking, and accessibility by public transportation. Preferably, such a site would already be outfitted with a studio, but in the absence of that, be able to be outfitted economically. The site would need to have a security system, and sufficient space for a studio, equipment storage, control room, two edit suites, four offices, a reception area, and a conference room.

PAI is particularly open to any opportunities to partner with a local library, school or other community organization.

The hours of operation would be 9 a.m. - 10 p.m. on Monday - Friday, 9 a.m. - 6 p.m. on Saturdays, and 12 p.m. - 6 p.m. on Sundays.

### **Interconnection**

Per 851-403 (b) of the City Code, the cable operator is responsible for interconnecting its system with all other systems operating under a franchise granted by the city so that the channels designated for public, educational, and governmental access are transmitted on all cable systems simultaneously and on the same channels. This obligation includes the provision of all devices required to accomplish such interconnection.

### **Staffing**

The primary purpose of the staff for the community media access center is to encourage and facilitate the use of it and the public access TV channel. Since the staff is small, PAI will also rely on the use of volunteers and student interns, and require staff members who are willing and able to provide back-up for each other's responsibilities. The initial five, full-time staff positions are:

### **Executive Director**

Experienced manager with overall responsibility for day-to-day operations, program development, community outreach, staff development, budgeting, and personnel matters. Also responsible for the required monthly reports to the Indianapolis Cable Franchise Board and any to the City-County Council. Responsible to the PAI Board and primarily measured by success in meeting targets for utilization, outreach, and user satisfaction.

### **Access Coordinator**

Primary facilitator for producers. First point of contact with potential access TV producers: provides orientation on rules, certification, and necessary agreements, schedules initial training class, etc. Designs, implements and teaches basic training classes.

### **Programming Director**

Implements the scheduling and playback of programming. Assists in studio productions, scheduling, and equipment check-out/check-in.

### **Studio Director/Engineer**

Responsible for maintenance of equipment. Teaches classes in studio direction, lighting, etc. Assists with studio productions.

### **Administrative Assistant**

Responsible for all administrative/secretarial assistance; scheduling of training, studio, edit suites and loaner equipment; check-out/check-in of loaner equipment; and backup-up of LAN server.

In mid-2000, PAI plans to add a programming and production assistant.

## **Equipment**

PAI has developed an initial equipment plan that supports the needs of both novice and more advanced producers, the need for high quality at a modest cost with an eye toward the future, and the need to support a wide variety of media as input for editing. PAI has followed WCTY Channel 16's research and lead in basing its operations on DVCPRO technology, a broadcast quality digital format. In addition to providing high quality and a foundation for the future, this approach gives PAI compatibility with Channel 16.

PAI also plans to acquire a satellite downlink for access to programming such as The Deep Dish Network. More advanced equipment, such as an animation suite, would be added later.

Members would have to be trained and certified to use the various types of equipment.

An initial, detailed equipment plan for budgeting purposes is contained in Appendix D.

## **Playback and Master Control Head-End**

An automated playback system with seven DVCPRO tape players and a bulletin board graphics program for announcements and fail-over. The playback system supports up to eight additional tape players for growth and additional automation. A switcher is included to support live-programming.

### **Field Production Equipment**

Twelve 1-chip SVHS camcorders, two portable studios, and an assortment of hand held and lavalier microphones, lights, batteries, and tripods for check-out, normally 24 hours.

### **Linear Edit Suite**

This basic cuts-only edit suite for simple productions and less experienced producers includes Hi8, SVHS and DVCPRO tape players for input, a cuts-only, basic edit controller, a graphics generator, and DVCPRO output for playback.

### **Nonlinear Edit Suite**

This more functional PC-based edit suite also includes an open architecture for input media (Hi8, SVHS, and DVCPRO players), and DVCPRO output for playback.

### **Production Studio**

This full function studio features three 3-chip digital camcorders (instead of cameras only for maximum production flexibility) on camera dollies, flexible lighting, a telephone interface for call-in programs, and an A/B roll control/edit suite with Hi8, SVHS, and DVCPRO tape input, and DVCPRO output.

### **Dub Rack**

This set of VCR's provides conversion to and from various tape formats, such as DVCPRO, SVHS, 3/4", Hi8 and VHS.

## FUNDING

PAI seeks to secure a broad base of funding and revenue sources. PAI anticipates the following funding sources, listed in order of importance:

1. Cable Franchise Fees
2. Grants
3. Charitable contributions
4. Membership dues
5. Fund-raisers
6. Fees for use of production facilities by nonresidents and grant-funded projects

## Proposed Budget

<b>Public Access TV Budget</b>				
<b>Revenue</b>	<b>Start-up</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<i>Franchise Fee (12%)</i>		\$180,000	\$432,000	\$432,000
<i>PEG Capital Grant</i>	\$400,000	\$0	\$36,000	\$0
<i>Special Purpose start-up grant</i>	\$200,000	\$0	\$0	\$0
<i>Grants and contributions</i>		\$1,500	\$2,500	\$5,000
<i>Memberships</i>		\$1,000	\$2,000	\$4,000
<i>Fundraising</i>		\$0	\$1,500	\$2,000
<i>Fees</i>		\$0	\$500	\$1,000
Subtotal	\$600,000	\$182,500	\$474,500	\$444,000
<b>Expenses</b>				
<i>Professional fees and consulting</i>	\$23,000	\$2,500	\$10,500	\$18,500
<i>Video-related equipment</i>	\$395,940	\$20,000	\$86,000	\$20,000
<i>Furniture and office equipment</i>	\$50,000	\$2,000	\$10,195	\$10,095
<i>Facilities</i>	\$118,400	\$36,125	\$86,700	\$91,035
<i>Maintenance and service</i>		\$1,667	\$4,750	\$5,500
<i>Supplies</i>		\$18,700	\$23,150	\$26,030
<i>Promotion, printing and postage</i>		\$4,450	\$10,750	\$13,250
<i>Insurance</i>		\$4,200	\$10,000	\$11,000
<i>Training and staff development</i>	\$12,400	\$1,000	\$11,000	\$5,000
<i>Personnel</i>		\$77,604	\$209,325	\$234,261
Subtotal	\$599,740	\$168,246	\$462,370	\$434,671
<b>Total Revenue</b>	<b>\$260</b>	<b>\$14,254</b>	<b>\$12,130</b>	<b>\$9,330</b>

This budget, assuming an 8/1/99 start-up and a 10/1/99 opening, is in line with the budgets of other cable TV access organizations in a city the size of Indianapolis. See Appendix E for expense details, and Appendix F for comparisons with other community media access centers.

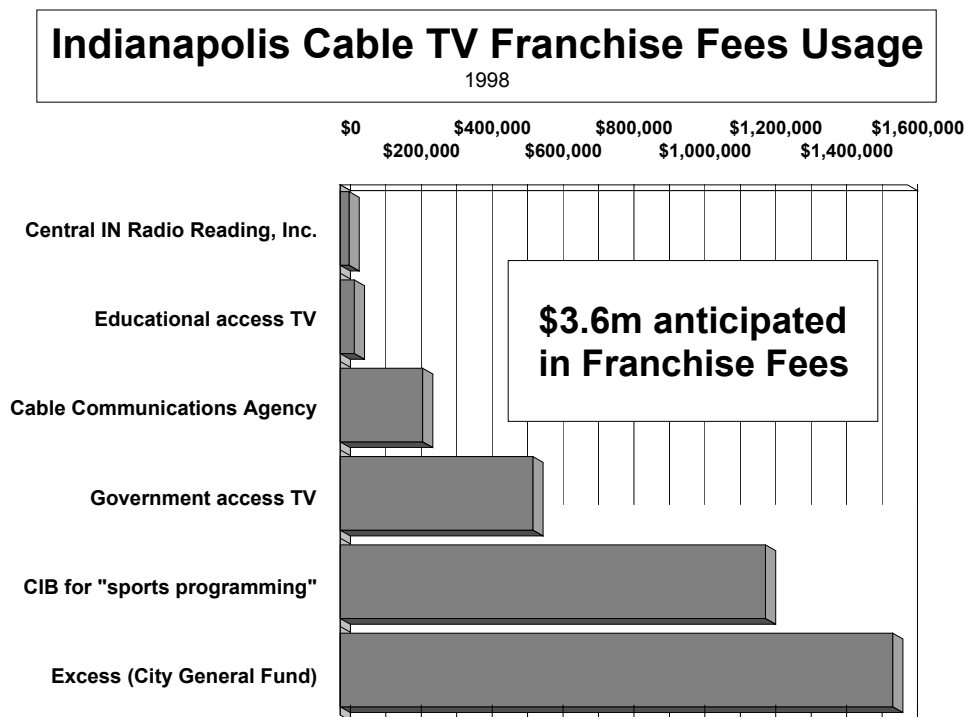
## Funding Sources

### Franchise Fees

Franchise fees are compensation for the cable companies' use of state and local rights-of-way. The primary purpose and use of cable TV franchise fees around the country is to fund public, educational, and governmental (PEG) access TV, and the operations of the local franchise authority.

Indianapolis currently has a 5% cable TV franchise fee which generated approximately \$3.6M in revenue in 1998. Of that, approximately \$1.5M reverts to the City General Fund, after allocations for Channel 16, the Cable Communications Agency, the Capitol Improvement Board (CIB), and the Education Television Cooperative (ETC).

Public Access of Indianapolis proposes that 12% of the anticipated \$3.6M in annual franchise fees be used to support the normal operations of the public access TV channel. This amounts to less than the budget for Channel 16 and the payment to the CIB.



**Grants**

Public Access of Indianapolis plans to apply for both unrestricted and restricted grants from the Indianapolis Cable Franchise Board, and other organizations.

For start-up costs, Public Access of Indianapolis requests a grant of \$400,000 from the PEG Capital Fund, and a \$200,000 special purpose grant.

**Charitable Contributions**

Public Access of Indianapolis is a member of the newly-formed Indiana Social Action Fund, which is pursuing payroll deduction for charitable contributions to its members at several government and corporate organizations. To date, charitable contributions have been the second largest source of revenue for Public Access of Indianapolis

**Memberships**

Membership is open to the general public and required for use of the community media access center or the public access TV channel. The current annual membership fee for an individual is \$20; a nonprofit organization, \$50; and a for-profit organization, \$100.

**Fund-raisers**

Public Access of Indianapolis has conducted small, annual fund-raisers around video viewings since its incorporation. This format has proved to also be an effective means of increasing awareness of the value of community-based media, and generating memberships and contributions. Publicity is accomplished through mailings from PAI's database and newspaper advertisements.

**Fees**

PAI will charge modest rates for use of its production facilities by non-residents of the Indianapolis cable franchise area and for nonprofit, grant-funded productions. All usage of the community media access center is for non-commercial productions that will be shown on the Indianapolis public access TV channel.

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## **APPENDIX A: ORGANIZATIONS IN SUPPORT OF PUBLIC ACCESS TV**

The following organizations have formally stated their support of reinstating public access television in Indianapolis:

- ◆ 4 Star Gallery
- ◆ Alliance for Democracy
- ◆ Basement Enterprises
- ◆ Branches magazine
- ◆ COVOH Foundation
- ◆ Freedom of Information, Indiana (FOI)
- ◆ Hot House Art Gallery
- ◆ Greater Indianapolis Chapter of the NAACP
- ◆ Kingdom of God Ministries, WKOG TV
- ◆ Marion County Alliance of Neighborhood Associations (McANA)
- ◆ Pan-African Pen Pal Association
- ◆ Peace and Justice Center
- ◆ Protect Our Rivers Now
- ◆ Rehab Resource
- ◆ Smedley's Dream
- ◆ Turner Fair III Historical Institute
- ◆ United Senior Action (USA)
- ◆ Universal Center
- ◆ Utrillo's Art Gallery
- ◆ Zion Hope Christian Church

## APPENDIX B: FINANCIAL STATEMENTS

### Public Access of Indianapolis, Inc. 1998 Statement of Revenues and Expenses

Year ending December 31, 1998

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Revenues</b>				
<b>Public Support</b>				
Memberships	\$280	\$0	\$0	\$280
Contributions	\$3,466	\$0	\$0	\$3,466
Grants	\$0	\$0	\$5,000	\$5,000
<b>Total Public Support</b>	<b>\$3,746</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$8,746</b>
<b>Other Revenue</b>				
Interest Income	\$4	\$0	\$0	\$4
Fundraising Income	\$89	\$0	\$0	\$89
Video Duplication	\$40	\$0	\$0	\$40
<b>Total Other Revenue</b>	<b>\$133</b>	<b>\$0</b>	<b>\$0</b>	<b>\$133</b>
<b>Total Revenue</b>	<b>\$3,879</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$8,879</b>
<b>Expenses</b>				
<b>Program Services</b>				
Administration	\$80	\$0	\$591	\$671
Advertising	\$0	\$0	\$234	\$234
Postage	\$0	\$0	\$70	\$70
Printing	\$0	\$0	\$67	\$67
Telephone	\$27	\$0	\$0	\$27
Travel	\$0	\$0	\$450	\$450
Video exhibition	\$0	\$0	\$625	\$625
Video Production	\$69	\$0	\$1,479	\$1,548
Web site	\$0	\$0	\$1,484	\$1,484
<b>Total Program Services</b>	<b>\$176</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$5,176</b>
<b>Supporting Services</b>				
General and administrative:				
Bank, IRS and State fees	\$548	\$0	\$0	\$548
Conferences and meetings	\$719	\$0	\$0	\$719
Postage	\$58	\$0	\$0	\$58
Printing	\$179	\$0	\$0	\$179
Telephone	\$137	\$0	\$0	\$137
Travel	\$1,694	\$0	\$0	\$1,694
<b>Total General and administrative</b>	<b>\$3,335</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,335</b>
Fundraising	\$279	\$0	\$0	\$279
<b>Total Supporting Services</b>	<b>\$3,614</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,614</b>
<b>Total Expenses</b>	<b>\$3,790</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$8,790</b>
<b>Net Revenue</b>	<b>\$89</b>	<b>\$0</b>	<b>\$0</b>	<b>\$89</b>
<b>Fund Balance, beginning of year</b>	<b>\$498</b>	<b>\$0</b>	<b>\$0</b>	<b>\$498</b>
<b>Fund Balance, end of year</b>	<b>\$580</b>	<b>\$0</b>	<b>\$0</b>	<b>\$580</b>

**Public Access of Indianapolis, Inc.  
1998 Balance Sheet**

Year ending December 31, 1998

<b>Current Assets</b>			
Unrestricted			
	Cash		\$277
Restricted			
	Cash		\$0
Total			\$277
<b>Noncurrent Assets</b>			
Unrestricted			
	Equipment		\$310
	Less Depreciation		(\$7)
Restricted			
	Equipment		\$0
Total			\$303
<b>Total Assets</b>			<b>\$580</b>
<b>Liabilities and Fund Balances</b>			
Liabilities			\$0
Fund Balances			
	Unrestricted	\$580	
	Restricted	\$0	
Total Fund Balances			\$580
<b>Total Liabilities and Fund Balances</b>			<b>\$580</b>

**Public Access of Indianapolis, Inc.  
1998 Cash Flow Statement**

Year ending December 31, 1998

<b>Operating Activities</b>	
Net Revenue	\$89
Adjustments:	
Non-cash contributions	(\$310)
<b>Net Cash Operating Activities</b>	<b>(\$221)</b>
<b>Investing Activities</b>	<b>\$0</b>
<b>Financing Activities</b>	<b>\$0</b>
<b>Net Increase in Cash and Cash Equivalents</b>	<b>(\$221)</b>
<b>Cash and Cash Equivalents, beginning of year</b>	<b>\$498</b>
<b>Cash and Cash Equivalents, end of year</b>	<b>\$277</b>

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# APPENDIX C: PRODUCER'S AGREEMENT AND RULES

## Public Access of Indianapolis, Inc. Application for Cablecast and Statement of Compliance

Name: \_\_\_\_\_

Program Title: \_\_\_\_\_ Exact Length: \_\_\_ hrs \_\_\_ min \_\_\_ sec

Description: \_\_\_\_\_

Program Category (please check one):

Arts  
Live call-in

Entertainment  
Sports

Informative  
Religious

Does this program contain any of the following? (Check all that apply)

Adult Language \_\_\_\_\_ Mature Themes \_\_\_\_\_ Sexual Content \_\_\_\_\_ Violence \_\_\_\_\_

(If the answer is "yes" to any of the above, PAI reserves the right to cablecast this program only between 10 p.m. - 4 a.m..)

Does this program contain underwriting?

If yes, what is the exact text of the underwriting credit(s) (see Section 3.7 of Rules)

Conditions of Compliance:

- 1) I have read the PAI rules and operating procedures and I am in agreement with them.
- 2) I am familiar with the content of this program and affirm that it does not contain: Obscene material, Commercial advertising, Any lottery or information about any lottery, any material that constitutes: libel, slander, invasion of publicity or privacy rights, violation of trademark or copyright, or is in violation of any federal, state or local law.
- 3) I assume full responsibility for the content of this program and affirm that such material does not violate the rights of a third party. I indemnify and hold harmless PAI and its staff and officers from any claims arising out of this program material that I cablecast.
- 4) I have obtained all approvals, clearances, licenses, etc. for any program material which I cablecast and can produce those approvals, clearances etc. in writing if necessary.
- 5) I shall not use PAI equipment or channel for any commercial purpose. I understand that programming produced with PAI equipment MUST be cablecast on PAI public access TV channel.
- 6) I understand that any falsification or breach of the Rules & Policy of PAI can result in suspension from PAI facilities and cablecasting on the public access TV channel.
- 7) I understand that this form will be available for public inspection during normal business hours.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone #: \_\_\_\_\_ Requested Time Slot: \_\_\_\_\_

**Public Access of Indianapolis, Inc.  
Rules and Regulations**

**I. General**

1. A User is defined as an individual, group or organizational member of Public Access of Indianapolis, Inc. (PAI), who uses PAI's equipment, facilities or channel capacity.
2. Users are prohibited from using the name, symbol or logo of PAI in their programs such that it creates the appearance that the program is endorsed, sponsored, or produced by PAI.
3. Equipment and facility use are scheduled on a nondiscriminatory, first-come, first-served basis. In the event that requests for equipment, facility or channel use exceed the time available, priority will be given as follows:
  - a. User is a resident of the Indianapolis cable franchise area.
  - b. User is a resident of Marion County
  - c. User is a resident of the surrounding four counties
  - d. User resides outside of the greater Indianapolis metropolitan area.
4. PAI will not exercise editorial control over the content of any user programs. PAI retains the right not to cablecast any program it reasonably suspects violates federal, state or local laws.
5. Access equipment, facilities and channel may not be used for the production or presentation of material that is designed to promote the sale of products or services, an advertisement by or on behalf of candidates for public office, or related to the dissemination of information, directly or indirectly, involving lotteries and games of chance.
6. Users may be subject to federal, state and local laws regarding libel, slander, obscenity, incitement, invasion of privacy, or other laws. PAI equipment, facilities and channel may not be used to present material which violates federal, state or local laws.

**II. PAI Responsibilities**

1. PAI will provide and maintain video equipment for certified users.
2. PAI will provide no charge workshops in basic equipment use.
3. PAI will make available a qualified person to offer technical assistance to access users to assure technical quality.
4. If for any reason a User's program is denied for cablecast, the user may appeal the decision to the PAI Board of Directors by requesting, in writing, a review within 30 days of the decision.
5. The User holds the copyright to his/her program. PAI will not release any user's tape or portion of a tape without the permission of the user.
6. Neither PAI nor its cable service providers shall be liable for any loss of transmission time or transmission of programming.
7. PAI reserves the right to refuse equipment and facility use to anyone reasonably suspected of being under the influence of alcohol or any other illegal drug, or participating involuntarily.
8. The user's Application and Statement of Compliance will be kept in the PAI offices and the Statements of Compliance will be available for public inspection during normal business hours.

**III. User Responsibilities and Limitations**

1. Users shall apply in writing by accurately completing a Producer's Application.

2. User shall successfully complete equipment certification training offered by PAI, or apply for a waiver.
3. User shall apply for cablecast in writing by filling out a Application for Cablecast and Statement of Compliance for any program or series of programs.
4. User shall Indemnify and hold harmless PAI, the cable operators, and the City of Indianapolis, from all liability for damages, costs and losses resulting from, arising out of, or in any way connected with the use of the public access equipment or channel by the user.
5. Users must be 18 years or older, or must have a parent or guardian sign the application and accept full liability for any loss to PAI equipment, or for any materials produced using PAI equipment.
6. PAI facilities are to be used for the purpose of producing non-commercial programming for PAI public access. All programming produced using PAI equipment must be shown on the public access channel.
7. Users may obtain underwriting for their programming with the following restrictions:
  - a. PAI cannot cablecast programs with commercial advertising.
  - b. Underwriting credit may state what type of service was provided by the underwriter; payment for the user's labor and time are NOT allowable.
  - c. The credit cannot be longer than 10 seconds and must be given once either at the beginning or the end of a program; underwriting credit cannot be within the content of the program.
  - d. A user is limited to 6 underwriters per program, a User must log the exact text of the underwriting credit on the Statement of Compliance. PAI accepts no liability for any disputes arising from a user's underwriting agreements.
8. Users may utilize PAI equipment on a fee basis for nonprofit, grant-funded projects, if the following additional conditions are met:
  - a. User is not compensated for his or her work on the project in any way.
  - b. Programming must be non-commercial.
  - c. Programming must be shown on the public access channel.

## APPENDIX D: INITIAL EQUIPMENT LISTS AND PRICING

	Vendor	Quantity	Unit Cost	Total Cost
<b>Field Production Equipment</b>				
1CCD SVHS Camcorders	Panasonic	12	\$1,000	\$12,000
Camcorder Batteries	Panasonic	24	\$40	\$960
Aluminum Tripods & Fluid Heads	Bogen	12	\$430	\$5,160
Light Kits	Lowell	2	\$640	\$1,280
Lavalier microphone	Shure	6	\$150	\$900
Handheld Microphones	Shure	4	\$100	\$400
Studio in a box	Shure	2	\$15,000	\$30,000
20' XLR audio cables		6	\$20	\$120
12' XLR to Mini cables		12	\$15	\$180
Wireless microphone system	Shure	1	\$750	\$750
SVHS 120 min. Tapes	Fuji	600	\$7	\$4,272
<b>Total</b>				<b>\$56,022</b>
<b>Cuts-Only Edit System</b>				
Hi8 Player (Industrial)	Sony	1	\$6,000	\$6,000
SVHS Player/Recorder (Industrial)	Sony	1	\$5,000	\$5,000
DVCPRO Player/Recorder	Panasonic	1	\$13,000	\$13,000
Edit Controller	Videonics	1	\$650	\$650
Character Generator	Videonics	1	\$550	\$550
Time Base Corrector	Nova	1	\$2,000	\$2,000
13" Color Monitors	Panasonic	3	\$400	\$1,200
8 Channel audio mixer	Mackie	1	\$480	\$480
CD Player/cassette deck	Denon	1	\$580	\$580
Audio amplifier & speakers	JVC	1	\$600	\$600
Workstation Desk & Chair	Winsted	1	\$1,900	\$1,900
Power strips & cables		1	\$190	\$190
<b>Total</b>				<b>\$32,150</b>
<b>Non-Linear Edit System</b>				
Hi8 Player	Sony	1	\$3,000	\$3,000
SVHS Recorder/Player	Panasonic	1	\$3,000	\$3,000
DVCPRO Recorder/Player	Panasonic	1	\$13,000	\$13,000
Non-Linear Editor w/monitor & software	IBM Compatit	1	\$18,000	\$18,000
8 Channel mixer	Mackie	1	\$550	\$550
Amplifier & Monitors	Shure	1	\$700	\$700
Workdesk	Winsted	1	\$1,900	\$1,900
CD/cassette player	Denon	1	\$538	\$538
A/b/c switch	Videotek	1	\$155	\$155
Power supply		1	\$500	\$500
Cables		1	\$155	\$155
<b>Total</b>				<b>\$41,498</b>

	Vendor	Quantity	Unit Cost	Total Cost
<b>Dub Rack</b>				
3/4" Player / Recorder	Sony	1	\$4,000	\$4,000
DVCPRO Player/Recorder	Panasonic	1	\$13,000	\$13,000
Hi8 Player	Sony	1	\$3,000	\$3,000
VHS VCR	Sony	2	\$1,200	\$2,400
SVHS Player /Recorder	Panasonic	1	\$3,000	\$3,000
DV Adapter for DVCPRO Player	Panasonic	1	\$120	\$120
Patch Bay	ADC	1	\$200	\$200
70" Rack Mount Cabinet	Winsted	1	\$700	\$700
audio amplifier w/VUmeters	Panasonic	1	\$400	\$400
13" Monitor	Panasonic	1	\$650	\$650
Assorted Cables		1	\$300	\$300
<b>Total</b>				<b>\$27,770</b>
<b>Studio Equipment</b>				
DVCPRO 3-CCD Camcorders	Panasonic	3	\$18,060	\$54,180
Tripod with fluid head	Bogen	3	\$680	\$2,040
Camera dolly	Bogen	3	\$250	\$750
Studio Adapter Kits	Panasonic	3	\$750	\$2,250
Camera control unit	Panasonic	3	\$1,100	\$3,300
CCU Cable	Panasonic	3	\$1,060	\$3,180
Audio patch bay		1	\$300	\$300
16 channel audio mixer	Mackie	1	\$1,100	\$1,100
Lavalier microphones	Shure	6	\$150	\$900
Table microphones	Shure	2	\$450	\$900
6 channel audio snake		1	\$210	\$210
Telephone interface	Gentner	1	\$3,020	\$3,020
CD player	Denon	1	\$300	\$300
13 input production switcher	Echolab	1	\$11,000	\$11,000
character generator	Chyron	1	\$4,000	\$4,000
9" monitors	Sony	3	\$800	\$2,400
13" color monitors	Panasonic	4	\$400	\$1,600
DVCPRO Playback/Record decks	Sony	1	\$13,000	\$13,000
DVCPRO Playback decks	Sony	1	\$5,000	\$5,000
Hi8 Player	Sony	1	\$3,000	\$3,000
SVHS Player /Recorder	Panasonic	1	\$3,000	\$3,000
Time base corrector	Newtek	2	\$1,500	\$3,000
Video distribution amp.	Newtek	5	\$300	\$1,500
Console	Winsted	1	\$4,100	\$4,100
Rack mounts		1	\$2,000	\$2,000
Audio cables		1	\$500	\$500
Vectorscope	Videotek	1	\$1,700	\$1,700
Waveform monitor	Videotek	1	\$1,500	\$1,500
Rack mounts for VC&WM		1	\$190	\$190
Headsets	Beyerdynamic	6	\$300	\$1,800
intercom	Clearcom	1	\$660	\$660
Speakers	JBL	2	\$380	\$760
Lighting grid (installed)		1	\$9,800	\$9,800
Dimming control (installed)		1	\$15,800	\$15,800
CYC and track (installed)		1	\$6,700	\$6,700
Studio spotlights with safety clips (8)		1	\$3,480	\$3,480
cyc lights (3)		1	\$5,910	\$5,910
audio amp.	Crown	1	\$700	\$700
<b>Total</b>				<b>\$175,530</b>

	Vendor	Quantity	Unit Cost	Total Cost
<b>Automated Playback System (Master Control Head-End)</b>				
16-VCR Event Controller	Leightronix	1	\$4,000	\$4,000
Event Manager Software	Leightronix	1	\$400	\$400
PC Printer		1	\$200	\$200
PC w/ video card & Monitor	Wintergreen	1	\$1,800	\$1,800
Bulletin Board Software	Scala	1	\$230	\$230
VCR Control Interface	Leightronix	1	\$1,110	\$1,110
DVCPRO Playback decks	Panasonic	7	\$5,000	\$35,000
15" Monitor	Panasonic	1	\$650	\$650
Rack Mount for 15" Monitor	Panasonic	1	\$180	\$180
Routing Switcher	Knox	1	\$3,300	\$3,300
Vertical Rack Cabinets	Stantron	4	\$600	\$2,400
Waveform Monitor	Videotek	1	\$1,500	\$1,500
Vectorscope	Videotek	1	\$1,800	\$1,800
Rackmount for WM/VS	Stantron	1	\$200	\$200
Audio Distribution Amp	Videotek	1	\$240	\$240
Video Distribution Amps	Videotek	2	\$240	\$480
Rackmount for Distr. Amps	FEC	1	\$180	\$180
Video/ Audio Modulator		1	\$1,500	\$1,500
Desk for PC		1	\$300	\$300
<b>Total</b>				<b>\$55,470</b>

## APPENDIX E: EXPENSE DETAILS

	Quantity	Unit Price	Period	Start-up	1999	2000	2001
<b>Professional Fees and Consulting</b>							
Management consulting (Start-up)				\$5,000	\$0	\$0	\$0
Management consulting (Operations Review)				\$0	\$0	\$0	\$8,000
Facilities Design				\$8,000	\$0	\$0	\$0
Bookkeeping				\$0	\$1,500	\$3,500	\$3,500
Auditing				\$0	\$0	\$4,500	\$4,500
Legal fees				\$10,000	\$1,000	\$2,500	\$2,500
Total				\$23,000	\$2,500	\$10,500	\$18,500
<b>Video-related equipment</b>							
Automated Playback and Head End				\$55,470	\$0	\$0	\$0
Linear Edit Equipment				\$32,150	\$0	\$0	\$0
Non-Linear Edit Equipment				\$41,498	\$0	\$0	\$0
Dub Rack				\$27,770	\$0	\$0	\$0
Studio Equipment				\$175,530	\$0	\$0	\$0
Field Production Equipment				\$56,022	\$0	\$0	\$0
Equipment Replacement Fund				\$0	\$20,000	\$20,000	\$20,000
Satellite Downlink				\$7,500	\$0	\$0	\$0
Graphics/Animation suite				\$0	\$0	\$36,000	\$0
Hot Line Studio				\$0	\$0	\$30,000	\$0
Total				\$395,940	\$20,000	\$86,000	\$20,000
<b>Furniture and Office Equipment</b>							
Workstation	5	\$3,200		\$16,000	\$0	\$0	\$0
Reception	1	\$1,500		\$1,500	\$0	\$0	\$0
Conference Room furniture	1	\$3,000		\$3,000	\$0	\$0	\$0
Task chairs	10	\$200		\$2,000	\$0	\$0	\$0
Round Tables	2	\$400		\$800	\$0	\$0	\$0
Overhead projector & screen	1	\$450		\$450	\$0	\$0	\$0
Workgroup copier (lease)	1	\$4,000	year	\$0	\$1,667	\$3,000	\$3,000
Fax Machine	1	\$250		\$250	\$0	\$0	\$0
Office computers	5	\$1,800		\$9,000	\$0	\$1,500	\$1,500
Postage meter rental	1	\$800	year	\$0	\$333	\$800	\$800
Phone System + 10 phones	1	\$5,400		\$5,400	\$0	\$0	\$0
LAN Server	1	\$2,500		\$2,500	\$0	\$0	\$0
Facil Management Software				\$2,500	\$0	\$495	\$495
Office software suite	6	\$200		\$1,200	\$0	\$250	\$250
Network hub and cables	1	\$500		\$500	\$0	\$100	\$0
Tape storage cabinet	2	\$1,700		\$3,400	\$0	\$1,700	\$1,700
Misc.				\$1,000	\$0	\$2,000	\$2,000
TV/VCR	1	\$500		\$500	\$0	\$350	\$350
Total				\$50,000	\$2,000	\$10,195	\$10,095
<b>Facilities</b>							
Renovation and installation		\$0	mo.	\$100,000	\$0	\$0	\$0
Security system and service		\$100	mo.	\$3,000	\$500	\$1,200	\$1,260
Janitorial services		\$625	mo.	\$0	\$3,125	\$7,500	\$7,875
Rent		\$5,000	mo.	\$10,000	\$25,000	\$60,000	\$63,000
Utilities		\$1,000	mo.	\$0	\$5,000	\$12,000	\$12,600
Phone		\$500	mo.	\$5,400	\$2,500	\$6,000	\$6,300
Total		\$7,225	mo.	\$118,400	\$36,125	\$86,700	\$91,035
<b>Maintenance and service</b>							
Copier service		\$500	year	\$0	\$208	\$500	\$500
Video parts and maintenance		\$3,500	year	\$0	\$1,458	\$3,500	\$3,500
Computer maintenance		\$1,500	year	\$0	\$0	\$750	\$1,500
Total				\$0	\$1,667	\$4,750	\$5,500

	Quantity	Unit Price	Per	Start-up	1999	2000	2001
<b>Supplies</b>							
Computer supplies				\$0	\$200	\$750	\$750
Office supplies				\$0	\$1,000	\$2,500	\$2,500
Production supplies	1	\$5,500		\$0	\$5,500	\$5,500	\$5,500
Videotapes	300	\$40		\$0	\$12,000	\$14,400	\$17,280
Total				\$0	\$18,700	\$23,150	\$26,030
<b>Promotion, printing and postage</b>							
Printing				\$0	\$2,000	\$4,000	\$5,000
Advertising				\$0	\$1,000	\$2,500	\$2,500
Postage				\$0	\$1,000	\$3,500	\$5,000
Mileage reimbursement				\$0	\$200	\$500	\$500
Web site				\$0	\$250	\$250	\$250
Total				\$0	\$4,450	\$10,750	\$13,250
<b>Insurance</b>							
Insurance				\$0	\$4,200	\$10,000	\$11,000
Total				\$0	\$4,200	\$10,000	\$11,000
<b>Training and staff development</b>							
Facil Management Software				\$2,400	\$0	\$0	\$0
Conferences				\$0	\$0	\$4,000	\$4,000
Dues and subscriptions				\$0	\$1,000	\$1,000	\$1,000
Equipment training				\$10,000	\$0	\$6,000	\$0
Total				\$12,400	\$1,000	\$11,000	\$5,000
<b>Personnel</b>							
Executive Director		\$45,000	year	\$0	\$18,750	\$46,800	\$48,672
Access Coordinator		\$28,000	year	\$0	\$11,667	\$29,120	\$30,285
Studio Engineer		\$28,000	year	\$0	\$11,667	\$29,120	\$30,285
Programming Director		\$28,000	year	\$0	\$11,667	\$29,120	\$30,285
Administrative Assistant		\$20,000	year	\$0	\$8,333	\$20,800	\$21,632
Programming/Production Assistant		\$25,000	year	\$0	\$0	\$12,500	\$26,250
Plus benefits and taxes				0%	25%	25%	25%
Total				\$0	\$77,604	\$209,325	\$234,261

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## APPENDIX F: PUBLIC ACCESS TV COMPARISONS

### Recent Public Access TV Start-ups

Public Access of Indianapolis has collected information on three, recent start-ups of community media access organizations. This information was gathered through a workshop at the 1998 Alliance for Community Media National Conference, information published by the Buske Group, The Alliance for Community Media's *Cable Access Start-up Manual*, and personal contact. Additional information on these organizations may be found on their websites.

#### Greensboro Community Television, Inc. (GCTV)

Greensboro, NC

Cable company	Time Warner
Number of subscribers	58,000
Services	Public access TV
Number of public access TV channels	1+1 reserved
Start-up Funding	\$475,000
Annual Budget	\$245,000
Annual funding	\$175,000 Time Warner \$ 50,000 City (years 1-3)
Studio	Yes (control room can also be used as one person "mini-studio")
Portable equipment	Professional and lightweight camcorders
Editing suits	2 cuts-only 1 non linear
Format	SVHS
Staff	5
Notes	Runs youth summer media camps
Website	<a href="http://www.greensboro.com/gctv/">www.greensboro.com/gctv/</a>

**Petaluma Community Access, Inc.**

Petaluma, CA

Cable company	TCI
Number of subscribers	18,500
Services	PEG, I-net
Number of public access TV channels	1 + option for more
Type of management organization	Nonprofit corporation
Start-up Funding	\$660,000
Annual Budget	\$115,000
Annual funding	Access fee: \$.50 per subscriber/month (not part of 5% franchise fee)
Facility	High school, 2300 sq. ft
Studio	Yes ("live to tape" only)
Portable Equipment	9 camcorders and 2 portable studios
Editing equipment	3 cuts-only suites
Format	SVHS
Staff	2.5
Start-up date/timeframe	9-12 months
Notes	Trained 223 new producers in first quarter of operation

**Santa Rosa Community Media Access Center, Inc.**

Santa Rosa, CA

Cable company	Cable One
Number of subscribers	43,000
Services	PEG, I-net
Number of public access TV channels	1 + option for more
Start-up Funding	\$1,200,000 (Cable One)
Annual Budget	\$550,000
Annual funding	\$370,000 City (1/3 of franchise fees) \$150,000 Cable One \$ 30,000 Miscellaneous revenue
Facility	6000 sq. ft
Studio	Yes (one full studio and one mini "hotline" studio)
Portable Equipment	1 chip and 3 chip camcorders; one portable studio
Editing equipment	2 basic cuts-only, 1 A/B roll and graphics/animation suite, 1 nonlinear
Format	SVHS
Staff	12.5
Notes	Has satellite downlink
Website	<a href="http://www.communitymedia.org">www.communitymedia.org</a>

## Examples of Public Access TV Leaders

### Access Sacramento

Alliance for Community Media, 1998 Community Service Award Winner  
Sacramento, CA

*“A nonprofit public service organization dedicated to giving voice to thoughts, dreams, opinions and community events not otherwise seen or heard on commercial and public radio, television and other media.”*

Access Sacramento is one of the most award-winning public access TV organizations in the country.

Cable company	Comcast
Number of subscribers	240,000
Services	Public access TV and radio
Number of public access TV channels	2, plus Religious access channel, and 2 community radio stations (one featuring radio reading for the visually impaired)
Annual Budget	\$795,000
Annual Revenue (1997)	\$609,010 City ( franchise fees) \$150,000 Rent from cable company \$ 61,300 Earned revenue \$ 56,500 Contributions and grants \$ 11,690 Other
Staff	12 full-time 15 part-time
Website	<a href="http://www.sacramento.org">www.sacramento.org</a>

## Allen County Public Library TV Center

“Library for the Future”

Fort Wayne, IN

*“What really makes this collaboration function is that the library and Channel 10 have similar missions: we want community access to public resources.” Erik Mollberg, Public Access Coordinator*

Fort Wayne’s long-term collaboration between the public library and public access TV has earned recognition for the Allen County Public Library as a “Library for the Future” by the *Library Advocate* journal.

Cable company	Comcast
Number of subscribers	67,000
Services	Public and government access TV and Internet access
Number of public access channels	1
Annual budget	\$440,000
Annual funding	\$240,000 City (20% of franchise fees) \$200,000 Allen County Public Library
Staff	4 Full time 2 Part time
Website	<a href="http://www.acpl.lib.in.us/Television_Services/">www.acpl.lib.in.us/Television_Services/</a>