

MCTV-15 BUSINESS PLAN

Board Approval June 2, 2003

Project Background

Channel 15 has been used by the City of Mt. Shasta to air static text about city services, upcoming agendas, and for live, fixed camera broadcast of council and planning commission meetings since 1997. The City of Mt. Shasta has a franchise agreement with Northland Cable TV to provide the public with access to their cable allocated Channel 15. As part of that agreement, the cable company is to provide air time for a community access channel (identified as the local Public Education and Government channel (PEG)). In 1998 Diana Limjoco Pollard, MCTV-15's President and acting Executive Director, approached the city to request expansion of the PEG to include airing of locally produced videos that serve the arts and culture, education, social and health services, community vitality. In April 2000, MCTV15 received authorization from the Mt. Shasta City Council to manage and grow the station through the efforts of interested community volunteers. A new working volunteer board of 6 community members donated their time and their financial resources to form a 501c3 non-profit public service Corporation called Mountain Community TV-Channel-15. MCTV-15 moved forward to formally acquire funding and community support to manage the station, produce programs and develop community awareness about public access to Channel 15 (PEG15).

NOTE: In October 2003, the City of Weed accepted MCTV15 as their management authority for their public access television broadcasting network.

MCTV-15 is a 501c non-profit public service corporation governed by a Board of Directors, located in Mt. Shasta, CA.

Board of Directors

Diana Pollard - Founding President

Founder, MCTV-15. Seasonal Co-Host of MCTV-15's "Real TV". Career specialities include web design and marketing. Project co-ordination. Network organizer.

Neva Barnett - President

Former Mayor of The City of Weed. Host of the popular "Real TV" program on MCTV-15.

Audra Gibson - Secretary

Mayor, The City of Mt. Shasta, and City designated representative to the Board.

Lisa Stevens - Treasurer

Scott Valley Bank, Mt. Shasta, CA

Judith Conrad - Program Director

Host of "How To" show on MCTV-15 plus numerous other community access radio and television programs here and in the San Francisco Bay Area.

Sylvia Massy Shivy

Record producer, owner of RadioStar Studios, Weed, located in the Weed Palace Theater and adjoining buildings. Career highlights include engineering the Grammy award winning Johnny Cash album "Unchained", as well as over 20 other gold and platinum album awards.

Joan Lucas

Siskiyou Arts Council

Advisory Members

Vince Reinig

Northland Cable TV representative. Videographer.

Greg Jones

Instructor, College of the Siskiyous

Jeff Butzlaff

City Manager of Mt. Shasta

Doug York

Mt. Shasta Performing Arts Festival

Warren Masterson

Sound Engineer and Videographer

Elan Cruise

Videographer

John Cummings

Videographer

Mission Statement

To provide community access via the telecommunications medium to thoughts, opinions and events that benefit the community.

Vision Statement

MCTV-15 will stand as a focal point for broadcasting in Siskiyou County, operating out of our state-of-the-art production facility and office complex at RadioStar Studios. In the future, MCTV-15 will employ a full staff of four people, hired from the local community, training those residents of Siskiyou County interested in expressing their views through the art of video production. Students trained in MCTV-15's educational programs will go on to successful careers in

the broadcast industry, returning to our community to further mentor students of the future. We will receive a portion of our income from original MCTV-15 produced programming syndicated to other public stations, plus our programs will be broadcast via the internet throughout the world, making Siskiyou County and MCTV-15 a template for other rural community's economic and technological development. We will expose Siskiyou County to our nation and to the entire world, resulting in improved tourism, new residents with strong stewardship to our assets, and sustainable economic growth.

Goals

To provide assistance in the production and broadcasting of city governmental meetings and other related programs.

To create public awareness of each community's programming and related functions through printed media and other promotional means.

To offer training to local citizens in the proper use of audio and video equipment, so they can create their own community access programming, following MCTV-15's written guidelines.

To establish partnerships with College Of The Siskiyous and other local school districts to create a county wide network of educational opportunities in broadcasting and to bring educational issues to the awareness of the general public.

To provide Siskiyou County with creative and informative programming created by, and featuring folks from our own local communities!

Responsibilities and Duties of the Board of Directors

To determine MCTV-15's policies and ensure their implementation.

To establish and evaluate on-going operational plans for MCTV-15.

To oversee the administrative operations of MCTV-15 including hiring and evaluation of MCTV-15's Operations Manager.

To establish objectives and long-range plans; to aid the officers and staff in implementing these goals.

To delegate to officers of MCTV-15 special managerial and fiscal powers, authorizing them to handle corporate accounts, contracts, etc.

To review and approve MCTV-15's annual budget and annual report.

To keep current with all the facts upon which they, the board, must base their philosophies, opinions and decisions; and to seek answers when needed.

Where We Are...Where We are Going

MCTV 15 is Community Television

Community television and multimedia encourages collaboration with all segments of our communities including education, art, culture, environment, health care, recreation and social services. Those individuals and organizations interested in sharing information now have a vehicle to do so, and can do so without the tremendous expense usually involved with media development and distribution. Community television enhances awareness to the significant and special programs, people and events happening in our area that are often invisible or underexposed. It also aids in diminishing various economic and social boundaries, as well as individual personal limitations, by allowing those who do not have the immediate opportunity to directly experience events and get information that would usually be considered unattainable. Therefore it is our goal to produce programs that feature all the above segments of our communities to the best of our abilities.

Donations, Grants and Volunteers

In less than 2 years, MCTV-15 has become a viable telecommunications resource to our community. Through the generous contributions of our supporters, the MCTV-15 organization has grown from two volunteers, a borrowed camera and a live TV show called "Real TV" in Mt. Shasta; to over a dozen volunteers with MCTV-15 owned videotaping and editing equipment, and a donated production facility. Grants for equipment purchases (\$6,300 in Fall

2002, and \$3,450 in Spring 2003) from the Shasta Regional Community Foundation have helped MCTV-15 to be fully equipped for videotape productions. These grants were possible with the support of the City of Mt. Shasta and the community at large. MCTV-15 board member Sylvia Massy Shivy has donated the use of space in her RadioStar Studios complex in Weed for a video sound stage, editing facilities and administrative offices at no charge. The secure, alarmed buildings will house the newly acquired equipment and will be the operating center of the MCTV-15 organization.

Why MCTV-15 needs to hire an Operations Manager

MCTV-15 has been a volunteer organization up until now, but the demands of such a fast growing group have tapped the resources of its volunteer staff. We are anticipating accelerated expansion by administering the PEG for the City of Weed in the next year, plus there is a need to improve existing programming and production to serve our community better. MCTV-15 looks forward to the opening of its new office and production facility however a volunteer staff cannot be scheduled to run the day-to-day operation of that facility with any continuity. The successful operation of Yreka Community Television has served as a model for our growth. New television programs are being developed independently and through the partnering with COS that will demand co-ordination of several entities, including show producers, volunteers, equipment, locations, digital tape medium, COS students and staff. There is a need to improve production quality of videotaped events such as the City Council meetings in Mt. Shasta, including the use of multiple cameras, editing, proper sound and videotaping the meetings for rebroadcast.

One person is needed to field calls, schedule volunteers, monitor equipment usage, follow through on production and programming details and timetables, promote shows through press releases, as well as many other specialized jobs. The person hired should have experience with community access television and videotape production, should be resourceful, and be able to keep to a regular work schedule. A part time position will be enough to keep the ball rolling through the next year.

Here is where The Cities of Mt. Shasta and Weed can help

NOTE: The city of Mt. Shasta allocated \$4,800 in their 2003-04 budget for this purpose.

Within the next year, MCTV-15 will show its true potential with the help of the two cities that the non-profit organization serves. With administration fees in the amount of \$4,800 collected from The City of Mt. Shasta annually and \$4,200 collected from The City of Weed annually, MCTV-15 will be able to hire a part time Operations Manager, providing professional programming and production in a timely, organized manner. The Mt..Shasta and Weed City Governments will have easy access to the resources at the station, including a studio available for community leaders to produce live or taped messages with wider audience exposure. With the centralized location of its office at RadioStar Studios, excellent equipment and a part-time Operations Manager, these PEG stations

can become purposeful, allowing the community true access to its benefits. The Operations Manager can schedule training for individuals to use the equipment to create their own programs, something that an all-volunteer staff cannot do.

Of course there are more costs involved than just the wages of the Operations Manager. There are telephone bills, utility bills, tape and media costs, reimbursements for fuel costs, equipment insurance and maintenance. These debts are planned to be covered by income from program underwriting, donations, location event fees, fund raisers, outside production services, and tape and DVD sales. Events will be recorded professionally for in-house productions as well as for outside clients. MCTV-15 will offer their services to people who need video productions to be made at a fee. This is the most frequently requested service of our volunteer organization at present. The MCTV-15 videographers and producers required to complete outside projects will be paid for their work, and profits made from such business will be put back into the operation and growth of MCTV-15. A second camera will be purchased in the next two months with Grant money already in place from the Shasta Regional Community Foundation. Other needed equipment will be purchased including disc drives, SVHS decks, tripods, storage cabinets and carrying cases.

Within 2 years we will seek funding to acquire professional lighting, a video mixing desk, and office furniture. We will also approach The City of Dunsmuir about their PEG station, offering our administrative services to them for a similar financial contribution as the other participating Siskiyou County cities.