

PEG-TV Coastside - Contract Considerations
Midcoast Community Council
April 27, 2011

[Note: These comments are intended to emphasize community requirements. In certain cases the City of Half Moon Bay or the South Coast are mentioned specifically for list completeness.]

Government - Meetings

Primary Councils – Live Coverage

- Midcoast Community Council (MCC)
- Half Moon Bay City Council (HMB CC)
- Available: Start of new contract period
- Cost: No charge to the councils

Other Agencies/Boards – TV Broadcast

Taped replays within one to two days of meeting for the following:

- Granada Sanitary District (GSD)
- Montara Water and Sanitary District (MWSD)
- Cabrillo Unified School District (CUSD)
- Sewer Authority Midcoast (SAM)
- Coastside Community Water District (CCWD)
- Coastside Fire Protection District (CFPD)
- Cost: No more than currently charged for each organization
- 3rd Party Providers: Full coverage (un-edited) videos of meetings will be accepted for replay at no extra charge if they meet reasonable technical requirements and follow appropriate standards for recording governmental meetings.

Meetings – Web Available Video Archive

- Government meetings (see two previous lists) will be available for six months at no extra charge on a public website, including the ability to search for a particular meeting, and download videos.
- An effective and simple method to chapter public broadcasts should be provided with the first year of operation.

Technology and Operations

Internet / Web Considerations

The contract should be forward looking in addressing the integration of PEG TV services. This should include a commitment to adapting to the opportunities of new technology and provide a realistic budget to address these opportunities.

- Web Streaming of all broadcasts
- Integration Plan for Video and Internet:
- All programming available for one week after broadcast as web based video archive
- Archive should be easily accessed and searched

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- After videos are no longer in a web based archive, provide DVD's for a reasonable fee.
- (See supplemental notes – a separate document with additional notes on chaptering)

Production/Locations

- If main offices are not located on the Coastside (Midcoast/Half Moon Bay) have dedicated site on the Coastside with equipment checkout, editing equipment, and some kind of link.
- Main office must be open and staff available to public during normal business hours

Public – Community and Process

Governance

- Open process for board elections by members
- Board meetings publicized and open to public
- At start up of new contract: 1 ad hoc board member from each region added for a two year period then revert to the standard election process.
 - Midcoast
 - City of Half Moon Bay
 - South Coast

Name

Start contract operations with a new name inclusive of the area served

- PCT = PACIFIC COAST TV

Conduct a full publicity campaign for the new areas covered starting one month prior to cutover.

Studio Production

PEG Vendor will keep a studio open to production use by the community.

Local Shows on Local Issues

Work with interested parties to produce public affairs programs for areas served:

- Midcoast
- City of Half Moon Bay
- South Coast

Outreach

PEG TV vendor will make every effort / solicit content from the Coastside:

- High School
- Seniors
- Local Interest Groups (Film / Garden / Environment / Health / etc.)
- Business Community
- Volunteer / Non-profit agencies and organizations
- Parks (given large amount of park land on the Coastside)

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Contract Period Considerations

- Equipment purchased with public money remains public property in the event of a change of operator
- Formal review process is done in each contract period

Copyright – Broadcast Rights

- All public meetings videos should be licensed for unrestricted reuse or editing.
- All meetings taped by PEG staff, volunteers or outside contributors shall be licensed and distributed under an Attribution Non-commercial Share Alike 2.5 Creative Commons or similar license .
- Work produced on studio equipment has shared copyright
- Every effort will be made to air all properly submitted programs provided by independent producers in a timely manner as scheduling permits. The station reserves the right to reject any tape submission if it is not deemed suitable to the mission of a PEG station, or appropriate for the current programming mix of the station.
- (See supplemental notes – a separate document with additional detail to consider)