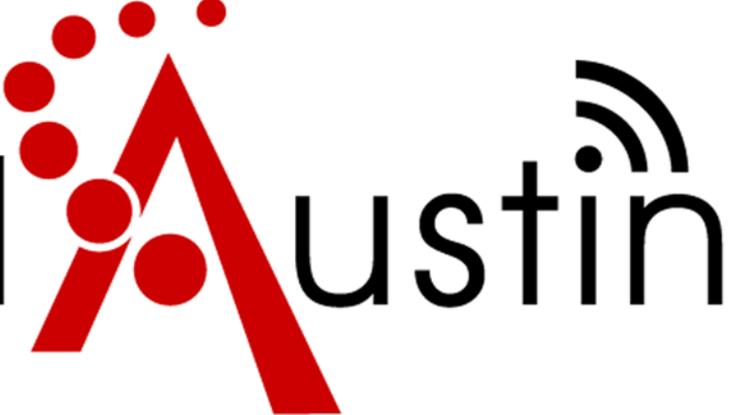


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Report to the Austin Technology and
Telecommunications Commission

April 9, 2014



Developing a Framework for Redefining Public Access



Contract Periods

- Oct. 1, 2005 to Sept. 30, 2011
- Oct. 1, 2011 to Sept. 30, 2015
- Oct. 1, 2015 to TBD



Time Line

- New Contract 18 months
- New RFP Issued 9 months
- Recommendations 6 months
- Input Now



2011 RFP

- Response to Loss of Local Franchise
- Revenue Generation
- Cost Reduction
- Increased Efficiencies



2015 RFP

- New Vision and Mission ?
- Structural Changes ?



Internal Review

- channelAustin Board
- channelAustin Staff
- channelAustin mediaArtists



Framework

- Public Access Plan
- Community Plan
- Business Plan



Public Access Mission

- City of Austin Objectives and Goals
- Future Value and Relevancy
- Community Media
- Revenue and Expense



Public Access Operations

- Channels and Content
- Studios
- Series
- Classes



COA Objectives and Goals

- Why is it essential that the City of Austin continue to operate the public access channels and a public access television studio?



Future Value and Relevancy

- What should be done to increase the value and relevancy in the future? For whom should this value and relevancy be considered?



Community Media

- What is the appropriate balance between serving the need of individuals versus the needs of community groups (non-profits)?



Revenue and Expense

- How feasible, realistic, appropriate, or sustainable is it in the long term for the responsibility of revenue generation to rest significantly with the nonprofit contracted to provide the City's public access services?



Channels and Content

- What would be the benefits and costs of dedicating one of the public access channels to function completely for non-profit content and not for individual content?



Studios

- What issues will arise if the Main Studio is repurposed for use mostly by community groups (non-profits), for rent, or production services, with very limited individual use?



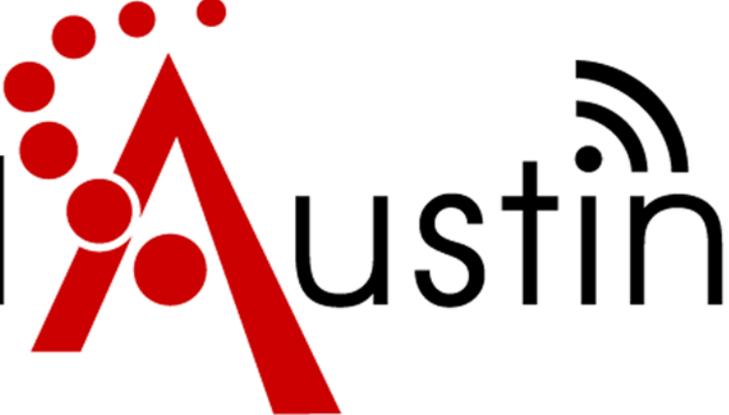
Classes

- Beyond core classes required for public access certification, how can the nonprofit develop a program of semi-professional and professional classes that serve an untapped niche market that can to be a significant revenue stream to offset operational costs?



Process

- channelAustin Staff discussions
- channelAustin Board discussions
- mediaArtist focus groups ?
- Nonprofit focus groups ?
- channelAustin Recommendations

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