



Strategy to Restore Public Access Television in Long Beach

January 19, 2010
City Council Meeting



Background

- State legislation enacted in 2006 shifted cable franchising to the State
- Cable operator no longer required to provide staff, equipment, and facility to operate Public Access
- Channel still available, but has been "dark" since January 2009

Background – City Actions



- City worked with Public Access community to address impact since legislation introduced
- In Fall 2008, staff began meeting with Public Access representatives in focused effort to develop solution
- No viable short- or long-term solution identified
- Public, Education, Government funds available for capital expenditures (building, equipment)
- Core issue: lack of operational funds

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Background – City Actions



- City issued RFP in April 2009
- One proposal received
- Proposal not accepted by City in August 2009
- City convened "Public Access Stakeholders Team" to further explore options
- City Council direction in November 2009 to return with a strategy to restore Public Access

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Public Access Strategy

- Team comprised of representatives from:
 - Local Public Access producers
 - Arts and cultural community
 - Educational institutions / workforce organizations
 - Youth services providers
 - City staff

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Public Access Strategy

- Inclusive, collaborative process employed
- Multiple "visions" introduced by Team
- Team arrived at unified vision for future
- Vision extends beyond simply restoring programming

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Public Access Strategy

"The vision for Long Beach Community Media (Public Access) is an exciting, state of the art creative and cultural network that utilizes partnerships and collaborative resources to train content producers and distribute media that connects and empowers our community. This network is an innovative model for public access as it fosters dynamic engagement by giving voice to our residents, prepares young people for meaningful careers, and shares vital information that improves the quality of life in our community."

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Public Access Strategy

- Additional community voices helped inform strategy development
- Over 25 additional community stakeholders interviewed
- Specific strategic actions identified for:
 - Operational Development
 - Fund Development

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Public Access Strategy

Operational Development	Fund Development
Identify organizations willing/able to operate Public Access	Identify hard dollar costs for start-up and ongoing operations
Identify areas of potential collaboration (training)	Analyze funding plans for other community media operations
Continue best practices research of other successful community media operations	Develop database of funding partners and what they can provide
Identify volunteers to assist operations and institutions with available intern pool	Develop membership program, community fundraising initiative, grant-seeking activities, and underwriting/sponsorship opportunities



Public Access Strategy

- Still more to be done for a successful operation
- Next steps include:
 - ✓ Continue work of Team (strong commitment from all Team members)
 - ✓ Finalize specific relationships, responsibilities, and accountabilities
- Monitor and support Federal legislation that would allow PEG funds for operational expenses, addressing core issue

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Fiscal Impact

- Approximately \$600,000 in PEG funds expected annually
- April 2009 Council action:
 - Year 1: 80% Public, 10% Education, 10% Government
 - After Year 1: 50% Public, 25% Education, 25% Gov't
- November 2009 Council action: (if no strategy)
 - Year 1: 57% Public, 33% Education, 10% Gov't
 - After Year 1: 50% Public, 25% Education, 25% Gov't

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Support for Youth Programming at Parks, Rec. & Marine (PRM)

- City Council direction in November 2009 to explore PRM uses of PEG revenue
- Enhancement of youth programming sought (digital media arts)
- Plan to use some "G" revenue to upgrade computer equipment used for digital arts
- Equipment must be used to provide program content to the P,E or G access channels

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Conclusion

- Sustained effort over last 15 months to identify a solution
- Lack of operational funds continues to be major barrier
- Stakeholder Team committed to pursuing strategy developed to restore Public Access

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