



Vancouver Community Access Television

A proposal for community access television for Vancouver and Clark County

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RFP# 23-15 Public Access Television Services

EXECUTIVE SUMMARY

Vancouver and Clark County grapple daily with issues of growth, economic development, diversity, transportation, leadership, climate change, safety, education, and quality of life. It is essential for citizens to engage in civil discourse regarding future decisions and directions demanded by these issues. Lacking a public forum to promote the collaborative creation and consumption of locally produced, locally focused information, our community is at a distinct disadvantage.

This proposal, prepared by Vancouver Community Access Media (VCAM), responds to a request for proposals (City of Vancouver #23-15) to provide public access cable television services for the City of Vancouver and Clark County. This proposed public access television station, situated in a community access media and culture center, will provide citizens with a media channel through which to engage each other in civil discourse, collaborative thinking, and informed decision making.

Our proposal involves three facets

1. *A vision* for locally focused non-commercial media anchored by community access television while leveraging other media for promotion and community building.
 2. *A business plan* that, in addition to accessing PEG funding for capital expenses, acknowledges the necessity for investment of operational funding from the City, County, and other partners, and long-term fundraising, to assure sustainability.
 3. *A base of operations* in a community media and culture center to provide access, visibility, space, resources, outreach, and literacy opportunities for collaborative production of locally focused non-commercial media.
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VANCOUVER COMMUNITY ACCESS TELEVISION

Our ideas are ambitious. The challenges are daunting. With multiple, non-local, electronic media outlets providing content to Vancouver and Clark County, along with social media and its promise of instant and ubiquitous connection, it is easy to dismiss public access / community media as unnecessary, or redundant. One might ask, "Do we need public access television?" Our response is a more challenging question: "How can we best leverage the features and affordances of 21st century communications, including public access television, to build a better community?"

So, yes, we need public access television, and social media, and more, along with opportunities to use them all proactively at the local level in order to communicate effectively and efficiently in the 21st century. And we need these efforts to be visible and accessible to our citizens. VCAM is ready, willing, and able to make a new public access television station work for our community. This proposal details our vision and plan.

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INTRODUCTION

Newspapers, radio, and television see much of their immediacy and relevance subsumed by social media platforms. But, while Facebook, Twitter, YouTube, etc. seem to promote ease of communication, they do not replace the need/desire for a public forum that promotes the collaborative creation and consumption of locally produced, locally focused information.

Filling this need was a primary motivation for, in 1999, creating the Public Access Cable Television Board to provide a public access television station for Vancouver and Clark County. Today, minus a designated local public access television provider, bombarded by media channels originating, for the most part, outside our community, and seemingly awash in digital communication media, it is easy to answer the question "Do we really need public access television?" by saying public access television is no longer relevant, not necessary.

The more challenging question is, "How can we best leverage the features and affordances of 21st century communications, including public access television, to help our citizens communicate with each other, share their stories and ideas, work together to build a better community, a collaborative future?" We believe the answer to this question is worthy of time, effort, and investment.

Vancouver Community Access Media (VCAM) seeks to provide public access cable television programming for Vancouver and Clark County. We believe we have the experience, qualifications, and business plan to do so in a manner that will meet and exceed the criteria detailed in the Request for Proposal (#23-15 Public Access Television Services) issued by the City of Vancouver.

Following, we address the specific criteria of the request for proposals.

1. APPROACH AND UNDERSTANDING

Residents of Vancouver and Clark County are grappling with issues of growth, economic development, diversity, transportation, leadership, climate change, safety, education, and quality of life. Unless we can talk among ourselves, share ideas, and collaborate toward decisions, our ability to affect our future in positive, pro-active ways, may be overshadowed by unchecked development, outside corporate concerns, or overly ambitious government.

With multiple electronic media outlets providing content to Vancouver and Clark County, along with multiple digital communication media that are said to connect us instantaneously with information portals around the world, it is easy to dismiss public access / community media as unnecessary, or redundant.

However, most all the currently available media sources originate outside the boundaries of our community, and do not promote local issues or concerns. This puts our community at a distinct disadvantage, especially when grappling with issues affecting our future. The future success of our community will depend on our ability to participate productively in coordinated two-way communication practices as both creators and consumers of locally focused content utilizing a number of different media platforms.

The vision of Vancouver Community Access Media (VCAM) is to provide locally focused television programming via assigned cable television channels supported, promoted, and augmented through associated websites, blogs, and social media. Additionally, we will seek out cross-promotional/participatory opportunities with other community media: radio, journalism, performing arts, for example. Our base of operations is envisioned as a community media and culture center, where we will provide access, resources, and assistance.

1a. Program goals

The following goals will provide constant landmarks for our efforts

1. Create local, non-commercial television and other digital media content

Measure of success: The production of local content in different forms including video, writing, audio recordings, animation, images, and performance for local distribution via public access television and supporting media platforms. Ideally, we would like to see a 10% annual increase.

2. Distribute locally produced and focused content via assigned public access television channels and other, supporting media

Measure of success: The distribution of locally produced and focused content via playback on assigned cable television channels, with opportunities for cross-promotion and access via supporting media platforms like streaming to Wi-Fi enabled mobile devices, live performances, creative exhibits, other activities and events. Ideally, we would like to see a 10% annual increase.

3. Provide a community media and culture center as a collaborative, coordinated location for these activities

Measure of success: The establishment and operation of a community media and culture center in downtown Vancouver that provides a location for teaching, learning, practice, performance, and collaborative engagement with the production and distribution of locally produced communication, arts, and culture content for public access television, supported by a variety of media platforms. Ideally, we would like to see a 10% annual increase.

Discussion

1. Provide opportunities to create local, non-commercial television and other digital media content

Public access television will be a cornerstone of our efforts to promote and provide community communication opportunities for Vancouver and Clark County. We agree with the fundamental definition of public access television as

Non-commercial television programming produced without restriction or censorship by organizations and/or individuals in the community that airs on a designated public access channel

and will encourage local production of television programming focused on local interest.

Specifically, we will offer opportunities for local citizens to produce and broadcast non-commercial television programming in the form of

- video
- digital cinema
- animation
- sound
- other

We will offer resources for promoting this content, or providing additional information, via other electronic / digital platforms like

- community radio
- citizen / collaborative journalism
- social media
- online information portals
- interactive / immersive media

As a community media resource, we will encourage

- public talks
- workshops
- maker sessions (hands-on workshops)
- performances
- exhibits
- other activities

The goal of these efforts will be the increased ability for citizens to collaborate, create, and consume locally focused non-commercial television programming and other media in Vancouver and Clark County.

With increased opportunities for citizens to create and consume community-oriented communications, Vancouver and Clark County will benefit from increased levels of information regarding local issues. As we can increasingly engage in on-going discussions of local topics, our collective community ability to think through and share best responses will be increased. An informed and engaged citizenry will increase the quality of life in our community, thus making it more attractive for growth and economic development.

We will measure success in these endeavors by

- tracking the numbers of locally produced, non-commercial television programs
- tracking the hours of local programming broadcast
- tracking the types of local programming produced and broadcast
- tracking the intended audience for locally produced programming
- tracking the numbers of other media produced in support of this television programming
- tracking hits on website(s)
- tracking social media traffic
- tracking the numbers of people attending associated events and activities

2. Provide opportunities to distribute locally produced and focused content via assigned public access television channels and other, supporting media

In order to best utilize the opportunities of public access television and other forms of digital communications, interested citizens will need literacy and skills regarding producing non-commercial television content, and augmenting this content across multiple media platforms. The Creative Media & Digital Culture program (CMDC) at Washington State University Vancouver, one of our partners, has stated an interest to help facilitate specific learning opportunities like

- producing and editing video
- producing and editing digital cinema
- producing and broadcasting television programming
- recording and editing sound
- writing for television, digital film, and other visual forms
- assessing public access television and other media platforms for locally produced and focused communication
- developing and implementing effective public access television programs
- preparing locally focused communications for multiple platforms, television, radio, print, and social media, for example
- acquiring computer literacy

3. Provide a community media and culture center as a collaborative, coordinated location for these activities

VCAM research shows that Public Access, Education, and Government (PEG) providers have traditionally situated themselves as special interest groups, intent to provide one-way information to their communities using one medium, television. This silo approach is indicative of a 20th century communication model where individuals often relied on a single communication source for their information: one television station, one radio station, one newspaper, one telephone, each separate and characterized by its own features and affordances.

In the 21st century, we are confronted by multiple, digital communication media. The one communication source model is no longer effective. We are no longer one large audience, but rather multiple audiences, fragmented by our special interests. We desire collaborative, interactive communication channels, ideally combined with opportunities to meet and participate face-to-face. From such contexts, we desire the ability to easily share our thoughts, ideas, dreams, messages with others.

VCAM believes the multiple facets of 21st century communication can be best facilitated by a centrally located community media and culture center providing public access television, as well as other community communication and media resources and opportunities. A community media and culture center, in our belief, is the best way to provide the tools and techniques needed by our citizens for effective public communication and discourse in a technologically complex 21st century. We consider a community media and culture center a community institution, and will use this model to provide skills and abilities for our citizens to effectively participate in discussions surrounding the future of Vancouver and Clark County.

1b. Services offered

VCAM agrees with sentiments and practices demonstrated in many other communities where "community media," overtakes "public access television" by providing, in addition to television, teaching, learning, and other opportunities for citizens to address communication needs and creative desires across a wide range of electronic / digital media. From our proposed community media and culture center, we will offer

- Public access television production and playback services
- Broadcast opportunities via assigned cable television channels
- Tools and training to develop communication skills and practices
- Performance events, gallery shows of creative works, talks, workshops, educational opportunities, as content for public access cable television programming
- Access and location for creation and consumption of local content
- Site for idea exchange, civil discourse, and community consensus

Rather than promising everything to everyone at the beginning, we intend to start small, offer what resources and opportunities we can realistically provide, so to promote rewarding results. For example, our initial base of operations will be Kiggins Theatre, in downtown Vancouver, where we envision a small but flexible studio configuration. As our business model becomes more sustainable, we expect to expand into other, nearby locations, and offer more community

media and culture opportunities. Successful realizations of this vision, in a variety of forms, and across multiple media, will be our measure of success in this endeavor.

1c. Schedule of proposed programming

Scheduling will, of course, be determined by available content. VCAM will provide programming each day of the week. Some examples of potential programming might include

- local news and weather
- local talk shows
- local performances
- local sports
- local education opportunities (Washington State University Vancouver and/or Clark College)
- civic discussion
- public domain movies
- public service announcements
- community events

To avoid negative public relations associated with too frequent repetition of content, we propose initially a limited broadcast day of scheduled programming. As our ability to generate locally produced content expands, we can increase our programming schedule.

At all times, our programming schedule will be purposeful, with separate programs intentionally selected to create a pleasant, cohesive whole. Station announcements, promotions, and marketing messages will be interspersed throughout our programming, all designed to develop a brand, an identity, a place in our community. We will make frequent appeals for community involvement through the creation and contribution of content, as well as financial and in kind support.

Also included in our programming will be information about communication tools, or demonstrations of techniques using these tools. For example, The Creative Media & Digital

Culture program (CMDC) at Washington State University Vancouver has stated an interest to provide workshops on video and/or sound production, and on how to use social media to promote a public access television program. We will seek partnerships with other programs at Washington State University Vancouver, and/or other local educational institutions, interested to share educational content.

On air programming will be available after broadcast on cable television through our website in streaming format. Additional information about each program will be provided, along with links to further resources or information. Frequent announcements with on air programming will direct viewers to the website, as will our social media platforms. CMDC has expressed interest in developing learning opportunities for students where they could update and maintain our website(s), as well as design and implement social media campaigns. We will investigate opportunities for students from other programs to engage, through classes or internships. For example, students from a business program could help with accounting, marketing, and sales.

We will reach out to community non-profits, city and county organizations, for profit organizations, schools, clubs, and individuals as content providers. For example, the CMDC program has stated interest in working with students to produce locally oriented programming —news, arts and culture, history, education, etc.—as part of its ongoing community outreach and civic engagement activities.

The desired result will be viewers knowing they can expect informative, locally produced and focused programming via public access television. As a measure of success in these endeavors, we will look to numbers of locally produced and focused programs broadcast on public access cable television and augmented by other media platforms.

1d. Description of proposed organizational structure

VCAM is composed of thought leaders, business owners, community advocates, economic developers, educators, artists, and entertainers who understand and promote the importance

of locally focused and produced media and culture events. As the designated providers of public access cable television, we intend to volunteer our time, effort, and resources in combination with resources and support to be provided by The City of Vancouver, Clark County, and other partners, toward developing a sustainable model for public access television supported and augmented by other media platforms.

Currently, three individuals, those named in this proposal, are leading the effort to designate VCAM as the public access provider for Vancouver and Clark County. We are all residents of Vancouver and Clark County. We live here, we work here, we want to help build our community. We offer a depth and breadth of resources, skills, experiences, and vision. As the designated public access cable television provider, we will partner and collaborate with individuals and organizations throughout our community. Our emphasis will be locally produced and focused content for public access television augmented by other media forms.

In preparation, we have begun the steps to establish a non-profit organization in the State of Washington. With acceptance of our proposal, we will culminate this process, and investigate city business and occupation licenses and insurance.

We will also begin establishing an advisory board composed of community individuals who can bring the best resources and skills to the challenge of providing locally produced and focused public access television and other community communication opportunities for Vancouver and Clark County.

Several individuals and organizations throughout our community have agreed to provide time and effort to our proposed organization, either as volunteers, or members of our advisory board.

Advisory board membership will be voluntary, but will carry responsibilities and expectations, with each member working to further the mission of providing public access communication

tools and training in our community. Specifically, we will seek the following from advisory board members

- Community connections
- Fund raising ability/connections
- Television and/or creative media experience
- Technical expertise
- Legal advice
- Political clout/connections
- Source for on-air content

We will expect advisory board members to

- Help secure financial support
- Help build community media center, awareness of, and associated activities
- Provide assistance for station operation and activities
- Provide insight for future plans and direction
- Contribute to community outreach efforts
- Attend monthly board meetings

The advisory board will advise the general manager who will oversee, direct, and be responsible for finance and operations (maintaining non-profit status and registration, paying taxes and bills, etc) as well as other and various responsibilities. Additionally, the general manager will be responsible for securing community financial support. This position, we believe, should be paid, in order to secure the best involvement from the selected individual. Operational funding will be necessary, and is reflected in our proposed first year budget.

Ideally, we anticipate hiring an engineer to keep track of equipment and resources, keep it in working order, advise regarding upgrading and/or purchasing new equipment through PEG funding opportunities, and repairing equipment and resources. Again, this resource will provide operational funding, and is reflected in our proposed budget.

Finally, we anticipate need for a part time administrative/clerical person who will be responsible for daily operations, answering the telephone, answering emails, interfacing with the public, keeping our location organized and clean, preparing production and training schedules, organizing resources for upcoming events, maintaining the equipment inventory. Again, operational funding will be necessary for this resource, and the expense is reflected in our proposed budget.

1e. Outline of advertising / promotional efforts

Any effort to engage our community will not be successful without constant and vigilant advertising / promotional efforts. A part of our daily operations will be to promote the station and advertise its affordances both on air and through associated media platforms. Some general details for these efforts via specific media might include . . .

Television

- Station identification announcements, on a regular basis throughout all scheduled programming
- Station continuity announcements, detailing nature of public access television and its hours of operations, promoting upcoming programs, advertising upcoming events, calling for volunteers
- Public service announcements connecting the channel to various community efforts, events, and activities

Print

- Regular advertisements of standing program schedule, perhaps as part of trade out agreements with local newspapers
- Feature articles in local newspapers and business journals about community media access, and the opportunities provided
- Advertising / promotional pieces in community businesses

Online

- Dedicated and current station website
- Social media portals
- Connections, via both websites and social media portals, to station sponsors and partners providing additional media platforms

Other

- Advertising in local movie theaters, directed to audience members awaiting start of movie
- Advertising in local businesses
- Sponsorship of special events, activities for branding and name recognition
- Partnerships with other organizations in events and activities
- Potential memberships in the Chamber of Commerce, Columbia River Economic Development Council, Vancouver's Downtown Association, Vancouver Innovation Partnership Zone, Clark County Arts Council, and other local organizations
- Fund raising events and activities

Advertising and promotion to potential contributors

- Conduct personal visits with potential contributors, especially key representatives of selected organizations, seeking to build awareness of our organization and promote the benefits of partnership
- Conduct continuous membership campaigns
- Conduct fund raising events twice each year designed to draw attention to our organization and promote the benefits of sponsorship/membership
- Provide access to a community media center, where through programs, activities, events, workshops, learning experiences, etc. we will promote the benefits of our organization to potential sponsors/members/donors
- Engage the services of a professional fund raiser

On all these advertising and promotion fronts, our goal will be to promote the idea and the offerings of Vancouver and Clark County public access television and other community media, as proactively as possible. We can accomplish this goal by engaging our supporters and volunteers. For example, the CMDC program has suggested that students, as part of a class focused on social media, could develop and implement a social media campaign focused on specific upcoming events, activities, opportunities that would include opportunities for advertising and promotion. Students in the animation classes could provide short videos of their work as part of scheduled animation festival. Students in the senior seminar could develop a continually evolving design for the station website based on their analysis of user information and best practices for usability and interface interactivity.

Finally, we are open to discussions with the other PEG providers about how we all might cross-promote our programs and services. Such an arrangement will benefit all the providers, and promote more awareness in our community regarding public access television.

1f. Certifications

The intent of public access television is to provide opportunities for locally produced and focused programming created by and for citizens who may have little or no professional experience or certifications. Instead, success might be measured in skills and experiences that promote the success of the undertaking.

We realize that we will need certified skill and expertise beyond what can be expected of our volunteer base. In that regard, we are currently working with The Vancouver Chapter of SCORE to establish frameworks for our anticipated non-profit status, along with accounting, record keeping, and reporting needs. If selected as the public access television provider, we will continue this partnership and benefit from the expertise offered by SCORE mentors, retired business executives with real world experience, all supported by the U.S. Small Business Administration.

2. EXPERIENCE AND QUALIFICATIONS

The experience and qualifications of the three principals behind Vancouver Community Access Media (VCAM) is broad and deep, an excellent foundation for the organization we intend to build out if selected to provide public access cable television for Vancouver and Clark County. Each brings unique and valuable skills and experiences to the effort. Specific details follow.

2a. Experience of staff

Dan Wyatt, owner and general manager of Kiggins Theatre, is a graduate of Washington State University's Murrow College of Communication where he studied film, television, and performing arts. He is a successful business owner and is actively engaged in efforts to vitalize downtown Vancouver and promote culture and performing arts. His expertise with film, television, and communication will be a valuable asset as we seek to build the depth and breadth of station programming, as well as associated activities like film/animation/video festivals.

Robert Pollotta, owner and general manager of Beyond the Eye TV, a professional broadcast and video production company based in Vancouver, brings expertise and skill in high definition digital video. For example, he worked for a number of years on the *Good Morning America* television program. He has experience with public access television production and directing. His business associates will provide additional technical expertise, as well as content and production assistance.

John Barber, Ph.D., faculty member of the Creative Media & Digital Culture program at Washington State University Vancouver, brings television, radio, and advertising experience, along with the opportunity to involve his students in production, promotion, and advertising efforts associated with community media. He holds a degree in Broadcasting and Film from Boston University, and has worked as the assistant to the producer of Boston's top-ranked public affairs program. He has worked in commercial and public radio stations, volunteered

with a public access television station, and is currently the faculty advisor for KOUGradio.com, the student radio station at WSUV, and is assisting the Vancouver Radio Project, a Low Power FM radio station licensed by the Federal Communications Commission to broadcast local programming in Vancouver. Additionally, Barber produces Re-imagined Radio, a series of live reenactments of radio dramas augmented with digital media. His own radio+sound art has been broadcast internationally and exhibited in several juried gallery international installations.

From this core, we will seek out and cultivate partners and supporters of community media and culture, who, in kind or financially, will bolster our efforts to provide public communication opportunities to citizens of Vancouver and Clark County.

2b. Familiarity with Federal, State, and local regulations

VCAM agrees with the definition of public access television as

non-commercial television programming produced without restriction or censorship by organizations and/or individuals in the community that airs on a designated public access channel.

The inference that "public access" means "anyone, anything" is not, however, to our understanding, a clear or unambiguous operational statement for public access television. For example, the 1984 Cable Franchise Policy and Communications Act states, in part,

A franchising authority . . . may require as part of a cable operator's proposal for a franchise renewal . . . that channel capacity be designated for public, educational, or government use.

A franchising authority is most often a municipality. PEG providers may be combined in one organization, or may operate separately, depending on the decision of the municipality. If separate, PEG channels may be run by public groups, private non-profit, or government organizations. Policies and regulations are defined by these entities and community standards. PEG providers may decide from whom they will accept content, the subject of that content, and any fees associated with broadcasting that content.

VCAM is committed to operating a public access cable television channel, and providing locally produced and focused content. In some situations, submitted content might be seen as counter to community standards, and we might offer such content for on demand viewing through our website, or during non-prime time hours via designated cable channels. If a situation arises beyond our familiarity, we will seek legal council from both the City of Vancouver and Clark County, as well as advisement from the City-County Telecommunications Commission.

We note also our ability to comply with Federal, State, and municipal regulations regarding tracking and managing grant funds. As noted, we have sought advice and mentoring from the Vancouver SCORE organization, and will develop an accounting and inventory tracking framework for how we would account for and track equipment purchases made with PEG funds.

2c. Budget planning and implementation

As instructed, VCAM submitted a preliminary first year budget in a sealed envelope as part of this proposal. We provide some notes from that budget here.

PEG start up funding

First, following acceptance of our proposal, as part of our initial contract, VCAM would negotiate access to one-time start up PEG funds for capital equipment or capital improvements to a facility as noted in the request for proposals, as well as any previous PEG funds held back for a new public access provider.

Operational funding

Second, VCAM understands that a major factor for failure is the lack of operational funding. PEG funding is designated for capital, not operational expenses. However, without operational funding for the first few years, a non-profit, all volunteer organization such as proposed here cannot be expected to provide consistent, or quality, public service.

Contributing partnerships will be essential to help offset operational expenses. Therefore, our proposed first year operating budget is based on the investment of \$150,000 in operational funding from three principal partners. The City of Vancouver and Clark County should be two of these partners, as noted in the Request for Proposal. A third partner has been approached and is withholding a decision based on the outcome of this proposal. Each of these three partners would contribute \$50,000. Annual operational funding by these partners would be negotiated between them and VCAM.

Please note that all our proposed planning and implementation is contingent on operational funds as may be approval by the City of Vancouver, the Clark County Councilors, and our other potential partners / supporters. If operational funding cannot be negotiated, our proposal may not be able to proceed.

Fundraising and revenue streams

A major emphasis for VCAM will be to establish financial self-sufficiency. Our plans call for concerted efforts in this regard. We will work to secure grants and funding partnerships. One such partnership may be new telecommunications providers wishing to distribute their services in Vancouver and Clark County. If another provider is designated, we would ask for operational funding investment for public access television as part of any contract.

While we will not use commercials or advertisements as a way of raising money, we will offer paid member, producer, sponsor, and partner, opportunities. Membership fees, for example, are budgeted to help support operations. Producer fees, charged to those wishing to have content broadcast via public access television channels will also provide a source of income. Levels of sponsorship might provide for increased air times, better air times, perhaps the inclusion of a logo, or tagline, etc. We will actively and aggressively seek out individuals, organizations, businesses, etc. as sponsors. To help with these endeavors, we may seek help from a fundraiser.

We will seek grant opportunities from organizations like Humanities Washington, National Endowment for the Humanities, National Endowment for the Arts, etc. Grants from these organizations would supplement initiatives and projects. Other grant opportunities will be identified and pursued.

Management and oversight

VCAM believes consistent management and oversight is essential to success. Our proposed first year operating budget includes salaries and wages, and taxes and benefits, for a general manager (40 hours per week x \$25.00 per hour), an engineer (24 hours per week x \$22.00 per hour), and an office/administrative person (32 hours per week x \$12.00 per hour).

We may be able to secure these positions with volunteers, but, we believe it more realistic to expect to pay for the expertise, time, and effort needed to secure the management and oversight provided by these positions. The investment, we believe, will benefit public access television. In support, we can leverage our board of advisors to secure contributions that could be used to offset salaries and expenses for our projected personnel.

Offsetting rent expense

Beyond salaries and wages for qualified management and oversight, our largest anticipated operational expense will be rent. This expense, we believe, will be offset by locating our operations in Kiggins Theatre, in downtown Vancouver. Space is offered by Dan Wyatt, owner and manager, and partner in VCAM, at a reduced cost. If offset in this manner, funds budgeted for rent could be directed toward other operational expenses, like marketing and project development.

Finally, this proposed budget is preliminary. It does, however, demonstrate the commitment of VCAM and our ability to construct and follow a solid business plan.

2d. Contact information

Dan Wyatt
Owner/general manager, Kiggins Theatre
1011 Main Street
Vancouver, WA 98660
360-713-8465 (personal mobile telephone)

Bobby G. Pallotta
Owner/operator, Beyond the Eye TV
professional video and broadcast production
360-597-8664
bob@beyondtheeyetv.com
<http://www.beyondtheeyetv.com/home.html>

Dr. John F. Barber
Creative Media & Digital Culture Program
Washington State University Vancouver
14204 NE Salmon Creek Avenue
Vancouver 98686-9600
214-43309806 (home)
jfbarber@eaze.net (personal email)

2e. Resources available

The three principals involved with this proposal provide a number of resources to help implement our vision and plan for public access television supported by other media platforms. From Dan Wyatt, owner and general manager of Kiggins Theatre, we have access to locations for both the production and distribution of locally produced and focused content. We have facilities for showcasing video and/or digital cinema content as part of fund raising efforts. Additionally, Dan is actively involved in downtown and community development. He is known

by individuals and organizations as a solid community member. He is known for his efforts to develop arts, culture, and communication opportunities in Vancouver and Clark County. Dan will help promote opportunities for growth and development of our vision for public access television, supported by a variety of media platforms.

Robert Pallotta is the owner/operator of an independent digital video company in Vancouver. Through his partnership, we will have access to recording, production, and editing resources, as well as content. Additionally, through Bob's professional contacts, we will have additional opportunities for content and sponsorships. His staff, and associated independent contractors are qualified to teach workshops and other learning opportunities focusing on the production of locally focused content. These resources will allow for future expansion of our operations and services.

John Barber, Ph.D. is a faculty member of the Creative Media & Digital Culture program at Washington State University Vancouver. Resources he can provide include classes, workshops, training sessions, all facilitated by students from his program. Additionally, he and other faculty members can develop and teach courses focused on community media. Such courses can help attract volunteers, contributors, and partners.

2f. Statement regarding lines of authority and responsibility and statement regarding preparation to respond to problems and/or changes in scope of work

Authority and responsibility

VCAM understands that, as the public access cable television provider, we will operate as an autonomous organization, with oversight from the City/County Telecommunications Commission. We understand the authority of the Commission to make annual recommendations regarding access providers to the Vancouver City Council and the Clark County Board of County Councilors, who both must approve the designations. Ultimately, however, we recognize the authority of our audience, who, through their viewership and engagement with our proposed community media offerings, will decide our success.

As for responsibility, we understand our responsibility to provide updates regarding our services and programming at each meeting of the City/County Telecommunications Commission (2-4 times per year). We are also responsible for submitting an annual report that includes hours of programming aired, hours of locally produced programming, type of programming, intended audience, etc. As part of our report we could investigate providing additional data that quantifies station success, such as demographics, show ratings, etc.

Responding to problems and/or changes in scope of work

Public access cable television and other forms of community media will provide tremendous benefits to local viewers/participants. But, VCAM, as noted previously, acknowledges the audience as our primary source of authority. If they are unhappy with our efforts, then we will not remain as the designated provider of public access cable television. Therefore, it will be a "mission critical" endeavor to address each problem put to us by our audience as efficiently and effectively as possible. Ideally, each audience problem can be handled through a personal interaction (telephone or face to face) with a representative of VCAM, either a board of director member or a dedicated staff person. We will listen carefully to the problem and propose the best possible solution. If acceptable, this solution will be implemented as quickly as possible. We will document such problems, along with their solutions, for presentation to the City/County Telecommunications Commission.

Problems might also be communicated via our website, or social media portals. In these cases we would again document the problem and solution for our reports to the City/County Telecommunications Commission. We could also note the resolution of the problem on our website and social media portals.

In all cases, our policy will be to address problems as quickly and efficiently as possible, striving always to maintain the best possible public relations with community members.

We will undertake changes in our scope of work if we believe they will improve the services and affordances we offer the community. Such changes might originate either within our organization, or from the outside. In either case, such changes will be addressed in an efficient and effective manner.

Internal changes to our scope of work will be carefully considered and compared with existing resources before their implementation. Our guiding principle will be, "work smarter, not harder." Our desired goal will be to improve the communication benefits we offer the community. Internal changes, and their results, will be reported to the City/County Telecommunications Commission during our regular meetings.

Changes to our scope of work may also be sought by our audience, or the City/County Telecommunications Commission, both external to our organization. If there is clearly a case for improving the services and affordances we provide with regard to community media, then we should seriously consider the suggested change. Proposed external changes and their implementation will be discussed with the City/County Telecommunications Commission during our regular meetings.

3. BUDGET

As requested, Vancouver Community Access Media (VCAM) has provided a proposed operating budget for the first full year of operation. See separate, sealed envelope, and the separate discussion of some items in our budget in section 2c. "Budget and Implementation" of this proposal.



Board of Directors

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Lee Rafferty, *Executive Director*

811 Main Street
Vancouver, WA 98660
360.258.1129
www.vdausa.org

September 2, 15

To Whom It May Concern:

I serve as the Executive Director of Vancouver's Downtown Association. It has come to my attention that a very important decision will soon be made about the future of public access cable television for Vancouver and Clark County. I am writing in support of an application from Dan Wyatt and John Barber.

First, a bit about VDA and our work in the city center is probably appropriate. We are a 501(c)3 nonprofit that is totally focused on the health and vitality of downtown Vancouver. We work on projects to improve its appearance, make connections throughout the area, and promote its ever changing opportunities for business, students, and residents. We help connect downtowners to each other, to our neighborhoods, and to the region. Downtown's story is very positive and it is our pleasure to have a hand in its growth and its positive trajectory.

We have a great deal of confidence in both of the applicants. Dr. Barber has brought innovative programming and talent to our downtown over the past 7 years. His students are bright and eager to engage in meaningful projects. Dan Wyatt is completely invested in our downtown both literally and figuratively. Both of these men have a track record of solid results.

Beyond the applicants, VDA likes the idea of having this creative force in our city center. We would love to help create content to share with viewers. It makes sense for it to be housed in our downtown's beloved Kiggins Theater. Great things happen when talented people put their minds to big ideas. We believe that this is one of those golden opportunities for our region, for our downtown, and for students.

What a marvelous opportunity to meld talent and opportunity together! Please consider the Wyatt/Barber application favorably.

Sincerely,

Lee Rafferty,

Executive Director
Vancouver's Downtown Association



Vancouver *i*Tech Preparatory
2901 Falk Road
Vancouver, WA 98661
(360) 313-5200

May 11, 2015

Dear City/County Telecommunications Commissioners:

As the principal of Vancouver *i*Tech Preparatory school, I would like to convey our enthusiastic support for John Barber's "Vancouver Community Media" project. Dr. Barber and I met recently to discuss his proposal and we feel like *i*Tech students would benefit greatly from the project in the long term.

Since opening in the 2012-2013 school year on the Washington State University – Vancouver campus, *i*Tech does things "a little differently." Students work in collaborative groups on interdisciplinary projects that pique their unique backgrounds, interests and personalities—often alongside STEM (Science, Technology, Engineering and Math) partners and volunteers. Teachers create a facilitative classroom culture where students can take risks with their ideas and innovations and work towards success in projects infused with standards-based curriculum and cutting edge technology. Students frequently present their work to public audiences and are comfortable working with college professors and other STEM professionals.

As our students progress through the 6th-12th grade program, they transition from problem-based to project-based to practice-based learning. Students engage in STEM concepts, projects and applications, but have limited access to the creative arts. A project like "Vancouver Community Media" would allow our students to apply their STEM in real-world practice-based applications within the creative arts and would provide our students with an incredible practice-based opportunity in the form of internships, classes, and volunteer opportunities.

Vancouver *i*Tech Preparatory has demonstrated success in working with community and STEM partners. Students take WSU-Vancouver and Clark College classes starting, in some cases, their freshmen year. Students have worked with Smith-Root engineers, Mount St. Helens Institute researchers and LSW architects on scientific and engineering projects; they have engaged with WSU undergraduate and retired volunteers; students have organized events with the WSU Student Diversity Office. This potential new partnership with Vancouver Community Media would expand upon our partnerships and provide an avenue of experiences our students have not yet had the opportunity to explore.

On behalf of our students and staff, I am excited about the partnership opportunity with the "Vancouver Community Media" group and feel that we would be valuable contributors to the cooperative group.

Sincerely,

Christina Iremonger
Principal



CLARK
COUNTY
HISTORICAL
MUSEUM
est. 1904
operated by the Clark County Historical Society

August 31, 2015

Kevin Yin
Procurement Services Manager
City of Vancouver
Vancouver, WA 98660

Dear Mr. Yin,

I am writing to express my support of Vancouver Community Access Media's proposal to provide community access television for Vancouver and Clark County. The Clark County Historical Museum is eager to partner with VCAM in providing content to our community. We share the desire to provide a method for the community to engage in "civil discourse, collaborative thinking, and informed decision making" as stated in their Executive Summary.

As the entity entrusted to preserve, interpret and share Clark County's rich history, we have an abundance of information and ideas that would be a great fit for community access television. Our vast archival and artifact collections provide a rich selection of materials and stories that can help the community understand their past, connect with their neighbors and make decisions for a better future.

The Clark County Historical Museum has collaborated with both John Barber and Dan Wyatt in the past. We look forward to doing so again.

Many thanks,

Katie Anderson
Executive Director



August 31, 2015

Dear Telecommunications Commission:

On behalf of the faculty of the Creative Media & Digital Culture (CMDC) program at Washington State University Vancouver, it gives me great pleasure to support Dr. John Barber, Mr. Dan Wyatt, and Mr. Bob Pallotta's proposal for the development of the Vancouver Community Access Media (VCAM) in Vancouver and Clark County.

As the proposal states, the CMDC will provide support for workshops on the production of video and social media. We also see a partnership with VCAM as an opportunity to provide courses in media and research opportunities for student and faculty.

Already we have provided funding and support for events in Vancouver and Clark County that have brought to the public such events as *Radio Reimagined*, live vintage radio productions at Kiggins Theatre; *#nextchapter*, a community-wide reading and discussion initiative in the area of digital media; and *Game Changers*, a month-long celebration of video games that takes place at Nospace/Angst Gallery each March, to name a few public programs we have produced and supported in the last nine years. The CMDC program consists of over 250 students and six faculty who have skills and training in web and mobile media production, 2 & 3D animation for the purpose of visualizations and simulations of data, social media communication and marketing strategy, among other areas. We envision workshops, courses, and research in support of VCAM. In the past we have offered a course in Community Media that was highly successful in providing our students with experience with live, television production.

Students in our program have graduated and gone on to successful careers in television and digital media, most notably David Alonzo of Wide Angles Studios and Mikhail Oparin, formerly of TV Etc. Many of our alums go on to leadership positions in the city and county. Josie Jamison (2015) has been selected for the 2015-6 Leadership Clark County program. Graduates like Randy Holland, SEO Specialist at Sprout Digital, have gone on to jobs in the field and represent the excellence the program instills in its students.

Our faculty consists of specialists in the fields of Communication, Digital Media, Media Art; three faculty members have specialties in video production and animation. Other faculty members have strengths in Information Studies and Computer Science. Together we represent the growing field of new media.

We anticipate opportunities for students to learn and gain knowledge about community media through this partnership and for faculty to produce scholarship and media that will benefit Southwest Washington and the university.

Best,

A handwritten signature in cursive script, appearing to read "D. Grigar".

Dr. Dene Grigar, Professor & Director
The Creative Media & Digital Culture Program

A large, solid black rectangular area at the bottom of the page, likely used for redaction or as a placeholder for a stamp or additional information.

