

**COMMUNITY TELECAST, INC.**

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 COMMUNITYTELECAST.COM
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We Broadcast the Community!™

Community Telecast, Inc. (CTI22), [IRS 501 (c)(3)] has been the only broadcast cable television company in the metro Omaha area and within 18 states to focus on the community. For our general operations we receive NO tax support from the federal government, State of Nebraska, or the City of Omaha, or Franchise Fees from the cable provider. We are supported only through membership fees and donations.

June 1, 2012

Rod Austin, City Council Staff Assistant
 City of Omaha
 1819 Farnam Street, Suite LC-1
 Omaha, Nebraska 68183

Hello:

Copy To: Council Members
 Pete Festersen - District 1
 Ben Gray - District 2
 Chris Jerram - District 3
 Garry Germandt - District 4
 Jean Stothert - District 5
 Franklin Thompson - District 6
 Thomas Mulligan - District 7

CC: Mayor Jim Suttle; Thomas Mumgaard

The new Franchise Agreement between the City of Omaha and Cox Communications established the City or an organization or persons on behalf of the City would operate PEG administration. As requested, by Deputy City Attorney Thomas O. Mumgaard, CTI22 is providing our views about the future operation of PEG programming.

PROPOSED		ASSESSMENT	RECOMMENDATION
1.	The City of Omaha will operate PEG administration.	This adds yet another level of bureaucracy and potential for malfeasance by municipal government, including partisan politics, and liability over the character and scope of broadcast content. Additionally, based on the previous Franchise Agreement, many citizens will perceive PEGs exist as an entitlement, with the City of Omaha responsible for paying all costs.	NOT SUPPORTED
2.	A for-profit organization will operate PEG administration.	Even in the event of hands-on administration by a non-profit third-party, such a relationship would exist as a direct "conflict of interest" to the existence of PEGs as non-commercial mass media where ordinary people can create television programming which is cablecast via the City of Omaha's cable TV specialty channels.	NOT SUPPORTED
3.	A non-profit organization will operate PEG administration.	As with the "benchmark" operation of Community Access Television of Salina, Inc., and CTI22 of Omaha, which operate as independent IRS 501 (c)(3) non-profit organizations, these non-profits are bereft of governmental bureaucracy and potential for malfeasance, partisan politics, and potential liability over the character and scope of broadcast content. Most importantly, citizens will have a "sense of ownership" by being required to financially support PEG administration and operations.	SUPPORTED
4.	Person(s) will operate PEG administration.	Granting ubiquitous "czar" authority to one person or persons does not exist as a validated business model; and more importantly, such proposed administration does not provide the expected and required level of transparency normally associated with the design, delivery, and management of a public accommodation.	NOT SUPPORTED

With regard to CTI22's support of #3 above, and as proposed on May 16, 2011 by CTI22 to the City of Omaha and to over 100 non-profits and businesses throughout metro Omaha, we've been promoting a new standard for how PEGs can and should be managed in Omaha. CTI22's concept for PEG administration is hereby updated.

PROPOSED ACTION PLAN FOR CHANNEL 22		RESPONSIBILITIES / ESSENTIAL FUNCTIONS
1.	<p>The City of Omaha will establish a seven-(7) member Community Television Advisory Board (CTAB). Each Board Member will be responsible for policies and program content over one of the following designated program development areas (DPDA):</p> <ul style="list-style-type: none"> a. Business program development. b. Non-profit program development. c. Religious program development. d. Political program development. e. Health & Education program development. 	<p>To provide leadership in the development of DPDA policies and program content.</p> <ul style="list-style-type: none"> a. Promotes constant awareness of a designated program development area to all current and potential constituents (public/private sector, profit/non-profit, union/non-union, multi-site/multi-state, and international environments). b. Acts to reduce or eliminate the perception that public/community access television is not a viable

	<p>f. Ethnic and cultural program development. g. Family and youth program development.</p> <p>Subject to approval by the City of Omaha, Community Telecast, Inc. proposes the following CTAB members:</p> <p>a. Business program development. <i>David G. Brown, President/CEO Greater Omaha Chamber</i></p> <p>b. Non-profit program development. <i>Candace Gregory, President/CEO Open Door Mission</i></p> <p>c. Religious program development. <i>Dr. Curt Dodd, Senior Pastor Westside Community Church</i></p> <p>d. Political program development. <i>Senator Gwen Howard, District 9 Nebraska Legislature</i></p> <p>e. Health & Education program development. <i>Dr. Rodolfo M. Sanchez, Family Practice Creighton Family Medicine</i></p> <p>f. Ethnic and cultural program development. <i>Maorong Jiang, Ph.D., Creighton University Director, Asian World Center</i></p> <p>g. Family and youth program development. <i>Willie Barney, President Empowerment Network</i></p> <p>Community Telecast, Inc. will provide each CTAB member with a broadcast schedule template that equitably allocates the distribution of all broadcast time.</p>	<p>broadcast entity through the design and implementation of an aggressive DPDA broadcast plan.</p> <p>c. Plans, implements, and achieves a \$50,000 annual fundraising objective for FY 2012/2013.</p> <p>d. Acts as the key decision-maker in acquiring and determining the scheduling of no less than twenty-four-(24) hours of DPDA content to be broadcast throughout the week on Channel 22.</p> <ol style="list-style-type: none"> Ensures content is compliant with the Franchise Agreement, applicable FCC regulations, and CTAB policies. Ensures content is both robust and divergent, and planned in response to and in anticipation of the needs and comments from the citizens of Omaha. Ensures provision of First Amendment rights to citizens of Omaha. Schedules a sixty-(60) minute weekly "prime time" broadcast particular his/her DPDA. Re-schedules as permitted and as necessary, current content broadcast by CTI22 for alignment with DPDA broadcast standards and practices for Channel 22. Reallocates similar or related DPDA content currently broadcast on Channel 109 for possible placement on Channel 22.
2.	The City of Omaha will solicit, via its letterhead, volunteers from throughout Omaha to function as members of the CTAB.	To provide (through referrals, third-parties, etc.) DPDA contact and scheduling information to Community Telecast, Inc. for subsequent broadcast.
3.	* CTAB establishes broadcast content on Channel 22 to be administered by Community Telecast, Inc.	<p>To develop and execute, in conjunction with the City of Omaha and a third-party marketing/public relations company, a multimedia "branding" campaign for the launch and continued growth of DPDA program content on Channel 22.</p> <ol style="list-style-type: none"> Budgets and expenses a \$250,000 ad campaign beginning in October 2012. Publishes "An Open Letter to the Citizens of Omaha" announcing the launch of "OmahaTV" no less than once each quarter as a <u>full-page public announcement</u> in the Omaha World Herald; Publishes "An Open Letter to the Citizens of Omaha" announcing the launch of "OmahaTV" as a half-page public announcement to no less than ten-(10) other major publications targeted to citizens of Omaha on the basis of business, ethnicity, sex, age, social or political interests; Produces no less than two-(2) audio and video public service announcements (PSA) in support of public/community access and "OmahaTV" no less than once each quarter throughout the Cox cable system, and on the four-(4) local commercial television stations, and on no less than ten-(10) major

		<p>local radio stations.</p> <p>e. Launches a print and electronic marketing campaign; secures placement of the "OmahaTV" logo on all constituent letterheads, emails, Omaha Metro Transit system, etc.</p>
4.	The Omaha City Council formally eliminates the existence of the Cable Television Advisory Committee.	CTAB provides quarterly reports (to be determined) on the character and scope of broadcast operations on Channel 22.
5.	<p>BACKGROUND: <i>In exchange for Cox receiving control over channel 17, Cox commits to providing \$2 million in funding for PEG programming paid over 8 years with \$500,000 paid between now and the middle of 2013. The City will use that funding to create a new PEG studio and create the new PEG administration system.</i></p> <p>Relocate Community Telecast, Inc. to Omaha's central business district (CBD).</p>	<p>The City of Omaha, with funds provided from Cox, will:</p> <ul style="list-style-type: none"> a. Relocate Community Telecast, Inc. to the CBD; b. Provide compensation to CTI22 for the acquisition and compensation of staff, equipment and supplies to meet planned broadcast objectives. <p>CTAB, with revenue streams detailed as "Responsibilities," in "c." above, and from new revenue streams acquired from the ad campaign, will:</p> <ul style="list-style-type: none"> c. Reimburse the City of Omaha for compensation to CTI22 for the acquisition and compensation of staff, equipment and supplies to meet planned broadcast objectives. d. Reimburse the City of Omaha for the \$250,000 ad campaign for the launch and on-going promotion of "OmahaTV."

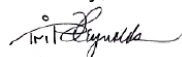
In summary, this proposal enables the City to Omaha to retain 100% of the \$2 million provided by Cox, while also creating a PEG Board charged to actively produce revenue streams that are strategically anchored to: (1) providing robust content from the citizens of Omaha; and (2) the robust promotion or presentation of Omaha's businesses, non-profit organizations, religious organizations, politicians, health and education organizations, ethnic and cultural organizations, and families and youth.

Please keep in mind, without any on-going sponsorship or financial support from Cox or the City of Omaha, without any on-going grant support or major donations or any kind, with only 1.5 volunteers, *and* unlike most single-digit-rated community access station in the U.S., CTI22 increased its viewership so that (*as reported to the Omaha City Council in April 2010*) no less than 13% of Cox subscribers are aware of what we do! We actively and uniquely seek to broadcast content from or for the citizens of Omaha! Plus, *we've demonstrated it's possible to grow the business of community access without taxation, without bureaucracy*, while also dramatically improving the performance, accountability, and awareness of Omaha's businesses, non-profit organizations, religious organizations, politicians, health and education organizations, ethnic and cultural organizations, and families and youth. As proposed above, we clearly expect to do more with an empowered CTAB!

As defined by its mission statement, which reconciles with its PEG designation, the Knowledge Network exists to "... deliver local educational television programming for the benefit of all learners in the community." CTI22 also broadcasts educational content, but our broadcast content and expertise includes any subject matter of interest to the citizens of Omaha, thereby making our broadcast content and mission more robust, which should be mirrored in the configuration of a dedicated PEG Board (i.e., the proposed CTAB). Conversely, the broadcast content, resources and subject matter expertise of Knowledge Network staff is best served through the creation of a similarly conceived Educational Television Advisory Board (ETAB) committed to the great work performed by the Knowledge Network on Channel 18.

I welcome an opportunity to present this proposal and to respond to any questions.

Sincerely,

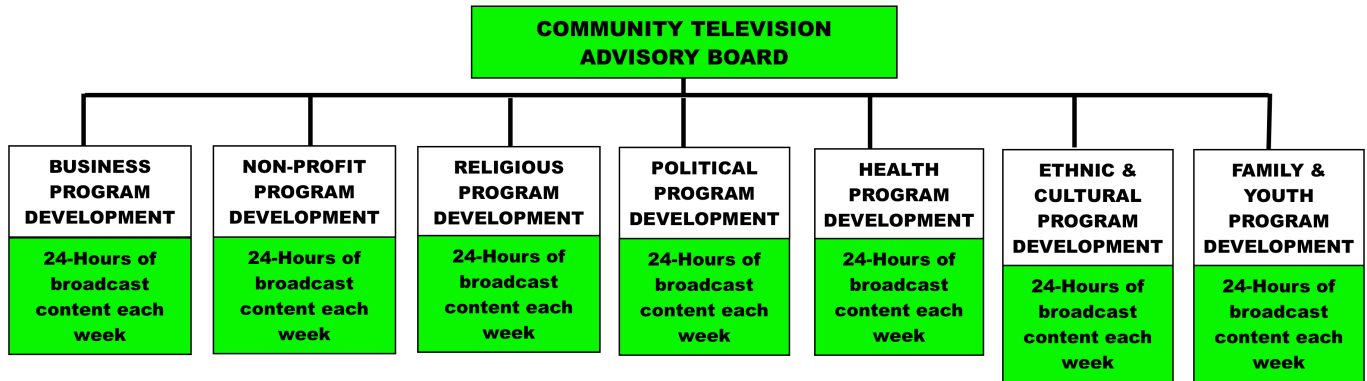


Trip Reynolds
General Manager

CTI22 is public-accessible to all of Omaha!

DID YOU KNOW? *As reported to the Omaha City Council in April 2010 [<http://www.cti22.org/franchise.htm>], at any given time CTI22's broadcast audience ranges from 13% to 20% of Cox subscribers! CTI22 broadcasts more of the following content than all other metro area TV stations combined: public service announcements promoting metro Omaha community-based organizations, events, and businesses; more original programming involving elected officials; more original, Omaha-based programming for African-American, Latino, Native American, Asian, and other ethnic groups; and more original, Omaha-based religious programming.*

PROPOSED



OBJECTIVE: To provide leadership in the development of policies and program content for a designated program development area (DPDA).

- a. Promotes constant awareness of a designated program development area to all current and potential constituents (public/private sector, profit/non-profit, union/non-union, multi-site/multi-state, and international environments).
- b. Acts to reduce or eliminate the perception that public/community access television is not a viable broadcast entity through the design and implementation of an aggressive DPDA broadcast plan.
- c. Plans, implements, and achieves a \$50,000 annual fundraising objective for FY 2012/2013.
- d. Acts as the key decision-maker in acquiring and determining the scheduling of no less than twenty-four-(24) hours of DPDA content to be broadcast throughout the week on Channel 22.
 1. Ensures content is compliant with the Franchise Agreement, applicable FCC regulations, and CTAB policies.
 2. Ensures content is both robust and divergent, and planned in response to and in anticipation of the needs and comments from the citizens of Omaha.
 3. Ensures provision of First Amendment rights to citizens of Omaha.
 4. Schedules a sixty-(60) minute weekly "prime time" broadcast particular his/her DPDA.
 5. Re-schedules as permitted and as necessary, current content broadcast by CTI22 for alignment with DPDA broadcast standards and practices for Channel 22.
 6. Reallocates similar or related DPDA content currently broadcast on Channel 109 for possible placement on Channel 22.

**** Note:** One-hundred and sixty-eight-(168) hours of total content per week are available for programming [24 hours per day x 7 days = 168 hours].