

Town PEG channels, LRPA, and Metrocast
12/20/2012

LRPA's Goals / needs:

- Increase revenue
- Have ownership of at least one broadcast channel with as large an audience as possible

Town Goals:

- Reduce costs
- Have individual channels for government and education

Metrocast goals:

- Consistency between towns
- Single origination point for each channel
- Minimum number of channels

Proposal:

Every town (that joins LRPA) turns their Public Access channel over to LRPA for LRPA's exclusive use. LRPA is responsible for all broadcasts on that channel, including scheduling. LRPA is allowed to receive compensation from outside sources for content they put on that channel. It is presented as the Lakes Region Public Access channel.

Each town (that joins LRPA) specifies an origination point its government channel and one for its education channel. Typically these will be town hall or community center and the high school respectively. The channels are fed to LRPA for combining onto the feeds that go to Metrocast. LRPA does not charge for this unless additional LRPA services are purchased. This is in exchange for the rights to use the Public Access channel as above.

LRPA optional services offered: LRPA needs to offer a menu of services on an ala carte basis. This proposal is for the services to be broken into three categories, Broadcast, Editing, and Creation. Broadcast services are simply taking media from the town or school on a DVD or similar media, loading it into their system and broadcasting it onto the appropriate network at the prescribed times. This is what is needed to broadcasting selectman's meetings, or such things that the towns record. This service should be charged at something like \$0.50 per sub per year for 800 hours of broadcast time during the year (that's about 5 broadcasts of 3 hour selectman's meetings per week). Editing services are for content supplied that needs to be edited in order to play. It makes most sense to bill this by the hour, or with a set fee for a recurring thing. Creation services are for videotaping and conversion to the media as required. This too makes the most sense billed by the hour.

Advantages

For LRPA – They get their own exclusive channel that broadcasts to what is likely to be all 12 towns in the consortium. A larger audience is beneficial to them, and the ability to have exclusive control is necessary for their future.

For Towns – Joining LRPA costs no money, only the turning over of the rights to the Public Access channel. This gives the towns the LRPA channel, which some residents will find beneficial. Towns also get an option to purchase additional services from LRPA at an agreed upon arrangement.

For Metrocast – This gives Metrocast one link into facility from LRPA, where all the town links are concentrated. Switching on any specific government or educational channel is done at LRPA unless a

town has a separate character generator at Metrocast's facility. Additionally, this limits the number of total channels to 25 (assuming all towns join LRPA) instead of the possible 36. Metrocast is responsible still for each of the origination points.

This is proposed as a contract being put in place between the towns and LRPA that is the same time frame as the Metrocast contract.