



NATOA

Promoting community interests in communications

2011 ANNUAL CONFERENCE

Gigabit Communities, San Francisco, CA



Wednesday
September 21, 2011
11 a.m. Session



Bob Thomas
VP of Operations
Public Access Corp. of DC

*Cece Hughley Noel, Director
Portland Community Media
Portland, OR*

*Mike Wassenaar, Director
Saint Paul Neighborhood Network
Saint Paul, MN*

*Bob Thomas, VP, Operations
Public Access Corp. (DCTV)
District of Columbia*

*Mike Lynch, Director
Cable, Web & Video Services
Boston, MA*

Supporting Your Programming by Maximizing Your Facilities:

Finding New Uses for Your Building and Services



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Experience

Over 25 Corporate Communication

Producer: National Syndicated Programs

Over 20 Years of Nonprofit Service

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Located in Washington, D.C.

Reaches over 350,000 Households

Distribution: Comcast, RCN & Verizon FIOS

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Today's Topic:

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Today's Topic:

What are some **new uses** for Your
Facilities and Services?

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DCTV has an Integrated Approach:

- **New Programming Format**
- **Re-designed Training Programs**
- **Partnerships with Nonprofits**
- **Technology Upgrades**
- **Revenue Model**

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NEW PROGRAMMING FORMAT

- Primetime Block: 7pm -11pm
- We Air the Best Quality Programs in Primetime Slot
- Program Blocks:
*Entertainment, Public Affairs,
International, Sports, Health, and
Youth Blocks*

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NEW PROGRAMMING FORMAT

- Create and Air Insertion Promos



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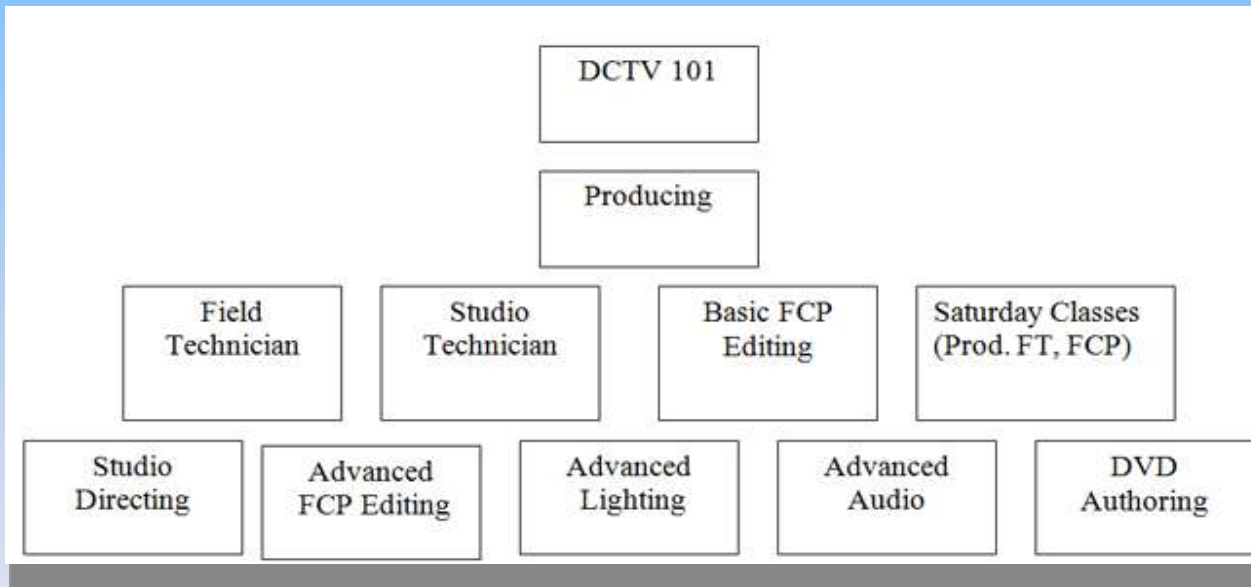
RE-DESIGNED TRAINING PROGRAMS

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PARTNERSHIPS:

Center for Nonprofit Advancement

Center for Nonprofit Advancement promote and represents nonprofit organizations throughout the Washington, D.C. metropolitan area. They connect its members to the tools and resources they need to meet their missions.



*Mike Wassenaar , Director
Saint Paul Neighborhood Network
Saint Paul , MN*

DC Children's Youth & Trust Investment Corp:

The DC Children and Youth Investment Trust Corporation is the primary resource for developing partnerships that expand and improve services and opportunities for children and youth in the District of Columbia, especially during their time out of school.



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COMMUNICATIONS

TECHNOLOGY

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TECHNOLOGY UPGRADES

- Upgraded Equipment:
 - *Lighting System*
 - *Final Cut*
 - *Virtual Sets*
 - *State-of-the-Art Control Room*
- Increased Bandwidth
(From 1.5mbps to 50mbps)
- Streaming / Video On Demand

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RESULTS

Significant Improvement in the Quality of Programs

Created Positive Competition for Primetime Slot

Regional Promo on Cable Networks in DC, Maryland
and Virginia

Trained 236 Adults & 57 Youth

Created Custom Training Programs for Nonprofits

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TELEVISION

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NEW REVENUE

Programs Submitted as Local Content for Commercial
Television Stations (Revenue Model TBD)

Securing Underwriters for Primetime Blocks

Custom Training Delivered to Nonprofits via Streaming

INCREASE IN REVENUE

Training Increased by 25%

Creative Services increased by 45%

Regional Promo Valued @ 1.2 Million

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COMMUNICATIONS

COMMUNITY



ADDED VALUE

Market Analysis

- Studio, Editing, Field Equipment....
- Training
- Staffing

Savings: Retail vs. PEG Charge

Handout

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THANK YOU

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