

Wednesday
September 21, 2011
11 a.m. Session

Welcome!

And thanks for joining our
discussion!

*Please... silence phones, pagers
and pda's*

**Supporting Your Programming by Maximizing
Your Facilities:**

***Finding New Uses for Your Building and
Services***

As budgets for programming and equipment
continue to shrink, programmers need to
maximize the use of existing facilities and
develop services that will create new revenue
streams.



*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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How can the Public, Educational and Government Access agencies in your community streamline their facilities and staff?

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

Should PEG Access organizations :

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

- Rent their facilities to third parties?

- Seek federal grants to underwrite programming? Or

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

- Provide services to non-profits?

*Mike Lynch, Director
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Mike Wassenaar, Executive Director
Saint Paul Neighborhood Network

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

The short answer is “Yes to Diversifying Revenue”
The long answer is “It’s Complicated”

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

Revenue Strategies Take Time

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

Revenue Strategies Should Be Mission Related

Revenue Strategies Demand Resources

*Mike Lynch, Director
Cable, Web & Video Services
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SPNN Example:

2000 Revenue: \$850,000

2010 Revenue: \$2,350,000

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

Revenue Growth has been Associated with Program Growth

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

Core Programs:

*Access, Channels, Local Origination, Youth Programs,
Digital Literacy Education (AmeriCorps)*

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

Core Funding Streams:

*Local, State and Federal Govt Grants, Private Grants,
Earned Income, In-Kind, Donations and Memberships*

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- Overall Effect has Been to Lessen Overall Reliance on Cable Grant
- *HOWEVER, reduction of cable grant resources in this model means reduction of cable grant related programs – REVENUE GROWTH IS NOT MEANT TO REPLACE THE CABLE GRANT*
- *Some Programs Heavily Dependent on Cable Grant, Others are Independent of the Grant*
- *Resource Types*
 - *Grants: Primarily Program and Capacity Related*
 - *Earned Income: Program Related*
 - *Donations: Operating and Program*

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Portland Community Media
Portland, OR*

*Mike Wassenaar, Director
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Saint Paul, MN*

*Bob Thomas, VP, Operations
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Program Revenue Growth has been constant and punctuated

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Cece Hughley Noel,
Director of Portland Community Media

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

PCM has:

- Streamlined our staff
- Reconfigured our facility out of economic necessity, and
- Formed a “Super Operations Team”
 - o Eliminating multiple departments,
 - o Increasing our flexibility to support organizational needs, and
 - o Provide seamless service to our community.

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

*Bob Thomas, VP, Operations
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Rental of Facilities?

- Yes, with caveats and concerns

What do we “own”?

And, what can we rent? And to whom?

Government funds?

Is it seed money to implement our mission
and increase our community impact?

Is it a rigid contractual agreement that
provides funds to deliver on a limited
scope of services?

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

*Mike Wassenaar, Director
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PCM has been consistently successful in serving:

Government Agencies for production services (\$120,00+)

Nonprofit partners through education (\$21,000)

Approximately 30% of operating budget is from earned income

Diversifying revenue sources - exploring corporate underwriting, foundation grants for future technology and digital literacy.

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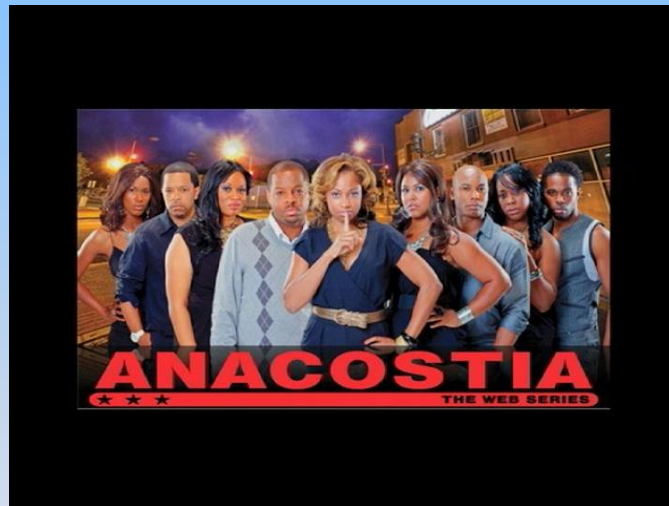
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Bob Thomas, VP, Director of Operations for Public Access Corp. in the
District of Columbia

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

Has a couple of short videos for us.

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



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

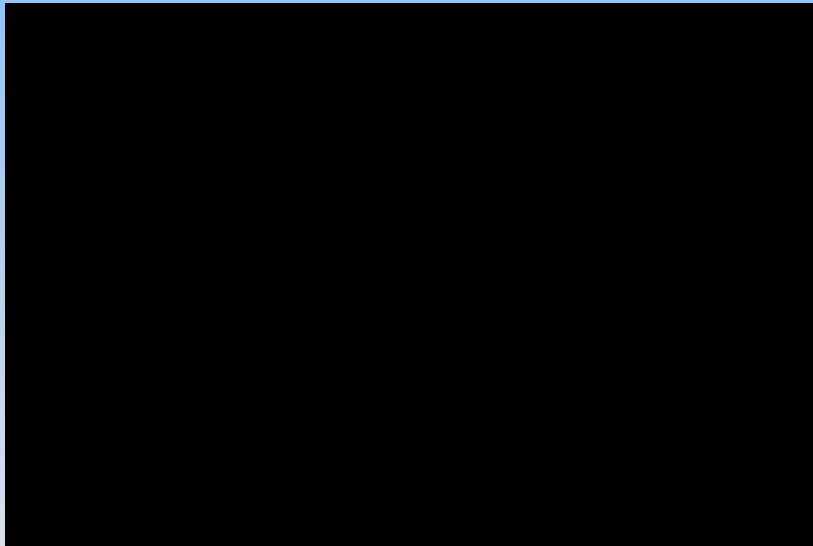
*Mike Lynch, Director
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And a promo.....



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

*Mike Wassenaar , Director
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Discussion notes:

Block programming, good producer training and the use of 'virtual set.'

Sell programming with quality production, promotional efforts, etc.

If the programming is good, the eyeballs will follow.

Special thanks to Richmond, CA for taping the discussion!

*Cece Hughley Noel, Director
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Portland, OR*

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REMINDER:

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

NATOA has E-conferences coming up on.....

October 17, 2011

Over the Top Video:

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

What does it mean for local and state cable revenues?

And,

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

November 28, 2011

Create and Survive:

*Mike Lynch, Director
Cable, Web & Video Services
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Strategies for creating revenue streams for PEG

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Wrapping up

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

Don't forget the following General Session

which features

FCC Commissioner Mignon Clyburn

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

And,

*Bob Thomas, VP, Operations
Public Access Corp. (DCTV)
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**NATOA's
Community Broadband & Member of the Year
Awards Presentation**

*Mike Lynch, Director
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