

Memorandum



CITY OF DALLAS

DATE May 23, 2008

TO Members of the Quality of Life Committee: Pauline Medrano, Chair, Vonciel Jones Hill, Vice Chair, Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David Neumann, Steve Salazar

SUBJECT **City of Dallas City Channel 16 and Cable Services**

Your committee agenda for May 27, 2008 includes the review of the City of Dallas City Channel 16 and Cable Services.

Attached is the briefing for your review.

A handwritten signature in black ink, appearing to read 'D.O.B.' followed by a horizontal line.

David O. Brown
Interim Assistant City Manager

c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, City Attorney
Deborah A. Watkins, City Secretary
Craig Kinton, City Auditor
Judge Jay Robinson
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Officer
Chandra Marshall-Henson, Assistant to the City Manager



City of Dallas City Channel 16 and Cable Services

Briefing presented to
Quality of Life & Government
Services Committee
May 27, 2008





Purpose of this Briefing

- To provide information to the Quality of Life & Government Services Committee about the City of Dallas City Channel 16 and other cable services.



Background

- Public, Education and Government Access (PEG) television in Dallas dates to 1979-80, when the City awarded the cable franchise to WarnerAmex.
- Initially, the cable franchisee controlled the PEG channels and directly supported the public access operator and educational channels.
- With the 2000 Cable Franchise Agreement, the franchisee was no longer responsible for operating the PEG channels.



Cable System

- The City of Dallas, thru franchise agreement with Time Warner Cable, has access to 10 PEG channels:
 - Three **Public** access channels – operated by iMedia Network
 - Five **Educational** channels – operated by DISD (3 channels); RISD/HPISD (1 channel), and DCCD (1 channel)
 - Two **Government** channels – operated by the City of Dallas
- Of the approximately 600,000 households in Dallas, an estimated 30% are cable subscribers.
- New cable providers entering the market under a State issued franchise must provide the same number of PEG channels as the incumbent provider.

Government Channels / City Channel 16

- Two government channels are operated by the City of Dallas:
 - City Channel 16 (formerly analog 6B)
 - Fire Training Channel – technical operations managed by OCA and content provided by Dallas Fire & Rescue Department (scrambled and not viewable by the public)
 - City also uses cable system capacity to operate its Traffic Control System (INET) (Public Works & Transportation)



Government Channels / City Channel 16 (cont.)

- City Channel 16 is the official City of Dallas cable channel
 - City Channel has unique logo and branding
 - Upgrades in graphics implemented in FY07/08
 - City Channel 16 is marketed to residents and stakeholders as their connection to City government and their source for City information





Government Channels / City Channel 16 (cont.)

- City Channel 16 content focuses on the City of Dallas services and includes:
 - City Council meetings (live and repeats)
 - City Council Committee meetings
 - Special Community meetings / Town Hall meetings
 - PIO-produced Mayor and Council programs
 - PIO-produced special programs
 - OCA-produced cultural program and PSAs
 - OCA/PIO-produced Council Inauguration Ceremony
 - Content provided by City departments
 - Informational graphic message boards



Government Channels / City Channel 16 (cont.)

- City of Dallas Staff manages all operations of City Channel 16.
- Operated by three departments:
 - Office of Cultural Affairs
 - Public Information Office
 - Communication & Information Services (CIS)

Government Channels / City Channel 16 (cont.)

- Office of Cultural Affairs:
 - Develops and manages the PEG systems infrastructure.
 - Provides oversight of all PEG user locations automation systems.
 - Manages and operates the plant and equipment that feeds the channel signals to the cable company.
 - Produces Council and Committee meetings and special community meetings (camera work, control room, graphics).
 - Schedules and troubleshoots automatic playback systems.
 - Produces new content that is culturally-focused.
 - OCA production staff supports PIO with videographer/editing services for PIO-produced programs



Government Channels / City Channel 16 (cont.)

- Public Information Office:
 - Produces Mayor and Council programs.
 - Produces special programs which highlight City initiatives and priorities.
 - Secures programs and PSAs produced by outside agencies and City departments to show on City Channel.
 - Updates informational graphic message board.
 - Publishes and distributes weekly “Top Picks” guide (posted online and distributed by email).
 - Created logo and branding for City Channel 16.





Government Channels / City Channel 16 (cont.)

- Communication & Information Services:
 - Provides audio/visual equipment support (microphones, powerpoint projectors).
 - Provides some technical support for broadcast during live and remote meetings.
 - Supports connectivity to the City network.



Education Channels

- Five channels operated by educational systems:
 - City of Dallas does not provide operating funds for the educational channels.
 - City of Dallas supports educational partners with automated playback systems and other equipment infrastructure consistent with the PEG Fund permissible uses.
 - Programming is done exclusively by the educational systems (DISD, RISD, HPISD, DCCCD).



Public Access Channels / iMedia Network

- Three Public Access channels are operated by iMedia Network
 - iMedia Network is a nonprofit 501(c)(3) corporation governed by an independent board of directors.
 - Dallas iMedia Network mission statement is “Giving voice to all the people of Greater Dallas by serving as the center for community media.”
- Public Access channels:
 - 95/27A, Dallas iMedia
 - 99/14B, Dallas iMedia Interfaith
 - 96/15B, Dallas iMedia Youth
- iMedia programs are produced by member volunteers or iMedia staff or by other public access providers.



Public Access Channels / iMedia Network (cont.)

- There may be some confusion on whether the iMedia channels are also government channels.
- iMedia or Public Access is not the same as City Channel 16:
 - iMedia will tape City events such as dedications and broadcast these the Public Access channels.
 - iMedia or its community volunteer producers produce informational programs that feature City officials and staff and show these programs on the Public Access channels.
 - City Channel 16 sometimes re-broadcasts programs produced independently by iMedia or its community producers if the content of the program is about City services.
- iMedia programs are not produced by City staff and therefore iMedia controls how the messages or information are conveyed thru iMedia Network or Public Access programs.



Public Access Channels / iMedia Network (cont.)

- City of Dallas provides iMedia Network with automated playback systems and other equipment infrastructure consistent with the PEG Fund permissible uses.
- A portion of iMedia Network operating revenue currently comes from the City of Dallas thru a multi-year agreement subject to annual appropriation.
 - The City is not required by law to provide funds to support Public Access programming.



Public Access Channels / iMedia Network (cont.)

- Current iMedia Network agreement:
 - Five-year agreement approved by City Council 12/14/2005 (Resolution # 05-3507) subject to annual appropriations;
 - Agreement followed the selection of iMedia Network (then known as DCTV) thru an RFP for public access services;
 - iMedia's agreement is to operate the Public Access Channel and does not include operating the government channels (City Channel 16 – this is done by City Staff) or the education channels (this is done by DISD, RISD, HPISD, DCCCD).

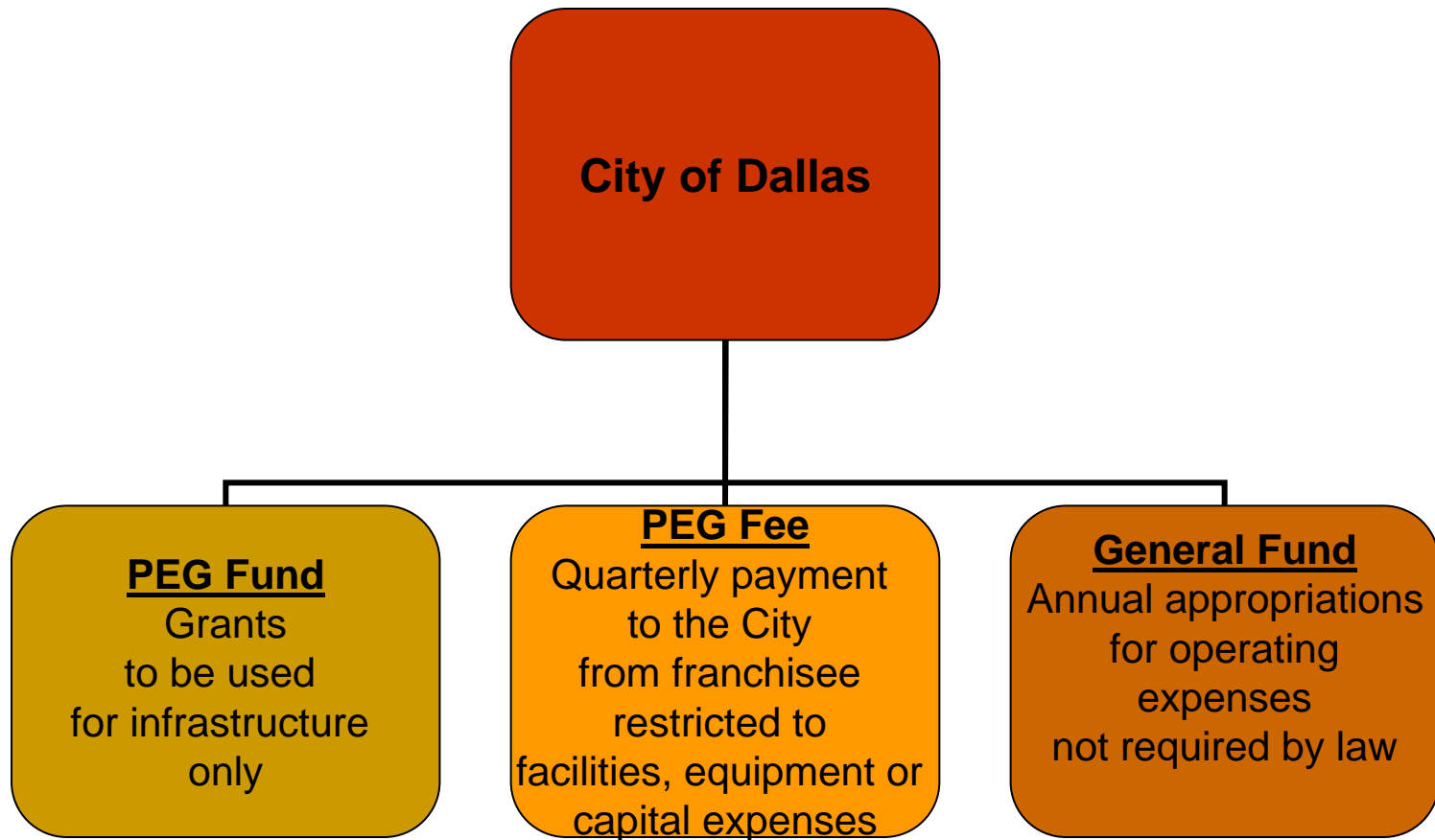


Public Access Channels / iMedia Network (cont.)

- Under the current agreement, iMedia provides limited support to City staff for City-produced programs:
 - Primarily technical for approximately 40 City-produced programs annually, including use of the studio located at the Central Library;
 - Use of remote truck (purchased by the City as well as all other technical equipment currently in use by iMedia Network);
- Also included in the FY07/08 agreement was pilot webcasting of City Channel 16 using City-provided signal and equipment.



Cable System Funding





Cable System Funding

- **PEG Fund:** grant provided by franchisees upon approval of the 2000 franchise agreement (02-4484) to be used for infrastructure upgrades to the PEG system.
- **PEG Fee:** fee paid monthly to the City by the Cable franchisee (\$0.39 per subscriber)
 - PEG fee is restricted by federal law to be used on PEG facilities and equipment.
 - City of Dallas has the right to determine how to use the PEG fee as long as the use is within the legally permitted uses (federal and state).
 - PEG fee cannot be used for operating expenses.



Cable System Funding

General Fund is used for operating expenses of the cable system:

OCA	FY07/08 \$200,984	3 Staff (Manager, Producer, Production Technician) <ul style="list-style-type: none">•Responsible for oversight of all PEG infrastructure (maintenance, operations, upgrading)•Management of the 24/7 cablecasting of the Government Channel / City Channel 16•Production of live Council and Committee meetings•Videographing and editing City-produced programs (PIO, OCA, other departments)•Scheduling and troubleshooting playback systems for all PEG users
PIO	FY07/08 \$51,125	1 Staff (Producer) <ul style="list-style-type: none">•Responsible for production of Mayor & Council programs and other original-city programming for City Channel 16
iMedia Network	FY07/08 \$300,000*	iMedia contract for the Public Access Channels (represents a portion of iMedia's total operating expenses)

* Use of PEG fees is restricted by Federal and State law; no revenue from PEG fees is used to fund the iMedia contract



PEG Infrastructure Improvements

- PEG Fund was established with the 2000 franchise agreement to support upgrades to the existing PEG system.
- Upgrades have been completed in phases beginning in 2003:
 - **Phase I** (completed January 2004): installed fiber optic technology to deliver PEG signals to cable company and installed digital automatic playback systems.
 - **Phase II** (completed March 2005): replaced production equipment with digital video servers, digital cameras, edit bays, and control centers, including upgrades to City Council Chambers and Council Briefing Room.
 - **Phase III** (to be completed June 2008): Upgraded cable plant in Dallas City Hall; purchased additional digital production, storage and archiving system for all PEG users.

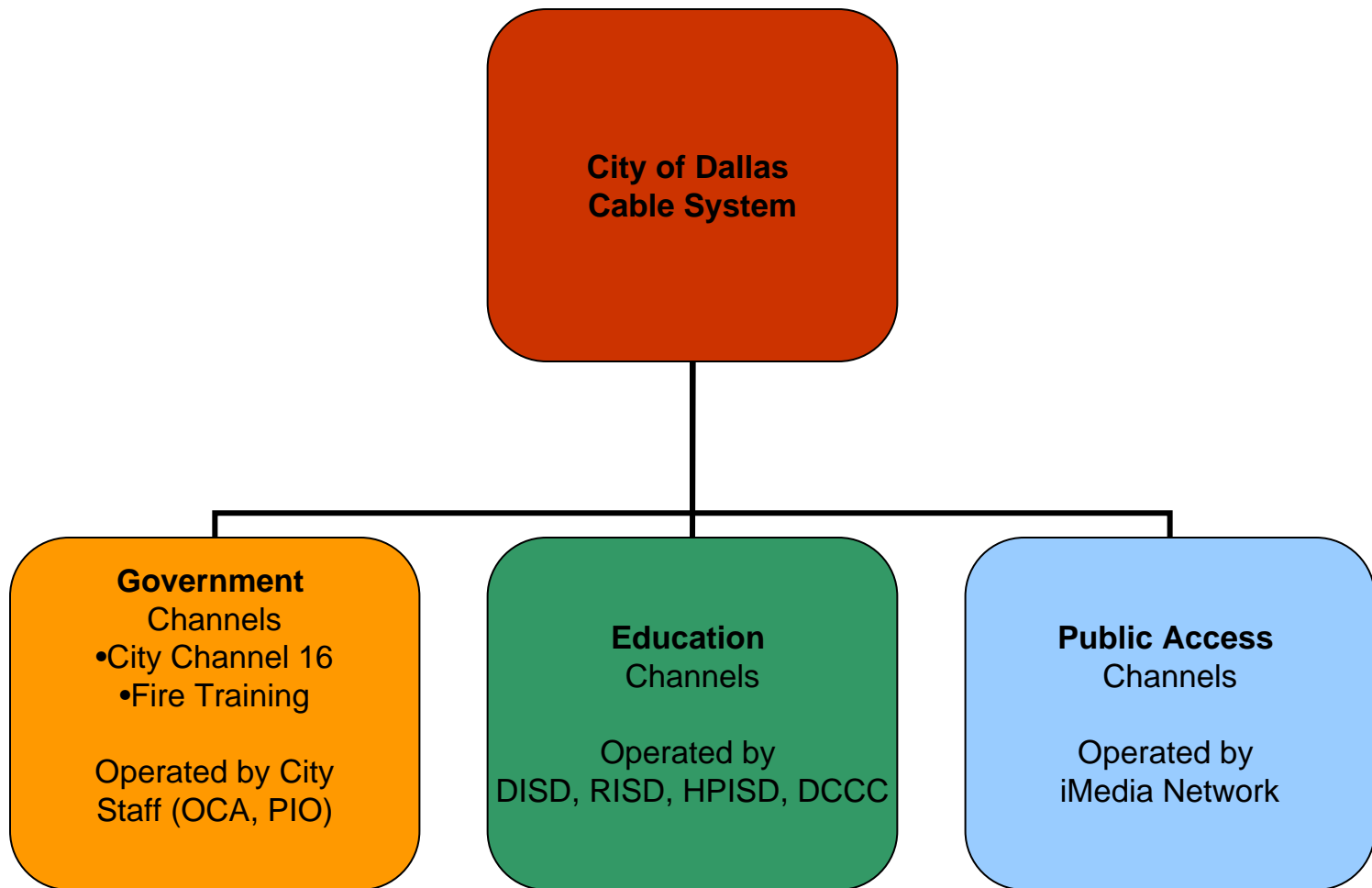


PEG Infrastructure Improvements (cont.)

- **Phase IV** (currently in development):
 - Design, build and equip an HD digital multimedia studio to produce programs focused on City services (for podcasting, webcasting and cablecasting).
 - Provide ongoing maintenance and repair of PEG systems and infrastructure.
 - This phase will be implemented from July 2008 thru June 2010.



City of Dallas Cable System





Cable Services

- o Questions and Comments



Appendix

City Channel 16 Programs

CITY PRODUCED PROGRAMMING

City Council Meetings – Live and Replay
Council Committee Meetings – Mondays & Tuesdays
Customer Service with a Smile (ICMA video)
Dallas 360 with Mayor Tom Leppert – Downtown Revitalization
Dallas 360 with Mayor Tom Leppert – Downtown Arts & Parks
Dallas 360 with Mayor Tom Leppert – Southern Sector
Dallas 360 with Mayor Tom Leppert – Back to School Fair (ready for production)
Dallas Delivers District Updates – 12 Council Members (in production)
Environmental Management Systems
2008 Living the Dream Expo
Green Dallas
Mayor Leppert Addresses the Greater Dallas Chamber Public Art
Public Works & Transportation
Storm Water: It Goes with the Flow
Together We Do It Better (Making of the Budget Book Cover Photograph)
2008–2009 Budget Book Cover (ready for production)
You Are Cleared to Land! (Dallas Executive Airport)
City Council Program Open
City Channel IDs from Mayor & City Council Members

PSAs -- CITY

Bath House Cultural Center
Dallas Zoo
Dew Drop/English & Spanish
It's All in a Drop/ English & Spanish
Latino Cultural Center
Office of Cultural Affairs
Pay Your Water Bill Online/English & Spanish
South Dallas Cultural Center
State Fair of Texas
Station ID: The Dallas City Channel
Station ID: You Are Watching the Dallas City Channel

PSAs -- OUTSIDE

1 in 150 Diagnosed with Autism
Anything's Possible: Keep Thinking
Art: Ask for More
Big Brothers, Big Sisters (:10, :20, :30)
Energy Efficiency (2-:30s and 1-:15)
If You're Fallen Behind on Your Mortgage
Seat Belts (English & Spanish; :10, :20, :30)
Speak Up
Symptoms of a Stroke

ADDITIONAL PROGRAMMING

Council Onboarding Training
Dallas Delivers – (Council Achievements 2005-2006)
Dallas Delivers – (Council District specific versions)
Dallas Inauguration (Including behind the scenes interviews with the new members)



Appendix

City Channel 16 Programs (cont.)

OUTSIDE PROGRAMMING

American Red Cross
Talkback Dallas (produced with Art Institute of Dallas)
Talkback Dallas (Green Dallas version)
DART: In Motion
DART: In Motion – Spring Edition
E-Hazards
Environmental Health & Risk – English
Environmental Health & Risk – Spanish
Fire Protection Tips for the Deaf
Into the Fire – Fireman's Fund Insurance
Public Art
Sundance Segment on Dallas' Green Animal Shelter
The Great 911 Adventure – English
The Great 911 Adventure – Spanish
Tres Amigos – Spanish with English subtitles
Texas Parks & Wildlife:
Texas: The State of Springs
Policing Pollution
Diggin' School
Texas Department of Transportation
Mission Nuestra Señora del Refugio
Texas in Bloom
Texas Highways
State Parks:
Possum Kingdom
Lake Mineral Wells
Eisenhower Birthplace
Washington-on-the-Brazos

IMEDIA-PRODUCED PROGRAMS

REBROADCAST ON CITY CHANNEL 16

Dallas 311-Business
Dallas 311-Economic Development
Dallas 311-Recycle