

Summary of Research And Assessment Of Needs



**Regarding Government Access
Production And
A Proposed Collaboration Among
Public Cable Television Authority
(PCTA) Member Cities**



Focus Groups



Focus Groups

- **Huntington Beach – 4-19-04**
Government Access Facilities Meeting
- **Westminster – 4-19-04**
Government Access Facilities Meeting
- **Westminster – 4-19-04**
Time Warner Studio
- **Fountain Valley – 6-10-04**
Council Committee Focus Group

Focus Groups

- **Stanton – Focus Group Meeting** **6-16-04**
- **Westminster – Focus Group Meeting** **6-29-04**
- **I.T. And Audio Video Convergence Meeting** **9-29-04**

Information Gathered from Focus Group Meetings

- **Current funding for Government Access is inadequate to meet the needs of the community.**
- **Community information and programming efforts are being divided between two channels with vary degrees of success and, therefore, less efficiently given the resources available.**
- **There is a need for each city to possess a means to provide information to its community for emergency operations and public information purposes.**
- **Equipment for Government Access facilities needs upgrading and/or replacement.**

Information Gathered from Focus Group Meetings

- **Channel 3 lacks branding.**
- **There is a need for cities to work together and combine resources relative to Government Access, creating cost savings opportunities.**
- **Due to the high cost of equipment and the need for additional staffing, it would be difficult for cities that do not offer programming to begin offering it.**
- **A duplication or division of programming resources will create a competitive environment between Time Warner and the cities.**

Information Gathered from Focus Group Meetings

- **Over the past few years, Time Warner Cable has lost some subscribers to Direct Broadcast Satellite Service video providers. Time Warner filed an “Effective Competition Petition” with the FCC to become de-regulated due to the perceived competition of satellite providers. Currently there are no cities that provide PEG programming on DBS. However, community programming (one of the ways Time Warner stands apart from DBS) is not currently strong enough today to play a factor in subscribers’ decision to switch to DBS.**

Information Gathered from Focus Group Meetings

- **Partnering with Time Warner to provide community programming should be explored as a means to bring together the existing uneven patchwork of community and government programming efforts.**
- **All video providers should contribute a fair share by way of financial support and channel capacity to community programming.**
- **Community programming channels of all video providers must be interconnected to facilitate maximum viewership and channel branding.**

Concept To Regionalize Government Access Television Production And Programming

- 1. Funding for the project should be diversified among Time Warner, the Cities' general funds, sponsorships, and donations/memberships similar to public broadcasting stations;**
- 2. The PCTA should coordinate management functions;**
- 3. Equipment and other capital improvements should be made by the PCTA. Through a title transfer, the PCTA would be responsible for all equipment;**
- 4. Labor and expenses associated with technical operations should be combined and shouldered by the PCTA;**

Concept To Regionalize Government Access Television Production And Programming

- 5. Program content should be centralized to the extent possible to provide a single "regional" offering with the option for Cities to switch to their signals as necessary. When necessary, Cities should have the option to input city specific programming. This can be done when broadcasting city council meetings, emergency communications, or when city specific programming meets the city's need.**
- 6. The mission of the programming collaboration should be to respond to the public's need and interest in Government Access and community programming.**

Mission

The Government Access Channel's mission is to enhance public awareness of government activities and services via non-partisan municipal programming; to keep the public informed of the services and activities of the Cities; and, to provide more responsible and informed interaction between government and citizens. In essence to bring government closer to constituents and respond to the community's need and interest in community information.

Objectives

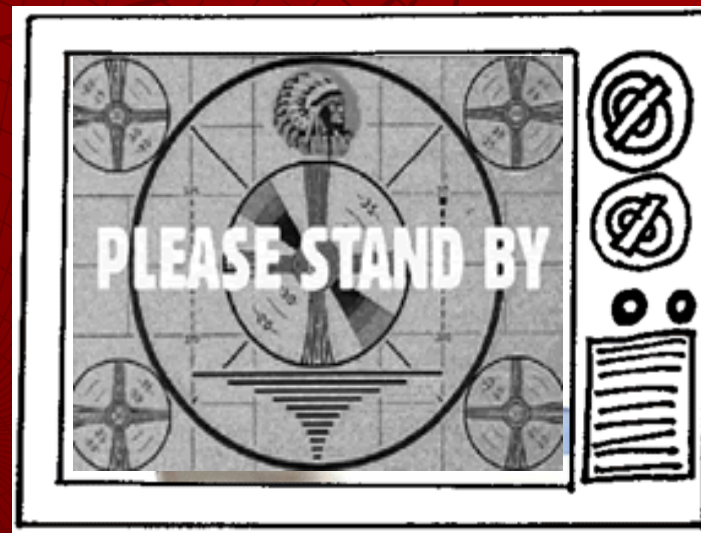
- **Information relative to the operation of local government services**
- **Explanations of the function of government**
- **Encouragement to participate in local government**
- **General information to the public about meetings**
- **Emergency and public safety information**
- **General announcements of current government-sponsored events and job listings**

Objectives

- **Program coverage of government and community events, such as facility openings, recreational and cultural events, and meetings of government boards and committees, election coverage that is non-biased, nonpartisan, and neutral in nature**
- **Coverage of community events, including K-12 activities and sporting events**

Existing Programming

Proposed Programming



Current Programming Schedule HBTV-3

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7A	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board
8A	"	"	"	"	"	"	"
9A	"	"	"	"	"	"	"
10A	"	"	Re-Broadcast	"	"	"	"
11A	"	"	City Council Meeting	"	"	"	"
12P	"	"	"	"	"	"	"
1P	"	"	"	"	"	"	"
2P	"	"	"	"	"	"	"
3P	"	"	"	"	"	"	"
4P	"	"	"	"	"	"	"
5P	"	"	"	"	"	"	"
6P	"	Broadcast	"	"	"	"	"
7P	"	City Council Meeting	"	Re-Broadcast	"	"	"
8P	"	"	"	City Council Meeting	"	"	"
9P	"	"	"	"	"	"	"
10P	"	"	"	"	"	"	"
11P	"	"	"	"	"	"	"

Show Type

Hours per Week

City Council Meeting

9

Bulletin Board

159

Proposed Programming Schedule for Government Access Channel 3

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7A	Surf Weather	Orange Co Now	Surf Weather	Quiz Kids	Talk About Town	Surf Weather	Surf Weather
8A	Re-Broadcast City Council Meeting Fountain Valley	Quiz Kids	Orange Co Now	Bulletin Board	Surf Weather	Re-Broadcast City Council Meeting Stanton	Special Events
9A		Surf Weather	Sports Activities	Adopt-A-Pet	Re-Broadcast City Council Meeting Huntington Beach		Bulletin Board
10A		Re-Broadcast City Council Meeting Westminster	Talk About Town	Issues Forum		Sports Activities	
11A			Quiz Kids	Adopt-A-Pet	Special Events	Talk About Town	
12P	Sports Activities		Special Events	Talk About Town	Issues Forum	Adopt-A-Pet	Orange Co Now
1P	Orange Co Now	Talk About Town	Re-Broadcast City Council Meeting Huntington Beach	Surf Weather	Special Events	Bulletin Board	Quiz Kids
2P	Bulletin Board	Issues Forum		Re-Broadcast City Council Meeting Fountain Valley	Bulletin Board	Surf Weather	Adopt-A-Pet
3P	Surf Weather	Bulletin Board	Bulletin Board		Orange Co Now	Special Events	Issues Forum
4P	Adopt-A-Pet	Sports Activities	Special Events	Quiz Kids	Re-Broadcast City Council Meeting Stanton	Quiz Kids	Talk About Town
5P	Talk About Town	Adopt-A-Pet	Bulletin Board			Issues Forum	Bulletin Board
6P	Bulletin Board	Broadcast City Council Meeting Huntington Beach	Adopt-A-Pet	Orange Co Now	Adopt-A-Pet	Re-Broadcast City Council Meeting Westminster	Sports Activities
7P	Special Events		Broadcast City Council Meeting Fountain Valley and Stanton	Bulletin Board			Bulletin Board
8P	Issues Forum			Sports Activities	Quiz Kids	Re-Broadcast City Council Meeting Fountain Valley	
9P	Re-Broadcast City Council Meeting Stanton	Bulletin Board	Surf Weather	Broadcast City Council Meeting Westminster	Bulletin Board		Talk About Town
10P		Special Events			Bulletin Board		Sports Activities
11P		Surf Weather	Issues Forum			Surf Weather	Bulletin Board

Proposed Programming Schedule for Government Access Channel 3

<u>Show Type</u>	<u>Hours per Week</u>
Sports	8
Children's Programming	16
Local Information Magazine (news)	24
Community information	35
Public Meetings	36

Cost Analysis

	Average # of Monthly Original Programming Hours	Annual Operating Budget
City of Huntington Beach	6	\$103,800
City of Westminster	10	\$200,529
Time Warner Local Origination	5	\$75,000
		\$379,329

Summary of Research And Assessment Of Needs

Factoring Back to the
Public's Support as shown in the
survey



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Amount of Funding That Should Support Programming

Amount Per Month	Frequency	Percent
Nothing	154	23.7%
\$0.01 to \$0.24	117	18.0%
\$0.25 to \$0.49	111	17.1%
\$0.50 to \$0.74	94	14.5%
\$0.75 or more	173	26.7%
Total	649	100.0%

Viewer Preferences for Channel 3

Question	Yes	
	Frequency	Percent
Would you like the city to offer government programming?	172	71.1%
Would you like city information to be listed on a Channel 3 community bulletin?	219	86.6%
Would you like to continue to receive the City of Huntington Beach's programming on Channel 3?	152	74.1%

Conclusion

- **Community Needs**
- **Community Support**
- **Opportunity to Partner with Time Warner**
- **Opportunity for Greater Efficiency**
- **Opportunity for Regional Channel by Partnering with Adelphia/Time Warner cities**
- **Future/Long term Sustainability of Current Model is Questionable**

Summary of Research And Assessment Of Needs

Questions and Answers



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