



January 19, 2015

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

**Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6**

***"Cable systems are required to provide access to their distribution platform in a variety of ways, including program access, leased access channels, and PEG channels. Are these provisions warranted in the era of the Internet?"***

Dear Representative Walden:

Enclosed is a copy of PACTV's Annual Activities Report, which gives an overview of the types of services PACTV, a local, not-for-profit PEG (Public, Educational and Government) access center provides to four towns in the Southeastern Massachusetts.

Although the Internet has allowed for a vastly increased distribution of local videos, our Public Access channel is the only true first-amendment forum with uncensored programming made by local individuals, groups and organizations available to our citizens. Unlike YouTube, which censors programming that does not confirm to their content rules, PACTV provides our community a venue for free speech that is unhindered by corporate enforced rules and regulations.

In addition, our four towns enjoy unedited gavel-to-gavel coverage of local government meetings, allowing the residents in our towns the opportunity to participate, view, and make decisions based on unbiased information. And we provide media training and equipment to two school systems, augmenting learning and providing valuable experience to students interested in pursuing careers in videography.

The funding for our organization is provided from the franchise fees paid by cable subscribers in our communities for the use of public rights of way. As you can see from the Annual Activities Report, this funding translates into a wide variety of services from channel management to video production training, coverage of local community news, educational programs in video and media literacy in our schools, promotion support to area non-profits, government informational programming that augments our meeting coverage and much more.

In our local communities, with an older-than-average population, television is still the medium of preference for delivery of news and information. In the future, as our citizens continue to be bombarded by information that is controlled by fewer companies and individuals, the need for uncensored free speech, local viewpoints and information, unedited government meeting coverage, and educational programs to teach people how to decipher media messages will increase, giving our local cable channels even more relevance.

I urge you to consider this as you examine the possible update to the Communications Act. Although the Internet has changed the way many people get their information, it has some limitations, which PEG Access addresses. Thank you for your attention to this important issue.

Sincerely,

  
Nancy L. Richard, Executive Director & CEO  
PACTV  
4 Collins Avenue  
Plymouth, MA 02360

*Serving Duxbury, Kingston, Pembroke and Plymouth, MA  
Building Community through Media*



January 19, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

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PACTV  
4 Collins Avenue  
Plymouth, MA 02360

*Serving Duxbury, Kingston, Pembroke and Plymouth, MA  
Building Community through Media*

# Annual Activities Report

Fiscal Year 2013



Comcast 13  
Verizon 43



Comcast 15  
Verizon 39



Comcast 14  
Verizon 41



Comcast 14



Comcast 15



Comcast 15  
Verizon 47



# PACTV Board of Directors

Larry King, President  
Rev. Dan King, Vice President  
Nancy von Stackelberg, Treasurer  
Conni DiLego, Secretary  
Ric Cone, Member Representative

Jeff Cohen  
Marc Garrett  
Gary Gumpright  
Deborah Wall  
Phil Walters



## PACTV Staff

Nancy Richard, Executive Director and CEO  
Dan Rodriguez, Director of Operations

Ben Alexander, Silver Lake Educational Access  
Dave Antoine, Government Access Coordinator  
Tom Bolus, Production  
Erika Christensen, Government Access  
Art Egerton, PACTV Community News  
Dustin Fleming, Production Coordinator  
Caroline Garrett, Pembroke Educational Access  
Bob Gurwitsch, Administrative Assistant  
Melissa Matinzi, Programming Coordinator  
Carol McGilvray, Membership & Marketing Coordinator  
Kim Miot, Community News Director  
Donna Rodriguez, Educational Access & Outreach Coordinator  
Julie Thompson, Administration & Special Projects



# Mission Statement

PACTV, a not-for-profit membership-based organization provides P.E.G. (Public, Educational, and Government) Access services and a public forum for its communities. We provide media training, facility and channel access to promote media literacy so that the communities may exercise their First Amendment Right to free speech.



## Table of Contents

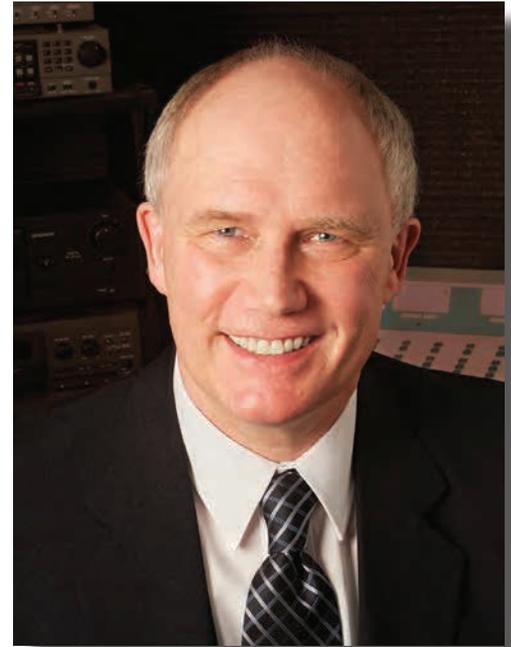
Mission Statement	3
Letter from the Board President	4
Letter from the Executive Director	5
About PACTV	6
Public Access Programming	7
Community Bulletin Board	8
Public Access Membership	9
Video Production Classes	11
Technology Upgrades	12
PACTV Community News (PCN)	15
The Gallery at PACTV	21
Educational Access	22
Government Access Overview	
• Duxbury	25
• Kingston	25
• Pembroke	26
• Plymouth	26
Government Access Statistics	28
Production Services	30



# From the Board President

Larry King

PACTV is a membership-based, not-for-profit media organization that serves our communities, primarily through television. As PACTV moves forward into 2014, I would like to thank each member of our Board of Directors for their participation in supporting public access television and media training for residents of the towns of Duxbury, Kingston, Pembroke and Plymouth. I would also like to thank Executive Director Nancy Richard and the professional staff of PACTV for the expertise and imagination they bring to this community-based organization. The annual Plymouth Rotary Club's live television auction, our weekly PACTV Community News program, government access channels, educational initiatives in our schools and training workshops are just a few of the ways PACTV continues to give back to our communities.



PACTV's Board of Directors is a vibrant and well-balanced organization that provides the skills and guidance necessary for the operation and expansion of media access to our communities. Our goal is to provide a high quality multi-media facility dedicated to each citizen's first amendment right of free speech. This past year, several new members contributed their vision to the group, and, sadly, we felt the loss of long-time board member Ric Cone. This assembly of highly qualified individuals has supported and guided the expansion of the Collins Avenue facility, studio renovations, new equipment purchases, improvement in local government access resources, and witnessed an increase in participation from our newest towns of Pembroke and Duxbury. Moving forward, it is our intent to continue to foster this unique connection with the people, places and events in the towns of Duxbury, Kingston, Pembroke and Plymouth.



# From the Executive Director & CEO

Nancy Richard

Putting together an annual report is a great way to look back at the accomplishments of our organization, and marvel at the things we've done. PACTV is always changing, testing new ideas, taking a few calculated risks, and introducing new services to the communities we serve.

PACTV Community News, which started in the last quarter of 2012 is an example of a calculated risk that has had exciting results. In 2013, PCN produced 48 half-hour episodes and two half-hour highlight episodes that included 380 news pieces, spanning all four of our communities. A list of 2013 PCN pieces is featured in the report on pages 13-16. One of the most unexpected developments from the news show is the amount of positive social media attention resulting from the show. Featured businesses and organizations, government agencies and departments post links to the pieces on their websites and Facebook pages, tweet links on Twitter, and share them in emails. Some of PCN's pieces have been shared regionally, nationally, and internationally. The amount of goodwill that comes to PACTV and our communities from the show is incalculable. PCN, led by News Director Kim Miot, has been a staff-wide collaboration from its inception.



The growth of Educational Access under Donna Rodriguez and her staff, Caroline Garrett and Ben Alexander, is also impressive. Both the Pembroke and Silver Lake School districts have been very supportive of the programs. The end value of these programs is hard to determine immediately, but judging by the interest in the programs at the schools and the summer programs at PACTV, we are reaching a lot of students who may end up producing video media in their future careers. The Educational Access program is also a team project with all of PACTV's staff contributing their expertise and assistance when needed to make the program a success.

As the founding Executive Director, I've been privileged to watch PACTV develop into one of the largest access centers in the country. And I'm also privileged to work with a highly professional, capable, ever-expanding and developing, team-oriented staff. Because of them, and because of our volunteers, community producers, viewers, government officials, and board members, past and present, PACTV is far greater than the sum of its parts.

With expanded government coverage in all of our towns, increased programming on the both the Public Access and Educational Access channels, new training classes for our members, and the rapid growth of our community news show, along with many other changes in our growing organization, we look forward to serving you for many years to come. Thank you for supporting PACTV.

# About PACTV

When Executive Director Nancy Richard was hired in 1997, PACTV was an idea, formed by the cable committee and selectmen in Plymouth, based on the notion that the community channels could be better than what they had been in the past.

Over seventeen years, PACTV has grown far beyond the dreams of its founders, serving four towns in southeastern Massachusetts - Duxbury, Kingston, Pembroke and Plymouth - and cablecasting six channels to over 35,000 households on two cable systems.



Members of PACTV's board of directors come from the business and non-profit sectors of our communities, and under their direction, the organization has flourished both financially and culturally over the years. We've also been extremely fortunate in our collegial relationships with our town governments and local media. Our award-winning community producers and dedicated volunteers give hours of community service to everything from town meetings to parades to telethons to local fundraisers and celebrations.

Although PACTV has grown as each additional town joined the consortium, our goal has never changed. We provide our communities the best services possible including:

- a state-of-the-art community multi-media facility
- a dedicated first amendment forum for our citizens
- a weekly community news show that covers all four of our towns
- ultra-local government access coverage and programming that is second to none, allowing our citizens to participate fully in their local governments, as well as getting vital information about County, State, and National issues and services.
- highly qualified training and engineering staff, an administrative staff that truly understands access television and the needs of the communities we serve, from organizations, schools, governments to individuals and businesses, and localized, personalized service to each town under our umbrella.
- help to non-profits and community service providers so that they can promote their organizations and events
- an art gallery and conference room
- video production classes so that citizens can create their own television shows

Over the years, PACTV and its staff has never stopped growing and learning. We listen to the people and communities we serve, and tailor our services to match their needs. PACTV has become more than just a community television station. It's become a community resource and a vital part of the fabric of our communities.

# Public Access Programming

The public access channel is shared between the four towns served by PACTV. The channel is a first amendment forum where residents can share opinions, interests and passions, and a shared space where viewers can see local events. Any resident of the towns served by PACTV can produce or sponsor a show on the channel for free. Community producers who have joined PACTV and taken the certification classes can use PACTV's video equipment and facilities for free. Many community members trained at PACTV volunteer as crew members for local event productions and on series programs produced by other members.



Programming on the channel is varied, and includes cooking shows, talk shows, spiritual programs, concerts, parades and local events. Three live call-in shows encourage a lively discourse on current topics. 50 series and 35 specials played on the channel, including live coverage of local parades and the Annual Plymouth Rotary Auction.

## Shows Produced by Town

	Series	Specials
Duxbury	3	5
Kingston	5	3
Pembroke	0	0
Plymouth	29	11
Out-of-Area	11	9
PACTV	2	6
Total	50	35

## Original/First Run Programming Hours (not counting replays)

Weekly/Monthly Series	
In-Area	27.5
Out-of-Area	7
PACTV Produced	1
Specials	
In-Area	20
Out-of-Area	3
PACTV Produced	25



# Community Bulletin Board

PACTV's Community Bulletin Board (CBB) provides an opportunity for local organizations to promote their events and groups at no charge. Announcements are seen in between programming for 24 hours a day, seven days a week on our public access channel. Notices can also be viewed at any time on our website. PACTV has a steady base of groups and organizations that use the CBB year-round, and we are always reaching out to others in the community to help them to increase their visibility.

Most people and groups submit their notices online through our website, making it easy to put a notice on PACTV. This past year we created and uploaded over 650 announcement.

## Total Bulletins Percentage 1/1/2013 - 12/31/2013

Duxbury	95	13.87%
Kingston	63	9.2%
Pembroke	61	8.91%
Plymouth	342	49.92%
Out-of-Area	104	15.18%
PACTV Bulletins	20	2.92%
Total	685	

Here are a few of the organizations who have used PACTV's bulletin board in the past year

- The Old Colony YMCA
- The Mattakeesett Garden Club of Pembroke
- The Duxbury Camera Club
- Jones River Landing
- Percy Walker Pool
- Pembroke Party for the Pantry
- The South Shore Locavores
- Plymouth United Methodist Church

**Fall/Winter Programming Expo**  
**Old Colony YMCA**  
*We build strong kids, strong families, strong communities*

Monday October 14th, 11 am- 2 pm  
 Camp Clark, 200 Hedges Pond Rd, Plymouth

Learn about our programs and take in a free show from Jolting Jonathan from Mad Science.  
 11 am-Dance & Gymnastics  
 12 pm-Adventure Activities; Arts & Crafts  
 1 pm-Jolting Jonathan of Mad Science

For more info contact Michael at 508-888-2290 or [mmcgrath@oldcoloniaymca.org](mailto:mmcgrath@oldcoloniaymca.org)

**"CLIMATE CHANGE IN YOUR BACKYARD" SERIES**

Climate Change and Storm Preparedness  
 Thursday January 23rd, 7 pm  
 Jones River Landing, 55 Landing Rd., Kingston

The serious impacts of storms like northeasters and hurricanes are compounded by climate change and sea level rise. The presentation will focus on preparing for such storms and how these preparations may change along with the climate. With speaker Juliet Simpson, MIT Sea Grant.

[www.jonesriver.org](http://www.jonesriver.org) 781-585-2322

**South Shore Locavores**

Duck Duck Goose (turkey & chicken too)  
 Thursday September 19th, 7:00 pm  
 The Beal House, 222 Main St., Kingston

Meet local poultry growers and discover resources for holiday meals. Gatherings are free. Feel free to bring a dish to share. We'll also be collecting non-perishable food for the Greater Plymouth Food Warehouse.

A collaboration between Kingston Public Library & online South Shore and South Coast magazine

**Mattakeesett Garden Club of Pembroke**

Presents David McGlinchey, of the Manomet Center for Conservation Sciences, speaking on "Local Birds"

Tuesday October 15, 7:00 pm  
 Pembroke Public Library

This event is open to the public at no cost.

# Membership

PACTV had 281 members in 2013, up from 261 members at the end of 2012. Our membership is comprised on students, seniors, residents, interns, nonprofit organizations, business and lifetime members.

Whether members join PACTV to support the organization, learn how to create their own television show, want to express themselves in a new way, want to volunteer or want to be more involved in their community, they are vital to the organization.

## Membership Types that PACTV Offers

- Junior Membership (\$15 annual fee)
- Individual Membership (\$30 annual fee)
- Kingston Educational Access (free)
- Pembroke Educational Access (free)
- Senior Memberships (\$15.00 annual fee)
- Family membership (\$60 annual fee)
- Non-profit (\$75.00 annual fee -3 members)
- Business (\$100.00 annual fee - 3 members)
- Interns (free in exchange for tasks/projects)
- Lifetime memberships (\$120 for life)



## New Nonprofits in 2013

- First Parish Church, Duxbury
- New England Village, Pembroke (17 members joined)
- The Goldenrod Foundation, Plymouth
- Girls Scouts, Plymouth

## Total Membership in 2013

There were a total of 281 members in 2013 (up from 261 members at the end of 2012).

### Demographics

- 19 live in Duxbury
- 39 live in Kingston
- 32 live in Pembroke
- 149 live in Plymouth
- 42 live in other towns\*

\*Bourne, Bridgewater, Buzzards Bay, Carver, Centerville, Dedham, Halifax, Hanover, Holden, Lakeville, Marshfield, Middleboro, Newton, Plympton, Raynham, Rockland, Stoughton, Wellfleet, Whitman and Winthrop.



## Membership Types

- 2 are business members
- 4 are interns
- 25 are seniors
- 34 are lifetime members
- 43 are junior members
- 54 are non profit members
- 119 are individual members

## New Members

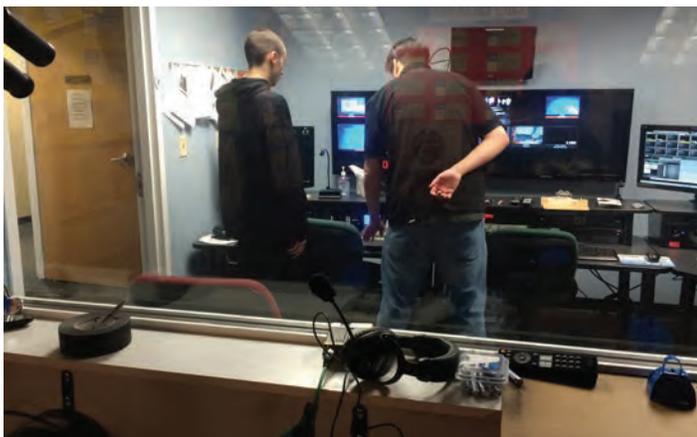
There were 88 new members that joined PACTV in 2013. Our goal each year is to reach 100 new members. 106 new members joined PACTV in 2012. While in 2013 the number of new members did not reach the goal of 100, the focus in 2013 was to encourage Pembroke residents to join PACTV. 27 new members did join PACTV from Pembroke, which is 30% of all new members.

## Demographics

- 29 joined from Plymouth
- 27 joined from Pembroke
- 10 joined from Kingston Ed Access
- 7 Senior Memberships
- 8 joined from Other Towns
- 6 joined from Duxbury
- 1 joined from Pembroke Educational Access

## Membership Type

- 31 joined from non-profit organizations
- 28 were individual members
- 22 were junior members
- 4 were senior members
- 2 were interns



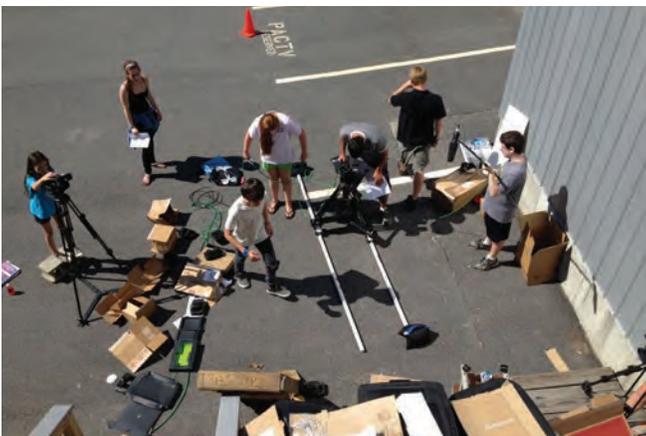


## Classes Offered in 2013

PACTV offers a variety of video production classes for members. PACTV provides both one-on-one classes and scheduled classes for their members. In 2013, 160 students attended 286 hours of instruction, and attended a total of 111 classes.

Classes taught in 2013 included:

- Orientation for new and prospective members
- Introduction Camcorder (Canon Vixia)
- Adobe Premier Pro Editing Series (four classes in each series)
- Adobe Photoshop for Video Series (three classes in each series)
- Location Audio Class
- Location Lighting Class
- Studio A Series (five classes in each series)
- Studio B Series, including Kitchen Studio classes (four classes in each series)



# Technology Upgrades

## Educational Access

### **Pembroke High School**

#### **Reflectmedia Chromatte System, March, 2013**

Installed to create a virtual studio located in Titan TV office using Chromakey.

### **TriCaster Road Case / Portable Studio, October, 2013**

This equipment allows the flexibility of a multi-camera production in the auditorium as well as a portable, streamlined solution for other events throughout the school using HD cameras.

## Government Access

### **Pembroke Town Hall**

#### **Live Production Upgrade and Installation, May 2013**

Permanently installed three-camera, remote-controlled equipment with titling capability, digital recording, and professional monitoring equipment housed in an adjacent space allowing live coverage. Video files are transported to PACTV for replays on the government channel later in the week. This gives Pembroke a small TV station in their Town Hall equipped for turn-key, live coverage of meetings in the Veterans Hall and state of the art transmission facilities to carry government programming to Pembroke's Comcast customers. Meetings are easier to produce, of better production quality, and the signal quality is vastly improved.

### **Plymouth Town Hall**

#### **Production Equipment Upgrade and Installation, May 2013**

Installed a complete upgrade to the existing cameras and video system as well as some enhancements to the audio system. The control area is now located an area in the lower level of the Town Hall behind a chained link cage that was installed to secure the equipment.

We installed necessary electrical service and relocated Comcast lines. The upgrade resulted in a three-camera HD system with titling, digital recording, and real time display of power point presentations. Audio processing was also added to improve the overall quality of sound for home viewers. Additional microphones were also purchased to replace several damaged and inoperable ones. Completion of this system brought all four of our government access systems up to date with similar equipment making it easier to support and to cross train staff & volunteers from town to town.

## Public Access

### **PACTV Community News (PCN)**

#### **Camera Kits for Field Reporters, January 2013**

Two complete camera kits purchased, including Canon XA10 HD camcorders, wireless and wired microphones, camera mounted lights and production cases. Additional high capacity memory cards were also purchased for more flexibility in storage. This equipment is managed and scheduled by Kim Miot and is not included among our member equipment.





### **General Technology Upgrades Member Edit Workstation Upgrade, January 2013**

Three edit systems at PACTV were replaced with new, custom built PCs boasting 2nd Generation Intel i7 Processors, 32gigs of ram and solid state hard drives. Each workstation is also equipped with a 25" HD, LCD monitor, a Blu-ray multi-format DVD burner and an nVidia Quadro 2000D graphics card. These improvements allow smoother editing of HD video footage, animation and visual effects with fast render speeds for finishing and delivering just about any level of project. With a existing Mac G5 edit system loaded with a dual-system Adobe editing suite software in place, users can now pick which platform they want to use. In February we also upgraded our Adobe software with a plugin library featuring new effects, and keying and mastering tools, allowing for more creative and professional results in both member and staff produced content.

### **Netgear ReadyNAS 9TB NAS Server, January 2013**

A system to streamline PCN's process for archiving footage, show masters and completed news packages. This unit is equipped with 9TB of hard drive space.

### **AJA KiPro Decks, February 2013**

Since the advent of disk based video recording we have struggled with finding affordable and reliable equipment to handle the workload of our studios. The ideal solution would record video and audio directly to hard drive cartridges that could be easily moved from room to room for

transfer, backup or review the recorded files. In 2013 we decided to commit to a higher end solution that has turned out to be a very smart decision.

The AJA KiPro deck works like a traditional, tape based VTR and records several video formats to removable hard drives. These drives are then connected to a computer where the files are transferred and prepped for playback on the air or for future editing. The video quality is far superior to its predecessors and all of our Adobe products accept the files with ease. We also purchased AJA drive docks for the edit workstations making the connection process that much simpler. We have a total of four 250GB drive cartridges.

### **Synology Diskstation, 19TB NAS Server, May 2013**

Continuing on with the shared storage concept, the production staff and programming staff needed an increase in the speed and storage capacity of a shared system. The larger capacity allows for more simultaneous projects. The



system also uses a connection technology that provides extremely fast transfer times. This is crucial when dealing with HD video files and large amounts of media in general. This unit has played a significant role in our more demanding and time sensitive efforts such as the Summer Workshop, PCN, and the Rotary Auction.

## Studio Camera Upgrade, November 2013

A long-awaited upgrade to Studio A started with the purchase of four new JVC GY-HM750 HD camera systems, replacing equipment purchased in 1999. We replaced camera heads, lenses, pedestals, dolly's and viewfinders. We also added three, camera-mounted Teleprompters to replace the system we've had for over a decade. This allows multiple on-camera talent to read from three camera angles, and share scripts with ease, an asset to PCN's studio-based program as well as production like the Rotary Auction. The new equipment allows us to upload programs to YouTube in HD, which has been well received by the community.

The former Studio A camera equipment was repurposed at Silver Lake Regional High School to activate their under-utilized studio and improve PACTV's Educational Access program in the upcoming year.



# PACTV Community News - PCN



PACTV Community News is produced by PACTV staff as a community service. It features stories from our four towns, and completed its first full year of production in 2013. The show, which plays on the Public Access channel has been well received in the community. People responded well to having stories produced about them. Many of the participants shared their stories on their Facebook pages, Twitter accounts, and websites. PCN has been shared on so many websites, it's been hard to keep track of them. All stories are posted individually on YouTube for easy sharing, bringing extra awareness for PCN and PACTV in our communities and beyond. Several stories have been shared nationally as well as internationally. Due to the community's response to PCN, PACTV plans to expand the show to twice a week starting sometime in 2014.

News Director Kim Miot and five to seven stringers produce PCN episodes. Weekly half-hour episodes contain four to six video stories, representing each of the four towns in our service area, as well as stories of regional interest and one to two basic informational reader stories. PCN produced 48 shows and 2 highlight shows in 2013 with approximately 8 stories or segments per show, totaling over 380 news pieces.

**PCN includes the following regular segments:**

“Local Eats” highlights local restaurants (atmosphere, cooking styles etc). In 2013, PCN covered one restaurant in Pembroke, two in Duxbury, and two in Plymouth.

“Health & Wellness,” partners with area health outlets and exercise locations. In 2013, PCN interviewed Healthy Appetites in Plymouth, Plymouth Fitness and David Kelley from Pembroke Advocare.

“Arts & Entertainment, features quarterly in-studio segments featuring upcoming events in all four towns. PCN also did bi-monthly field pieces from various cultural events in the communities.

”Design Corner,” features a local design consultant, and includes design tips from hanging the right curtains to creating beautiful gardens.

“Town Talk,” a very popular segment, interviews Town Managers/Administrators in our four towns. Each segment is two to five minutes long, and provides a vehicle for regular updates from Town Managers or Administrators on television. All four towns have embraced this segment, and put links to the videos on the towns’ websites.





Historical Society  
 Montessori School Bay Farm  
 New Town Manager  
 Opening of the Bay Maritime School  
 Police Station Construction  
 Police Station Decommissioning  
 Police Station opening  
 Powder Point Bridge construction update  
 Powder Point Bridge update summer  
 Razia Jan Meet her/CNN award  
 School Construction December update civic  
 School Construction summer update  
 School Construction update  
 School Construction update Dr. Tantillo  
 South Shore Sticks  
 Thrift Store  
 Town Manager retires  
 Wildflower Café Kids Cooking class  
 Winsor House renovation  
 Youth Art & Craft Fair  
 Youth Art Show

### Duxbury Stories Featured on PCN in 2013

Alden House Speak for Thyself Awards  
 Amazing Acapella /Paul Fortini  
 Art Complex Artist Carol O Malia  
 Art Complex Japanese Tea

*"A WONDERFUL story, wonderfully told.  
 Brava! I can envision a marketing initiative  
 built around this video." - St. Margaret  
 Convent, Duxbury (June 2013)*

Author ML Nichols Parent Backpack  
 Baccalaureate Interfaith Council  
 Bay Farm International Day  
 Bay Players Glengarry Glenn Ross  
 Beach Sweep  
 Bees & Honey  
 Blairhaven Park Open Space Committee  
 Blooms at the Complex  
 Bottle Bill at COA  
 Camp Arch Campbell Smith  
 Architects  
 COA Aging Mastery  
 COA Life Long Learning Kickoff  
 event  
 Duxbury Student union DSU  
 Emergency Management Facility at  
 Fire house  
 Fairy House Art Complex  
 Girl Scout House  
 Historic O'Neil Dairy Farm  
 Idol Winner 2013  
 Island Creek Oyster Fod. Aqua  
 culturist Dr. Valentine Abe Holly  
 Days  
 K9 officer Zar  
 Library Do It Yourself kids  
 Mayflower Cemetery Tour Rural &

### Kingston Stories Featured on PCN in 2013

5th and 6th story and reader stories  
 Andrew Garland concert  
 Artist Carole Bolsey Levitations  
 Blaklight Sunrise  
 Boat Building Jones River  
 Bog Hollow  
 Book Shack Book & Brew  
 Bradford Hs Breakfasts Cultural Council & Jones River  
 Historical Society  
 Climbing 4 A Cause  
 COA Putting on the Ritz  
 Derby Mall Carver Cub Scouts  
 Edible South Shore Organic on Budget  
 Efron Center





Erika Christensen Leukemia  
 Fairy Dog Parents  
 Food Drive  
 Geo Caching  
 Giftability A Family Story  
 Girls on The Go

*"We just saw the piece Ben made of me, and it's just WONDERFUL!! I really enjoy the way he edited all the things I said. Thank you both so much! I look forward to referring people to this piece again and again, and to having it on my website!" - Kingston artist Carole Bosley (February 2013)*

Glass blowers Davis and Kapple  
 Glass blowing at Library SJ Davis Glass  
 Hanson Memorial Fundraiser  
 Hope Floats  
 Ice Safety  
 Jamie Bierut Lyme Disease  
 Jett Foundation  
 Jett Foundation FDA update  
 Jones River Landing  
 Jones River Landing Merry Wing Launch  
 K9  
 Library Needs Assessment results  
 Mardi Gras Jones River  
 Norm Habinson movie star  
 Rec Sailing Program  
 Regal Cinema update  
 Relay for Life -Book Shack  
 Silver Bells Fair preview 3:00 ladies from Church  
 Silver Lake Hs Be a Parent not a Pal  
 Silver Lake HS Holocaust Remembrance  
 SLRHS AT&T Texting & Driving It Can Wait  
 SLRHS auditorium dedication Richard Kelley

SLRHS New Principal  
 SLRHS Robotics Competition  
 Smart George  
 Soul Sisters  
 Town House Party  
 Transfer Station Opening  
 Transfer Station preview  
 Water Treatment Plant

**Pembroke Stories Featured on PCN in 2013**

Apparel Obsession  
 Arts Festival with Michelle McGrath  
 Beauty & Beast New England Village  
 Bee on top of COA  
 Best Buddies Pembroke HS  
 Birds of Prey Pembroke Cub Scouts  
 British Beer Comp Royal Baby Party  
 Bryantville Art & Craft  
 Bryantville Memorial Day  
 Community Center public forum  
 Community Center Update- Public Forums  
 Council on Disabilities  
 Dirty Deeds Give Back Party  
 Docks are in  
 Easter Egg Hunt  
 Emergency Preparedness Pembroke Animal Hospital  
 ETV Ed Access Titan TV  
 ETV year 2  
 Family Fun Day Watershed Assoc.  
 Fish Fry Historical Society  
 Health Express Opening  
 High School Festival of plays  
 Jim Hannon store Henrich  
 Library Kids Program  
 Medical Marijuana Bylaw Planning Board  
 Music Dept Kids festival  
 N. Elementary Arts & Craft Fair  
 New Editor Pembroke Mariner & Express  
 Ob La Da Bakery opening  
 Party for the Pantry  
 Pembroke Emergency Management Police and Fire  
 Pembroke Hs Art & Craft  
 Pembroke Idol  
 Pilgrim Skating Club

*"I just watched the segment on Beauty and the Beast and it was awesome! Thanks so much for covering this story for us. You really captured the true sentiment of the evening. Looking forward to working with you again soon." - Ginger Comeau, Residential Enrichment Manager New England Villages (June 2013)*



Mayflower II returns 2:40 AND Red School Cedarville  
 Military Veterans Nathan Hale and Heidrea Heroes  
 Mishoon goes to DC Plimoth Plantation Wampanoag  
 Smithsonian  
 North Plymouth Development  
 Philharmonic Gala and Visiting Angels  
 Plimmoth Gard Reenactment  
 Plimoth Plantation Strawberry Festival  
 Plymouth Community Theatre  
 Plymouth Pilgrims Baseball meet the managers  
 Plymouth Pilgrims get ready  
 Plymouth Pilgrims season end  
 Plymouth Pilgrims- meet Coach  
 PNHS Emmy wins  
 PNHS STEM Summer Science Massasoit  
 Priscilla Beach Theatre  
 PSHS Emmy wins  
 REACH Rock concert preview  
 Rotary auction  
 Rotary Auction After  
 Solar field Plimpton Plymouth School District  
 Solid Waste update December  
 Solid Waste- Selectmen speak  
 Solid Waste: The Town Decides  
 Take My Keys SADD PNHS  
 Tourism Cares

Prom Angels Halloween  
 Pumpkin Drop Food Pantry  
 Rte 36 update from public meeting  
 Quakers (cultures/lifestyles)  
 Science Fair Elementary  
 Skate Rink  
 Sound of Music  
 State Rep Josh Cutler sworn in Boston  
 Taste of Pembroke Titan Booster  
 Wildlife Animal Control Officer  
 Willy Wonka N. Pembroke Elementary

### **Plymouth Stories Featured on PCN in 2013**

4th of July Committee  
 Airport Gate dedication  
 America's Hometown Sing Off Chamber  
 Art Stroll  
 Burial Hill and Reenactment  
 Carbon Monoxide detector handout event at COA  
 Cedarville Steering Committee  
 Chamber GREEN Company, Cape Auto  
 Chamber of Commerce Business Expo  
 COA Ex Smokers Hall of Fame  
 Colony Place Holiday  
 Hedge Pond Rec Area  
 Hometown Clean Up/ Network of Open Space  
 Industrial Dev  
 Jeff Cohen benefit Halloween party  
 Jordon Hospital Cancer Treatment Technology  
 Journey Dance Vinfen  
 Manomet Steering Committee  
 Martin Luther King Jr. prayer breakfast  
 Mass in Motion Market Pinehills  
 Master Plan Overview  
 Mayflower Holiday house 1943

### **General Interest Stories Featured on PCN in 2013**

400th Fore Fathers Family Day  
 Alden House Haunted  
 Americana theatre July - Aug Ply Performing Arts  
 Arthritis Walk Plymouth  
 Barktoberfest  
 Bay Farm Montessori International Fair  
 Bay State Textile Recycling  
 Black Feather horse Rescue  
 Black Feather Horse Rescue fundraiser  
 Blizzard  
 Bone Marrow

*Thank you for your superbly produced piece on the Plymouth Airport during this week's newscast. Your thoughtful editing certainly captured the spirit of what life is like at a general aviation airport like Plymouth. I passed the YouTube link on to other aero clubs in Massachusetts as well as the national Aircraft Owners and Pilots Association. Again, congratulations to you and your staff for such a well-produced segment. Hope to see you again soon." - Plymouth Airport (March 2013)*



Hypnosis Plymouth COA  
 Island Creek Oysters Haiti speaker event at Mass Maritime  
 Josh Cutler Art Show State House  
 Life Coach Anne Jollis  
 Lions Beer Fest Thirsty Pilgrim  
 Martin Luther King Jr Ply  
 Mayberry benefit concert Memorial Hall  
 Mayflower II Restoration  
 Mayflower RSVP President Service Awards pics  
 O'Neil Farm Family Day  
 PACTV classes  
 PCN & PACTV at Rising Tide  
 Pembroke Baseball Field  
 Pembroke Chamber vs Police/Fire softball  
 Pembroke Community Center public mtg  
 Pembroke Community Garden  
 Pembroke Fish Fry  
 Pembroke Girl Scouts Bicycle Safety  
 RSVP Letters to The Troops

Camp Bournedale Pool  
 Cape Cod Bay Watch on the water rally  
 Chamber Legislative Breakfast  
 Chamber Waterfront Fest volunteers needed  
 Christ church sale  
 Citizen Legislative Seminar Boston  
 College Connect Off to College  
 College Prep  
 Credits Pembroke Tree Lighting  
 Culture & Lifestyle Bee Keeping  
 Culture & Lifestyle Flying Plymouth Airport  
 Culture & Lifestyle Irish Music  
 Culture & Lifestyle Oysters  
 Dan Rodriguez Rotary Award  
 Dux Bay Maritime Open of Bay  
 Dux HS West Side Story  
 Duxbury Art Complex Botanicals  
 Duxbury Youth Art & Craft Fair  
 Duxbury Youth Art & Craft fair preview  
 Emergency Management National Grid  
 Extra Pembroke Tree Planting  
 Farmers Markets Plymouth  
 FEMA  
 Flying Model planes  
 Fox Family Pembroke fundraiser  
 HIV Jordon Hospital

*“What a great job that you and staff put together, I sent it all over the world to different Tour operators and other people in the Tourism business. The president of American Business Association said it is awesome, also it is on the Mass Maritime parents site. I bet over 3-4 thousand people will see this today for my groups. I sent it to Conway Tours, which is in Rhode Island, and they will send it out to thousands also. I think it is the best that anyone has ever done, I am getting e-mails from all over the country and even the UK and Greece.” - Capt. Bob Avila, Captain John’s Whale Watch (September 2013)*



Pembroke Scouts Aspergers  
 Pembroke Water Balloon Fight  
 Phil Golf Tournament fundraiser video  
 Philharmonic Gala  
 Pilgrim Coalition Workshop  
 Plantation April vacation kids  
 Plantation Opening Day  
 Plimoth Players theatre end season  
 Plymouth condo fire donations  
 Plymouth Country Sherriff K9  
 Plymouth County Commission  
 Plymouth County Mosquito West Nile update  
 Plymouth Farmers Market inside  
 Plymouth guard reenactment pike drill  
 Plymouth Health Fair  
 Plymouth Home Town Clean up  
 Plymouth Pilgrim baseball opening game

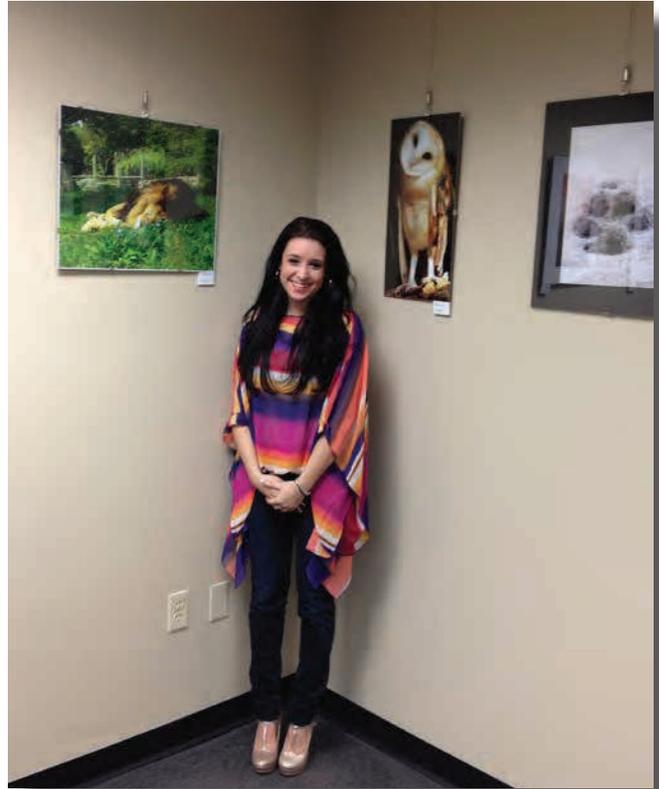


Plymouth Rotary Polar Express tickets  
 Plymouth Run for 1 race  
 Plymouth teen death allergy fundraiser  
 Plymouth Thanksgiving Parade AOL # 1  
 Politicians sworn in Boston  
 Prom Angels Golf Tournament  
 Purfect Dogone Bash Helping Hands Ply Animal Shelter  
 and Papas Pets  
 Reach Rock Concert  
 Reader: Kingston Library Needs Assessment  
 Relay for Life Pembroke  
 Relay for Life Plymouth  
 Run for 1 Results  
 Sisters of St Margaret Culture & Lifestyle  
 South Shore Women's Resource Center  
 SSCAC groundbreaking ceremony  
 Thanksgiving display state house Plimoth Plantation  
 Therese Murray  
 The Healing Table book signing Hope Floats  
 Tree Planting Pembroke 300th & Boy Scouts  
 Video Haunted decoration houses  
 Video Nuclear Waste Entergy  
 VinFen Journey Dance/ Relay for Life PartyLite  
 Whale & Dolphin Conservation WDC  
 Whale Watch  
 Women Veterans Legacy Project  
 Yoga Woman Plymouth profile Barbara Ward

# The Gallery at PACTV

Nine artists held shows in our Gallery in 2013. Six of the artists filmed an episode of Gallery Spotlight that played on our Public Access channel throughout the month in which the artist exhibited. Five of our artists held opening premiere parties on the first night of their gallery exhibit, inviting friends, family and co-workers to see the art and enjoy refreshments.

Artists who exhibit in the Gallery at PACTV come from the local community. PACTV receives a small commission for art sold during an exhibit. Artists who are interested in exhibiting their work should contact Julie Thompson for more information about the gallery. The gallery is open during PACTV's regular hours.



## Artists in 2013

- **Erika Christensen** – mixed media
- **Ric Cone** – photography
- **Duxbury Hookers** – rug hooking and wall hangings
- **Caroline Garrett**- photography
- **Francine Laterza** – photography and mixed media
- **Sahee Martin** – watercolors and oils
- **Heidi Mayo** – student artwork
- **Ron Cartier Perry** – mixed media/ sculpture
- **Mark Person** – photography



# Educational Access

PACTV is the Educational Access provider for the towns of Kingston and Pembroke. We manage and program the educational channels for both towns, and collaborate with the school systems to develop quality programming for the channels. We also provide media education in the schools based on the needs and preferences of each school.

The purpose of the Educational Access program is to work with the schools to educate and empower students, giving them tools to develop valuable technical skills. The program also provides students opportunities to express themselves and explore their creativity. We provide equipment, training and support at the schools for both staff and students to develop and hone video production skills that can become stepping-stones to college acceptance and career paths.

## Kingston

In 2013, 41 unique programs were produced between Silver Lake Regional Middle School (SLRMS) and Silver Lake Regional High School (SLRHS), and cablecast on the Kingston Educational and Government channel, including:

- Mrs. Paul Cooks (a series of healthy recipes produced by a school employee)
- SLRHS Students offer MCAS Math Advice (two series of programs by Juniors and Seniors)
- Motivational and Social Issue Programming (Anti-bullying PSAs, Anti Texting, Take My Keys, etc)
- Sporting Events (Football/Basketball/Hockey)
- Performing Arts Events (Concerts, Plays, Karaoke Night, Silver Lake Idol)
- Class of 2013 Graduation

At SLRMS, PACTV staff provided video equipment and production support to Vicky Wright (SLRMS Librarian) and her staff. Our staff also provided technical support and training to the library staff working with students to

develop anti-bullying videos, book commercials and peer leader public service announcements. For 2014, Ms. Wright has asked us to purchase 650 licenses for **We Video**, an online editing solution costing \$1,500 a year to allow for students throughout the school the opportunity to develop production skills. Next year, PACTV staff will produce one video project per month related to the school covering important events or producing short videos about events at the school.



At SLRHS, PACTV staff works primarily with the after-school A/V club for six hours per week, teaching students how to cover school events using equipment PACTV purchased for school use between 2011 and 2013. In 2014, PACTV will be donating some previously used studio equipment to the school to upgrade obsolete equipment in the TV Studio classroom. This will allow the school to produce studio content. PACTV is working with school officials to develop guidelines and increase programming and participation. Once studio equipment is installed, promotional videos will be produced and cablecast in the school to promote the program to teachers and students.

## Pembroke

PACTV provided staff for twenty hours a week to the Pembroke Educational Access program throughout 2013. The PACTV staff person worked with teachers and students primarily



- Guidance Dept. and Special Education Parent Information Nights
- School Committee Meetings and District Wide Teacher’s Seminars
- Speech & Debate Class Projects
- Class of 2013 Graduation

The Educational Access program trained 38 Pembroke residents in 2013, and PACTV is working with school officials to develop guidelines and increase programming and participation in 2014.

at the high school, producing content for Pembroke’s Educational Access channel. The school program, **Titan TV**, and news show, “Titan TV News,” are very popular.

In 2012, PACTV purchased four camera kits with accompanying field gear, three complete editing systems, and necessary furniture for school use. In 2013, PACTV added a Chromamatte system for blue screen shoots inside the classroom with permanent lighting (this allows for the use of virtual sets in the absence of a TV studio in the school) and a Mobile Studio: A TriCaster HD system with mobile case, this allows for multi-camera shoots (concerts, theatrical performances, graduations, etc.)

Content for the Educational Access channel increased from 37 programs in 2012 to 80 programs in the 2013. 62 programs were produced between August and December 2013 alone. Content varied from performing arts and sporting event coverage to public service announcements and news programs. Programs included:

- Concert Coverage for all schools in the district (7 in all)
- Football, Volleyball, Soccer and Hockey Games
- Titan TV News, a monthly school and community news show (3 episodes)
- PSN, Pembroke Sports News, a weekly sports update show (11 episodes)

### Summer Workshop Series

In the summer of 2013, PACTV ran a two-week filmmaking program for middle school students from our four towns. Eight students attended the program.

Curriculum was developed by the Educational Access staff throughout the spring, and focused on developing technical production skills and creativity. Students worked as a team to write a short film, storyboard, rehearse and shoot the film “Unseen.” Students also had input into the editing process. At the end of the workshop, Educational Access staff held a screening party for family and friends of the students. A couple of students who participated in this program recorded testimonial interviews to promote the documentary filmmaking program scheduled for 2014.



# Community Service and Events



PACTV is committed to serving the people and organizations in our towns. We host quarterly Public Service Announcement (PSA) Days, opening our studios to non-profits and service organizations to produce PSAs free of charge. These PSAs are cablecast on PACTV's channels and given to the organizations to use in their marketing and outreach campaigns.

In 2013, PACTV produced announcements for 25 organizations, including:

- Habitat for Humanity
- Plymouth Art Guild
- The Kennedy Donovan Center
- Pembroke Food Pantry
- Duxbury Student Union
- VFW
- Kingston Library
- The Watershed Association
- America's Hometown Thanksgiving Celebration
- Vinfen
- Be The Match Bone Marrow Registry
- Rotary Auction
- The Arc of Greater Plymouth
- Girl Scouts
- Goldenrod Foundation

We shared our facility with local organizations for tours, meetings and trainings. The Tidepool Poets, Nuclear Matters Committee and Plymouth Photography Club used our conference room

for meetings regularly. Community Systems Inc. (CSI) used the kitchen studio to teach cooking classes for adults with intellectual disabilities, and we gave thirteen scout tours.

PACTV also covered a variety of community events in each of our towns. Our coverage entails multi-camera shoots carried live on our channels whenever possible including:

- Plymouth Rotary Club's 18th Annual Auction, which raised over \$50,000 for local charities and causes
- Run For 1 to raise funds for the 1Fund in Boston
- Memorial Day Parade in Kingston
- 4th of July Parades and Celebrations in Duxbury and Plymouth
- America's Hometown Thanksgiving Celebration, which was downloaded by thirty local channels around the country



# PACTV Government Access

## Overview of 2013

Pembroke and Plymouth Town Halls finally saw much-needed upgrades in their control booths. Duxbury's Zoning Board of Appeals and Kingston's Board of Health were added to regularly scheduled government coverage. New shows, including Recon and Studio 5, produced by the Pentagon Channel, were added to the lineup, while former lieutenant governor Tim Murray retired his show "Commonwealth Report." Plymouth Selectman, Matt Muratore's "Today in Plymouth" has produced 33 episodes as of March 2014, and State Representative Tom Calter's "Issues of the Day" completed its eighteenth episode. One episode featured State Treasurer Steve Grossman announcing his candidacy for governor. Plymouth County Registry of Deeds John Buckley, who produces "Register's Report" in Brockton, is now also producing episodes of his show here at PACTV. To date, the show has completed five monthly episodes.

## Duxbury

Duxbury's expanding government access programming for 2013 included Duxbury Senior Center's nine episodes of "Primetime at the Duxbury Senior Center" in 2013. The Aging Mastery Program's nine workshops, sponsored by the National Council on Aging covering a variety of issues relevant to seniors including estate planning, falls prevention, prescription medication and doctor communication, were edited and aired on all of PACTV's government access channels. Despite a big snowstorm that affected the area on the Friday before, PACTV also covered its third Duxbury Town Meeting. Regular coverage of the Zoning Board of Appeals began in July 2013. PACTV also produced another Duxbury Candidates Spotlight in our studio, and we're delighted to note that more candidates are participating each year.



## Kingston

New Kingston government programming in 2013 included "Senior Moments," produced by the Kingston Senior Center. The Senior Center also requested regular coverage of their board meetings beginning in August 2013. Kingston Board of Health meetings also joined the line-up. PACTV is now covering six government committees regularly in Kingston: the Board of Selectmen, Planning Board, Zoning Board of Appeals, Board of Health, Council on Aging Board and the Silver Lake School Committee. Silver Lake School Committee meeting coverage is produced in collaboration with Halifax-Plympton Cable & the Silver Lake School Committee. PACTV and Halifax-Plympton alternate meetings. PACTV also covered Kingston Town Meetings in 2013.



## Pembroke

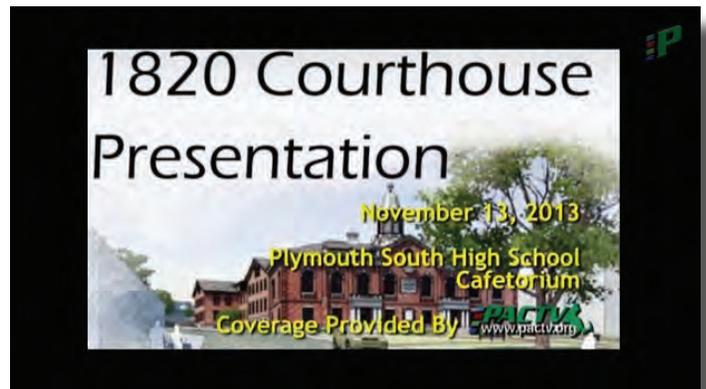
Pembroke government access programming continues to expand in 2013. Coverage of the Board of Selectmen's meetings has improved with upgraded infrastructure in the Town Hall. State Representative Josh Cutler has produced twelve episodes to date of "Cutler's Corner." At the request of the town, PACTV covered a series of Planning Board hearings in October 2013 in anticipation of Pembroke's upcoming Town Meeting. These hearings replayed repeatedly on the government access channel. Thanks to the new equipment setup for Pembroke's educational channel, we were able to use the educational access equipment to cover and cablecast the November Town Meeting. The new equipment is designed as an all-in-one system that reduces staff time to setup for live coverage. Pembroke's government access has undergone a major upgrade in Veterans Hall at Town Hall. PACTV installed a permanent control room in a storage room. Veterans Hall is now connected to this booth, which can send out meetings live. PACTV produced its first Candidates Spotlight for Pembroke, which attracted a number of candidates. One candidate running for reelection on the Board of Health, an army reservist, was called up after the Boston Marathon bombings. PACTV created a segment for the candidate, who was unable to participate in the spotlight event.



## Plymouth

The original Plymouth Town Hall control booth and video cameras were installed in 2001. This equipment, used prolifically over the years was beginning to fail. PACTV met with the Town Manager and coordinated the purchase of new equipment. In the summer of 2013, PACTV relocated the control room to the basement level, installing a new TriCaster. Upstairs, new HD cameras were installed in the Mayflower room and a connection between the town's presentation Smart board and the TriCaster allow viewers to view presentations directly instead of viewing through the cameras.

Meetings are no longer recorded on VHS tape, but are recorded digitally through the TriCaster and a DVD Recorder. Regular coverage of government meetings has resumed, and staff and volunteers are now trained on this new system. Town Meeting coverage has also improved since October 2012 due to upgraded facilities at Plymouth North High School. With cooperation from EDTV, PACTV staff has been able to bring less equipment over to North High School for Town Meeting without reducing coverage quality. Some of the video equipment is now supplied by the Educational access facility.



## Looking Ahead

PACTV government access continues to engage with the community using social media. Our Twitter account has over 400 followers with many government agencies, newspapers, interested viewers and town officials following the @PACTVGovtAccess Twitter handle. Our Twitter feed announces upcoming meetings and re-tweets of important or interesting topics and events. PACTV's Facebook page features announcements of upcoming shows and meetings, and our YouTube account lets viewers see programs and specials produced by PACTV government access on their computers.

Last year alone, PACTV's government access Twitter feed published 1,166 tweets, with 3,191 tweets produced since the inception of the account in May 2011.

We continue to expand meeting coverage in all four of our towns. The Duxbury Board of Health agreed to have their meetings covered starting in March of 2014. Plymouth County District Attorney Tim Cruz will start a show in April, 2014. PACTV will continue its annual Candidates Spotlights and will add a number of special government events in each of our four towns. Stay tuned!



# PACTV Government Access Statistics by Town



## DUXBURY

### Government Meetings

Board of Selectmen: 32

Zoning Board of Appeals: 7

Note: Meeting coverage officially began on July 11, 2013

Spring Town Meeting: 1

**Total Meetings Covered: 40**

### Original Programming

Cutler Corner

Episodes Produced: 10

January – November 2013

Primetime with Duxbury Senior Center

Episodes Produced: 9

January – November 2013

Issues of the Day with Tom Calter

Episodes Produced: 4

July – October 2013

Safe Communities with County Sheriff Joseph McDonald

Episodes Produced: 3

July to September 2013

Register's Report

Episodes Produced: 3

October to December 2013

County Charter Choice

Episodes Produced: 1

June 2013

**Total Original Shows: 30**

### Specials

*(Including programs shown on all four government channels)*

Aging Mastery Program Workshops: 9

Candidates Spotlight

Swearing In Ceremony at the Plymouth County Registry of Deeds

Open Meeting Law Training at the Duxbury Senior Center

Community Preservation Forum

Conflict of Interest Training at the Duxbury Senior Center

**Total Specials Covered: 13**

**Total Number of Locally Produced Programs on Duxbury Government Channel: 84**



## KINGSTON

### Government Meetings

Board of Selectmen: 25

Zoning Board of Appeals: 19

Planning Board: 15

Board of Health: 12

Silver Lake School Committee: 5 (Total is 11 with 6 covered by Halifax-Plympton)

Council on Aging Board: 5

Rent Control Board: 3

Spring Town Meeting: 1

**Total Meetings Covered: 85**

### Original Programming

Issues of the Day with Tom Calter

Episodes Produced: 4

July – October 2013

Senior Moments

Episodes Produced: 3

February to May 2013

Safe Communities with County Sheriff Joseph McDonald

Episodes Produced: 3

July to September 2013

Register's Report

Episodes Produced: 3

October to December 2013

County Charter Choice

Episodes Produced: 1

June 2013

**Total Original Shows: 14**

### Specials

*(Including programs shown on all four government channels)*

Aging Mastery Program Workshops: 9

Candidates Spotlight

Town Government Implementation Committee Presentation

Memorial Day 2013 Parade Special

Swearing In Ceremony at the Plymouth County Registry of Deeds

**Total Specials Covered: 12**

**Total Number of Locally Produced Programs on Kingston Government Channel: 111**



## PEMBROKE

### Government Meetings

Board of Selectmen: 39  
 Town Meeting: 3  
 Planning Board: 5  
 Pembroke Public Schools Roofing Hearing: 1  
**Total Meetings Covered: 48**

### Original Programming

Cutler Corner  
 Episodes Produced: 10  
 January – November 2013

Safe Communities with County Sheriff Joseph McDonald  
 Episodes Produced: 3  
 July to September 2013  
 Episodes Produced: 3  
 October to December 2013

Elder Savvy  
 Episodes Produced: 2  
 August to October 2013

County Charter Choice  
 Episodes Produced: 1  
 June 2013

**Total Original Shows: 16**

### Specials

*(Including programs shown on all four government channels)*  
 Aging Mastery Program Workshops: 9  
 Candidates Spotlight  
 Swearing In Ceremony at the Plymouth County Registry of Deeds  
 Community Center Study Committee Public Forum: 2  
 Forums  
 Memorial Day Parade  
**Total Specials Covered: 14**

**Total Number of Locally Produced Programs on Pembroke Government Channel: 82**

## PLYMOUTH

### Government Meetings

Board of Selectmen: 35  
 Planning Board: 31  
 Advisory & Finance: 18  
 Zoning Board of Appeals: 17  
 Committee of Precinct Chairs: 10  
 Manomet Steering Committee: 1  
 Town Meeting Preview: 2  
 Town Meetings: 2  
**Total Meetings Covered: 116**

### Original Programming

Today in Plymouth with Matt Muratore  
 Episodes Produced: 11  
 January – December 2013

Café COA  
 Episodes Produced: 6  
 February to September 2013

Issues of the Day with Tom Calter  
 Episodes Produced: 4  
 July – October 2013

Safe Communities with County Sheriff Joseph McDonald  
 Episodes Produced: 3  
 July to September 2013

Register's Report  
 Episodes Produced: 3  
 October to December 2013

County Charter Choice  
 Episodes Produced: 1  
 June 2013

**Total Original Shows: 28**

### Specials

*(Including programs shown on all four government channels)*  
 Aging Mastery Program Workshops: 9  
 Candidates Spotlight  
 DPW Solid Waste Presentation  
 1820 Courthouse Presentation  
 Swearing In Ceremony at the Registry of Deeds  
**Total Specials Covered: 14**

**Total Number of Locally Produced Programs on Plymouth Government Channel: 157**

# Production Services

In 2013, PACTV staff produced three commercial video projects for local businesses and non-profit organizations.

“Paddling Through History” is a documentary short that studies the history of the Mishoon, a traditional dugout boat that was the most common boat used in North America by Native People, including the Wampanoags of Massachusetts. The video was a companion piece for a Mishoon that was burned out, and then donated to the Smithsonian’s National Museum of the American Indian (NMAI) in Washington, D.C and premiered at NMAI in September 2013. It became part of the permanent collection at both NMAI and Plimoth Plantation.

Colony Place contracted with PACTV to produce “Summer Fashion Forecast” to promote Colony Place businesses online.

PACTV was also asked by Protectowire of Pembroke to produce a short video documenting its first fundraiser for the Fallen Firefighter’s Fund. PACTV staff shot footage at the event and produced a short video that was used as a thank you to donors and will be used in future years to promote the fundraiser and solicit corporate sponsors.



## Over-the-Air Broadcast is the Walking Dead

Last Saturday I came to a realization. Broadcast television is dead. I know – this has been predicted as a long-term trend for some time. We all comprehend the evolution that has led to audience fragmentation; more channels than anyone can consume, multiple screen viewing, etc. This started with cable television in the 80s and continues today. *The change in velocity* is what suddenly dawned on me. Being a technologist, I could write about the underlying technologies, such as fiber optics, digital compression, NVF, SDN – all of which have help enable the new distribution model. It is so easy to get lost in the technology, but this only defines what is possible and the direction of things to come. What is fascinating is how the consumer drives the adaptation and fundamentally changes the business models, seemingly overnight. The movie rental business utilizing tape and CD media comes to mind.

Most of the current broadcast models have been around for 80+ years. Cable television began to impact the advertising business in the 1990s with more channels (more fragmentation of audience). However, in the past year or two, the connection between content, individuals, and devices has pushed the new paradigm past the tipping point. End users, some of whom are not even reading, will drive the process from this point. Government will likely find a convenient way to get out of the way. The entrenched businesses are fighting to slow down and control this evolution, but the front end of the “horse” is already out of the barn.

Last Saturday, I was watching a pretty good football game that was broadcast on a local ABC affiliate. Suddenly, the game was interrupted by the local station to cover a tornado warning in a region at least 120 miles north of my location. The station apologized for the interruption, but cited their responsibility to serve their entire broadcast audience. I do not disagree with that call, because, in the old model, broadcast content is singular and emergencies trump entertainment. This is the “rule” even if the emergency represents a fraction of the broadcast area. It took about 1 minute and 30 seconds to fire up the IPAD and find the game (in great definition, by the way) on the ESPN app. I could have sent the video stream to the large screen, if I had set that up. The small, sharp IPAD screen was sufficient and I never returned to the broadcast channel (lazy). On the same ESPN site, I was also able to watch my beloved Colorado Buffaloes win the only game they will likely win this year on a feed that was not available on any cable channel or over-the-air broadcast in the Boston area. This experience brought home just how much the historic broadcast model is changing.

If you are managing a local broadcast TV or radio station, you have to be scrambling to define your future value proposition. The local station sells syndicated or network content for the most part. Radio has the mobility advantage, but with Internet radio, that advantage is also rapidly eroding. As long as there is at least an AUX jack in the car, Pandora, IHeartRadio, This American Life and endless other local or non-local content is available instantly, with or without extended commercials.

What really drove home my Saturday realization that this movement was accelerating occurred later in the day when visiting my two grand kids, a 3 year old and 1.5 year old. The youngest grabbed my iPhone, immediately found and began playing with her “animal sound” app. The three year old went to You Tube on my IPAD to watch Mickey Mouse and Transformer cartoons, before moving over to play Angry Birds, until the parents appropriately intervened. I like to think my grand kids are special, but they are likely only slightly

above average and neither can read at this point. Watching their interaction with the mobile devices struck me as astounding. Help was only required to bypass a blocking ad that did not show a prominent “X”. These kids and their generation will not follow the “appointment television” model that was so dominant in my life and my children’s lives for broadcast entertainment. While they will occasionally sit down for PBS Kids morning while waiting for the parental units to start the day, I do not think I will ever hear one of them ask to turn on the TV at 8:00 O’clock to watch Frozen. The older one can already find the movie, on his own, via the remote control VOD button.

The pace of the fully interactive video world is gaining momentum. As licensing agreements, network neutrality, and the OTT environment is further defined from a regulatory and business perspective, the pace will accelerate even faster. The economics will drive the rest. The local broadcaster, like the local cable operator, is a content distributor of product produced elsewhere (for the most part). The content owners will continue to squeeze their distributors and look for other, more economically advantageous, distribution avenues.

The cable operators have control of the critical Internet pipe and the largest cable operators have begun to separate content from conduit. The broadcasters are in a more difficult situation and they must define their role in this new on-demand, IP-driven world. It can be done, but radical thinking is required from an industry not known for that trait. The next generation of consumers will blow up what is left of the traditional broadcast model. In the fully interactive, all IP world there are plenty of new-model entities that would love to get access to the spectrum that broadcasters currently have license to for the “public interest, convenience, and necessity”.

Is local news enough to keep the wolves away?

Andy Paff

[REDACTED]

[REDACTED]

## **It's the Cable Industry's Turn for Internet Upheaval, But They Will Likely Adapt and Win Anyway**

It was entrepreneurs and financiers that took extraordinary risks in the past 30 years that built residential broadband networks through largely private enterprise. It was not government regulation or public sector investment as some are now claiming. Direct Government initiatives, such as Obama's \$7B BTOP program, have resulted in more waste and political folly than tangible results. The best that can be said is that the Government got out of the way at critical times or created incentives for the gigantic investment cycle that built residential broadband, such as Reagan's investment tax credits (ITC) in the 80s.

I have seen it inferred on some of these blogs that broadband operators, particularly cable, were protected by exclusive franchises and that is what enabled them to gain a dominant position in the last mile. It just is not true – at least since 1992 when FCC abolished exclusivity through the Cable Act of 1992. The Telecommunications Act of 1996 opened the gate for broadband data delivery and voice services. This act also enabled the Telcos to eventually join the data party.

What many well-funded cable competitors learned following the removal of the legal barriers is that building broadband to the home is expensive – very expensive. Verizon, AT&T, and now Google are also realizing this fact. Most of the cost is labor based and does not follow “silicon economies” volume and downward cost scale. If it takes \$5,000 per home passed to build a competitive network and your broadband subscriber penetration is 50%, you have \$10,000 in physical network costs per customer, before all the variable costs are even considered. We can argue specific assumptions here, but economic reality is what killed the over-builder surge in the early 2000s and what has caused more established operators to pause. But this is not the important story.

Like everything else on the planet, the Internet has fundamentally changed the cable business. The traditional video business has gone from the “core” to the least profitable business, as content owners extract more fees for their product. Content owners are not the bad guys here. New alternatives are emerging and they simply no longer value the old distribution model that cable and satellite companies provided in the past. The big players, like Comcast with Time Warner and AT&T with Direct TV, will improve their position by getting more subscribers, insuring they get the best product costs. But content owners will continue to explore new, perhaps direct, ways to distribute their product. The big distributors will need to provide value-added that is not based on simply owning the pipe. There are other forces at work.

The separation of the broadband data delivery and content businesses is accelerating. I suspect the delivery system will start to look like a utility and may even be regulated as such. The “guaranteed rate-of-return model” must look pretty good to some cable operators, particularly the smaller entities that already view video content as a loss leader. This is really the heart of the current “network neutrality” debate. Those fighting the move to charge for wholesale transport delivery are not facing reality. In fact, they are hindering

what they really profess to want – lower costs and more options.

The big cable companies can separate their utility business from their content business. Comcast has its own entertainment content (NBC) and they have the ability to internally develop cloud-based managed services. This might involve a la cart programming and Xfinity branded packages in non-Comcast network footprint. Remember, they will have significant program cost advantages and the “network neutrality” discussion, however it works out, should work in their favor outside their network footprint. I think they will convince programmers to *not* go direct, as long as they provide important value (and results). I do not think ABC, or the rest, really want to get into subscriber billing or direct marketing if they do not have to. They just do not want to pay uneconomic rates for distribution when alternative channels exist (and they will). The direct model is interesting and the OTT model is the new “overbuilder”. But I think Comcast wins here, albeit under a new model.

Technology has already made this possible and the regulatory environment will eventually catch up or blow away altogether. Lagging regulatory and court action will help define what emerges from the crumbling status quo. Most of the comments that I have read concern what will happen to Aereo if they lose their Supreme Court battle. The bigger question is, what happens to broadcasters if Aereo wins? The broadcasters will likely lose retransmission fees entirely as it will become impossible to enforce a dual standard based on delivery technology when things are evolving so dramatically and rapidly. Unless the broadcasters develop their own content or unique value, they too will become an eventual victim of disintermediation. I am not sure that the evening news is enough, particularly for the younger generations.

#### [Aereo vs Broadcasters](#)

Washington simply cannot keep up. The patch worn Communications Act of 1934 is no longer helping anyone and impedes progress as individual elements that come up are digested through a laborious and largely technically ignorant political or judicial process. Perhaps there will be a rewrite, when all the key bloody battles are decided and the political environment permits. I would not count on this very soon. I really do not believe that lawmakers and judges really even understand what is going on either from a technical or business standpoint. I hope I am wrong.

The idealized free Internet concept is dead because broadband has become a necessity and the number of last mile providers is limited by economic reality. That sounds an awful lot like a utility to me. The answer is not to scream at the current operators, but to recognize that delivery has its own value to content providers, wholesalers (e.g. Netflix), and consumers. In this model, Comcast Cable is both a utility and a wholesale entity. We can wait a few quarters to decide what Comcast NBC is.

Hang on – this has the potential to go horribly wrong, but it will be interesting.

Andy Paff

[REDACTED]

[REDACTED]

[REDACTED]

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**From:** Patrice Pakiz [REDACTED]  
**Sent:** Thursday, January 22, 2015 12:56 PM  
**To:** CommActUpdate  
**Cc:** [REDACTED]  
**Subject:** Regulation of the Market for Video Content and Distribution – Response to White Paper #6

Dear R- Fred Upton (MI)- Chairman  
D- Frank Pallone, Jr. (NJ) - Ranking Member

I am writing this letter in support of public access—public, educational or governmental programming- on behalf of and as a viewer of Eagan Public Access TV. PEG supports localism in ways that other media cannot, and assists not just with building a sense of community, but fosters local programming and provides transparency into the actions of government.

Without this support, Eagan Cable TV won't be able offer services like local Eagan High School sports, concerts, graduations, parades, community stories and much more. The choirs that I direct are able to share their Christmas cheer to homebound and the entire community.

I urge you to support public access support by cable companies.

*Peace!*

*Patrice*



Patrice Pakiz  
Director of Music  
St. Thomas Becket

[REDACTED]

[www.st.thomasbecket.org](http://www.st.thomasbecket.org)

Click here to [Like our STB Facebook page!](#)

“I play the notes as they are written, but it is God who makes the music.”

- Johann Sebastian Bach

[REDACTED]

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**From:** Ann Parillo [REDACTED]  
**Sent:** Friday, January 23, 2015 3:20 PM  
**To:** CommActUpdate  
**Subject:** Hon. Fred Upton -- Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

Dear Hon. Upton,

I am writing to urge your support for Public, Educational and Governmental Access as one of the last voices of the people. It bring voices to the front who have very little voice in mainstream communications via TV.

I have been involved with public access as a Board Member and contributor since 1996.

I can tell you from personal experience that communities are happy to have their voices heard. Since 1998, I have done a public access community show with approximately six segments, giving voices to many community residents in the Capital Region of NY over the past 17 years. This one hour show has given voice to many thousands of projects, organizations and community efforts. Each voice provides a voice that gives our community a quality of life and spreads the word for organizations and people that are doing good things for the community without the funding that many large organizations may have.

The comments that I receive, both written and verbal, substantiate that. Their voices cannot be heard on mainstream TV with other than a sound bite as opposed to what we can provide, free of charge.

Free training is also available if residents want to do their own shows. On that front, many young people are trained on equipment that provides them with job opportunities that they would not otherwise have.

Support of PEG is a very small price to pay for the work that is done to help the people in our community in so many different ways.

Please continue support for PEG. Thanks you in advance for your consideration.

Ann Parillo

Schenectady Today In & Around the Capital Region





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January 23, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Sent via Email to: [commactupdate@mail.house.gov](mailto:commactupdate@mail.house.gov)

Re: Regulation of the Market for Video Content and Distribution, Response to White Paper #6 - Need to Preserve Media Localism

Dear Chairman Upton and Chairman Walden:

On behalf of Pasadena Community Access Corporation, dba Pasadena Media, please accept this correspondence in regard to the call for responses to the Regulation of the Market for Video Content and Distribution White Paper #6.

The people of the United States of America depend on the U.S. Congress to protect their Constitutional Rights of Free Speech and to enable them to live in a society where the ability to learn, to think and speak freely and to have access to a variety of information are protected and cherished parts of our society.

For decades, the Communications Act helped ensure such liberties were in the best interests of the public, but the rapid pace of change for video and TV broadcast technologies; a burgeoning choice of delivery platforms and programming; use of Social Media and the vertical and horizontal consolidation of key businesses within the industry represent significant challenges to the public and Congress.

The Communications Act served well the interests of the public for decades and Congress should be thanked for its courage to provide this important framework. Just as the broadcast industry has changed, so too must the Communications Act in order to fulfill its important role as a stalwart protector of the public's rights in the media industry.

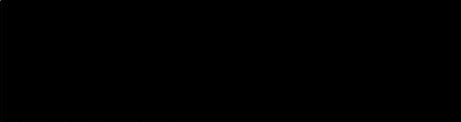
At the forefront of this discussion should be the preservation and support for local community access—in all forms, delivery points and formats—as this is the true, front-line bastion for free speech and a free society. Free, local programming provided via cable, online, satellite, OTT, wireless and other future platforms by the Public, Education and Government (PEG) stations across the country

must be an integral part of any needed revisions to the Communications Act, including provisions for federal, state and local funding of operations, equipment and capital improvements.

PEG is the modern-day equivalent of the printing press upon which our Founding Fathers depended to create our Great Nation and to foster the freedoms we all hold dear today. The public's right to know; to freely share information and, most importantly, to have access to the means whereby their voice can be heard—those of the reasons why Congress enacted the Communications Act and why PEG is so important to this country.

Revisions to the Communications Act will not be easy. Responses to this and other white papers on the subject are only the beginning steps in the process of meaningful change to protect the public now and in the future. Jurisdictional rivalries, competing industry interests and the massive scope of the task itself could thwart the effort, but I urge you and other members of Congress to take heart in that thousands of PEG operators like myself stand ready to help.

Cordially,



Keri Stokstad  
Executive Director/CEO  
Pasadena Media

c: Representative Judy Chu  
Representative Adam Schiff

#### ABOUT PASADENA MEDIA

Pasadena Media is a non-profit 501(c)3 corporation that serves as the umbrella organization to oversee the public, government, and education cable access television operations for the City of Pasadena. Pasadena Media manages the public access (Arroyo) channel and government access (KPAS) channel. Pasadena Media is serving as the host site for the 2015 Alliance for Community Media Conference and Trade Show, August 12-14, 2015. [www.allcommunitymedia.org](http://www.allcommunitymedia.org)

#### ABOUT PASADENA, CALIFORNIA

Pasadena's population is approximately 140,000 and is widely known for hosting the annual Rose Bowl football game and Tournament of Roses Parade. Pasadena is home to many scientific and cultural institutions, including the California Institute of Technology, the NASA Jet Propulsion Laboratory, Fuller Theological Seminary, Art Center College of Design, the Pasadena Playhouse, the Norton Simon Museum of Art and the Pacific Asia Museum.

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Thursday, January 15, 2015 4:04 PM  
**To:** CommActUpdate  
**Cc:** [REDACTED]  
**Subject:** Regulation of the Market for Video Content and Distribution - Response to White Paper #6

To The Honorable Fred Upton and The Honorable Greg Walden,

**YES**, provisions requiring PEG access are still necessary and warranted today.

Local communities need PEG access as a crucial vehicle in communicating their values and interests.

Our local residents consistently remark on the outreach and representation they receive from Great Neck/North Shore Public Access Television in Lake Success, NY. From our Veterans' Project, which has garnered an Emmy Award nomination in 2013 to the diversity of our programming for local residents through resident producers expressing their view points, this is quality and unique programming not found on network television - or on the internet.

Freedom of Information is not just an Act - It's the foundation of this country.

Thank you for all your efforts in keeping PEG alive and well.

Sincerely,

Shirley Ann Bruno

**Shirley Ann Bruno**  
**Executive Director**  
**PATV**

[REDACTED]

[www.patv.org](http://www.patv.org)

January 23, 2015

To: The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Re: Regulation of the Market for Video Content and Distribution – Response to White Paper #6

Dear Representatives Upton and Walden,

Peabody Access Telecommunications (or PAT) in Peabody, MA provides free use of TV production equipment and facilities, cable TV channel time, training in digital media production and media literacy, and public wi-fi to members on a first-come, first-served, non-discriminatory basis. PAT also offers produces community programming including but not limited to government meetings, school events, festivals, candidate forums, and election night coverage. We also produce special programs like our documentary on our local food pantry that helped the non-profit raise awareness of hunger and homelessness. Additionally, PAT archives much of its programming, which ensures that Peabody's history will be preserved for future generations.

In response to Government needs, PAT maintains a full robotic camera system installed at City Hall, allowing instantaneous access to go LIVE on Channel 9. Our community bulletin board is web-based, allowing messages to be posted from any location at all hours of the day including from a smartphone. Through our partnership with the City of Peabody, PAT funded and donated a fully operational, turnkey AM Traveler's Information Station allowing the Police Department to rapidly disseminate emergency information via AM radio.

Students' lives are saturated with technology and media. As schools struggle to keep their curriculum up with the current technological landscape, PAT fills a vital role in facilitating media literacy and production education. Through our after school media programs for youth ages 10-14, we train students how to write, direct and edit short videos. Class discussions on the role of advertising, social media and entertainment in our daily lives encourages critical thinking and viewing. We have several students who have graduated from this elementary and middle school program into our Work Study High School program. In 2013-2014, PAT employs sixteen high school students who produce a variety of programming on Peabody Public School athletics and education for our Education Channel 8.

Furthermore, PAT posts daily updates on school announcements while showcasing school concerts, plays and other events which demonstrates how we shape a sense of community via our stations and website. Looking ahead, PAT seeks to provide more options to view, air, and promote programming,

provide more mobile-friendly content, and offer a diverse menu of scheduled workshops in all facets of digital media and computer training.

We trust that you will find community media is prevalent and a daily necessity to be distributed on cable PEG access channels, and respectfully hope that you will continue to find such provisions are not only required but warranted to continue connecting the community to its residents through local media.

Respectfully Submitted,

Camille Bartlett  
Executive Director  
Peabody Access Telecommunications, Inc.  
119 Foster Street, Building 13, Suite 2B  
Peabody, MA 01960



[www.peabodytv.com](http://www.peabodytv.com)

PEOPLE POWERED MEDIA

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PHILLYCAM.ORG

January 23, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

Dear Honorable Fred Upton,

As the Executive Director of the Philadelphia Public Access Corporation dba PhillyCAM, the independent non-profit 501(c)(3) organization designated by the City of Philadelphia to operate the public access channels, I wanted to take this opportunity to express the importance of PEG stations and the services they provide in communities across the country as the House Energy & Commerce Committee begins to contemplate video reform.

Public access television is a tool by which communities can highlight their unique points of view and celebrate their cultures, beliefs and artistic expressions through the production of their own independent media. Public access increases and diversifies the voices in the media; it provides all community members and particularly those in underserved or disenfranchised communities with the tools to tell their stories. The programs seen on PhillyCAM reflect the diverse social, political, ethnic, and artistic communities that can be found in Philadelphia.

PhillyCAM is community media center that brings together the people of Philadelphia to make and share media that promotes creative expression, democratic values and civic participation. After a nearly 27 year struggle led by a diverse grassroots coalition of individuals and community based organization the City of Philadelphia finally got it's first public access television station in 2009. During PhillyCAM's forth year of operations membership grew to over 600 and our educational offerings trained over 300 people in digital media production. This success is evidence of what many have recognized for a very long time – the city's demand for a community media center is strong and growing. Philadelphians are hungry for communication vehicles that enable them to share their voices. They are eager to be part of a value-based and member-driven organization whose mission and actions are aligned with the needs and interests of the neighborhoods and communities that fuel the vitality and unique richness of life in Philadelphia.

We play an important role in the community as a “physical” center by providing access to our studio spaces to conduct productions, community meetings, screenings and media-related networking events where members and the public come together for in-person, peer-to-peer learning. PhillyCAM provides members access to state of the art television

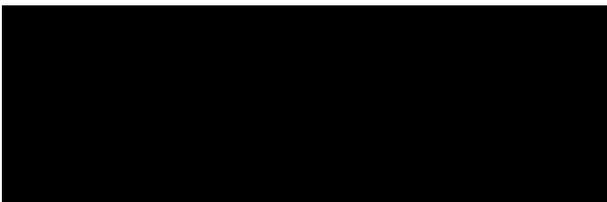
HD production studios and digital media production equipment to create public access content that reflects local issues from the point of view of poor and working people, students' response to the education crisis, and unique perspectives on arts and culture and social issues by independent filmmakers.

The television programs on PhillyCAM reflect the diverse social, political, ethnic, and artistic communities that can be found here. The programming gives a direct voice to all neighborhoods, groups, and points of view that exist in such a diverse and vibrant city. In the past year over 900 hours of locally sourced, original content was created representing locally generated music and cultural events; youth produced narratives and talk shows on current events, a variety of shows covering wellness, local arts and social issues, documentaries on Philly neighborhoods and PSA's from the non-profit community, to highlight but a few examples.

If PhillyCAM were no longer to exist there would be a huge whole in the local media ecology. Lost would be the voices of people of color, working people, women, sexual minorities, people with disabilities, social justice activists, educators, artists, community arts creators and presenters, senior citizens, former prisoners, youth, unionists and otherwise marginalized communities who have often been left out or misrepresented by mainstream media.

PEG channels are a critical and irreplaceable resource for communities across the nation as incubator and facilitators of the creation of media content reflecting local issues. I wish to urge the Committee as you gather to look at video reform to protect and nurture an environment that will not merely preserve but strengthen PEG centers, like PhillyCAM, around the so that we may continue to dedicate our work to insuring the inherent potential of information technology to increase civic engagement and help improve our democracy.

Thank you for your consideration.



Gretjen Clausing  
Executive Director



January 22, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington D.C. 20515

Dear Congressman Upton:

I am writing this letter in response to the request from the House Energy & Commerce Committee for comment on the requirement that cable systems provide access to their distribution platform through PEG channels and whether this provision is warranted in the era of the Internet. My answer to this question is an unequivocal yes based on almost ten years spent managing PEG operations in both California and Pennsylvania.

What PEG channels provide in Pittsburgh and across the country that the internet cannot is a strong sense of localism and the opportunity for those less financially well off to access media and participate in our democracy. I believe that the continuance of the PEG channel requirement is vital to the furtherance of the goals of media localism and a healthy democracy.

Pittsburgh Community Television (PCTV) promotes localism by providing a platform to broadcast the unique concerns, views, hopes, and dreams of Pittsburgh residents and viewers. Through our channel, local viewers are exposed to voices and programming that might otherwise go unheard and unseen. That could be a program produced by a city resident on systemic violence in low income Pittsburgh neighborhoods, a forum for local political candidates, or a broadcast of the city school district basketball championships. The internet is a wonderful vehicle for communication but its diffuse nature tends to work against the goal of localism. The local channels provided by cable systems are a much more effective and efficient way of ensuring that local voices are not shut out of the conversation.

Local PEG channels also provide an antidote to a serious problem in our country-- the de facto silencing of those who cannot participate in our democracy due to lack of financial resources and/or technological savvy. My experience working in this field has taught me that it is a myth that the internet is affordable and accessible to all and that everyone has

the aptitude or skills to utilize it. A significant number of Pittsburgh residents do not have the financial resources to afford a computer and internet access. They also do not have the resources necessary to purchase the equipment needed to produce programming. For them using the internet as distribution platform for video programming is not even an option. The affordability and accessibility of a channel like PCTV goes a long way to level the communications playing field for those who might otherwise not get their voice heard. Our low barriers to entry help those with low income and little or no technological skill to use electronic media to participate in our democracy.

In closing, I would encourage you not to think of PEG media channels and the internet as an either or proposition. Both have their strengths but when it comes to providing a local option, PEG channels win hands down for their focus on specific communities and people. I think of PEG channels as the foundation for localism. The internet can augment our efforts, certainly, but it is not a replacement.

Sincerely,



John H. Patterson  
Executive Director

[REDACTED]

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**From:** Bram Towbin <[REDACTED]>  
**Sent:** Wednesday, January 21, 2015 10:20 AM  
**To:** CommActUpdate  
**Cc:** [REDACTED]  
**Subject:** The Importance of Community Access TV in the age of the Internet

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington DC 20515

RE: The Importance of Community Access TV in the age of the Internet

I was in pet store when a stranger cornered me. As we clutched out bags of dogfood we entered into a spirited discussion about the tax burden for elderly people on fixed income. Earlier that week I was stopped by a stranger at the post office who complained about the unfairness the implementation of road access permits. The week before that I was congratulated by a town resident for a change in our town's snow plowing policy. All of these interactions had an impact on how a local government official approached matters of vital importance to his small town constituency. All these people had seen me, performing my duty as Selectman, due to CVTV's taping of our Selectboard Meetings. None of those conversations would have occurred without the visionary leadership of Barry Goldwater. This champion of the free market understood that a local voice would be smothered by the demands of the marketplace. That is why he defined the purpose of the Cable Communications Policy Act of 1984: "assure that cable communications provide and are encouraged to provide the widest possible diversity of information sources and services to the public" (47.USC 521 Sec. 601 (4)).

There is talk that provisions for Community Access TV stations are an anachronism from the pre-internet era. This specious argument claims that in the sea of ubiquitous media it is unnecessary to designate professionals to help the public tell their story. False. Community Media Centers are a refuge in a numbing chaos of content. It would be nice to think that citizens would post local Selectboard Meetings and that other citizens would track down that content online. This doesn't happen. Our small town is proof. Prior to having our our Selectboard Meetings broadcast on our local station, CVTV, I was never stopped by a stranger who turned out to be a constitute with a concern. Community Access TV helps bridge the gap between citizens and their local government.

I understand that people in Washington might not be concerned with whether or a parking lot has different hours or if a farmer can enter a field without a permit or whether a telephone pole is badly located - but these "trivialities" have a huge impact on the quality of life of our local citizens. The ability to launch a neighborly conversation has real benefits for community. This is not the kind of programming that matters to advertisers or people in Washington DC - but it means a great deal to us. We know, from your vantage point, we are barely a

blip on the screen. But we want you to know that talk of undercutting this service, by eliminating required funding, will have a detrimental impact on our small town. Your discussions should be focused on how to INCREASE support for these important institutions by reformulating the funding mechanisms.

I guess it's hard to explain to people who usually deal in weighty matters of state that brief encounters with strangers are meaningful, but it is often the unquantifiable feeling of community that makes rural life so special. Community Access TV has become a glue that binds. I hope that when you make your decisions you think of a Vermont Selectman talking to an elderly man in a petstore. That's why it's important. I hope you understand.

Bram Towbin

Selectman, Plainfield VT

--

Bram Towbin  
Plainfield Flower Company  
[www.plainfieldflower.farm](http://www.plainfieldflower.farm)





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www.pcm.tv.org

DIVERSE. INDEPENDENT. LOCAL

January 22, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6

Dear Representatives Walden and Upton:

I am writing on behalf of Portland Community Media (PCM) in response to the question of whether Public, Education and Government (PEG) access is warranted in the era of the internet.

PCM provides gavel-to-gavel coverage of local government meetings, teaches individuals how to effectively use technology (television and internet) to communicate with their neighbors, and actively engages marginalized populations in an effort to bridge the gaps in access to technology, understanding of the relevance of technology in their lives, and to teach them how to use the tools effectively to communicate their unique perspectives to the greater community. Community media creates local dialog and engages the local community.

In the last six months PCM taught technology workshops to 321 individuals. Of those, 205 went on to become new PCM producers. We've worked with non-profits serving homeless youth and adults, migrant farm workers, the LGBT community, and numerous others who have no voice on mainstream media. Our studios are booked solid with local, live call-in talk shows covering local politics, culturally significant events, environmental concerns, spirituality and many other topics important to the local community. Our staff produced 269 hours of municipal programming including 134 hours of gavel-to-gavel city council meetings. We replay these meetings during the evening and weekend so the entire community can be informed and participate in their government. We program 5-channels 24/7. We've been doing this for 34 years. The impact PCM has had on the Portland community is significant.

The need for community media still exists and will only grow as the internet grows. PCM will continue to ensure ALL members of the community have access to the technology, understand it's relevance in their lives, and can effectively use these tools to communicate.

11 21 22 23 29 30

PCM is committed to utilizing all digital media to achieve our mission. We recognize the importance of internet based communication, but we also recognize that traditional, cable-based delivery of content is still the dominant medium for mass communication, and will continue to be for some time, particularly within the communities we serve.

In the recent Nielsen publication, "Local Watch: Where You Live And It's Impact On Your Choices (January 2015)," Nielsen statistics tell us that local media (PEG and others) delivered over cable television distribution paths are clearly the dominant means of media consumption, and will continue to be a vital means of connecting with marginalized and under represented populations within our community for some time. This document points out:

- Live television viewing continues to be the dominant form of media consumption (81% of content is consumed as live TV in the Portland market);
- Time shifted viewing is increasingly important (16% of content is consumed as Video on Demand or using Digital Video Recorders in the Portland market);
- Over the Top (internet based delivery) makes up only a small fraction of total viewership (only 3% of content is consumed over the internet in the Portland market);
- Only 12% of adults in Portland use the Internet and/or apps to consume local information - of the 12%: the majority are high income, employed and educated.

Eliminating cable television distribution of PEG content would make it nearly impossible for us to reach the marginalized, under represented and low income members of the community that we serve. Eliminating PEG services would make it nearly impossible for those members of our community, our neighbors, to participate in our local civic dialog in any meaningful way - increasing the divide we're all trying to eliminate.

Sincerely,

  
Bea Coulter  
Acting Executive Director  
Portland Community Media

[REDACTED]

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**From:** marc isaac potter [REDACTED]  
**Sent:** Thursday, January 22, 2015 1:24 PM  
**To:** [REDACTED]  
**Subject:** "Re: Regulation of the Market for Video Content and Distribution – Response to White Paper #6"

To Whom It May Concern,  
Community Access Media is critically important to each small community around the United States.

We give a voice to each nonprofit, artist, and business in our area - both in producing shows for them and helping them distribute these shows locally.

This work has to continue, or the local areas will not have the means of production of a professional message. Our way of distribution, Community Access Media - touches each local area in a way that nothing else can or will.

Please continue to provide PEG funds for this important work.

Sincerely,  
Marc Isaac Potter  
Community Access Volunteer, KMVT15

....

[REDACTED]

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**From:** Public Access Television [REDACTED]  
**Sent:** Wednesday, January 21, 2015 7:03 PM  
**To:** [REDACTED]  
**Subject:** Thank You from James Mims

Dave,

Thank you for introducing me to Mr. Loeb sack on Monday at the community event at Grant Wood Elementary in Iowa City. I am grateful to have had the opportunity to speak with him about the importance of PEG (Public, Education, and Government) community media. As he said, it's about Democracy.

The strength of the right of freedom of speech is diminished if one does not have a pulpit from which he can share his ideas with his fellow citizens. I hope we can count on the support of the congressman and his colleagues on the House Energy & Commerce Committee as they discuss the Communications Act, particularly the provisions that require Cable systems to provide the public access to their distribution platform in a variety of ways, including program access, leased access channels, and PEG channels.

In the era of the internet, PEG community media is ever more important. As citizens receive a barrage of information carefully crafted by giant conglomerations, it is the LOCAL voice that gets overheard. It is the voice of one's neighbors that get shouted down by the search-engine-optimized messages of well-funded special interests. There are no longer local newspapers, those have been bought out by revenue driven media giants, and the local TV news is more interested in sensational ratings-boosting stories that bring in the ad dollars than they are invested in informing citizens and reporting on locally relevant issues. Too often, PEG media becomes the only outlet where one can hear the opinions and ideas of his own neighbors, where he can be informed of issues discussed by his local government, or where he can find out about events happening in his own community.

In an era of mergers, buy-outs, and "corporate personhood" it would be a shame to see our elected representatives choke-out one of the last bastions of true freedom of speech and democracy; local origination and PEG media.

If you would be so kind, it would be greatly appreciated if you were to share my words with the congressman.

Thank you.

James Mims  
Outreach Coordinator  
Public Access Television Inc.

[REDACTED]





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The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6

January 22, 2015

Dear Sirs,

As the Executive Director of Public Access Television Inc. (PATV) in Iowa City, I can attest to the importance of PEG channels in our community. Iowa City has a vibrant history of active public, education and government channels, with operating budgets that are now threatened by an upcoming conversion from a local to a statewide video franchise. Since 1990, PATV has served our community by providing opportunities for citizens to make use of current media technologies to freely exchange information and ideas, and to participate in the democratic process. We operate a non-profit access center with a small studio in Iowa City, and maintain a professional staff to train the public in video production techniques. Workshops are free, and trained community producers can check out equipment in order to create non-commercial programs for the cable channel. PATV promotes media literacy, having learned that the best way to understand Television is to make it oneself. In this age of consolidated corporate media, it has never been more important to learn the skills to deconstruct the multitude of commercial messages that bombard us.

In our community of around 71,000, interest in PATV services is high. Hundreds of new members take our workshops, use our high definition production equipment, and submit over a thousand new public access programs each year. The shows on the channel are free of any commercial content, and their viewpoints are not subject to censorship or editorial oversight. The access center is a hub for creative networking. It's a great place for local high school and college students to volunteer, and youth groups love to visit for demonstrations of the green screen studio. Local non-profits can send staff through production training workshops at PATV to learn how to make their own content. PATV staff also regularly spotlights community organizations and helps to cover local arts, cultural, educational and sporting events.

One evening in April of 2006, several tornados tore through Iowa City, causing severe property damage. PATV had a live cablecast going from the studio that night, and thanks to the flexibility of our operation, we were able to switch gears to a live report about the tornados. The University of Iowa emergency services noticed we were on the air, and began calling in with updates about shelters, areas to avoid, and emergency contact information. Several interns provided camcorder footage of the tornados, and eyewitnesses phoned in to describe the damage at their locations. Any commercial news reports about the tornados were sparse or nonexistent, and the networks had to return to their syndicated programs at the top of the hour. PATV, however, continued to cablecast live well past midnight. Locals lauded PATV's remarkable program and noted that,

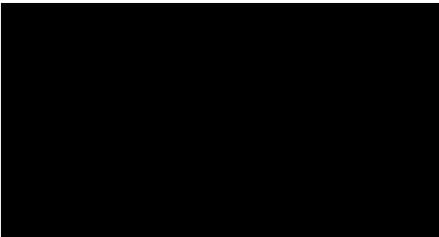
when disaster struck Iowa City, PATV was the only TV station able to provide live coverage.

The noncommercial nature of PATV helps ensure that special interest money cannot limit the facts available, and allows us to raise the level of public discourse. Our state representatives regularly visit the studio to provide legislative updates, and we produce programs with national representative as well. Whether airing an interview with a young Dave Loebsack, beginning his senatorial campaign, or showing Senator Chuck Grassley (both of whom have appeared on the channel) being honored for his work on the ADA, Public Access Television is critical to an educated electorate and a thriving dialectical process.

Proponents of defunding PEG often point to Internet portals such as YouTube as a replacement for the kinds of services PATV offers. They claim that people don't need cable access when they have the Internet. However, nothing could be farther from the truth. The Internet cannot provide access to a studio, current video production technology and professional training to help creators make quality productions. Internet outlets have little to no focus on community or localism, and no philosophy of education as a background for content. Indeed, much of the content we see on these online portals represents alienated expressions, or mimicry, often poorly executed from a technical standpoint. Underserved populations often cannot afford their own video cameras, computers, or Internet access. That's also where PEG plays an important role in keeping the poorest Americans from falling even farther behind. PATV does use YouTube to showcase some of our HD content to a wider audience, but the Internet could never replace all the important things PEG is able to do in the community.

PEG channels across the U.S. have the potential to play indispensable roles in their cities. Unfortunately the shift to state franchises is putting most of our operations in jeopardy, and access staffs now have to raise funds in creative new ways even as we cut services. I feel that the local cable companies should continue to provide bandwidth and fees for PEG operations, because they make their profits using public rights-of-way. The philosophies that helped set up PEG nationally were ahead of their time, and are ideas that are now more relevant than ever. I hope we can count on the support of the House Energy and Commerce Committee to help renew or preserve protections for PEG.

Si



Josh Goding  
PATV Executive Director

Cc: Congressman Dave Loebsack  
Cc: Mike Wassenar, ACM President



# **Public Knowledge**

**Answers to United States House Committee on Energy and Commerce Questions  
Sixth White Paper, on the Regulation of Video Content and Distribution**

**John Bergmayer  
*Senior Staff Attorney*  
Public Knowledge  
January 23, 2015**

Public Knowledge thanks the committee for the opportunity to provide comment on these insightful questions. PK looks forward to working with committee staff in the new Congress on the best way to promote the public interest in the video marketplace.

The Committee's questions are in bold, with PK's answers following.

**1. Broadcasters face a host of regulations based on their status as a “public trustee.”**

**a. Does the public trustee model still make sense in the current communications marketplace?**

Yes. The spectrum that broadcasters use—which they never paid the taxpayer for—is held in trust for the public. As long as they use the public airwaves, broadcasters are public trustees.

**b. Which specific obligations in law and regulation should be changed to address changes in the marketplace?**

Policymakers should generally promote competition, but as far as possible they should be neutral as to which forms this competition takes. The broadcast industry should be free to compete in the broader video marketplace, but should not be propped up by protectionist rules. In particular, MVPD subscribers should not be required to pay for broadcast channels, which are usually available to them for free, over the air. Broadcasters should rely on contracts, not government-sponsored rules like syndicated exclusivity and network nonduplication, in arranging their economic affairs. And, as long as they use the airwaves as public trustees, broadcasters should be required to act consistent with the public interest—not only in terms of content and transparency, but in their negotiations with MVPDs for carriage. Programming black-outs should not be used as leverage in programming negotiations.

**c. How can the Communications Act foster broadcasting in the 21st century? What changes in law will promote a market in which broadcasting can compete with subscription video services?**

In some respects the broadcast industry is held back by both its technology and its business model. Broadcasters cannot be competitors to MVPDs as long as the primary way that they reach viewers is through carriage by MVPDs, and as long as MVPD carriage fees remain so important to their business model. At the same time, the technology standards the broadcast industry uses prevent broadcasters from becoming competitors to, rather than inputs to, MVPDs. Policymakers should consider ways that would allow broadcasters to reach consumers directly, for example, through new broadcast technologies that are more suited to mobile devices. The public airwaves are not being put to their best use unless the public is watching them directly—it makes little sense to use such a valuable resource merely as a way for broadcasters to obtain MVPD carriage.

Additionally, Congress should consider phasing out the retransmission consent system. Broadcast carriage rights should be negotiated through copyright, as carriage and programming rights are elsewhere in the video industry, and not through ad hoc “signal” rights. That said, any such reform should be gradual, and the current system would be preferable to one where MVPDs would have to negotiate twice for the same content (with the copyright holder *and* a local broadcaster) or one that reproduces the features of the current system through other means (e.g., mandatory sub-licensing of copyrights through a local broadcaster).

**d. Are the local market rules still necessary to protect localism? What other mechanisms could promote both localism and competition? Alternatively, what changes could be made to the current local market rules to improve consumer outcomes?**

In general, in a time when many local newspapers are shutting down or reducing their operations, policymakers should be very wary to take steps that could harm broadcast localism. But it may be appropriate to revisit whether particular policies have been effective at achieving that goal.

In fact, many of the rules that are presented as pro-localism in fact work against it—they grant legal protections to local broadcasters that bolster their local monopolies over national content. But these very rules ensure that the bulk of a local broadcaster's revenues come from airing this national content. Phasing out the retransmission consent system (gradually, to avoid disruption) would incentivize a local broadcaster to rely more on its own produced content, which is more likely to be of local interest.

**2. Cable services are governed largely by the 1992 Cable Act, a law passed when cable represented a near monopoly in subscription video.**

**a. How have market conditions changed the assumptions that form the foundation of the Cable Act? What changes to the Cable Act should be made in recognition of the market?**

While non-cable MVPDs have grown, cable (particularly large cable companies) remains dominant.

While DBS in particular is a success story, the growth of broadband changes things. DBS providers cannot offer broadband, which puts them at a disadvantage when compared with cable providers. Online video is of growing competitive significance, but cable providers’ control of broadband gives them bottleneck control of the last-mile and interconnection facilities that online video providers must access in order to reach viewers—including the online video services that DBS providers themselves may provide.

If Congress were to update the Cable Act, it should take into account how dominant distributors are able to cross-leverage broadband, interconnection, cable, and the set-top box to maintain

video dominance even as the market and technology continue to change. Its goal should be to promote competition, and it should avoid taking steps that would entrench incumbents on the basis of speculative future competition.

**b. Cable systems are required to provide access to their distribution platform in a variety of ways, including program access, leased access channels, and PEG channels. Are these provisions warranted in the era of the Internet?**

Yes. Policymakers should not be in the business of anticipatory deregulation—once it is shown that the Internet is achieving the same ends that these rules are intended to promote, then it may be appropriate to rethink some details of the current regulatory system that are intended to promote competition and diversity. Until then, cable remains the dominant video delivery platform and these provisions are warranted. Many of them have been demonstrably successful—for example, the extent to which there is head-to-head MVPD competition in the United States at all owes in part to the program access rules. That said, it may be appropriate for policymakers to revisit whether some of these rules have been effective, and if necessary, to strengthen them or complement them in other ways.

**3. Satellite television providers are currently regulated under law and regulation specific to their technology, despite the fact that they compete directly with cable. What changes can be made in the Communications Act (and other statutes) to reduce disparate treatment of competing technologies?**

In general, rules should be technology-neutral when feasible. For example, rules designed to promote a competitive market in video devices like set-top boxes should apply to all existing MVPDs.

However, the rules should also take into account the market power of different providers. Program carriage rules are a part of making sure that Americans have access to diverse points of view. But they are particularly relevant when applied to dominant providers with tens of millions of viewers that also produce their own video content.

Additionally, rules should take into account other points of leverage a provider might have. Both a cable service and an OVD might be video providers. But the cable provider is likely also a broadband provider, that controls both the last-mile connection and the Internet interconnection facilities that the OVD must access in order to reach viewers.

**4. The relationship between content and distributors consumes much of the debate on video services.**

**a. What changes to the existing rules that govern these relationships should be considered to reflect the modern market for content?**

A large content provider might have leverage against a smaller distributor, and a large distributor might have leverage against a smaller content provider. Rules should be crafted flexibly in a way that can respond to these different market conditions, and should not assume that one side of the equation or another is always the dominant party. Many of the reforms PK supports—such as baseball-style arbitration, and interim carriage during disputes—work well regardless of the dominant party. Policymakers should take note of how both smaller programmers *and* smaller distributors support reform—pro-competition rules do not need to be either “pro content” or “pro distributor.”

**b. How should the Communications Act balance consumer welfare with the rights of content creators?**

The Copyright Act, not the Communications Act, protects the rights of creators. Communications Act requirements, at most, simply require that creators, or their successors in interest, exercise their rights within reasonable limits. This is no more a limitation on their rights than the requirement that patent holders do not use their patents to violate antitrust law.

Specifically, policymakers should require that large content interests do not use their market power to distort the video marketplace in uncompetitive ways—for example, by requiring that they negotiate in good faith with various distributors, and preventing them from leveraging popular content in ways that push out other, smaller creators.

More fundamentally, policymakers should not balance consumer welfare (or, more broadly, the public interest) against anything—since the public interest is the ultimate goal of all public policy, including copyright. Ultimately the public interest is protected by reasonable copyright rules that both ensure that creators can be compensated (and thus have an incentive to create works for the public) and preserve user rights.

**5. Over-the-top video services are not addressed in the current Communications Act. How should the Act treat these services? What are the consequences for competition and innovation if they are subjected to the legacy rules for MVPDs?**

Over-the-top services are already included in the Communications Act's definition of MVPD, which is broad and technology-neutral. If the FCC updates its rules to acknowledge this, it would have more tools to promote competition between video providers—for example, by extending program access rules to online providers, or by passing new pro-competitive rules using its existing authority (using the same authority as its multiple dwelling unit rules, for instance). While the scope of an "MVPD" does not by itself expand the availability of the compulsory copyright license for broadcast content the understanding of what an MVPD is should influence both courts and the Copyright Office in their interpretation of those provision of those provisions of the Copyright Act.

January 22, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 201515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 201515

RE: Regulation of the Market for Video Content and Distribution –  
Response to White Paper #6

Dear Representatives Upton and Walden:

Thank you for the opportunity to provide feedback on the questions you pose in the House Energy & Commerce Committee “White Paper #6”. My comments will be framed primarily in response to question 2(b): *“Cable systems are required to provide access to their distribution platform in a variety of ways, including program access, leased access channels, and PEG channels. Are these provisions warranted in the era of the Internet?”*

The question implies that with the emergence of the Internet as a viable distribution mechanism for video content, that PEG channels in particular no longer merit carriage on a Multi-Channel Video Programming Distributor (MVPD; note that I recognize PEG channels are not currently distributed on DBS systems). That notion is inherently flawed. Transmission of local video content represents only a portion of the service provided by a typical PEG/community media operation – with training in media production, provision of low cost technology, and collaboration with citizens, civic groups, and local governments typically included in a diverse mix of services offered in communities fortunate enough to have this valuable media resource.

In fact, PEG channels, like any other local, regional, or national programming provider, seek ***simultaneous distribution on all viable platforms!*** From my perspective, the local broadcasters in our market (or any other programmers for that matter) are not clamoring to jump off the MVPD platform and distribute exclusively on the Internet. If the MVPD platform is still viable as a distribution mechanism for local and regional video content, PEG channels must be included in the mix. ***The MVPD infrastructure is still utilizing a local, publicly-owned asset for the operation of a commercial enterprise, and the provision of PEG channels has been, and should continue to be, considered a legitimate component of compensation for the use of this scarce and extremely valuable asset!***

Additionally, I would urge the Committee to carefully consider and support the provisions of the CAP Act, particularly in terms of equitable treatment of PEG channels on cable television platforms with respect to technical quality and functionality. Our current experience with a new entrant to the market, AT&T U-verse, is an example of a provider treating PEG channels in an inferior and discriminatory manner.

Furthermore, I would boldly suggest that with the evolution of digital transmission of local broadcast television signals, PEG channels should be given consideration for distribution in the mix of content utilizing digital sub-frequencies of a local television broadcaster. A local television broadcaster is using a publicly-owned asset (electromagnetic spectrum), and is subject to public interest obligations for the right to use that asset. PEG channels on digital sub-frequencies might represent a reasonable public interest obligation.

As you know, I am passionate on the subject of PEG channels/community media centers remaining a viable, and valuable, component in the media landscape. This would include having PEG content delivered on multiple platforms. However, the viability of PEG centers, and the myriad of services they provide in thousands of communities, is contingent on the ability of local cable television franchising authorities to require PEG channels and collect franchise fees ("rent") in exchange for use of the public-right of way.

In the case of Public Media Network (PMN), we were formed under the 1963 Urban Cooperation Act to provide our services and distribute local, non-commercial programming on franchised cable systems in our six member communities. Our innovative agreement with municipalities calls for municipalities to retain sixty percent (60%) of franchise fees while providing forty percent (40%) to PMN for operational support. This model has been very successful for an organization with over thirty years of service to our communities.

Any consideration of the Communications Act/Cable Act of 1992 should maintain a fair and equitable compensation package from cable television/MVPD's to units of local government for use of their public assets. The compensation is already, by almost any measure, far below the true market value of the asset. Therefore, I would urge the Committee to maintain the integrity of the existing compensation mechanism.

Again, thank you for the opportunity to provide feedback on this important issue. I will plan on following up with you on this matter in the near future for your reaction to my thoughts.

Respectfully,

Harry S. Haasch  
Executive Director, Public Media Network  
Kalamazoo, Michigan

Maryann Arrien  
Community Media Department  
Town of Putnam Valley, New York  
The Putnam Valley Channels – Cablevision 18 & 20  
265 Oscawana Lake Road  
Putnam Valley, New York 10579

  
January 23, 2015

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6

Dear Congressmen Upton and Walden,

We operate a government channel and an educational channel for the Town of Putnam Valley, New York that is cablecast on the Cablevision system in our area. On our educational channel we show local School Board meetings, concerts, spelling bees, school science fairs, school sports and other shows that would not be available to the viewer by any other means.

On our government channel we show gavel-to-gavel coverage of our Town Board Meetings, Planning and Zoning meetings, as well as special environmental shows including limnology presentations addressing the health of our specific Town lakes and stormwater reports for our Town. There is no other media in our area that would give our residents this depth of information on our local issues.

In addition to these vital informational shows we also have many hours of coverage of local events held at the Grange, the Historical Society, the Putnam Valley Chamber of Commerce, The VFW Hall and various festivities at our Town Park, some of which highlight the local businesses and charitable organizations. This has an immense impact not only on the economy of the area, but also the social connectedness of our community, which builds community pride and involvement in many types of volunteer activities in the various Town commissions. We also air many hours of political debates for local offices, which is often the primary source of detailed information for our residents in choosing a candidate.

It is vital to us that PEG Channels be represented in any new revision of the Communications Act, and the cable franchise fees which support the TV Channels must be continued to preserve this vital form of local communication. Although we put some shows on the Internet, still the vast majority of the viewing is done from our local TV Channels. Without the cable franchise fees, we would not have the budget to hire staff to create these shows and operate and maintain our cable playback equipment.

Although historically this financial support for Community Media has come only through the cable franchise fees, we urge you to consider the other 'rights of way' such as Satellite TV and internet transmission as new sources of revenue for Community Media to continue and thrive should cable franchise fees diminish in the future as other forms of media take their place. It would also be fairer to not just place the burden on cable companies, but include all paths of video delivery.

The continuation of PEG channels and PEG Access funding is paramount to the well being of our communities looking to the future. We ask you to gauge your lawmaking to protect this vital link of PEG Access to our communities both financially, and in mode of media delivery.

Respectfully submitted,

Maryann Arrien  
Community Media Dept.  
Town of Putnam Valley, NY  
(a.k.a "Putnam Valley Community Television")  
<http://www.putnamvalley.com/channel-18-20/>  
[channel20@putnamvalley.com](mailto:channel20@putnamvalley.com)



# QUEENS PUBLIC TELEVISION

41-61 Kissena Boulevard - Suite 2077  
Flushing, New York 11355  
718.886.8160

January 20, 2015

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Dear Honorable Mr. Walden,

Re: Regulation of the Market for Video Content and Distribution: A Response to White Paper #6

Technological advances in television have changed the way content is delivered to our homes. In today's world many people watch TV over the Internet via their computers or their smart phones. Some would suggest that this changes the relationship between the Cable Company and public access television, but I don't believe it does.

The most important aspect of public access television (community television) is not how the signal is brought to the home of the consumer. Public access stations are community learning centers and, in many instances, serves as the hub for that community. These learning centers offer the community an opportunity to learn how to use state of the art technology to communicate their message to their neighbors. As such, community television has been a strong defender of the First Amendment and freedom of expression, a right that's being challenged in some parts of the world today. Key to the services that we provide to our community is media literacy.

Presently cable operators, like Time Warner Cable and Verizon FiOS, have a financial obligation to support community television. New and emerging content carriers should also be required to support community television. QPTV believes that any rewrite of current legislation must include language that will continue to be supportive of local community programming.

My Borough of Queens, New York is the most ethnically diverse community in the United States. There are nearly two hundred languages and dialects spoken here. Travel from neighborhood to neighborhood and you can hear Italian, Urdu, Russian, Hebrew, Polish, Spanish, Cantonese, Hindi, Portuguese, Farsi and Tagalog to name but a few. There are many mainstream cable channels, yet it is still difficult to find programs in the diverse languages that are spoken by the residents of this community. When these communities need information concerning voter registration, free

healthcare screenings and immigration policy updates, the only place where they can find that information, in their own language, is on Queens Public Television. If these multilingual programs were to disappear, many of our viewers would be at a disadvantage. Public access television is an oasis for people seeking information about *their* community in *their* language.

In addition, QPTV has formed a relationship with the United States Department of State's International Visitors Leadership Program. Under this program, foreign journalists visit QPTV to

learn about community television and local programming. Our facility has been visited by journalists from Libya, South Korea, Afghanistan, Iraq and Francophone Africa. Community production and programming, as exemplified by QPTV, has become a model that journalists strive to create abroad.

Queens Public Television has produced award winning programs about some of the important issues facing our communities both locally and nationally: gun control, mental illness, the death penalty, gays in America and bullying. In 2013 QPTV received an Overall Excellence Award, from the Alliance for Community Media, for over thirty years of service to the citizens of Queens, New York.

Although services like YouTube allow for wider distribution of material, YouTube does not provide training for its users nor does YouTube, or similar services, provide equipment to the community so that they may exercise their First Amendment right to freedom of expression. If cable television, as we know it, was to disappear from the landscape tomorrow, there would still be a need to support local community television with funding, equipment and training. The device that we choose to view programming is not key to the question, continued support for our community television learning centers is.

We urge you to continue supporting community television by including language in the Communications, Opportunity, Promotion and Enhancement Bill (COPE Act) that continues to support Public, Educational and Government Access Television.

*Clifford Jacobs*

Clifford Jacobs

Programming & Access Services Manager  
Queens Public Television (QPTV)

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[REDACTED]

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**From:** George Strimel [REDACTED]  
**Sent:** Friday, January 23, 2015 2:32 PM  
**To:** CommActUpdate  
**Cc:** [REDACTED]  
**Subject:** Regulation of the Market for Video Content

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

**Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6**

Radnor Studio 21 a non-profit Public Access Cable Channel located in SouthEastern Pennsylvania is responding to the question posed in the above: ***"Cable systems are required to provide access to their distribution platform in a variety of ways, including program access, leased access channels, and PEG channels. Are these provisions warranted in the era of the Internet?"***

The answer is a clear and definitive "Yes". PEG Cable Channels remain the primary source for reaching the general public in their areas and continue to operate in the "public convenience, interest and necessity".

The PEG channels are targeted to serve the specific needs of local audiences. The Internet has augmented, but certainly not replaced PEG channels, all of which are non-profit in nature.

The requirement for access is a continuation of a commitment of the Federal government to insure dedicated channel space for public service broadcasting as in the Tables of Allocation for both FM and Television. To reverse that dedication would be a major mistake and a step in the wrong direction. There is no technical need for such a step. There is a major social need for a continuation.

We appreciate your consideration of this response.

George H. Strimel RS21 Radnor Studio 21 [REDACTED]  
[REDACTED]



January 23, 2015

Hon. Fred Upton  
Chairman  
Energy and Commerce Committee  
US House of Representatives  
2125 Rayburn House Office Building  
Washington, DC 20515

Hon. Greg Walden  
Chairman  
Communications and Technology Subcommittee  
Energy and Commerce Committee  
US House of Representatives  
2125 Rayburn House Office Building  
Washington, DC 20515

Re: Stakeholder Comments to Communications Act White Paper Number Six: Regulation of the Market for Video Content and Distribution

Dear Chairmen Upton and Walden:

ReelzChannel, LLC (“REELZ”) appreciates this opportunity to provide comments concerning issues raised by the Committee’s Communications Act White Paper Number Six.

I. Introduction and Background.

REELZ is an independent video programming network (an “Independent” or “Independent Network”),<sup>1</sup> and a subsidiary of Hubbard Broadcasting, Inc. (“HBI”), a privately held, family-owned business operating for more than 90 years, now with the fourth generation of Hubbard family members moving into its operations and management. While REELZ launched its public

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<sup>1</sup> REELZ considers a video programming network to be “independent” if it is affiliated with no more than three channels and is not commonly owned with, or controlled by, a multichannel video programming distributor (MVPD), one of the top four television broadcast networks or a major sports league.



operations in September 2006, the network's roots reach back more than 15 years, when HBI merged its direct broadcast satellite ("DBS") operations into DIRECTV. Through many years of commitment, great effort and substantial investment, REELZ currently is available in nearly 70 million households nationwide through distribution on DBS, cable television and telco systems.

Promoting multiple voices among programmers has been an historic cornerstone of United States communications policy. By encouraging numerous and diverse voices, Congress has sought to benefit consumers through increasing choices and enhancing competitiveness. The policy recognizes the importance of innovation that small businesses bring to the video marketplace, as they do in any industry, and the richness that diversity brings to all of our citizens. However, today, dramatic changes in the marketplace are undermining the long term viability of Independent Networks and diversity of voices.

That said, we believe that most MVPDs, historically and currently, see the value in Independent Networks and their diverse voices. As an example, DIRECTV entered into the first program carriage agreement with REELZ in 2002, which was essential in establishing our credibility in the MVPD community. A month after REELZ launched its network, Comcast became our first major cable television distributor when it launched REELZ on its Minneapolis/St. Paul system. Along the way, both AT&T and Time Warner Cable also provided significant carriage for REELZ, as did major MVPDs, such as Dish Network, Charter, Verizon, Cablevision and others. However, compounding the marketplace changes which are threatening the viability of Independent Networks, MVPDs also find themselves in a more difficult environment today than when REELZ was launched in 2006. The new and challenging realities for MVPDs include:

- \* Fees that MVPDs pay for sports and other programming are increasing precipitously. MVPDs are faced with growing consumer resistance as they try to pass these increases along to their subscribers.
- \* Millennials are leading the trends in redefining how video programming is consumed, purchased and viewed. These young consumers are more selective, more cost conscious, less willing, and/or able, to pay for programming they don't want and less patient with network schedules that don't conform to their schedules.
- \* Alternate Internet-based distribution has become an important factor in the video distribution market for recorded programming, and it appears to be on the verge of becoming so for live linear programming as well, likely with major players such as Netflix, Hulu and Amazon leading the way.

Understandably, like any business watching expenses, MVPDs look for programming cost savings wherever they can find them. With the substantial size differential, and corresponding

power imbalance, between large MVPDs and Independents, resulting contract terms for Independent Networks tend to be significantly below market when compared to terms for similarly rated networks controlled by the large programmers or by MVPDs. This is an unsustainable business scenario for Independents, or any business for that matter, and the diverse voices that at the heart of Independent Networks are at risk of being silenced.

For Independent Networks to have an opportunity to survive and eventually succeed in a rapidly changing market, Congress needs to redefine the relationship between Independents and MVPDs to ensure that the longstanding policies supporting numerous and diverse voices remain effective. We believe that modest changes to current provisions of the Communications Act and FCC rules to encourage fair and non-discriminatory treatment of Independents is needed. Independents Networks should not be handicapped because they are not part of a large family of networks. Independents should be treated fairly in comparison to similarly rated networks owned by large programmers, or MVPDs.

In our experience, most MVPDs see the value in Independent Networks and want to be supportive of their creativity and innovation. However, current policies and market conditions pressure MVPDs to unfairly look at Independent Networks as the low hanging fruit in their own cost-control measures. If a revised regulatory framework provides for fair treatment of Independents, and applies equally to all MVPDs, we believe that MVPDs would respond positively because there would be no competitive disadvantage to any of them, leading to a new and mutually beneficial relationship with Independents, and an opportunity for diverse voices to flourish.

## II. The Interests of Consumers and Independent Networks Are Closely Aligned.

Viewers have appreciated the fresh perspective provided by many Independent Networks. Whether it is Ovation's singular commitment to arts programming, the family-oriented programs featured by Inspiration and The Hallmark Channel, Bloomberg's window on business and the economy, compelling hunting and fishing programming of The Sportsman Channel and Outdoor Channel, or REELZ's thought provoking documentaries and outlook on all things Hollywood, consumers rely on Independents to entertain and inform them. Independents can take risks and provide programming that the large programmers may find too controversial, as was the case when REELZ aired the mini-series "The Kennedys" after several major programming conglomerates declined to air it and REELZ was rewarded with four Emmys and other prestigious awards. Small businesses always have been a cornerstone and hotbed of innovation. Small business in the entertainment industry has not been an exception and policy should be supportive long into the future.

In comparison to similarly rated networks which are owned by large programmers, Independent Networks are a bargain. MVPDs pay much less than \$1.00 per subscriber per month *in total* for

all the Independent Networks in the top 100 Nielsen rated networks.<sup>2</sup> So while we understand that MVPDs must control their programming costs carefully, Independent Networks clearly are not the source of the rate increases affecting MVPD subscribers. Instead, Independent Networks provide MVPDs with a cost-effective way to provide consumers with a robust package of diverse programming. We believe that a level playing-field is a win-win situation for all stakeholders.

Respectfully submitted,



Stanley E. Hubbard  
CEO, ReelzChannel, LLC

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<sup>2</sup> SNL Kagan Interactive TV Network Summary January 2015. This represents slightly more than one percent of total programming costs to MVPDs for the top Nielsen rated networks.

[REDACTED]

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**From:** Shane Reinert [REDACTED]  
**Sent:** Thursday, January 22, 2015 12:41 PM  
**To:** CommActUpdate  
**Subject:** PEG

To Whom it may concern,

Public access is an open forum to anyone who wishes to entertain, teach/instruct and connect with their local community. It gives a unique opportunity to reach individuals in a more personal way that internet video and is much more targeted. Events that would not get more than a brief mention on local news or a newspaper get to be shown in full form. Please continue to support PEG television stations.

Thank you,

Shane Reinert



The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Transmitted on January 23, 2015 by email to: [CommActUpdate@mail.house.gov](mailto:CommActUpdate@mail.house.gov)

**Re:** Regulation of the Market for Video Content and Distribution - Response to White Paper #6

Dear Members of the House Energy and Commerce Committee,

Our PEG Access center, RETN, openly and equitably serves all the residents, schools, municipalities and nonprofits in our region. Your Committee has questioned whether PEG channels is a community service that still serves any need now that the Internet is so widespread, and our answer to that is a very strong “yes.”

We are one of 25 PEG Access Centers in Vermont, the most rural of all the states. Because the few broadcast TV channels we have can't cover the state as well as we can, folks here rely on us to provide hyper-local coverage of town and school meetings, community and student events, lectures, performances and a whole host of other types of programming. And in the case of educational access centers like RETN we also provide learning opportunities for students and teachers. We offer college and high school internships. Our staff teaches with local educators in their classrooms. We offer workshops on video production and a graduate course for teachers to help them learn methods and strategies for teaching their students 21<sup>st</sup> century communication and collaboration skills.

We strongly encourage your Committee to help PEG Access, our channels and our funding survive and thrive by incorporating PEG into Internet broadband legislation, as it has been allowed to do under the Cable Communications Act of 1984.

Since 1991, we have been not only meeting our primary obligation to cable television subscribers with 24/7 programming on first one, then two, and now three cable TV channels on



three different cable systems, but also serving everyone in our region by making available the free non-commercial use of our studio facilities, free and low-cost training, equipment lending, and distribution of local, original video productions on the Internet.

Most importantly, anyone in our region, in Vermont or even around the world who has Internet access can see our programs through links on our website at <http://www.retn.org>. We invite you to go there to see the quality and breadth of our community service.

We have already embraced the Internet as an essential partner in serving our community, but increasingly we will need to rely on it more to replace the funding we'll be losing from the cable operator's TV revenues as more and more people watch their video through Internet delivery and drop their traditional cable TV subscriptions. Please maintain PEG Access funding and distribution on the Internet and all commercial video service providers.

Sincerely,

Scott Campitelli  
Executive Director

cc: The Honorable Peter Welch  
c/o Patrick.Satalin@mail.house.gov

January 20, 2015

House Energy & Commerce Committee

The Honorable Fred Upton  
2183 Rayburn House Office Building  
Washington, DC 20515

The Honorable Greg Walden  
2185 Rayburn House Office Building  
Washington, DC 20515

Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6

Dear Sirs,

My name is Joe Brett, Operations and Client Relations Director for Rogue Valley Community Television at Southern Oregon University. We are the Designated Access Provider for the cities of Ashland, Medford, and Grants Pass and for Jackson and Josephine Counties. We started in 1990 as a partnership between the City of Ashland and SOU, our network has grown to serve upwards of 100,000 cable homes and the four channels we operate are available 24/7 streaming live via our website, expanding our reach beyond cable lines as media distribution has evolved. I've been involved in this endeavor since its inception, and have watched it grow into a thriving information center.

Current discussion, as indicated in White Paper #6, is questioning if there is need for continued support of our community media centers through PEG access funding in franchise agreements, and if those facilities will continue to be relevant. I firmly believe the answer is yes. Here's why.

Our community media centers bring governments and citizens together in a physical space where people can meet and interact. Media professionals handle the live meeting feeds and record and process government programming for playback on television and access via the internet, which saves personnel and time costs for our partner agencies. We provide training and guidance to help local governments shape and present their message. Citizens meet, learn, collaborate, and create hundreds of hours of local programming each year to educate, entertain, and inform. Staff and volunteers are available to produce and televise live community events. During the election seasons we create dozens of hours of local political information to help citizens make informed decisions. Housed at our regional university our facility also serves as a hands-on learning lab where students stage, direct, and host live studio shows with local Mayors and Commissioners. Students are also able to work part-time in conjunction with their educational experience. Staff, government officials, citizens, and students create local content 14 hours or more per day, six days per week, and some Sundays. The internet is great, but of little value without coherent, watchable content. Our community media centers have the equipment and staff instructors to help governments and citizens create and distribute their messages. If these centers go away, much of our present community media and information may go with them. Citizens will be left without the hardware and training to participate. Governments are looking to expand their outreach options. Certainly access to local cable television and the ability to create and stream that content is a significant value in that endeavor.

Many communities have also invested in their centers beyond the PEG funding provided, certainly that is the case here at RVTV. SOU invested in a complete studio upgrade to HD and has created an editing lab in the Digital Media Center, where RVTV is housed. Our Community producers have done fundraising to add additional equipment and capabilities. We need the continuation of

designated franchise and PEG access fees to continue to equip and operate our centers. And to continue to maintain and operate current systems that have been our partner agencies have invested in. Cable operators may tell you otherwise, but Community Media is thriving in Southern Oregon, and poised to continue to serve local governments and citizens for years to come. And please ask yourselves this question. If local media centers like RVTV go away, who or what will replace these centers as a resource for the vast amount of local information that is created and distributed currently? There is no viable answer to that question in sight. Should we lose our community media centers, we will lose some incredible assets in our communities that have taken years to build, leaving a void the internet alone cannot fill.

And television is, and will continue to be, a viable communication tool for years to come. The major networks aren't going away any time soon, and there remains a digital divide in our society, where large segments of our population do not, and will not anytime soon, have continuous access to the high speed internet connections needed to stream video.

In closing I ask for your support for PEG funding going forward. Our centers truly are essential in helping build community, understanding, and a sense of identity for our regions.

[REDACTED]

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**From:** Terri Roper <[REDACTED]>  
**Sent:** Friday, January 23, 2015 7:38 PM  
**To:** CommActUpdate  
**Subject:** Community Access Television

With renewal of the Telecommunications Act looming in the near future, I realize there will be pressure to eliminate any requirement for the cable companies to provide public access to the airwaves. That would be the death knell for the hundreds of community access stations around this country and yet another way to limit the free exchange of ideas that the country was founded on. Please uphold the privilege of the average citizen to have a voice and a presence in the daily dialogue. Many of us are not plugged in to You Tube and get our entertainment and news only from that big black box in the living room. Whatever Comcast and the other players in this drama have to say about their dire need for profits, we all know what is really at stake. **FREE SPEECH and the RIGHT TO BE HEARD!** Enough with the repetitive drivel from network TV. If you want to know what people in your neighborhood are thinking, just turn in to your local community access station. And if you want to be heard in the next election, get a program! Simple as that!

Thank you for your time, and thank you for doing the right thing.  
producer (Groton, CT)

Terri Roper      SEC-TV

[REDACTED]

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**From:** Jeffrey Russell [REDACTED]  
**Sent:** Friday, January 23, 2015 3:58 PM  
**To:** CommActUpdate  
**Cc:** [REDACTED]  
**Subject:** Re: Regulation of the Market for Video Content and Distribution - Response to White Paper #6

To:  
The Honorable Fred Upton  
The Honorable Greg Walden

I am writing as a member of the Hudson Community Television Advisory Committee of Hudson, Ohio. White Paper #6 asks the question, "Are these provisions (Cable Systems providing access to PEG channels) warranted in the era of the Internet?" The answer from my perspective is a resounding, "yes."

Community Television is an essential source of local information for our residents. Our content includes Hudson City Council and other local government board and committee meetings, Hudson Board of Education Meetings, our local high school sports events, band, orchestra and choir concerts, and a wide range of community access programming created by and for our residents.

The Internet is opening new opportunities for the distribution of this content, and we are active in providing on-demand streaming content of our programming over the Internet. However, the Internet should not yet be considered a "one size fits all" solution for the delivery of content. Not all of our residents have television sets equipped with Internet browsers, and the viewing of a School Board debate, for example, is something that should be experienced in a family room setting where members can react and exchange ideas, rather than in the upstairs office where the computer lives. The full use of Internet streaming for our news and entertainment is certainly on the horizon. But it is not here, yet.

Further, the cable companies have entered our communities knowing this requirement. They've accepted the responsibility of providing local access for many years. Continuing to do so will not create new costs or new problems to cable systems already including local programming as part of their bundle. And to broaden the discussion, I would like to suggest that satellite TV providers, who are also already providing local network TV programming, should also be required to provide access for local PEG programming.

We live in an age of mass customization, where almost any product can be supplied with individualized features as ordered by the customer. The concept of releasing cable companies from their responsibility to provide access for local PEG programming is the antithesis of how services are being delivered. The era of the Internet should provide more choices, not reduced choices.

I urge you to think local, as you consider legislation (including the CAP Act) that impacts the ability of local community television to provide local news, information and programming for its residents.

Sincerely,

Jeff Russell

Jeff Russell + Companions, LLC  
*Adventures in Marketing Communications*

[REDACTED]

[REDACTED]