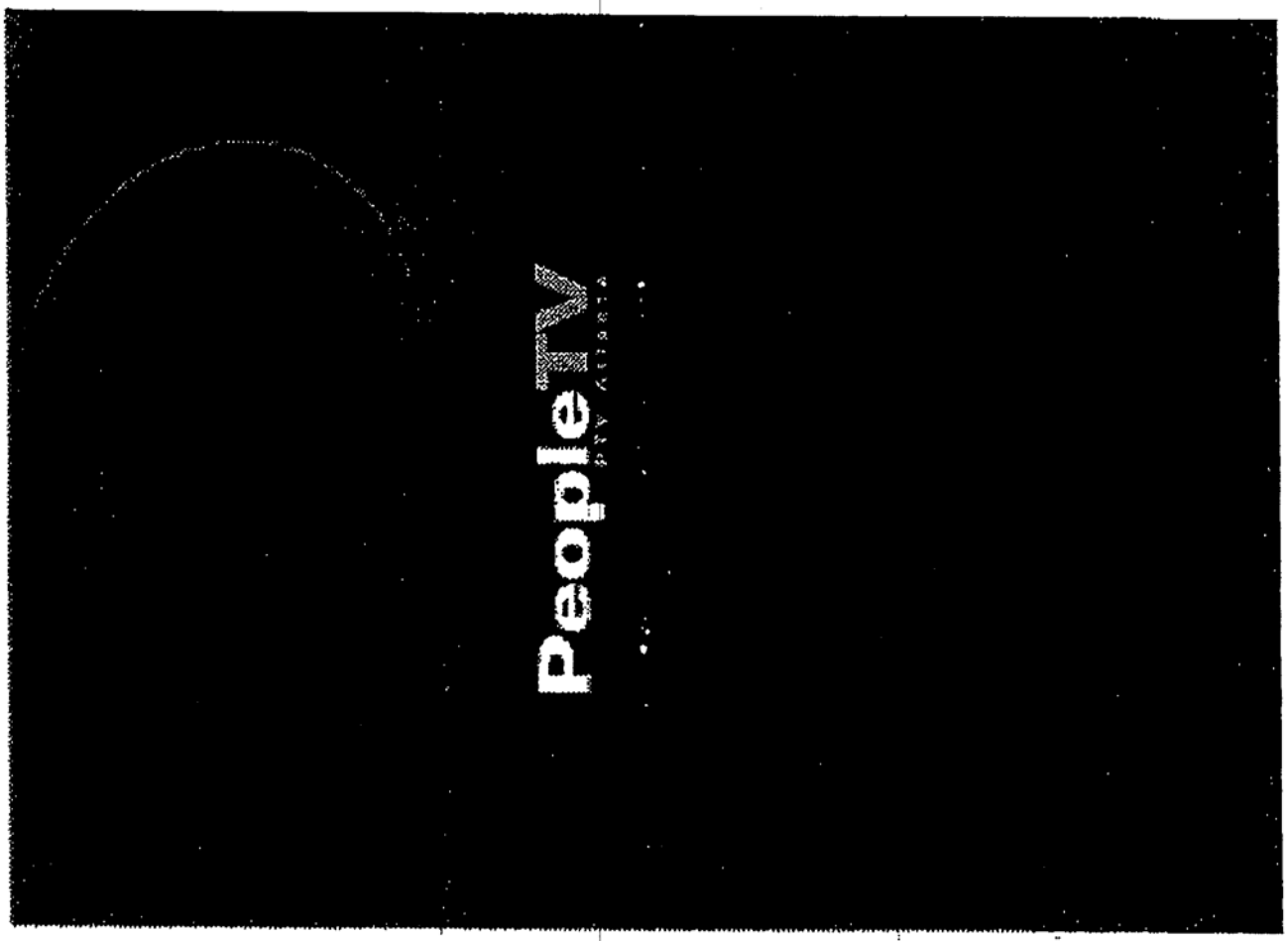

PeopleTV
atlanta

City of Atlanta's Public Access

A Non-Profit Organization
Working for Non-Profit
Organizations and
Atlanta's Citizens

Presented to:

TelePAC

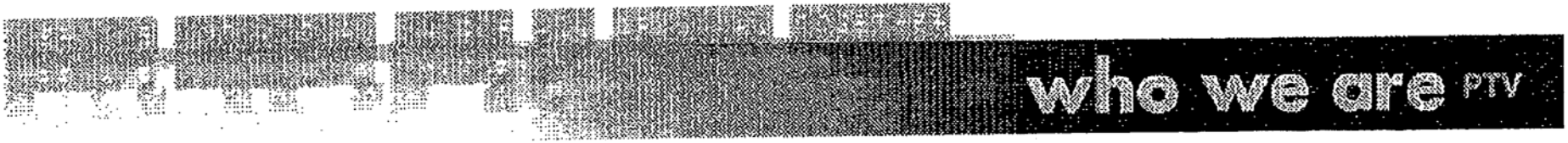
Today's Discussion

- The People's Voice
  (Who We Are)
- Providing Public Access to Media
  (What We Do)
- Behind the Scenes of PeopleTV
  (How We Do What We Do)
- Our Results
  (How We Are Doing)
- Our Vision for The Future
  (What We Need to Continue)

The People's Voice

Our mission is to provide the Atlanta community
a voice through public access to media

mission



People TV Benefits The People

- Our efforts allow us to provide:
  - A forum for the expression of First Amendment rights through public access
  - Programming and information that reflects the diverse interests of **Atlanta's 100,000+ cable subscribers**
  - Education and training for Producers and crews

We Reach and Touch Our Community

***People TV* provides a voice** to citizens of Atlanta that no other media outlet is able to offer. It's the great chance to express oneself, goals, visions and ideals — and it is truly what our country was founded on. . . ."

Anji Roe, Corporation for National and Community Service
AmeriCorps Recruitment Program Specialist
February 23, 2003

We Give the People a Voice

"In order for democracy to flourish, people must be active participants in their government, educated to think critically and free to express themselves. *PeopleTV* is ensuring that the **citizens of Atlanta** have access to electronic media, advancing democratic ideals by **promoting effective communication** through uses of community media."

Michelle Uchiyama
Public Policy Advocate
May 25, 2004

Today's Discussion

- The People's Voice
  (Who We Are)
- Providing Public Access to Media
  (What We Do)
- Behind the Scenes of PeopleTV
  (How We Do What We Do)
- Our Results
  (How We Are Doing)
- Our Vision for The Future
  (What We Need to Continue)

We Offer Abundant Opportunities

- **People TV provides production opportunities** to citizens and non-profit organizations in our community to be cablecast on our channel through:
  - Productions in our People TV studios and on location
  - Independent Productions - citizens who produce at home and deliver their programs to People TV for air time
  - Non-Resident Productions (Independent)
- **We reach out to Atlanta's communities**
- **We offer a Youth Channel** for Atlanta's youth ages 12 – 25

Along the Way, We've Formulated Efficient Processes

- People TV producers and volunteers receive — and are under the guidelines of — our **Producer Handbook**

PRODUCER HANDBOOK

We Provide Educational Workshops
(Basic and Advanced Television Production)

Intro to Community TV	Pre-requisite for all other workshops. Overview of public access and in-depth instruction in camera operation
Location/Editing	Workshops that cover basics of editing and use of basic portable camera equipment for use on location
Advanced Location/Editing	Workshops that cover use of the A/B roll-editing suite, two-channel audio, adding sound, graphics effects and narration; or cover usage of more complicated equipment available for on location productions
Studio Control/Directing	Intermediate level workshop concentrating on control room operations connected with studio directing and producing
Master Workshops	Various specialty workshops to improve productions. May include lighting, script writing, on camera talent, graphics, and legal issues

The Results of Our Efforts Speak for Themselves

We Generate Awareness and Raise Funds by Being Active in the Community…

We Provide:

- Volunteer opportunities at People TV
- Resource services to non-profit organizations in the city

volunteer

what we do PTV

We Promote the Use of Our Resources to the City's Non-Profits

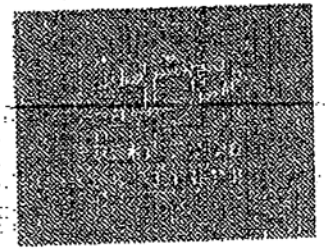
People for People

Special events

LWV LEAGUE OF WOMEN VOTERS®

Promotion of non-profit events on Community Bulletin Board/Billboard

Non-profit Profiles – for a reduced fee (i.e. Bobby Dodd Ind.)



Production training for non-profit programming

...We Run Public Service Announcements

...We Strategically Align Ourselves with Strong Partners

- People TV partners with other non-profit organizations, local government, and educational institutions for community projects (i.e. League of Women Voters)

"Your dedication. . . is that combination of strategy and passion, drive and vision that characterize your leadership that we identify as markers for success. . ."

Karen B. Lawton, Hands On Atlanta
October 8, 2003

"Without you, GCIV would not be able to satisfy the requests of the State Department and the U.S. Embassies around the world. . ."

Ashley Mastin, International Visitors, Georgia Council for Intl Visitors
April 16, 2003

"It was incredibly exciting to be involved in the 'People for People' program and it demonstrates how in touch People TV is with the community."

Bryan Meltz, Absolute Wellness, The BRAC Center
March, 2003

"We commend People TV for its great effort of allowing Atlanta's citizens to learn more about the people who live in their communities through public cable access programming"

A. Roe, Corporation for National and Community Service
February 25, 2003

"It would be impossible to recognize the success of this event without celebrating the continued contribution of our community partners."

Stephanie S. Hughley, National Black Arts Festival
September 8, 2003

"Without your support . . . We might not be able to realize the success of our programs, and the thousands of children and families may not be benefiting from CampFire USA's services."

Karen Sullivan, CEO, CampFire USA
May 27, 2003

PeopleTV Actively Networks for Fund Raising and Organization Building

HANDS ON ATLANTA	THE COMMUNITY FOUNDATION FOR GREATER ATLANTA, INC.	United Way

The Arthur M. Blank Family Foundation	OPEN SOCIETY INSTITUTE & Soros Foundations Network
MNN Manhattan Neighborhoods Networks	TBS Superstation

Leading the Way in Commitment to Community

General Manager's Community Involvement

Current

- **The National Alliance for Community Media**
  Board of Directors; Southeastern Regional Chair, 2004
- **National Academy of Television Arts & Sciences** Board of Directors; Chair of Student Connections Committee, 1999 - 2004
- **Award Winner Hands-On Atlanta**
  Social Entrepreneur Awards Program 2003
- **Presenter Hands On Atlanta**
  11th Annual MLK Jr. Service Summit 2004
- **Project Coordinator Hands On Atlanta,** 2002-03
- **Buckhead Business Association(BBA) Leadership Development Program**
  Graduate and Event Planner, 2003/2004

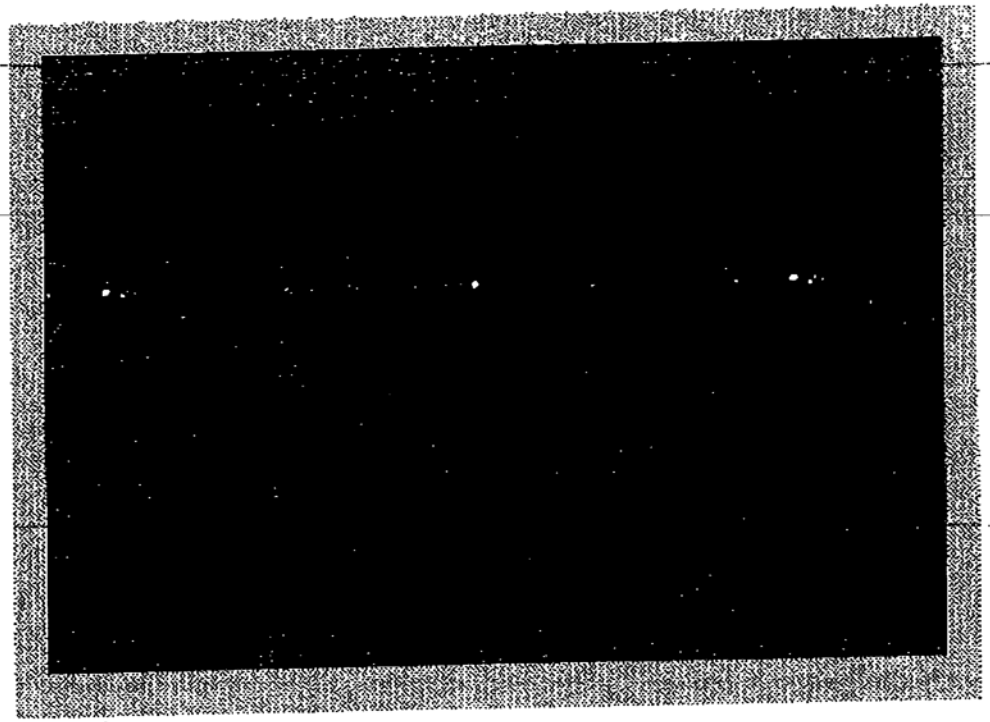
Preceding

- **Co-Chair and a Founding Member of Turner Community Group(TCG)**
- **Volunteer for Carter Center**
- **Volunteer for the Safe America Foundation**
- **Volunteer for Georgia Environmental Organization, Inc.**

Today's Discussion

- The People's Voice
  (Who We Are)
- Providing Public Access to Media
  (What We Do)
- Behind the Scenes of People TV
  (How We Do What We Do)
- Our Results
  (How We Are Doing)
- Our Vision for The Future
  (What We Need to Continue)

The heartbeat of People TV — what enables us to do what we do — is people!



Ronnie Johnson, Certified
Community Producer
Producer of Guiding I Ministries,
Hour of Power
October 6, 2004

how we do it PTV

Comparison of Fall Season Live Shows and Monthly Specials

Fall Season Live Shows

1999	2003
8 one-hour programs	10 one-hour programs
4 half-hour programs	6 half-hour programs

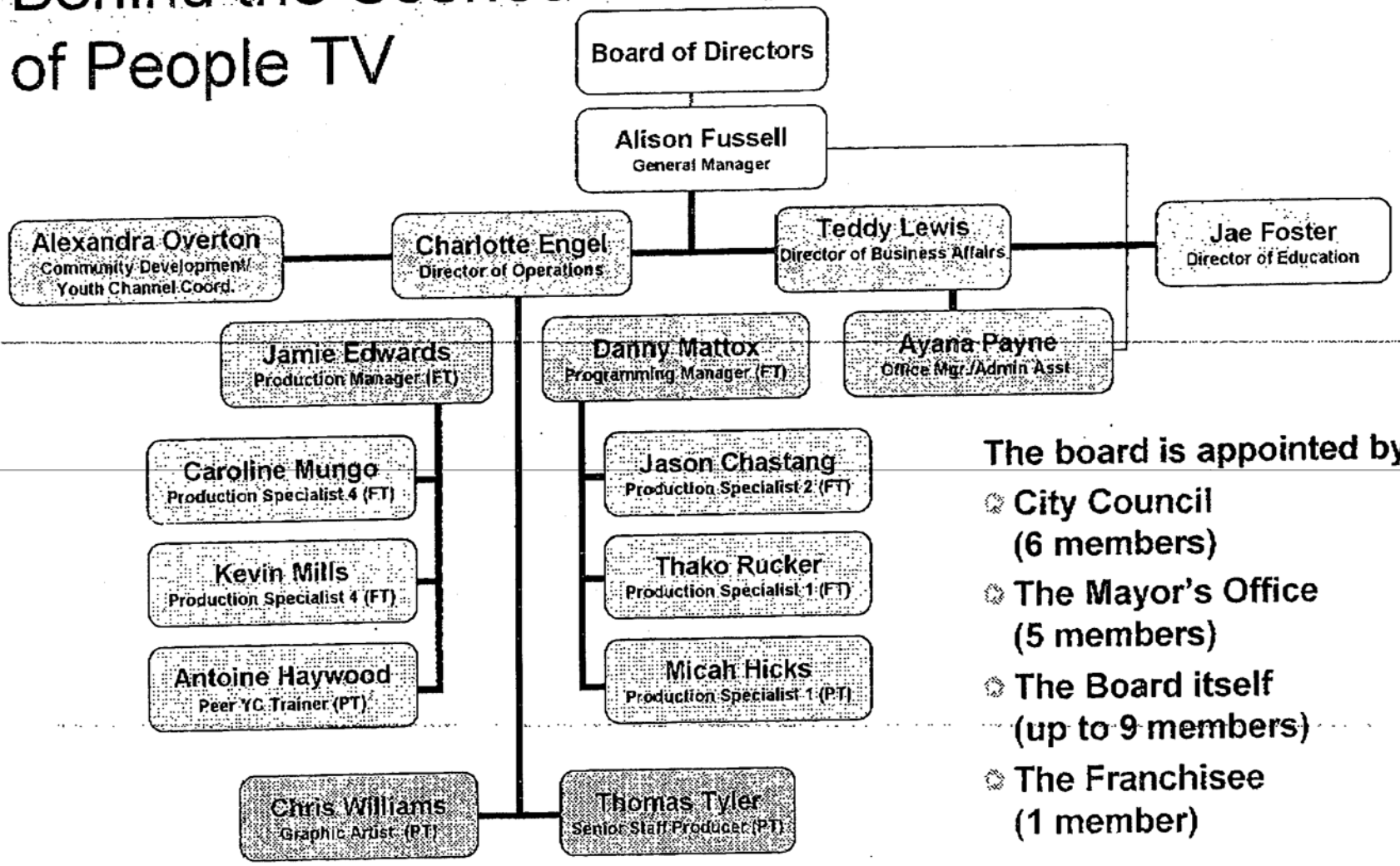
25% increase in live shows

Fall Season Monthly/Specials

1999	2003
1 one-hour special	2 one-hour specials
2 half-hour specials	2 half-hour specials
2 one-hour monthlies	3 one-hour monthlies
	4 half-hour monthlies

100% increase in monthly / specials

Behind the Scenes of People TV

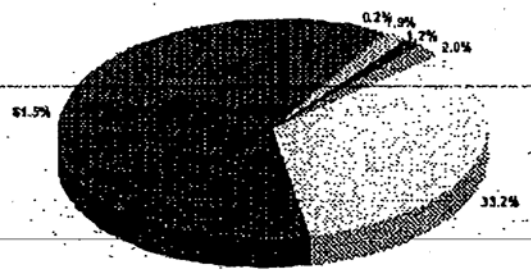


The board is appointed by:

- City Council (6 members)
- The Mayor's Office (5 members)
- The Board itself (up to 9 members)
- The Franchisee (1 member)

Our Diversity Reflects the Diversity of Our City

Atlanta Community — 416,474



Euro American

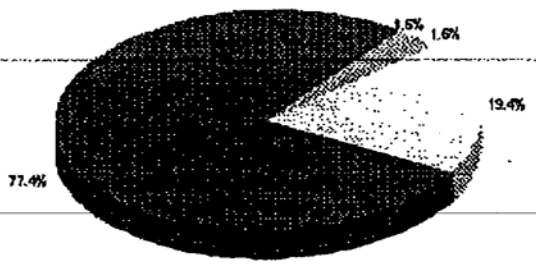
Native American

Asian

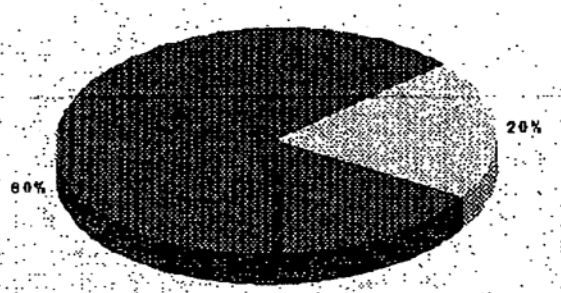
Hispanic Latino

Other

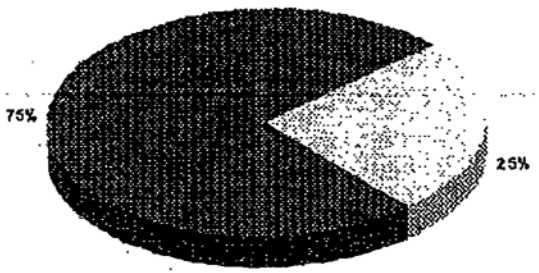
Producers — 124



PeopleTV staff — 15



Board of Directors — 12



We Put People In Action At People TV

- Citizens of Atlanta find hours of operation that accommodate a wide range of personal schedules
- Training workshops are offered year-round
- On-site facilities and equipment coupled with off-site location equipment are a major operational offering
- Community programming is being cablecast at an ever increasing number of hours a week, now including Sunday cablecast

People TV Provides Value to Atlanta's Community

Funding:

No funding increase for past nine years

Value:

Steady efforts result in *first-time grants* (awarded 2002, 2003, 2004)

Developed relationships have brought *more donated services and strengthened partnerships for joint projects*

Expanded services equal

Tremendous End-Value

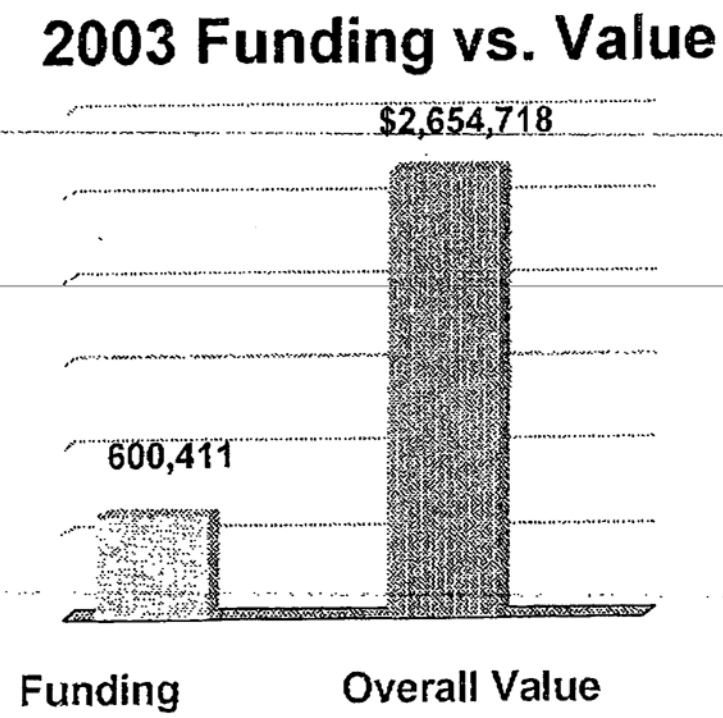
2003 Funding

$600,411

how we do it PTV

People TV's Overall Value for 2003

Four times the amount of funding



Today's Discussion

- The People's Voice
  (Who We Are)
- Providing Public Access to Media
  (What We Do)
- Behind the Scenes of PeopleTV
  (How We Do What We Do)
- Our Results
  (How We Are Doing)
- Our Vision for The Future
  (What We Need to Continue)

Our Results Lead Us Into The 21st Century

- Growth Since 1999
- Analysis of Services with Current Funding
- Comparison with Other Public Access Non-Profits

We Continue To Enhance and Expand Opportunity

- **1999 Workshops** **185 enrollees**
- **Workshops Offered:** Intro to Community TV, Location and Post Production, Advanced Editing

---

- **2003 Workshops** **268 enrollees**
- **Workshops Offered:** Intro to Community TV, Location Camera, Post Production Editing(Cuts Only), Advanced Location Camera(Beta SP), Advanced Editing(A/B Roll), DV Cam Workshop, Proficiency Exam, Youth Channel Workshop

---

- **Increase in Workshop Participation: 69%**
- **Increase in Number of Workshops: 44%**

Youth Channel — Founded January 2002

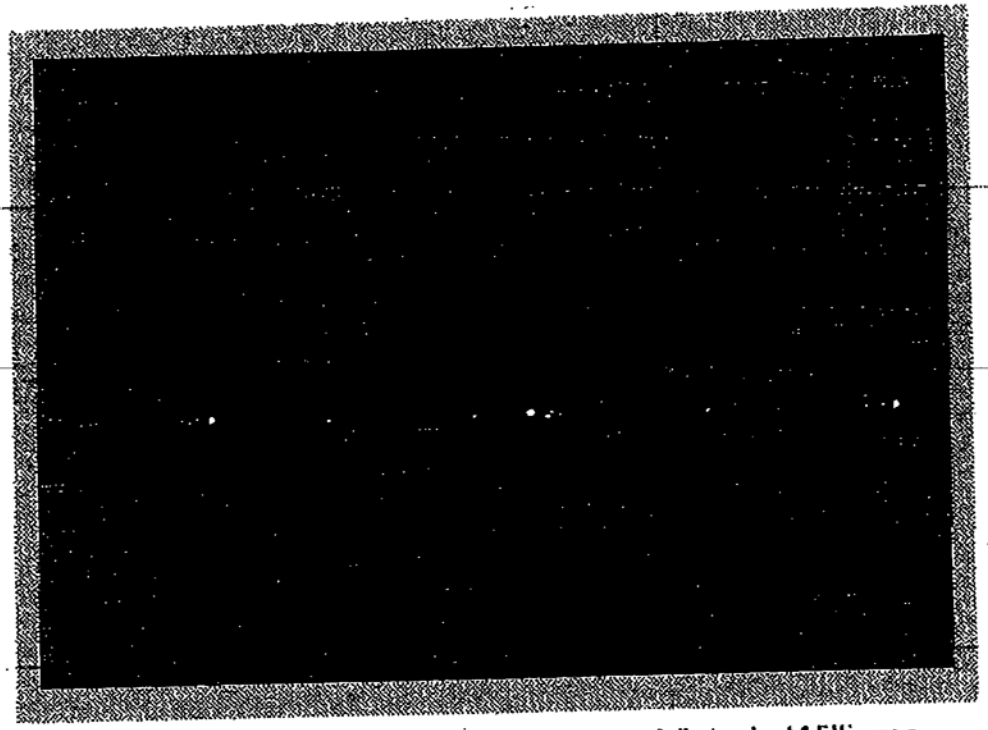
- The mission of the Youth Channel is to empower young people to transform their community, the world and themselves through media

"My involvement with the Youth Channel at People TV was the best experience I have ever had. . . it gave me opportunities to learn about the media, how to work with a diverse group of people, and mostly importantly [it] taught me about life."

Erin Jill Levin
Youth Channel Intern
September 1, 2003

People TV Includes The Voice of Young People

1 Empowering
2 Diversity
3 Collaboration
4 Expansion
5 Community
6 Integrity



Victoria Williams
Youth Board Member
May 2004

Youth Channel Is An Exciting New Offering

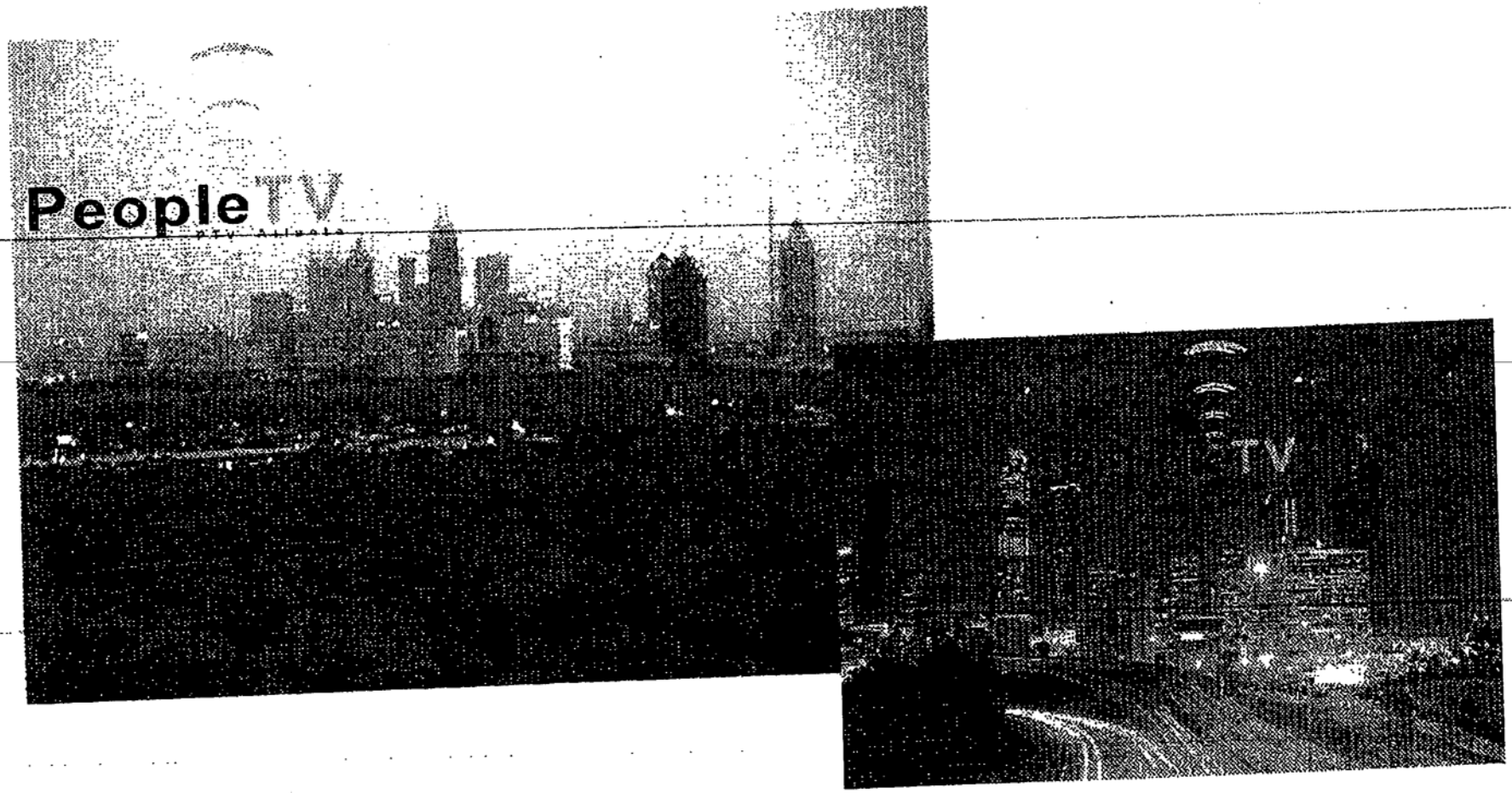
- A program with People TV, for and by Atlanta's youth between the ages of 12 and 25
- Two hours of youth programming every week
- Atlanta's Youth Channel is in partnership with other public access centers across the country that also provide this service for youth
  - New York City
  - Grand Rapids, Michigan
  - Lowell, Massachusetts (just outside Boston)
  - St. Louis, Missouri

People TV Joins Forces With Community Youth Organizations

- Community requests for partnering have been great
- People TV has demonstrated successful commitment to grant funding
- The overall value of People TV's Youth Channel is growing every day

A Grandmother's Testimonial

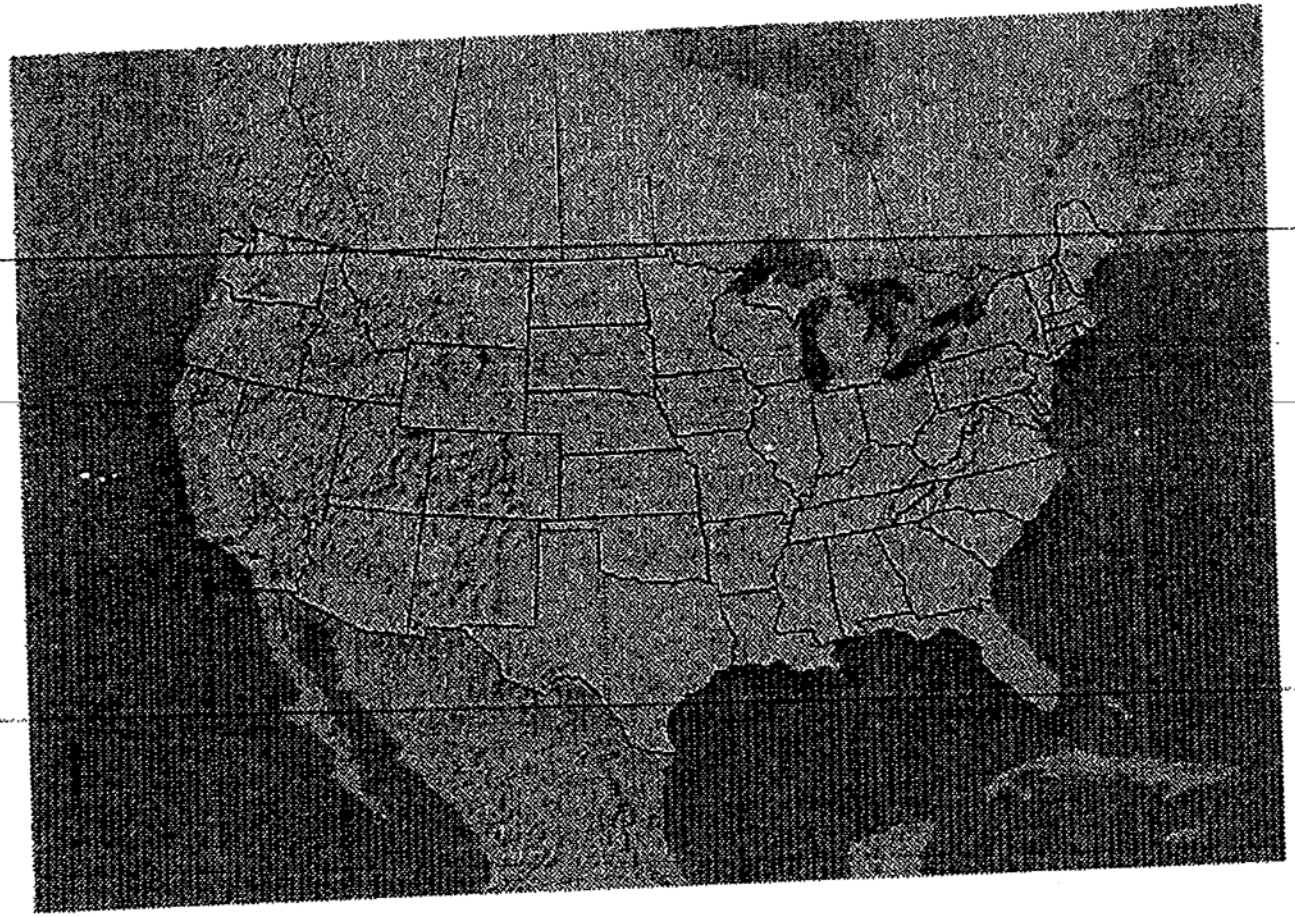
As Atlanta Grows, So Does The Need for People TV



Reaching Our Maximum Capacity To Serve

- Our current facility is no longer sufficient for our needs
- Obsolete, aging equipment has become expensive
- Youth Channel has very limited operational space for training, studio and editing time, and no capability for an additional cable-casting channel

A National Perspective



PTV

National Comparison with Other Public Access Stations

Cities	Population
1. Portland, OR	529,121
2. Tucson, AZ	486,699
3. Atlanta, GA	**416,474**
4. Minneapolis, MN	328,618
5. Honolulu, HI	371,657
6. St. Paul, MN	252,000
7. Grand Rapids, MI	197,800

We Rank Below Others In Funding Nationwide

Cities	Budget
1. Honolulu, HI	$4,300,000
2. Portland, OR	$1,942,280
3. Grand Rapids, MI	$1,560,000
4. Tucson, AZ	$1,379,322
5. St. Paul, MN	$ 860,000
6. Minneapolis, MN	$ 830,000
7. Atlanta, GA	**$ 600,411**

We Stand At The Threshold of Expansion

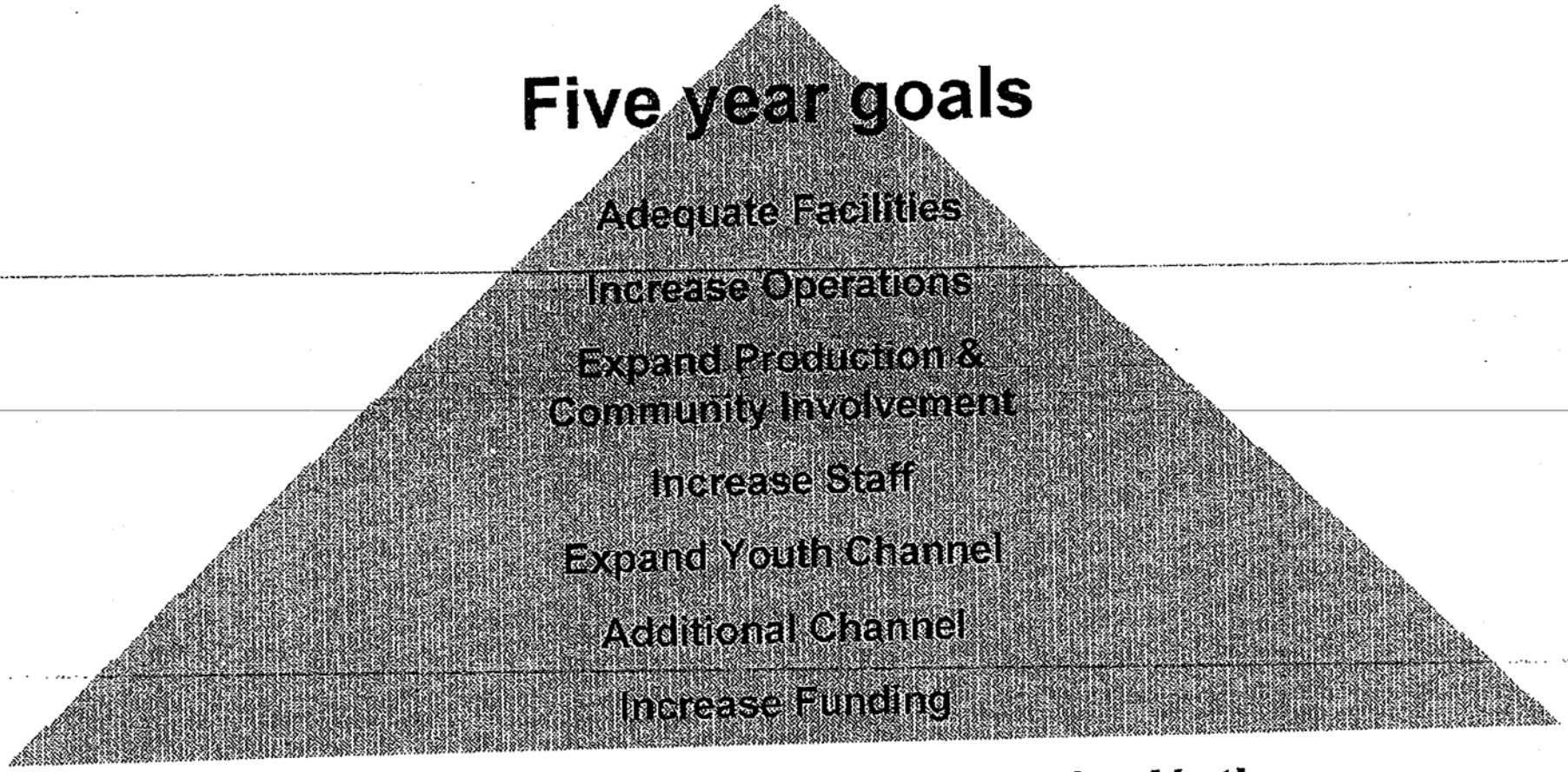
Cities	Budget	Channels
• **Atlanta**	**$600,411**	**1 public access**
• Minneapolis	$830,000	3 public access
• St. Paul	$860,000	3 public access
• Tucson	$1,379,322	3 public access
• Grand Rapids	$1,560,000	2 public access
• Portland	$1,942,280	4 public access 1 government access 1 interconnected access
• Honolulu	$4,300,000	1 public access 1 educational access 1 government access

PTV

Today's Discussion

- The People's Voice
  (Who We Are)
- Providing Public Access to Media
  (What We Do)
- Behind the Scenes of PeopleTV
  (How We Do What We Do)
- Our Results
  (How We Are Doing)
- Our Vision for The Future
  (What We Need to Continue)

Our Vision For The Future



Ultimate goal = Best Public Access in the Nation