



UNITED STATES CASE STUDY

COMMUNITY TV SERVICES AND PROGRAMS

NOVEMBER 13, 2015

“Tell me, and I will forget.
Show me, and I may remember.
Involve me, and I will understand.”

--Confucius

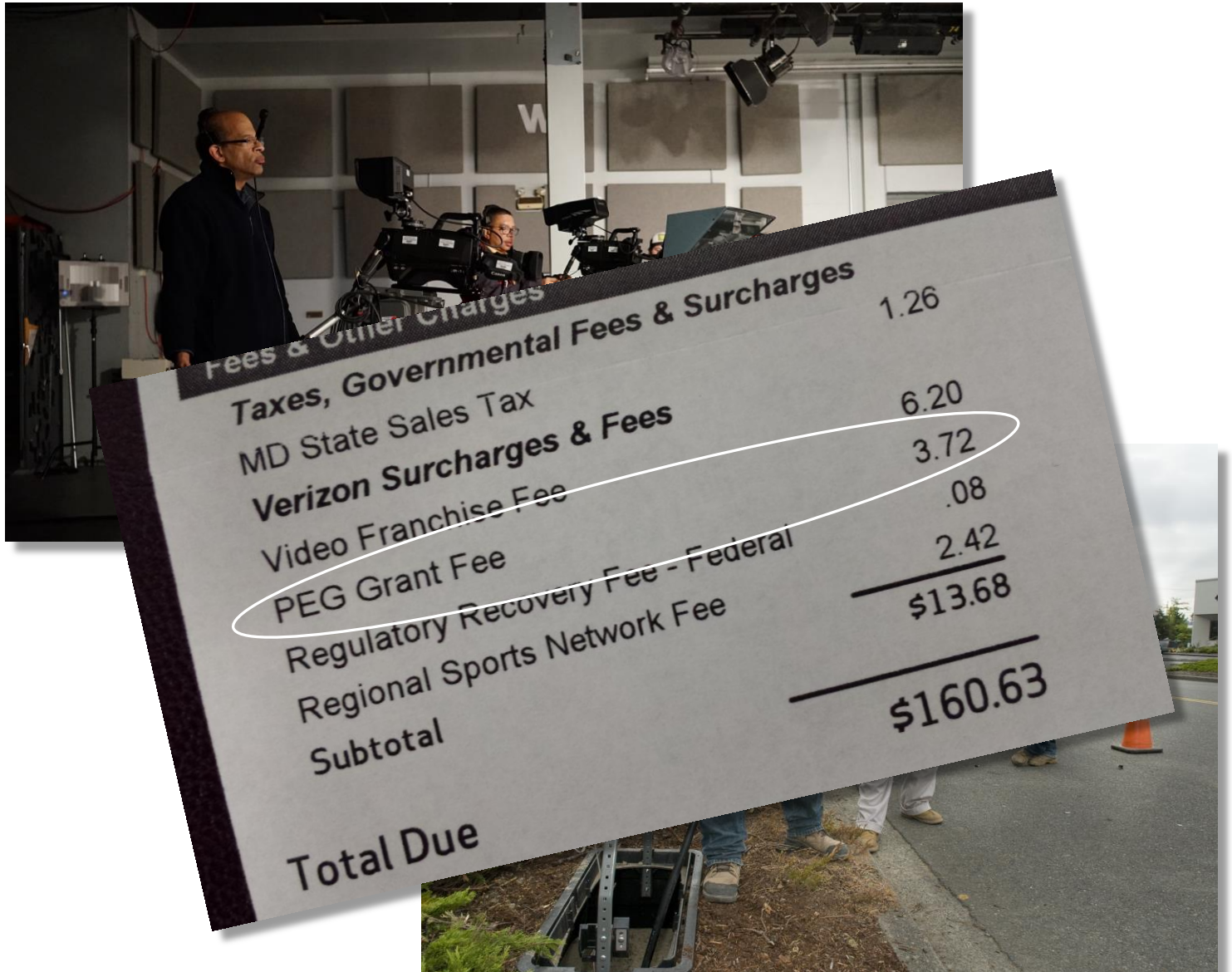
Community Media in the United States

- Aligned with the rise of Cable TV in the 1970s
- As Congress regulated Cable Operators, encouraged local programming as benefit to consumers



Community Media in the United States

- No direct Federal regulation or financial support of Community Media in the U.S.
- Local jurisdictions negotiate local cable franchise agreements to include PEG support
- 'Rights of Way' owned by the public





- 3000 Centers across the United States
- Basic Approaches:
 - User-Generated Content
 - Training Classes
 - Internal Production Services
- Volunteers
 - Produce most of the programs
 - Center's provide training & support

Guiding Principles

Reflect the Communities You Serve

Provide Access for ALL Residents

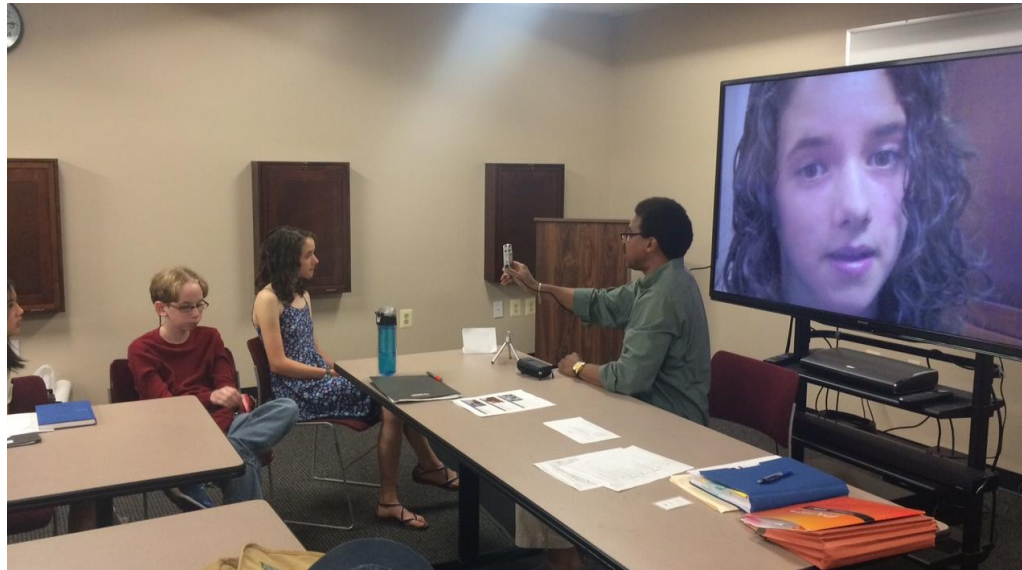
Provide a VOICE for Groups/Individuals Not Included in Other Media



THE POWER OF LOCALISM

LOCALISM

- Local Content is **EXTREMELY** valuable
- Provides citizens with access to media tools & training
- Helps government engage with citizens
- Leverage media to learn about diverse communities



U.S. Community Media Centers Are
Constantly Under Pressure

What Do They Need to Do?

STOP THINKING LIKE
A COMMUNITY MEDIA CENTER!

Function Like a Nonprofit Institution

➤ Museum, Library



Function Like a Nonprofit Institution

- Museum, Library
- Build a NEW Board



Function Like a Nonprofit Institution

- Museum, Library
- Build a NEW Board
- Create UNIQUE local content



Function Like a Nonprofit Institution

- Museum, Library
- Build a NEW Board
- Create UNIQUE local content
- Identify GAPS



Function Like a Nonprofit Institution

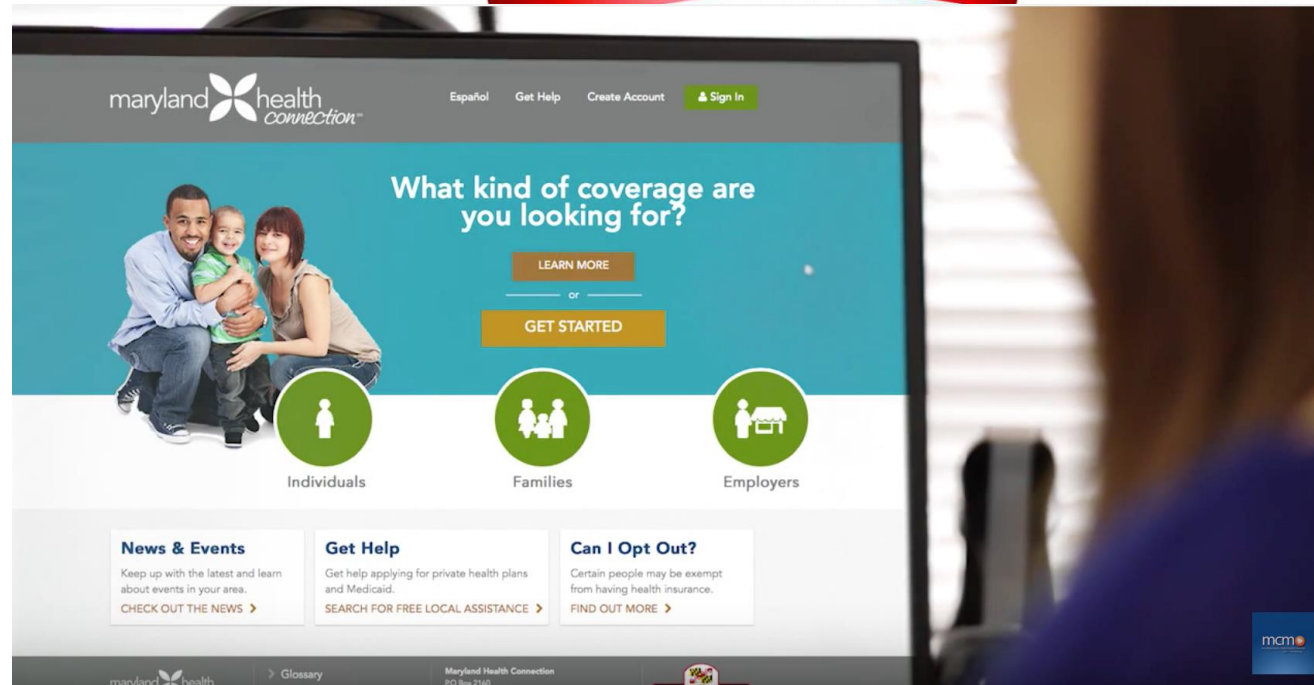
- Museum, Library
- Build a NEW Board
- Create UNIQUE local content
- Identify GAPS
- Help Voters ENGAGE



Function Like a Nonprofit Institution

- Museum, Library
- Build a NEW Board
- Create UNIQUE local content
- Identify GAPS
- Help Voters ENGAGE
- Solve PROBLEMS in the Community

- Comprehensive National Healthcare Coverage
- In Montgomery County Maryland, estimated 35,000 people who never had health insurance before
- Goal: Inform residents about their options
- MCM partnered with local government health agency to provide information videos



Greatest Community Media Opportunities

1. Leverage Video Across ALL Platforms (not just TV)
2. Produce Content an Audience Will Want To WATCH
3. Identify and Attract the CONTENT CREATORS in Your Community
4. Enjoy the 'Honeymoon', but Plan for a LONG 'Marriage'



UNITED STATES CASE STUDY

COMMUNITY TV SERVICES AND PROGRAMS

NOVEMBER 11, 2015