



UNITED STATES CASE STUDY

COMMUNITY TV SERVICES AND PROGRAMS

NOVEMBER 11, 2015



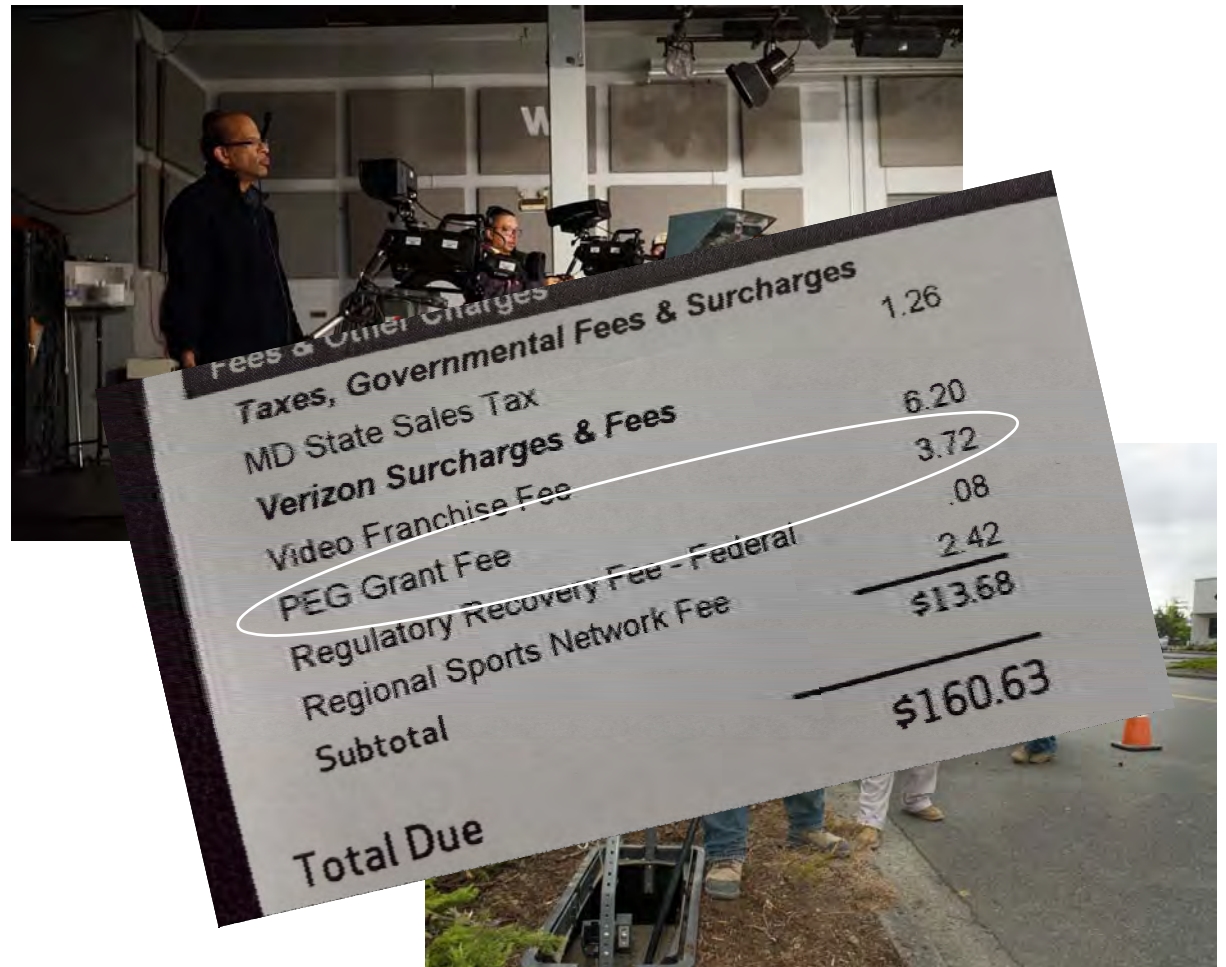
Community Media in the United States

- 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

Evolution of Community Media



[[INSERT MCM VIDEO SPOT HERE]]

Evolution of Community Media

- Decline in Studio and Facilities use
- Increase in productions outside Center
- Fewer standard-length programs and more short-form
- Strategy:
 - Multiplatform
 - Mobile
 - Social 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. FUNDING BEING THREATENED



verizon

at&t



**COMCAST
NBCUNIVERSAL**



What Do U.S. Community Media Centers
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

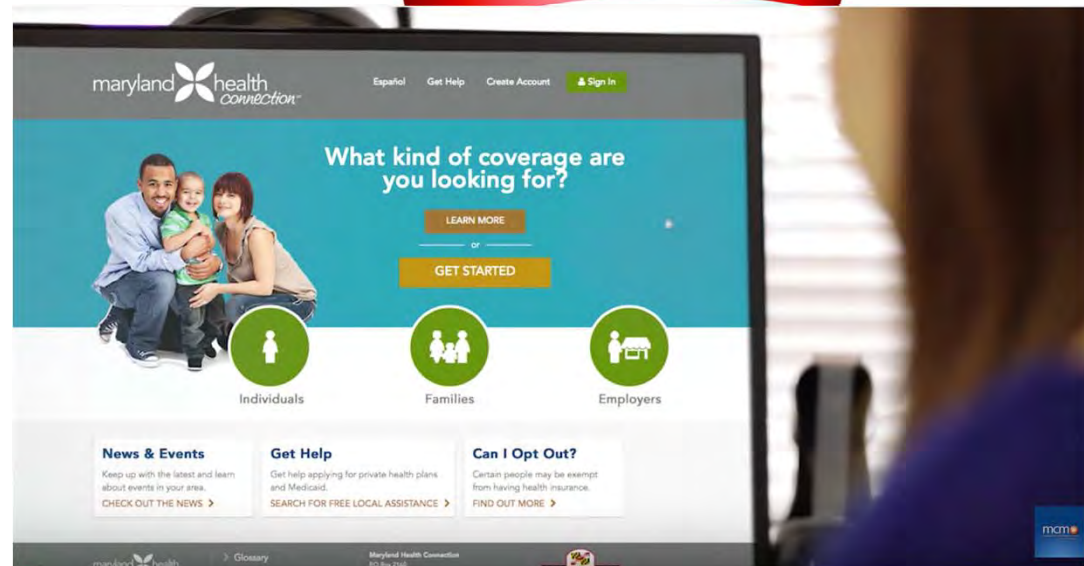
- Museum, Library
- Build a NEW Board
- Create UNIQUE local content
- Identify GAPS
- Help Voters ENGAGE



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





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