



## MEDFORD CITY COUNCIL STUDY SESSION

April 16, 2015  
5:30 P.M.

Medford Room, City Hall  
411 W. 8<sup>th</sup> Street, Medford

### AGENDA

1. Pawn/Secondhand Ordinance Revisions – MPD
2. Rogue Valley Television Annual Report – Joe Brett



# ROGUE VALLEY COMMUNITY TELEVISION ANNUAL REPORT TO CITY OF MEDFORD, 2013-14

## ONGOING EVOLUTION AT RVTV

Following the transformational year Rogue Valley Community Television experienced in 2012-13, faculty, staff and students at Southern Oregon University have continued a pattern of constant change and improvement for the region's network of PEG television channels during our 2013-14 operating year.

Among recent highlights, RVTV has:

- Completed our move to new channels on Charter Cable in Ashland, Medford and Jackson County. In conjunction with the move, we executed a new visual design and rebrand for our channels, now including 9/180 - Prime, 14/181 - Civic, 15/182 - Voices and 183 - Grants Pass. Audiences can now observe the new channel IDs on our broadcast, web and social media channels and feeds.



- Continued our commitment to showing measurable growth in viewership on RVTV's proprietary Telvue video hosting platform, and also demonstrated impressive gains in social media engagement via Facebook, Twitter and other platforms (please see included summary).
- Deployed a new server system for our cable and online feeds, which enables RVTV to carry High Definition video for broadcast (HD). The new server also enables enhanced features for on-screen IDs and informational tickers or screen crawls. Our institutional partners can deploy emergency updates, special programming alerts and weather or closure announcements in real-time without interrupting programming. We tested this new feature during in December, 2014, and look forward to coordinating with Medford city staff to establish procedures for broadcasting city notifications in 2015.



RVTV's new broadcast ticker supports special notifications by the city, including holiday or emergency alerts



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- Partnered with Southern Oregon Public Television to co-produce all-original programming with local roots, including Jeff Golden's *Immense Possibilities* and SOU's *The Jeffersonian* (a student-made program of regionally inspired documentary journalism).
- Expanded student involvement in multiple aspects of RVTV's operation, helping to train a growing number of media professionals for jobs with Rogue Valley employers. Among our student-driven activities this year, student employees created a new 3D Virtual Set for our production partners at *Immense Possibilities*, completed the graphic design for our new channel IDs and website, and executed our 24-hour programming strategy for *Channel 15/182 – Voices*.
- Launched a Public Access Advisory Board with seven regional citizens who are passionate about local public access programming. The PAAB has taken on a revision of our public access policies and procedures and helped to advocate for public access in the larger community.
- Continued and expanded our legacy of service and collaboration with multiple partners and stakeholders in Medford and Jackson County. In addition to our municipal partners with Jackson County and the cities of Ashland, Medford and Grants Pass these organizations include the Medford and Ashland Chambers of Commerce, AARP-Oregon, Osher Lifelong Learning Institute, Medford Rogues, the Ashland Independent Film Festival, the League of Women Voters, the Pear Blossom Festival Association and the Rogue Valley Transportation District.

These improvements in service have all happened in the context of unprecedented stress on SOU's campus community. Since RVTV's last annual report to our municipal partners, SOU has experienced turnover in our top three academic administrative positions, launched a process of retrenchment that will conclude with the release of tenured faculty from employment on our campus, weathered the breakup of the Oregon University System, and witnessed the nomination of a new governing board.

Among the effects of these changes, incoming Associate Provost Jody Waters took the reins as the administrative lead for RVTV at SOU from Provost Susan Walsh on August 15, 2014. We look forward to continuing to serve the non-commercial public communication needs of the region as our parent institution emerges from these changes.

## GOVERNMENT PROGRAMMING

As we have since 1995, RVTV continues to provide reliable gavel-to-gavel coverage of the city's official meetings and hearings, and to offer multiple reruns of meetings for the convenience of viewers. We also inaugurated our Telvue video hosting service in 2012, providing citizens 24/7 online access to archives of all recorded meetings. RVTV broadcast 153.75 hours of all-new content co-produced with the City of Medford during the 2013-14 operating year.

RVTV has also upgraded our production support in the studio, and these features have benefited Medford's monthly Forum and Police Department *programs*, enabling enhanced video and green screen techniques.

We have recently deployed Google Analytics tracking for our video content, and that data will supplement the analytics we already collect from Telvue's internal tracking tool.



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## PUBLIC ACCESS PROGRAMMING

RVTV ignited a dramatic rejuvenation of its Public Access program in 2012-13, and that growth in citizen participation has continued throughout the 2013-14 operating year, attracting new producers from across the Rogue Valley. This influx of new content has enabled RVTV to sustain a 24/7 schedule of public access, student and public affairs programming on our *Voices* channel (15/182) since Oct. 1, 2013.

Meanwhile, Public Access Coordinator Charles Douglas has shepherded the creation of a seven-person Public Access Advisory Board. Meeting quarterly, this board has helped to launch RVTV's Underwriting program, update and strengthen our public access policy structure, promote more high quality content on RVTV's channels, and engage more people in the community.

All public access programs are streamed on the web, and RVTV's public access producers have contributed an average of 72.91 hours a month in the 2013-14 operating year.

Many of our locally produced programs are also submitted for online viewing via the Community Media Database at the non-profit Archive.org, garnering 55225 views since Jan. 1, 2013 (please visit <http://archive.org/details/roguetv> to see RVTV's presence there).

## WEBSITE

In late 2014, RVTV relaunched its website at <http://rvtv.sou.edu>. Deployed in Wordpress, the new site provides high visibility to our live feeds and our municipal partners, while also enabling frequent blog updates. These updates provide greater visibility in Google's search algorithm, and therefore greater visibility for municipal programming highlighted in the blog.

RVTV posts regularly on Facebook, Twitter and YouTube

These icons provide one-click access to the online stream for each of RVTV's channels

Our municipal partners have maximum visibility on the site

RVTV staff produce regular blog updates showcasing premiere programming and important municipal hearings

## NEXT STEPS

More changes are coming to RVTV and the DMC in ~~2013~~**2014-20142015**:

- With significant financial support from the President's Office, we have hired a second cohort of students to fill four PEAK positions at the DMC (Professional Experience,



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Achievement & Knowledge, <http://www.sou.edu/careers/PEAK.shtml>). These premiere employees will take an active and visible role in strengthening the capabilities at RVTV. Their work will directly impact the quality and online visibility of the City's content at RVTV over the next year.

- We have experimented with the local distribution of international news broadcast feeds such as those provided by France 24 and Deutsche Welle, and we are working on funding dedicated C-Band satellite equipment that will enable us to sustain the availability of independent, global perspectives for the citizens of Medford and the Rogue Valley.
- We will also pursue significant grant funding from further regional and national sources to support new public engagement initiatives in the Rogue Valley. We envision a collaborative effort among SOU, local governments, local media outlets and other stakeholders that will help grow the regional audience for public affairs content and help citizens become more involved in local issues.
- In an additional area for which we seek grant funding, we are ~~consulting with Oregon-based non-profit strategy firm Prichard Communications to developing~~ a three-stage plan to create more robust long-term funding options for RVTV. Our preliminary plan is to collect additional data on our audience in the Rogue Valley, reach out to local and regional underwriting partners, and fund further growth in our ability to serve the larger community.

In the area of improved technical capabilities, we hope to initiate a second phase of system upgrades to further enhance our content distribution:

- We are researching the most cost-effective and reliable upgrades to allow for full HD cable distribution. Such an upgrade will require assistance from our government partners to require that level of service in the franchise agreements, **and contribute P.E.G. funding to upgrade the transmission systems.-**
- We hope to have our own ROKU channel (outside our placement in the peg.tv ROKU channel) to make accessing RVTV content even easier outside the traditional cable platform.
- We hope to secure funding to upgrade our live field production capabilities. Ideal upgrades would allow for HD streaming from locations around the region, and allow for very rapid deployment of a live video feed in the field.
- We hope to create more opportunities for the city to capitalize on the student workforce that we manage, possibly through a program of funding short-form video content to supplement the other programming Medford co-produces with RVTV.
- We hope to secure more funding to support and enhance the training that we are providing for Medford citizens.



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## CITY OF MEDFORD GOVERNMENT PROGRAMMING SUMMARY

<b>First Quarter July - September 2013</b>		
6	Medford City Council Noon Meetings	10.5
5	Medford City Council Evening Meetings	8.5
5	Medford Planning Commission Meetings	5.75
4	Medford Urban Renewal Board Meetings	3.75
3	Medford Site Plan Meetings	4.75
4	Medford Studio Shows (2 Forum, 2 MPD)	4
<b>Second Quarter October - December 2013</b>		
6	Medford City Council Noon Meetings	12
4	Medford City Council Evening Meetings	11.75
5	Medford Planning Commission Meetings	10.25
3	Medford Urban Renewal Board Meetings	1.75
5	Medford Site Plan Meetings	1.75
3	Medford Studio Shows (1 Forum, 2 MPD)	3
<b>Second Quarter January - March 2014</b>		
6	Medford City Council Noon Meetings	9.5
4	Medford City Council Evening Meetings	9.25
5	Medford Planning Commission Meetings	11.25
2	Medford Urban Renewal Board Meetings	1.25
5	Medford Site Plan Meetings	2.5
4	Medford Studio Shows (2 Forum, 2 MPD)	
<b>Fourth Quarter April - June 2014</b>		
6	Medford City Council Noon Meetings	9.25
3	Medford City Council Evening Meetings	6.5
5	Medford Planning Commission Meetings	4.5
2	Medford Urban Renewal Board Meetings	2
5	Medford Site Plan Meetings	3.75
6	Medford Studio Shows (3 Forum, 3 MPD)	6
<b>TOTAL</b>		
106		153.75 Hours



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## PUBLIC ACCESS PROGRAMMING SUMMARY

### Certification Workshops

Studio Production (Six-Week Course) 4 Cohorts  
Field Production (Five-Week Course) 3 Cohorts

<u>Attendees from:</u>	<u>Summer 13</u>	<u>Fall 13</u>	<u>Winter 14</u>	<u>Spring 14</u>	
Ashland	4	6	10	6	
Medford	9	2	8	6	
Grants Pass	0	6	3	1	
Jackson County	3	2	8	5	
Josephine County	1	0	0	0	
<b>Total New Students:</b>	<b>17</b>	<b>16</b>	<b>29</b>	<b>18</b>	<b>(80)</b>

### Public Access Programs Broadcast

In 2009 / 2010 Fiscal Year, Public Access Produced / Cablecast:

<u>Programs Aired</u>		<u>Types of Productions</u>	
New Programs:	762	Recorded Studio Productions:	123
Repeat Programs:	10,684	Live Studio Productions:	50
<b>Total Programs:</b>	<b>11,446</b>	Field Productions:	589
		<b>Total:</b>	<b>762</b>

### Sources of New Programs

Ashland	293
Jackson County	39
Medford	89
Grants Pass	3
Josephine County	49
Area/non-Producers	83
Outside Programming	206

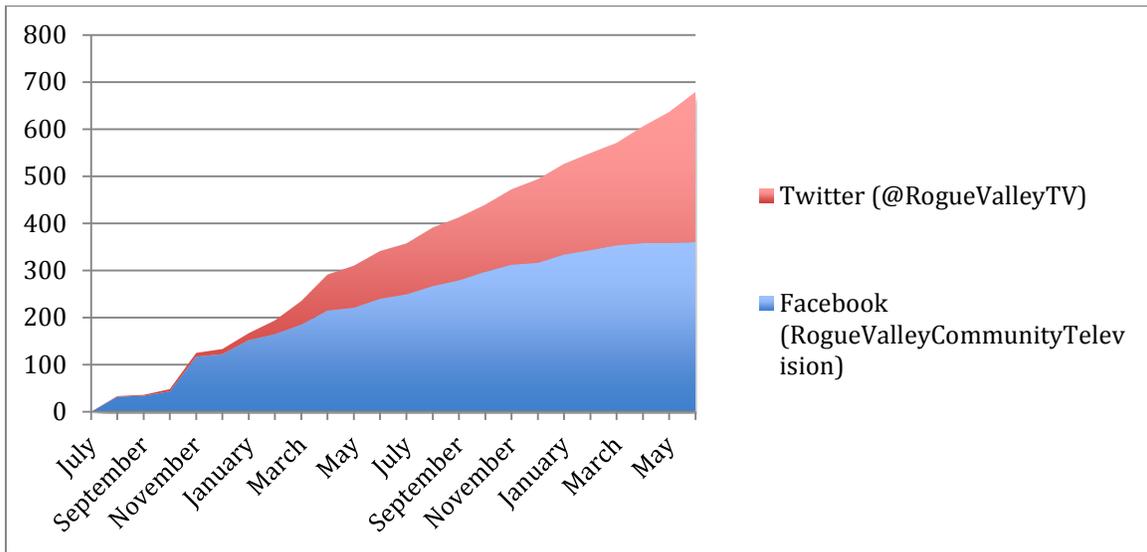


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## ONLINE METRICS

### July 2012-June 2014

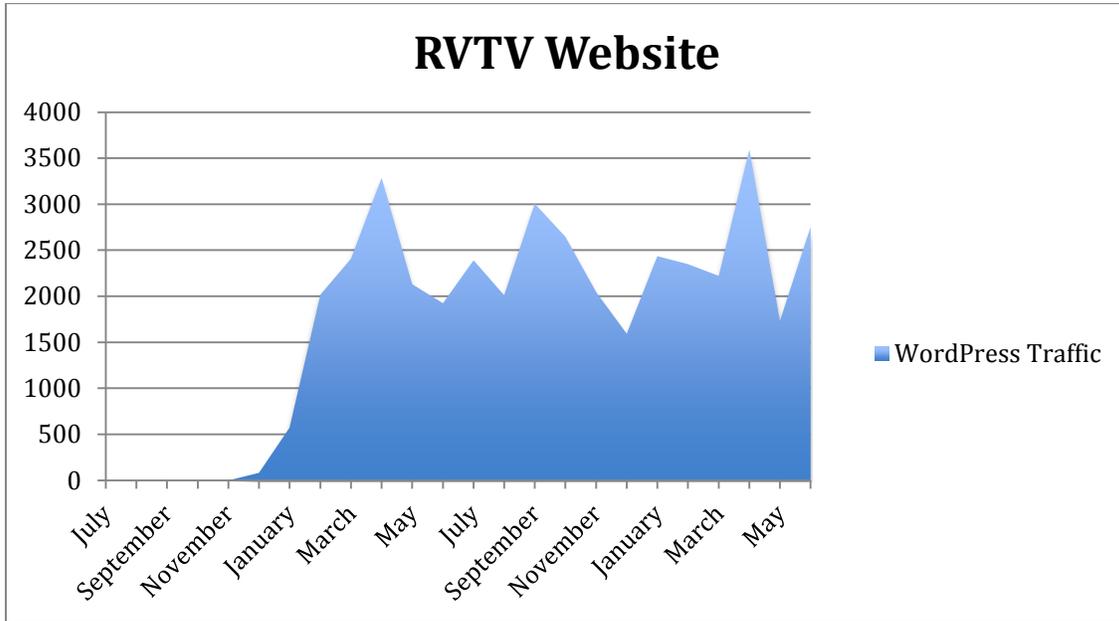
RVTV has grown our online following from zero to 681 in our first two years of activity on social media platforms:





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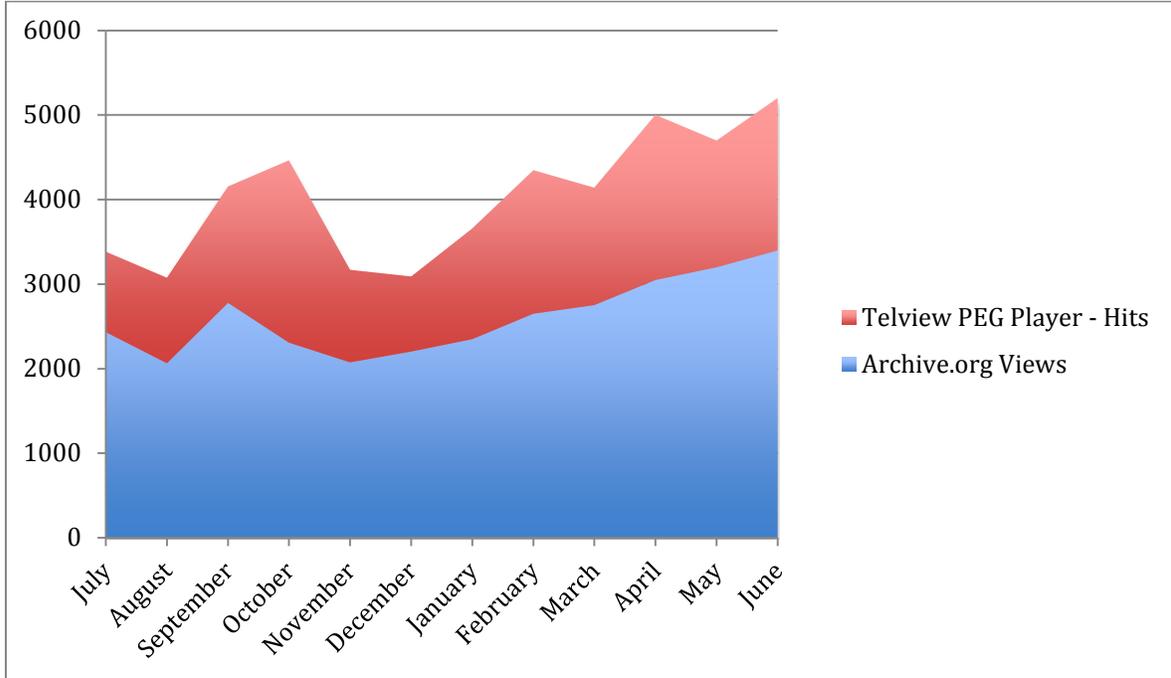
Since its launch as a Wordpress-based blog in November 2012, our website at <http://rvtv.sou.edu> has sustained a regular tempo of updates regarding content on our channels, and has develop a sustained audience of more than 2000 page impressions monthly.



There were 48372 views of RVTV's government access and public access videos during the 2013-14 operating year.



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FISCAL SUMMARY – RVTV OPERATIONS IN MEDFORD

INCOME	BUDGETED	ACTUAL
RVTXGF	\$0	\$0
RVTGAH (from General Fund)	\$90,520	\$111,202
Other Reimbursements (RVTGAH)	\$5,925	\$6,190
<b>SUBTOTAL</b>	<b>\$96,445</b>	<b>\$117,392</b>
RVTGAH Income:		
Local Government Contracts	\$248,292	\$252,662
Duplication Fees	\$800	\$680
Programming & System Income	\$18,900	\$25,993
Public Access Workshops	\$3,000	\$3,759
Lease Income	\$20,259	\$20,259
Other Income	\$700	\$4,568
<b>SUBTOTAL RVTGAH</b>	<b>\$291,951</b>	<b>\$307,921</b>
<b>TOTAL INCOME</b>	<b>\$388,396</b>	<b>\$425,313</b>
<b>EXPENSES: PAYROLL</b>		
Classified Staff	\$49,848	\$35,593
Fac. Staff	\$31,124	\$32,361
Unclassified Staff	\$91,556	\$87,356
Student Staff	\$18,000	\$28,200
OPE Staff	\$102,005	\$105,303
OPE Students	\$383	\$819
Other	\$7,405	\$11,797
<b>TOTAL PAYROLL</b>	<b>\$300,322</b>	<b>\$301,429</b>
<b>ALL OTHER EXPENSES</b>		
Office / Administrative	\$4,300	\$3,893
Equipment / Software	\$4,850	\$3,332
Repairs / Contracts / Services	\$19,221	\$16,632
Other Expenses	\$2,550	\$4,931
Administrative Support/Assessment (SOU)	\$25,950	\$28,924
Internal Bank Loans (Facility and Capital Purchases)	\$71,940	\$153,041
Secretary of State / Chancellor	\$2,355	\$1,719
<b>TOTAL OTHER EXPENSES</b>	<b>\$131,166</b>	<b>\$212,472</b>
<b>NET INCOME (LOSS)</b>	<b>-\$43,092</b>	<b>-\$88,588</b>