



COMCAST Municipal Cable TV Contract Renewal

**Public Hearing
January 28, 2009 - 7PM
Long Branch City Council chambers**



Agenda



- Purpose
- Cable TV Commission Overview
- COMCAST Contract Overview
- Issues & Answers
- Comments from panel members
- Questions/Public Comment



Purpose



- Renewal of the municipal cable TV contract
 - Seek continued public comment
 - Explain corrective actions
- Update on LBCTV20
 - Issues & Answers
- Answer attendees' questions re: generic issues affecting residents' TV watching habits (i.e., DTV, other cable service providers, etc.)



Cable TV Commission Overview



- Refer to Chapter 15, CABLE TELEVISION COMMISSION
 - establishes Cable TV Commission (1980)
 - sets parameters for
 - membership requirements (residency, number of members)
 - terms of membership
 - role of commission



COMCAST Contract Overview



- Refer to Chapter A350, CABLE TELEVISION FRANCHISE
 - Agreement between city and COMCAST
 - sets terms (1994 – 2009)
 - sets franchise fees (2%)
 - establishes complaint officer (OCT)
 - capital contribution (\$60K)
 - establishes government channel (LBCTV20)
 - cable access to municipal buildings & schools



Issues & Answers



- Broadcast municipal meetings
- PEG (public-**education**-government) channel for school district
- Shows by other government officials
- Legal counsel specializing in communication law for negotiations
- Method of communication/feedback to the Cable TV Commission
- Videotaping local events (i.e., library, arts, health programs)



Issue #1



Broadcast municipal meetings

- A majority of municipalities with cable TV tape and/or broadcast municipal meetings, but. . .
- . . .have done so since inception (1970's, 1980's)
- For Long Branch, additional service requiring monetary support



Answer #1



- Residents need to make the case to council to videotape municipal meetings
- Council needs to find the money
 - Make – use capital projects money to retrofit council chambers with equipment, then use a full-time staff to record
 - Buy – contract out entirely with a video production company
- Cable TV Commission stands ready to support council decision



Issue #2



PEG (public-education-government)
channel for school district



Answer #2



- Cable TV Commission will recommend to council that this issue be pursued as part of renewal negotiations
 - enough of a market for the district to own/run its own channel
 - Daily events, morning news, etc.
 - Unlimited personnel support (students, teachers, etc.)



Issue #3



Shows by other government officials



Answer #3



- Other government officials have made their own shows and will continue to do so
 - Recommendations
 - provide a show treatment to the cable TV commission for review
 - plan well in advance for studio time through the commission
 - timely topics



Issue #4



- Legal counsel specializing in communication law for negotiations
- Past cable TV contracts were negotiated by city attorney



Answer #4



- Commission to discuss with council
 - Understand the value of using a lawyer with this specialty



Issue #5



Method of communication/feedback to the Cable TV Commission



Answer #5



- Cable TV Commission e-mail address
 - LBCTV20@aol.com
- Cable TV Commission website
 - <http://lbctv20.angelfire.com>
- E-mail and website addresses promoted on LBCTV20



Issue #6



- Videotaping local events (i.e., library, arts, health programs)
- Budget stands at \$12,000 for FY09
 - Approx. \$7.5K used for vendor costs
 - Vendor costs taken up by taping city events
 - Copyright issues
 - Some speakers are presenting proprietary material



Answer #6



- Hold discussions with library personnel, hospital, etc., to clear tapings with presenters
- Request budget increase for FY10, or when city's budget situation becomes better
 - Difficult to justify, since the number of events change from year-to-year
- Potential partnership with UEZ



Additional Services



- New bulletin board system upgrade installed and operational (January 2009)
- Cable TV Commission joined the Greater LB Chamber of Commerce
 - use local business for services that support the commission (i.e., video production)
 - partner with local businesses for underwriting programming
- Institute a grant program for local business to underwrite programs and bulletin boards



Possible Future Goals



- Expand LBCTV20 into next-door municipalities that have COMCAST as a cable service provider
 - WLB, Oceanport, Monmouth Beach, Eatontown, Sea Bright
 - Shared services (public information, emergency management)
 - “Contribution agreements”
- Recommend city hire a full-time public information officer (PIO)
 - Oversee bulletin board system
 - Oversee video productions
 - Relegate Cable TV Commission to more of an oversight role
 - Budget to come from city franchise fees

Calendar of events

City of Long Branch

Tuesday, June 10, 2008

City Council meeting - 8PM

344 Broadway - Council chambers

Monday, June 16, 2008

Cable TV Commission Meeting - 7PM

Plangere Ctr/Monmouth U., Room 222

Tuesday, June 17, 2008

Planning Board Meeting - 8PM

344 Broadway - Council chambers

Oceanfest 2008

July 4, 2008
10 a.m.-10 p.m.
on the Promenade

Celebrate Independence Day at the
18th Annual Oceanfest at Long Branch
Friday, July 4, 2008
10AM - 10PM on the Promenade



For more information, contact the
Greater Long Branch Chamber of
Commerce at 732-222-0400

Fantastic fireworks display, entertainment including bands, clowns, face painters, stiltwalkers, balloon artists and more, food for all tastes, a wide range of crafters, and a master sandcastle exhibition.

Calendar of events

Greater LB Chamber of Commerce

Every Thursday now through December 2008

West End Farmer's Market 12-6pm

Behind Jesse's Café (139 Brighton Ave)

June 13, 2008, Noon

A Day at the Races

Monmouth Park Racetrack

For more chamber info,

call 732-222-0400 or

e-mail longbranchchamber@verizon.net

Calendar of events

Movies Under the Sun

July 9, 2008 - Pier Village

"E.T."

Festival Plaza - Begins at sundown

July 23, 2008 - Pier Village

"Harry Potter & the Sorcerer's Stone"

Festival Plaza - Begins at sundown

August 6, 2008 - Pier Village

"Free Willy"

Festival Plaza - Begins at sundown

Calendar of events

Long Branch School District

June 10 through 12, 2008

"Hope" directed by Ronnie Bennett
LB Middle School auditorium - 6:30PM

Thursday, June 19, 2008

LDR Academy Graduation
LB Middle School - 9AM

Thursday, June 19, 2008

SCT Academy Graduation
LB Middle School - 10:30AM

Calendar of events

Week in African American History

This week in 1764...

Richard Allen founded the independent African methodist movement.

This week in 1862...

G.T. Sampson patented the clothes dryer

This week in 1907...

African American jockey Jimmy Lee makes history



Panel Questions/Comments





Public Questions/Comments

