

**MATA COMMUNITY MEDIA 2012 PLAN OF OPERATIONS TO THE CITY OF  
MILWAUKEE**

September 28, 2011

**Section 4.1 - Community Channel**

The Community Channel continues to add new programs and improve each year. Programs airing on Channel 14 have a great mix of sports, education, community interest events and entertainment. The production quality continues to be good. High profile guests and many others continue to appear on various programs. In addition, elected officials from all branches of state, local and national level of government have appeared on channel 14 within the past year.

A number of programs were created by youth during 2010 - 2011. Schools and youth serving agencies are still using MCM services, but it is now handled through the public access department.

Projections for the Community Channel activity in 2012 are:

- 200 "first run" local programs totaling 150 hours.
- 200 "first run" out-of-house programs totaling 150 hours.

**Section 4.2 - Educational Consortium**

The consortiums continue to work cooperatively with MCM. ESCC continues to air School Board meetings on channel 14. Given the time frame for the shared use, the educational channel is not available to ESCC during the time of the Board Meetings. HECC completed both years of a two year contract with MCM. For 2011, MCM is expected to continue providing services to HECC on the Time Warner system and service continues to be provided on the UVERSE system. MATC still manages its own stream to the AT&T system.

**Section 4.3 - Public Access**

The projected goals for the public access channel 96, are all met or exceeded with the exception of one. During 2010-2011, the total number of new programs submitted was 1,094. The "first run local "average programming hours were 300 hours, "first run out-of-house" average programming hours were 285. The 2011 projection for training sessions was 96. Because the actual has exceeded the training projection for two consecutive years, the projection for 2012 is 132.

Projections for Public Access activity for 2012 consist of:

- 132 training sessions are scheduled to take place during 2012 (See attached)
- 200 hours of local "first run" programming.
- 200 hours "first run" for out-of-house programming.
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Projected use of facility components in 2012 is:

- Portable cameras: 20% capacity
- Editing: 20% capacity
- Main Studio: 10% capacity
- MPACT Studio: 20% capacity (see attached reports)

It is important to note that capacity during prime time hours is dramatically greater. There will be an average of 25 producers per month submitting regular programming. In addition, periodic submission from other individuals will be provided. Facility use projections remain the same as 2011.

#### **Section 4.4 - Production Quality**

Production quality for channel 14 continues to improve each year. To ensure no one is refused service as a result of high quality requirements, production standards for public access remain low, but still within industry standards.

#### **Section 4.5 - Electronic Media Accessibility**

As a result of the 2000 funding reduction, MCM continues to maintain reduced hours for service. Service hours for 2012 are expected to be Mondays, 5:00 pm - 10:00 pm, Tuesday - Thursday, 1:00 pm - 10 pm, Friday and Saturday, 9:00 am - 1:00 pm. Further staff cuts may result in reducing the hours, but that is not anticipated at this time.

#### **Section 4.6 - Supplemental Funds**

Due to the economic environment, revenue generation for 2012 is expected to be much like 2011. The City contract payments are expected to be the same as 2011. As per the City contract, the payment to MCM is reduced by \$85,000 for 2012. The remaining years of the MCM and City of Milwaukee contract will continue to have fluctuations in the amount paid to MCM each year. For 2012, the annual payment of \$420,000 is expected. Again, due to the current uncertainty of the

national economic climate, no projected increase was made to Production Contracts or Grant Revenue.

### **North Shore Cable Commission (NSCC)**

Effective December 31, 2010, the contract with MATA and the North Shore Cable Commission (NSCC) matured. Since State legislation terminated PEG funding as of January 1, 2011, NSCC no longer has funds available to pay for services. As a result, MATA's income will be reduced by the amount of that contract, an estimated \$20,000. The last payment for the year 2010 was paid in the first quarter of 2011. If a change in legislation occurs, MATA will pursue a new contract.

### **Mortgage Expense**

The original 2011 budget assumed the mortgage interest rate would change from prime plus 1.25% to 15%. A rate increase was recognized, but it was 6.5%. The current agreement has it as a fixed rate through December 31, 2011. Since MATA does not anticipate paying a higher rate, the budget reflects the 6.5 % rate through 2012.

### **Staff Impact**

The executive director's salary has been voluntarily frozen since 2005. Neither COLA nor merit increases were received. As of January, 2011, all staff salaries were frozen for the year. The 2012 budget has appropriations to provide 1.5% COLA to the staff.

MATA Community Media 2012 Operating Budget

Current Income Categories	Projected 2011 Budget	2012 Projection
<b>INCOME</b>		
City Contract	\$ 420,000.00	\$ 420,000.00
Community Shares	\$ -	\$ -
North Shore	\$ 5,000.00	\$ -
Production Contracts	\$ 25,000.00	\$ 25,000.00
Grants	\$ 5,000.00	\$ -
Special Events	\$ -	\$ -
Underwriting Sponsorships	\$ 1,000.00	\$ -
Interest Income	\$ 300.00	\$ 400.00
Contributions	\$ 500.00	\$ 500.00
Member Dues	\$ 5,000.00	\$ 5,000.00
Organizational Dues	\$ 6,000.00	\$ 2,800.00
Workshop Fees	\$ 3,000.00	\$ 2,500.00
Equipment Lease ***	\$ 1,500.00	\$ 1,000.00
Tape Dubbing	\$ 4,000.00	\$ 5,500.00
Loss on Investment	\$ -	
Leased Space	\$ 35,000.00	
Misc	\$ 1,000.00	\$ 1,500.00
O/ I-Gain/Loss on Disposal		
<b>Income Subtotal</b>	<b>\$ 512,300.00</b>	<b>\$ 464,200.00</b>
In-Kind	\$ -	\$ -
<b>Income Total</b>	<b>\$ 512,300.00</b>	<b>\$ 464,200.00</b>
<b>SALARY &amp; WAGE EXPENSE</b>		
Full-Time Salaries ***	\$ 175,731.00	\$ 187,095.00
Part-Time Wages ***	\$ 15,000.00	\$ -
Contract Wages	\$ 6,000.00	\$ 18,000.00
HAS/HRA	\$ 5,000.00	
Medical Reimbursement	\$ (7,529.75)	\$ (8,905.20)
Benefits	\$ 30,119.00	\$ 32,166.00
FICA & DILHR Taxes	\$ 15,590.92	\$ 16,225.00
<b>Wage Subtotal</b>	<b>\$ 239,911.17</b>	<b>\$ 244,580.80</b>
<b>OPERATIONS EXPENSE</b>		
Interest & Principle Expense	\$ 73,158.00	\$ 76,272.00
Building Maintenance	\$ 2,000.00	\$ 2,000.00
Property Tax (special fees)	\$ 9,814.16	\$ -
Utilities***	\$ 30,000.00	\$ 28,000.00
Telephone	\$ 7,040.00	\$ 11,000.00
Postage & Delivery	\$ 700.00	\$ 700.00
Printing	\$ 500.00	\$ 1,000.00
Office Supplies	\$ 1,500.00	\$ 1,500.00



# Scope of Service for 2011

## a. Public Access:

- (1) 100 total training sessions. See attached. **(132 actual classes offered)**
- (2) A minimum of 25 active producers each month submitting an average of new “first run” programs. **(32.5 producers / 2 new programs)**
- (3) Projected use of facility components as a percentage of availability:  
Portable Cameras: 20% capacity **(15.1% Actual)**  
Editing: 20% capacity **(22.4% Actual)**  
Main Studio: 10% capacity **(11.7% Actual)**  
MPACT Studio: 20% **(23..6% Actual)**  
\*NOTE: Capacity during “prime time” hours is dramatically higher.
- (4) Community outreach surveys:

## b. Community Channel:

- (5) Projected number, cumulative length and types of programming by source:  
200 “first run” local programs totaling 150 hours.  
**(187 programs / 161.63 hours Actual)**  
200 “first run” out-of-house programs totaling 150 hours.  
**(429 programs / 400.96 hours Actual)**

**(Actual numbers are for September 1, 2010 through August 31, 2011.)**

2010-2011 MATA Community Media Monthly Operations Report																
	Sept.	Oct.	Nov.	Dec.	2011					Mar.	Apr.	May	June	July	Aug.	Total/Average
<b>Training</b>																
Orientation Certified	7	7	2	8	17	6	4	8	4	4	5	11	16	6	6	97
Producer's Certified	2	4	1	6	3	7	7	5	7	2	2	3	4	2	2	46
Portable Certified	0	1	1	0	4	0	1	0	1	0	0	0	1	0	0	8
Editing Certified	3	5	1	1	1	3	1	5	1	3	3	2	2	3	3	30
MPACT Studio Certified	2	0	1	0	0	1	0	0	0	0	0	1	1	1	1	7
Main Studio Certified	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	5
<b>Training Total for Month</b>	<b>14</b>	<b>17</b>	<b>11</b>	<b>15</b>	<b>25</b>	<b>17</b>	<b>13</b>	<b>18</b>	<b>13</b>	<b>10</b>	<b>10</b>	<b>17</b>	<b>24</b>	<b>12</b>	<b>193</b>	
<b>Facility Use</b>																
One-camera checkouts	8	12	12	12	10	14	16	10	16	10	10	11	14	5	134	
One-camera hours used	356.5	513.5	537.25	914.5	357.50	854.00	929.00	550.00	929.00	670.00	547.00	547.00	1,061.00	259.50	7,549.75	
One-camera capacity used	10.7%	15.4%	16.7%	18.2%	14.5%	19.4%	20.5%	12.3%	20.5%	14.5%	14.1%	14.1%	18.7%	6.2%	15.1%	
Editing system use	73	62	76	70	55	39	64	64	64	66	66	58	48	62	757	
Editing hours used	222.5	193.75	240	212.5	144.00	96.00	205.00	166.50	205.00	209.50	163.00	163.00	134.50	244.50	2,261.75	
Editing capacity used	25.7%	23.1%	29.8%	25.6%	18.6%	12.0%	24.4%	21.0%	24.4%	26.9%	18.3%	18.3%	16.5%	26.7%	22.4%	
Main studio use	5	4	13	5	6	4	4	7	4	4	4	1	2	2	57	
Main studio hours used	17	25.5	53	22	21.5	15.0	15	27	15	12.5	12.5	5	10.0	10.0	233.50	
Main studio capacity used	9.8%	15.2%	32.9%	13.3%	13.9%	9.4%	8.9%	14.4%	8.9%	8.0%	8.0%	2.8%	6.1%	5.5%	11.7%	
MPACT use	29	25	20	24	21	17	15	23	15	18	18	20	18	24	254	
MPACT hours used	54.75	37.5	38.25	37.25	38.25	41	27.5	41.75	27.5	36.25	39.75	39.75	34.25	49.50	476.00	
MPACT capacity used	31.6%	22.3%	23.8%	22.6%	24.7%	25.6%	16.4%	22.3%	16.4%	23.2%	22.3%	22.3%	21.0%	27.1%	23.6%	
30 min. DVCPRO tape checkouts	17	13	11	19	17	10	8	8	8	2	2	7	10	7	129	
60 min. DVCPRO tape checkouts	53	47	42	56	52	43	37	51	37	21	21	33	39	47	521	
<b>Number of completed reservations</b>	<b>144</b>	<b>139</b>	<b>148</b>	<b>139</b>	<b>111</b>	<b>98</b>	<b>123</b>	<b>125</b>	<b>123</b>	<b>119</b>	<b>114</b>	<b>114</b>	<b>105</b>	<b>138</b>	<b>1,503</b>	
<b>Number of new projects started (non-series)</b>	<b>36</b>	<b>50</b>	<b>48</b>	<b>41</b>	<b>35</b>	<b>30</b>	<b>39</b>	<b>29</b>	<b>39</b>	<b>22</b>	<b>39</b>	<b>39</b>	<b>30</b>	<b>35</b>	<b>434</b>	
<b>Number of completed MCM reservations</b>	<b>6</b>	<b>1</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>5</b>	<b>60</b>	
<b>Allocation of community coverage events</b>	<b>\$7,416.55</b>	<b>\$3,515.68</b>	<b>\$1,965.83</b>	<b>\$1,781.44</b>	<b>\$8,899.48</b>	<b>\$2,693.90</b>	<b>\$1,000.00</b>	<b>\$10,211.96</b>	<b>\$1,000.00</b>	<b>\$6,392.47</b>	<b>\$6,656.75</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$911.62</b>	<b>\$61,434.68</b>	
<b>Total hours of facility use</b>	<b>850.75</b>	<b>770.25</b>	<b>868.5</b>	<b>1186.25</b>	<b>561.25</b>	<b>1,006.00</b>	<b>1,176.50</b>	<b>815.25</b>	<b>1,176.50</b>	<b>938.25</b>	<b>754.75</b>	<b>754.75</b>	<b>1,239.75</b>	<b>563.50</b>	<b>10,521.00</b>	
<b>Total allocation cost</b>	<b>\$35,286.05</b>	<b>\$36,291.72</b>	<b>\$40,287.43</b>	<b>\$28,164.52</b>	<b>\$29,174.55</b>	<b>\$24,957.09</b>	<b>\$29,070.59</b>	<b>\$38,437.98</b>	<b>\$29,070.59</b>	<b>\$30,183.50</b>	<b>\$23,535.71</b>	<b>\$24,399.08</b>	<b>\$21,951.18</b>	<b>\$21,951.18</b>	<b>\$359,729.40</b>	

2010-2011 MATA Community Media Monthly Programming Report													
	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Total/Average
Number of new projects started (non-series)	36	50	46	41	35	30	29	39	22	39	30	35	434
Number of new programs received	87	117	107	80	81	52	112	100	82	92	88	87	1084
<b>MCM Channels: 14</b>													
Number of different local producers/sponsors	6	7	6	5	6	4	7	6	7	5	4	5	5.7
Number of different local 1st run programs	16	28	18	10	15	9	18	15	19	13	13	11	187
Total hours local 1st run	13,42	21,82	16,7	8,87	12,82	8,57	16,95	13,95	14,62	11,67	14,72	7,52	161,63
Number of 1st run MCM produced programs	5	16	16	3	5	5	8	5	9	5	7	2	77
Hours of 1st run MCM produced programs	5,02	13,13	7,33	2,4	5,1	4,78	8,53	6,32	8,25	6,47	10,2	1,5	80,03
Number of different imported producers/sponsors	1	1	1	1	1	1	1	1	1	1	1	1	1
Number of different imported 1st run programs *	42	31	40	38	26	26	36	41	44	34	38	35	429
Total hours imported 1st run *	39	28,15	35,52	32,95	24,73	24,08	34,53	37,96	40,4	32,67	34,6	35,35	400,86
* Includes live Democracy Now satellite feed													
Total number of producers/sponsors	6	7	6	5	6	4	7	6	7	5	4	5	5.7
Producer(s) submitting for the 1st time	0	0	0	0	0	0	1	0	0	0	0	0	1
Hours of taped programs	630,3	637,64	616,68	635,12	518,21	580,08	567,5	615,61	574,9	597,16	581,76	604,35	7,160,52
Percentage of taped programs	87,5%	85,7%	86,0%	85,5%	69,4%	86,3%	76,3%	85,5%	77,3%	83,0%	78,2%	81,2%	81,8%
Hours of live programs	5,8	1,93	0,97	3,87	15,47	11,62	10,83	12,57	9,67	11,6	11,60	12,57	108,30
Percentage of live programs	0,8%	0,3%	0,1%	0,5%	2,1%	1,7%	1,4%	1,7%	1,3%	1,6%	1,6%	1,7%	1,2%
Hours of satellite programs	48,75	41,30	48,28	44,25	38,33	44,83	42,73	41,3	43,28	44,23	46,03	55,87	626,68
Percentage of satellite programs	6,8%	5,5%	6,7%	5,9%	5,3%	6,7%	17,1%	5,7%	5,8%	6,1%	6,4%	7,5%	7,1%
Hours of CBS programming	35,15	63,13	51,67	59,77	172,98	35,45	38,63	50,52	116,15	67	102,60	71,22	864,47
Percentage of CBS programming	4,9%	8,5%	7,2%	6,0%	23,3%	5,3%	5,2%	7,0%	15,6%	6,3%	13,9%	8,6%	9,8%
Number of episodes cablecast	723	762	790	756	656	698	625	748	820	855	800	809	9,013
<b>MCM Channel 98</b>													
Number of different local producers/sponsors	16	19	17	16	17	14	16	15	18	16	14	17	16,6
Number of different local 1st run programs	33	36	28	36	30	24	32	33	31	31	27	36	378
Total hours local 1st run	25,98	26,92	22,68	28,55	26,28	21,38	26,23	25,53	22,68	23,33	22,4	27,58	299,54
Number of different imported producers/sponsors	15	15	14	14	20	17	16	16	15	20	15	14	15,9
Number of different imported 1st run programs **	31	42	34	38	41	31	34	35	27	44	31	33	421
Total hours imported 1st run **	29,7	37,05	31,07	33,75	36,15	26,8	32,2	32,67	25,13	39,58	31,15	32,82	368,27
** Includes five Ahmadya satellite feed													
Total number of producers/sponsors	31	34	31	32	35	31	33	31	33	36	29	31	32,3
Producer(s) submitting for the 1st time	2	1	0	1	0	0	1	0	1	2	0	2	10
Hours of taped programs	391,71	394,15	504,78	515,33	500,28	335,67	351,28	460,19	447,23	433,07	460,01	471,42	5,275,12
Percentage of taped programs	54,4%	53,0%	70,1%	69,3%	67,2%	50,0%	48,6%	63,9%	80,1%	60,1%	61,8%	63,4%	60,2%
Hours of live programs	43,50	34,90	35,77	36,73	18,17	18,20	17,73	22,57	25,00	18,73	17,27	13,87	303,44
Percentage of live programs	6,0%	4,7%	5,0%	4,9%	2,8%	2,7%	2,4%	3,1%	3,4%	2,6%	2,3%	1,9%	3,5%
Hours of satellite programs	249,00	181,00	128,00	132,88	114,00	246,00	262,00	162,00	201,00	200,00	193,00	84,00	2,214,98
Percentage of satellite programs	34,6%	25,7%	17,8%	17,9%	15,3%	36,3%	37,9%	26,7%	27,0%	27,8%	25,9%	11,3%	25,4%
Hours of CBS programming	35,78	124,05	51,45	58,65	110,55	70,13	82,98	45,25	70,77	68,20	73,72	174,62	966,45
Percentage of CBS programming	5,0%	16,6%	7,1%	7,9%	14,9%	10,4%	11,1%	6,3%	9,3%	9,3%	10,0%	23,4%	11,0%
Number of episodes cablecast	572	593	763	741	725	523	523	704	694	677	729	686	7,930
Total Programming Hours (All Channels)	1,369,07	1,300,82	1,336,69	1,369,28	1,204,47	1,238,42	1,366,38	1,344,23	1,301,08	1,304,80	1,311,68	1,242,16	15,685,07
Total Episodes Cablecast (All Channels)	1,295	1,355	1,523	1,467	1,381	1,222	1,148	1,452	1,514	1,532	1,528	1,495	16,843
<b>Percentage of Program Categories (Ch. 96)</b>													
Community Informational/Opinion	8,1%	6,3%	4,6%	7,7%	10,7%	11,6%	15,7%	12,4%	13,7%	14,9%	16,1%	14,8%	11,4%
Musical/Entertainment	6,9%	11,4%	14,3%	18,2%	13,5%	10,0%	4,3%	18,0%	11,1%	11,5%	12,4%	13,1%	12,1%
Faith-Based	66,7%	65,6%	66,9%	56,5%	59,6%	65,7%	67,9%	54,5%	60,4%	58,5%	57,3%	60,2%	61,7%
Special Interest	16,3%	16,7%	14,2%	14,9%	15,9%	12,7%	12,2%	15,1%	14,8%	15,2%	14,2%	11,8%	14,7%
Percentage of Ch. 96 Faith-Based producers	54,8%	55,9%	48,4%	53,1%	60,0%	48,4%	57,6%	61,3%	60,6%	55,5%	65,5%	64,5%	57,1%
Number of non-profit producers (All Channels)	7	8	9	7	8	9	8	6	10	9	6	8	8,25



# **MATA Community Media Training Sessions for 2012**

Training	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<u>Orientation</u>	<u>24</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
(session is a 1 day, one-hour class: total training time: 1 hr)													
<u>Producers</u>	<u>24</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
(session is a 1 day, four-hour class: total training time: 4 hrs)													
<u>Portable</u>	<u>12</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
(session is a 4 day, four-hour classes: total training time: 16 hrs)													
<u>Non-Linear Edit</u>	<u>12</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
(session is a 2 day, four-hour classes: total training time: 8 hrs)													
<u>Non-Linear Edit †</u>	<u>12</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
(session is a 4 day, four-hour classes: total training time: 16 hrs)													
<u>Studio *</u>	<u>4</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>
(session is a 4 day, four-hour classes: total training time: 16 hrs)													
<u>MPACT †</u>	<u>12</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
(session is a 3 day, four-hour classes: total training time: 12 hrs)													

**Total Scheduled Trainings: 100 sessions**

† Advanced training

\* Additional trainings added as requested