

September 30, 2015

Jim Owczarski  
City Clerk City of Milwaukee  
200 East Wells Street  
Milwaukee, WI 53202

Dear Mr. Owczarski:

Enclosed please find the MATA Community Media's 2016 projected annual report. The following documentation is included:

- MCM 2016 Plan of Operations
- MCM 2016 Budget
- Scope of Service - 2016
- Annual Programming Report – 2014 - 2015
- Annual Operations Report – 2014 - 2015
- Annual Training Sessions - 2015

Please feel free to contact me at 431-3312 (w) or 414-745-3998 with any questions.

Sincerely,

Vel Wiley  
Executive Director/CEO

**MATA COMMUNITY MEDIA 2013 PLAN OF OPERATIONS TO THE CITY OF  
MILWAUKEE**

September 30, 2014

**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.

Projections for the Community Channel activity in 2015 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 School Board meetings will not be able to continue airing on MATA channel 14 because Time Warner has discontinued equipment that allowed MATA to switch the channel from 13 to 14. This is a matter under continue discussion with Time Warner. Given the time frame for the shared use of channel 13, the educational channel is not available to ESCC during the time of the Board Meetings.

For 2015, 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 2013-2014, the total number of new programs submitted was 2,405. The "first run local "average programming hours were 443 hours, "first run out-of-house" average programming hours were 992. The 2014 projection for training sessions was 100, but the actual exceeds the training projection for 2013 - 2014, the projection for 2015 is 100.

Projections for Public Access activity for 2015 consist of:

- 100 training sessions are scheduled to take place during 2015 (See attached)

- 200 hours of local "first run" programming.
- 200 hours "first run" for out-of-house programming.

Projected use of facility components in 2014 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 21 producers per month submitting regular programming. In addition, periodic submission from other individuals will be provided. Facility use projections remain the same as 2014.

#### **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 for the public access channel, 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 2015 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 2015 is expected to be much like 2014. The City contract payments are expected to be \$15,000 more than 2014. As per the City contract, the payment to MCM is reduced by \$65,000 for 2015. 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 2015, the annual payment of \$435, 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. Should the income situation become better or worse than expected the budget will be revised and copy will be provided to the city.

## **Mortgage Expense**

The mortgage continues to be held by MAD, LLC. The current renewal contract is through 2016, continue to be issued at 7% interest, but the interests rate will automatically increase to 7.5% in 2015. There is no expected change to this arrangement unless the building sells. It has been on the market for 3.5 years. It is not currently listed with a broker, but is expected to be listed again before the months end.

## **Staff Impact**

The 2015 budget has appropriations to provide 2% COLA to the staff. MATA has terminated its membership with the Professional Employer Organization and has payroll in house. Internal controls continue to include a contracted CPA.