

September 27, 2013

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 2014 projected annual report. The following documentation is included:

- MCM 2014 Plan of Operations
- MCM 2014 Budget
- Scope of Service - 2014
- Annual Programming Report – 2012 - 2013
- Annual Operations Report – 2012 - 2013
- Annual Training Sessions - 2013

Please feel free to contact me at 431-3312 with any questions.

Sincerely,

Vel Wiley
Executive Director/CEO

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

September 27, 2013

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 2013 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. For 2014, 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 2012-2013, the total number of new programs submitted was 2,065. The "first run local "average programming hours were 287 hours, "first run out-of-house" average programming hours were 419. The 2013 projection for training sessions was 132. Because the actual did not exceed the training projection for 2012 - 2013, the projection for 2014 is 100.

Projections for Public Access activity for 2014 consist of:

- 100 training sessions are scheduled to take place during 2014 (See attached)
- 200 hours of local "first run" programming.
- 200 hours "first run" for out-of-house programming.

Projected use of facility components in 2013 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 2013.

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 2014 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 2014 is expected to be much like 2013. The City contract payments are expected to be the same as 2013. As per the City contract, the payment to MCM is reduced by \$85,000 for 2014. 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 2014, the annual payment of \$425, 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.

Mortgage Expense

The mortgage continues to be held by MAD, LLC. Short term renewals, nine – twelve months, continue to be issued at 6.5% interest. There is no expected change to this arrangement unless the building sells. It has been on the market for three years.

Staff Impact

The 2014 budget has appropriations to provide 1.5% COLA to the staff. In 2011, MATA joined a Professional Employer Organization (PEO), which lowered the medical expense and increased health coverage benefits. This arrangement continues to be beneficial in many ways, but MATA staff will be encouraged to sign up on the Affordable Care Act registry.

It may be even more beneficial for the employees and the organization to let employees get the independent coverage and MATA reimburse the premium to employees. MATA's staff size is