



CITY OF SANTA MARIA  
OFFICE OF THE CITY MANAGER

City Manager, Ext. 2200  
Human Resources, Ext. 2203

110 EAST COOK STREET, ROOM 1 • SANTA MARIA, CA 93454-5190 • 805-925-0951 • FAX 805-349-0657 • [www.cityofsantamaria.org](http://www.cityofsantamaria.org)  
April 14, 2017

Mona Miyasato  
County Executive Officer  
County of Santa Barbara  
Sent via email: [cao@co.santa-barbara.ca.us](mailto:cao@co.santa-barbara.ca.us)

Dear Ms. Miyasato:

The Santa Maria Community Television (SMCTV) Board of Directors is respectfully requesting the County of Santa Barbara to provide an ongoing level of financial support for SMCTV Public and Education public access TV programming, from a share of the \$80,000 in North County DIVCA PEG (Public, Education and Government) revenues paid annually by Comcast to the County.

This funding request is timely given that the Board of Supervisors is entering budget deliberations - and on April 4<sup>th</sup> and April 11<sup>th</sup> approved an ordinance reauthorizing the County's DIVCA PEG fee on State Video Franchises operating within the unincorporated County area. The County's Cable TV Ordinance includes a one percent of gross revenue fee for Public, Education and Government (PEG) channels. SMCTV Director Jeanne Sparks spoke to the Board of Supervisors on April 4<sup>th</sup> asking the County share a portion of its PEG fees with Santa Maria.

There is precedent for this funding request, because TV Santa Barbara on the South Coast has been supported by the County with more than \$2 million in County-collected PEG fees since January 1, 2003 to 2017 (see attached letter). The County, however, does not provide Public or Education public access in the North County.

SMCTV has been in operation since 2004, with a public access television studio at 910 South Oakwood Drive, and checkout equipment for residents and nonprofits to make programs that are cablecast on three Comcast channels. SMCTV is a division of the Santa Maria City Manager's Office. SMCTV is funded by Comcast DIVCA PEG fees paid to the City, but is experiencing budgetary challenges. The requested County contribution would assist North County public access television opportunities.

Please contact Mark van de Kamp at the City Manager's Office, (805) 925-0951 ext. 2372 to discuss any questions.

Respectfully,

The Santa Maria Community Television Board of Directors:  
Mark van de Kamp, Chair  
Kathy Staples, Director  
Jeanne Sparks, Director

Attachment: TVSB Letter



Our mission is to  
empower media  
that matters.

#### Board of Directors

Anders Bergstrom  
Chair

Tracy Beard  
Vice-Chair

Josh Figatner  
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Olivia Uribe-Mutal

Bob Vitamante

#### Community Representatives

Karen Miles

Gary Dobbins

Executive Director  
Matt Schuster

County Board of Supervisors:

Attached is TV Santa Barbara's FY 16-17 Budget Request for our agreement with the County of Santa Barbara to continue providing Public and Educational Access Services to South Santa Barbara County.

It is our understanding that the operational fund will have approximately \$3,030 remaining at the end of this fiscal year with the current agreement expiring in January 2017. Under the terms of our current agreement, we are requesting an allocation of the remaining funds in the balance to be dispersed the first two quarters of FY 17. In addition to these remaining funds, we are requesting an additional operational support of \$71,970. The 2002 -2017 Grant Agreement established a baseline of approximately \$110,000 per year for ongoing operating expenses.

We would also like to request a full drawn down of any interest in the capital endowment fund in the first and second quarter of FY 17. We are estimating this amount to be approximately \$5,000. Starting in January 2017, we request to be providing 50-60% of the DIVCA PEG Fee collected for capital facilities & equipment needs and support.

We look forward to starting renewal discussions for the agreement to provide Public and Educational Access Services to South Santa Barbara County.

In an environment of increased media consolidation, the community accessed more than \$735,000 worth of media production resources in 2015 through TV Santa Barbara. Community producers created more than 1,500 original episodes which aired on the public and educational access channels, and our MediaU training programs reached more than 100 people to provide 300 hours of media training to the community. In the last two years, more than 100 area organizations have been highlighted through programming on TVSB.

We appreciate the County of Santa Barbara's continued support and consideration of our request to help further our mission to:

1. **Empower** all community members to create media that matters by providing open access to the knowledge, resources, and tools to create and distribute their own original programming content.
2. **Support** and facilitate the work of all local non-profit organizations building community and raising awareness for areas of critical concern.
3. **Create** a local media ecosystem for expression of a variety of perspectives, viewpoints and beliefs, including those from underrepresented segments of the population.

Please contact me if you have any questions or would like more information.

Best,

Matt Schuster  
Executive Director, TV Santa Barbara

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*County of Santa Barbara*

## **FY 2016-17 Outside Agency Funding Request Form**

**Deadline for Submission: Monday, May 2, 2016, 5:00 p.m.**

The Board of Supervisors *may* consider funding requests from outside agencies during the FY 2016-17 budget hearings in June 2016, if funding is available. An allocation of funding to outside agencies is not guaranteed.

Please submit the following by **5:00 p.m., Monday, May 2, 2016, NO EXCEPTIONS, via Email or Hardy Copy (postmarks will not be accepted)**:

1. Provide a cover letter explaining your request; and
2. Fill out this application (no more than 2 pages); and
3. Attach the Line Item Budget spreadsheet (no more than 2 pages) for the agency's program request

Hearings are scheduled for June 13, 15, and 17, with Outside Agency Requests considered on one of these days (yet to be determined). The **requesting agency must be represented and present**; please plan accordingly.

Total Request: \$ 75,000 (plus 50-60% of DIVCA PEG Fee)

Name of Organization: South Coast Community Media Access Center dba TV Santa Barbara

Title of Program: Public and Educational Access Media New or ongoing program? Ongoing

Location(s) of services delivered: Southern Santa Barbara County

Name of Agency Executive Director: Matt Schuster

Phone #: 805-571-1721

Email: matt@tvsb.tv

Website: www.tvsb.tv

1. Briefly summarize the purpose of the program, why the funds are needed, and the benefit to the community:

Public and Educational Access Media serves to provide individuals and organizations in the community with open access to media production resources, training, and distribution platforms to share information with the community.

The 2011 FCC Report, "The Information Needs of Communities: The Changing Media Landscape in a Broadband Age", notes "In a 2004 survey, 79 percent of the public television licensees indicated, 'the amount of local programming they currently produce is not sufficient to meet local community needs.'"

People need to be able to create, organize, and access information in order to participate and be civically engaged. Public Access Channels are the only means for anyone and everyone in our communities to have an equal voice and ability to participate in the creation and transmission of information over multi-channel video distribution systems. Your support continues a 30-year tradition of providing public access to media and communication tools and training in order to empower people to improve lives, build understanding and reflect our diverse community.

2. Briefly summarize the service to be provided and how many people will be served:

The funds support the production of public access media, educational access media, the operation of a community media center, a media training program, and management of the public and educational access channels. Video production equipment and studio facilities are provided to the community for the production of noncommercial programming at accessible rates. Community members gain the necessary training to operate the equipment to be able to produce video programming. In collaboration with local nonprofit organizations, our youth media program empowers young people to be civically engaged, develop creative confidence, and critical media skills through a multi-week program teaching digital storytelling. We also provide local nonprofit organizations with cost-effective media production services to produce promotional videos, public service announcements, and coverage of their community events. Programming produced by and for the community is scheduled to air on TVSB Voice and Culture and distributed through online media channels.

3. Detail the timeline for providing the service:

The service is provided year-round.

4. Describe key outcomes to be achieved with the funding and how they will be measured:

Key outcomes for the program include facilitating the production and distribution of local programming content, media production training for community members, and the provision of a video production facility and video equipment for public use. We will measure the number of program series submitted to air; number of first-run hours of programming; percentage of programs from various sources; usage of the production studios, media lab, and field production cameras; amount of training provided; level of skills gained in the training programs; number of volunteer media makers; and the diversity of topics and organizations that received coverage in the local programming.

5. Describe if this is a one-time or ongoing request, and if funded in prior years and amounts:

This is an ongoing request. The County of Santa Barbara has been providing funding for this program since January 1, 2003. The Grant Agreement from January 1, 2003 - January 10, 2017 provided: \$1,700,000 for operating or capital; \$250,000 for capital needs; and interest from a \$1,000,000 endowment for capital needs for public and educational access.

6. Describe the agency's expertise and capacity to deliver services including fiscal stability:

TV Santa Barbara has been managing public access and educational access media operations since 2002. The organization currently operates a 4000 square foot community media center which houses two media production studios, a media lab with computers for nonlinear editing, and field production kits. Over the past several years, the Board of Directors and the staff have established a strategic plan to increase community impact, and developed alternative revenue sources to further support the mission of the organization. The staff has expertise in community media trends, media technology, training, and fund development to continue and expand community uses of media.

7. Agency staff responsible for application: Matt Schuster

County Staff Comments Only:

***Address submittals to:***

Adriana de Bruin  
Business Manager, County Executive Office  
105 E. Anapamu Street, Room 406  
Santa Barbara, CA 93101

***Requests can be emailed to: [outsideagency@countyofsb.org](mailto:outsideagency@countyofsb.org)***

FY 2016-17 Line Item Budget  
For Program

#9

Agency: TV Santa Barbara

Program Name: *Public and Educational Access Media*

Amount \$\$ Requested: \$75,000 + DIVCA PEG Fee Share

Program Budget Funding Sources/Revenues	FY 2016-17	
	Committed	Uncommitted
County of Santa Barbara		75000
County of Santa Barbara PEG Endowment Int		5000
County of Santa Barbara DIVCA PEG Fee		50000 (est)
City of Santa Barbara		303900
<i>City of Carpinteria</i>	15000	
<i>Fundraising</i>		75000
<i>Program Services</i>		91000
<i>City of Santa Barbara DIVCA PEG Fee</i>		144000
<b>Total</b>	<b>15000</b>	<b>743900</b>

Funding Uses/Expenses	Budget
<i>Personnel - Salaries and Benefits</i>	429900
<i>Administrative</i>	15000
<i>Professional Development</i>	7000
<i>Operations</i>	11000
<i>Production</i>	5000
<i>Professional Services</i>	19000
<i>Promotion/Marketing</i>	15000
<i>Fund Development</i>	10000
<i>Facilities/Equipment/Capital</i>	182000
<i>Capital Equipment Expenses</i>	50000
<b>Total</b>	<b>743900</b>