

Longview City Council Workshop October 26, 2017

- 1. Brief History**
- 2. Current Status**
- 3. Recent Improvements**
- 4. Future Plans**



1. History



- KLTV has been an active local media source for over 40 years.
- KLTV began as a media class at Lower Columbia College in 1973. George Raiter was a founding member.

- Funding was provided through franchise fees beginning in 1980. First by the City of Longview, followed by Kelso, Cowlitz County and Kalama.

- Staffing levels current
- 7 Full time
- 1-part time employee
- 1 full time position vacant

■ Operating budgets by year

❖ 2014 \$533,572

❖ 2015 \$520,615

❖ 2016 \$523,350

❖ 2017 \$542,650

❖ Financial statements on our website
www.kltv.org

- Capital Equipment funding is determined by Comcast Franchise agreements with each city. Generally, around sixty cents per subscriber per month.

Equipment purchased with Capital equipment grants:

- ❖ Robotic cameras for Longview, Cowlitz County and Kelso Council Chambers \$270,000.00 in 2006
- ❖ Check out cameras in 2008 and 2013 \$2500.00 each time six

❖ Production Truck \$90,000.00 in 2010



❖ Playback Server (Castus) \$40,000.00 in 2017



2. Current Status

■ Board of Directors KLTV

- ❖ Brian Magnuson (President) CEO Last Mile Gear
- ❖ Bill Marcum (Vice President) CEO Kelso-Longview Chamber of Commerce
- ❖ Marlene Johanson (Treasurer) VP Community Bank Manager Heritage Bank
- ❖ Rick Winsman (Secretary) K-L Chamber Executive Director, retired
- ❖ Keath Huff Owner Utilize IT
- ❖ Andrew Hamilton Police Chief City of Kelso
- ❖ Gary Chapin Youth Pastor Fathers House Church
- ❖ Alice Dietz Communication and Public Relations Manager Cowlitz PUD
- ❖ One vacant Board seat

■ Regular recorded and scheduled government meetings

- ❖ Longview City Council (robotic cameras) 2 per month
- ❖ Longview Planning meetings (robotic cameras) 2 per month
- ❖ Cowlitz Transit meeting (robotic cameras) 1 per month
- ❖ Cowlitz County Commissioners (robotic cameras) meeting 4 per month
- ❖ Kelso City Council meetings (robotic cameras) 2 per month
- ❖ Kelso Planning meetings (robotic cameras) 2 per month
- ❖ Kalama City Council meetings (single camera) 2 per month
- ❖ Kalama Planning meeting (single camera) 1 per month
- ❖ Port of Longview meetings (robotic cameras) 2 per month
- ❖ Cowlitz PUD meetings (single camera) 2 per month
- ❖ Cowlitz Board of Health (robotic cameras) 1 per month
- ❖ Local Matters (studio production) 4 per month
- ❖ Town Hall with Mike Wallin (single camera) 4 per month
- ❖ Another View Teresa Purcell (single camera) 4 per month

- Total of 33 Scheduled Government meetings per month

■ High School Sports Coverage

- ❖ Friday Night High School Football 10 games different home team each week
- ❖ Ladies' High School Softball 2 games
- ❖ High School Men's and Women's Basketball 20 games
- ❖ Other high school sports coverage Bowling, volleyball, water polo (spring 2018)

■ Specialty Events (Public)

- ❖ Santa Claus Call In program 3 shows (studio production)
- ❖ Santa Claus Parades Longview and Boat Parade in Kalama
- ❖ Kelso Tree lighting ceremony
- ❖ Longview Go-Fourth Parade, Cardboard Boat races, Timber fest
- ❖ Longview Thursday Concerts at the lake.
- ❖ Woodland's Hot Summer Nights
- ❖ Weekly Church services, seven churches participating (2 Kelso, 5 Longview)



3. Recent Changes

- Began streaming all three channels (www.kltv.org) in 2017
- Robotic cameras will be added to Kalama and Cowlitz PUD in 2018
- Archiving Council coverage (all cities) 1 year on our website (www.kltv.org)

- Live U, equipment that allows our production truck to go live anywhere cell phone reception is available

Castus

- New HD capable
- playback server
- in 2017.



- 12 Apple editing computers in 2011 updated and operator certification every other year.



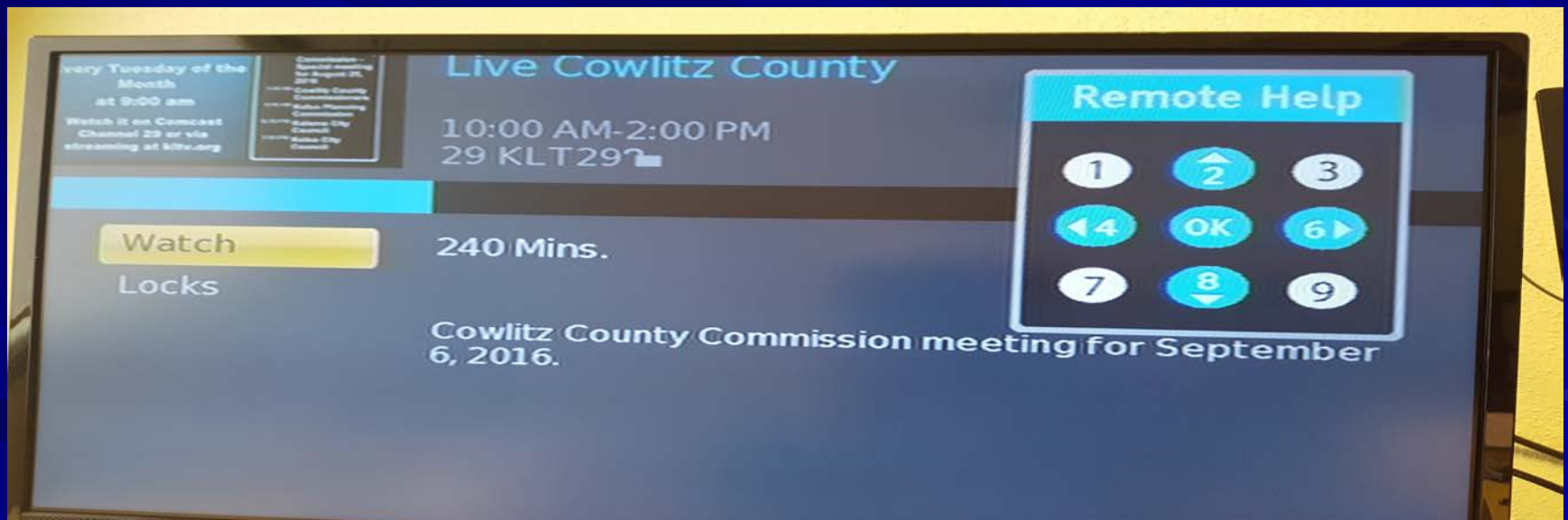
- 5 HD check out cameras for membership use in 2015.



- All HD purchases are readying KLTv for transmission on upper tier once Comcast approves. This language must be included in franchise agreements.

- Began video advertising department in 2017. Local companies and non-profits can hire KLTV staff to video tape their products/services. While we can't air the finished video product, companies put them on their Facebook pages and/or send to broadcasters for playback. So far, we have completed projects with Cowlitz Chaplaincy, Cowlitz PUD, Stirling Honda and United Way.

- Through language in the Kelso franchise agreement with Comcast, KLTV is now included in the Electronic Program Guide (E.P.G.) This makes finding and recording our programs much easier for viewers.



- In 2016 KLTv engaged Sue Buske from The Buske Group Sacramento California to help create and enact a new strategic plan for the organization. The following are the 4 most relevant topics.

■ **Strategic Goal 1: Expand Awareness of KLTV**

- ❖ Create a new brand identity for KLTV and increase awareness of KLTV services and the opportunity to create local content and view local programming that reflects a diversity of local issues, interests, and concerns.

■ **Strategic Goal 2: Build Community Partnerships**

- ❖ Build strategic and fiscal partnerships with local organizations, local governments, and educational agencies and institutions.

■ **Strategic Goal 3: Build Sustainability: Expand and Diversify Funding Sources**

- ❖ Develop a broad and diverse funding base that will support and sustain KLTV while staying true to its mission.

■ **Strategic Goal 4: Engage Board and KLTV Staff in Change-Making**

- ❖ Cultivate an environment that encourages making changes and implementation of the Strategic Plan.



4. Future Plans

- Most viewers now watch their programming on the High Definition tier on the cable spectrum when actually using a television. KLTv is preparing for the migration to that tier by purchasing HD gear. KLTv moving from SD to HD transmission on the cable dial would require language in a city's franchise agreement.

- Our younger generation is “cutting the cable” and watching their video entertainment on other devices: phones, tablets and computers. KLTv is preparing to make that switch with the viewership by adding necessary apps.

- As “cable cutting” continues, franchise fees paid to KLTv may decrease. This is why we are expanding our paid production and video advertising departments. This new income is not meant to supplement franchise fee dollars but to replace it as subscribers migrate to other video options.

- A franchise agreement in all of our cities is important even as the television landscape continues to evolve. As some of the money collected comes to KLTV, some also goes to the cities' general fund to help pay for services.



Questions