

TO: City Council
FROM: Ann Cook, Communications Manager
DATE: January 9, 2024
SUBJECT: Council Meeting Broadcast and Cable Channel Strategy

1) Recommended Action:

No action requested; information only.

2) Background:

Staff will be presenting our strategy for cable meeting broadcast and cable channel strategy for 2024, given the TCMedia Operating Agreement has expired.

- Over the past 10+ years, cable and community access television has rapidly changed:
- Smartphones and other accessible video technologies
- Proliferation of social media platforms for communication
- Decline of public access studios and channels
- No ability to track cable viewership.
- Cable subscriptions are declining as consumers go to streaming services

TCMedia served as the designated service provider, operated a public access facility, Thurston Community Television (TCTV), and provided television production services for Tumwater, Lacey, Olympia, and Thurston County. All jurisdictions are transitioning to Designated Access Providers and will operate the Governmental Access and Educational Access channels.

Tumwater TV will offer residents options to view City meetings and other Government and Education programs on Channel 26, Roku, Fire Stick, and streaming platforms. We will continue to provide the community with access to the workings of local government that are consistent, affordable, and meet state law while expanding access with an equitable approach.

TCMedia will continue to provide public access programs on Channel 22 and operate a production facility for community use at no cost to the City.

3) Policy Support:

Build a Community Recognized for Quality, Compassion, and Humanity

4) Alternatives:

n/a

5) Fiscal Notes:

Available Funding: The 2023-24 budget includes funds for streaming media services (\$45,000 each year) and an allocation for PEG services previously provided by TCMedia (\$83,000 and \$88,000 per year).

PEG revenue generates approximately \$20,000 per year, providing funds for capital expenditures associated with providing PEG television services (current balance \$41,595).

2024 Expenditures

\$49,677.95 Hardware, software, and cloud services for in-house production

\$48,000 (est.) TV engineer and production services

6) Attachments:

None.