



Mountain Community Television – Channel 15
Studio COS, 800 College Ave
Weed, CA 96094
Telephone: 530-938-5910
Email: info@mctv15.org
Web: www.mctv15.org

Budget for 2007/2008 Fiscal Year

Prepared by John Cumming

Revised on Monday, June 11, 2007

MCTV15 Inc. has grown its services to the community over the previous year. This growth has resulted in increased revenues and expenses. The budget projections for the upcoming fiscal year reflect that growth and other exciting opportunities. Many of the estimates in the budget line-items are based on the past years actual accounting.

Income

MCTV15 Inc provides great service and values to the residents of the City of Weed, City of Mt. Shasta, City of Dunsmuir and the un-incorporated areas of Siskiyou County. In performing these services, the three cities have historically funded the organization with unconditional money. As the range of services we offer increases, it makes sense to define how the money is allocated for each City.

City Service Contracts \$14,750

City of Mt. Shasta

In previous fiscal years, the City of Mt. Shasta has provided \$5,000 in unconditional funding. For 2007/8 fiscal year we are looking for 25% of their franchise fee and to allocate the funds for actual services rendered.

Based on \$8,250, we would allocate:

Council Meetings \$0

MCTV15 Inc has plans to provide better coverage of City meetings. This would result in some capital and operational expense. It is expected that the organization will foot the bill for a trial period.

City PSA's \$600 (60 PSAs / year)

The electronic bulletin board for the city is maintained by MCTV15 as part of our understanding. Our administration cost for each PSA's is now \$10.

City Events \$0

No funds are set aside for City sponsored events. Local producers and volunteers will still be encouraged to coverage local events.

Studio Operations \$3650

One of MCTV15 inc biggest expenses is to provide a safe and productive

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production environment that is staffed with friendly and knowledgeable people. These operational costs are shared between the Cities.

Programming \$3000

In previous years, the programming of channel 15 was carried out by volunteer effort. In that time, the amount of labor involved in the task has increased. We plan to pay a small weekly fee for the programming task. This fee will be shared between the Cities.

Equipment \$0

At this time there is no money allocated from the City to maintain equipment.

Insurance \$1000

As part of MCTV15 Inc policy, we maintain a \$1,000,000 liability insurance policy. This cost is shared between the Cities.

City of Weed

In previous fiscal years, the City of Weed provided \$5,000 in unconditional funding from their monies generated from transit occupancy tax. It is expected that for the 2007/8 fiscal year we will again receive \$5,000 in unconditional funding.

Based on \$5,000, we would allocate:

Council Meetings \$0

MCTV15 Inc has plans to provide better coverage of City meetings. This would result in some capital and operational expense. It is expected that our organization will foot the bill for an initial trial period.

City PSA's \$600 (60 PSAs / year)

The electronic bulletin board for the city is maintained by MCTV15 as part of our understanding. Our administration cost for each PSA's is now \$10.

City Events \$0

No funds are set aside for City sponsored events. Local producers and volunteers will continue to be encouraged to coverage local events.

Studio Operations \$2400

One of MCTV15 Inc's biggest expenses is to provide a safe and productive production environment that is staffed with friendly and knowledgeable people. These operational costs are shared between the Cities.

Programming \$1000

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Equipment \$0

At this time there is no money allocated from the City to maintain equipment.

Insurance \$1000

As part of MCTV15 Inc policy, we maintain a \$1,000,000 liability insurance policy and a errors and omissions policy. This cost is shared between the Cities.

City of Dunsmuir

In previous fiscal years, the City of Dunsmuir provided \$1,500 in unconditional funding from their general fund. It is expected that for the 2007/8 fiscal year we will again receive \$1,500 in unconditional funding.

Based on \$1,500, we would allocate:

Council Meetings \$0

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City PSA's \$600 (60 PSAs / year)

The electronic bulletin board for the city is maintained by MCTV15 as part of our understanding. Our administration cost for each PSA's is now \$10.

City Events \$0

No funds are set aside for City sponsored events. Local producers and volunteers will still be encouraged to coverage local events.

Studio Operations \$300

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Programming \$300

In previous years the programming of channel 15 was carried out by volunteer effort. In that time the amount of labor involved in the task has increased. We plan to pay a small weekly fee for the programming task. This fee will be shared between the Cities.

Equipment \$0

At this time there is no money allocated from the City to maintain equipment.

Insurance \$300

As part of MCTV15 Inc policy, we maintain a \$1,000,000 liability insurance policy. This cost is shared between the Cities.

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Other Income \$21,540

MCTV15 Inc. is actively developing multiple sources of income in-order to better serve the community. In the previous fiscal year we started an exciting new set of services that are open to local nonprofits, government and educational institutions. For a fee, MCTV15 provides complete professional production services for community projects. This has brought in much needed funds at the same time as providing our clients with great service. In the coming fiscal year we plan to add another exciting new product, joint venture services. We will partner with event promoters, record the event and make DVD's. The partner will responsible for the pre-sell and distribution of DVD's.

Franchise Fund @ 25% of Gross TBD

Many municipalities fund their public, education and government channels in part from revenues generated from franchise fee collection.

Cable Access Income TBD

In January of 2007, the state California changed the laws from local franchising of television to state controlled franchising. In the new state rules there is a 1% of gross revenue provision for public, education and government access channel expenses. The City of Mt. Shasta and a portion of Siskiyou Counties franchise agreements with Northland cable expires at the end of the calendar year. Starting in January 2008 we will be eligible for a state sanctioned PEG fee from Northland. In may be difficult to get this established.

Non-Inventory Sales \$2,640

MCTV15 Inc encourages producers, guests and viewers to support the operation by donating money in exchange for DVD copies of shows. This continues to be an effective means of revenue generation.

Access Producer Fee \$1,400

Local access producers are the heart and soul of public access television. They come and help others make television and learn how to make their own shows. Each producer pays an annual fee to gain access to production facilities and equipment.

Workshop Fees \$500

MCTV15 Inc is planning to provide a series of intensive workshops on television production techniques. There is expected to be a fee of \$10-\$50 per workshop.

Program Service Fees \$2,400

The use of MCTV15 Inc studio, editing and other equipment comes at a small fee to the producers.

Professional Services \$5,000

Newly added in the previous fiscal year, professional services are rendered by

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MCTV15 Inc. on behalf of our clients. It is expected that we can maintain our current clients and add at least one new one.

Joint Venture Services \$2,800

Joint venture services in a new product that we will be offering this fiscal year. Last year we secured the design and budget for the 'Studio-In-A-Box'. The box will be used in large part to provide this new service. It is expected that we will get at least 4 clients. Each will sell 50 DVDs as part of the joint venture.

Consultancy Services TBD

Thus far, MCTV15 Inc. has provided free advice and services to education and government agencies. We plan to develop an active program to provide professional consultancy services in media production, Internet use and general technology use. We may become a central resource for the whole county.

Sponsorships / PSA \$3600

Little effort has been made in the past to attract and keep ongoing sponsorship of MCTV15 Inc services. We plan to develop a set of attractive rewards and incentives for individual and business sponsorship.

Underwriters \$0

MCTV15 Inc does not produce any shows. All underwriting fees would be negotiated between independent producers and their underwriters.

Grants \$1,200

Donations \$2,000

Expenses

ADMINISTRATION

Advertising \$320

Newspaper and radio advertising.

Marketing \$1000

Printing and distribution of brochures and posters, open house, etc.

Bank Service Charges \$0

Insurance \$2,700

Property, liability, board

Office Supplies \$500

Printer ink, general office supplies, etc.

Postage and Delivery \$100

Accounting \$100

Thus far, this has been an in-kind donation by AGT of Mt. Shasta

Annual Audit \$0

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Organization Development \$1250

These are funds set aside for a day-long Board retreat with a paid facilitator to help us move forward with strategic planning, and vision for the future.

PROGRAM EXPENSES

Website Hosting

\$300

Previously, an in-kind donation by Silicon Sorcery, this is the necessary component of our website. This is now a line item in the budget on an annual subscription basis.

Website Development

\$200

On going maintenance and software up-dates for the website.

MediaServer Admin/Development

\$3,000

Previously, an in-kind donation by Silicon Sorcery, this is the customized software that runs our automated playback system. It will now be leased from Silicon Sorcery.

Equipment Repairs & Purchase

\$5,000

Most of the equipment is expected to have at least a three year useful life.

Contracted Technical Support

\$0

Video / Production Supplies

\$480

Blank media, set decoration, etc.

Organizational Dues and Subscriptions

\$480

MCTV15 will continue to participate as a member of Weed and Mt. Shasta chambers of commerce. Alliance for Community Media.

Conferences and Events

\$1,000

MCTV15 plans to send representation to Alliance for Community Media (ACM) and the National Association of Broadcasters (NAB) events. The ACM event will be attended to gather information about the state of Community Access legislation in various levels of government. It will also be very useful for networking with other Community Access organizations. The NAB will allow us to gather vital technical information about our technology options.

Workshop Sponsorship

\$200

Many community access centers have on going training and workshops available for the public. The fund is to be used to develop a plan that is compatible with the college. We could model our workshops on the JEDI approach.

Programming Fees

\$350

Community members requested and have been paying for programming delivered by satellite. We currently subscribe to Dish Network for programming from UCTV, FSTV and NASA. This service is 100% paid for by donations made from

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individuals in the community.

BUILDING AND PROPERTY

Rent & Utilities \$0

The studio facilities located on the Weed campus of the College of the Siskiyou and the associated utilities are provided as part of MCTV15's memorandum of understanding with the College of the Siskiyou

Telephone / Internet Connection \$0

Basic Internet access and telephone services are provided as part of MCTV15's memorandum of understanding with the College of the Siskiyou

PERSONNEL EXPENSES

MCTV15 is growing from an all volunteer organization in to a mixed bag of contracted personnel services, stipended, per diem and volunteer services. MCTV15 has historically paid a single 'operations manager' to look after studio related activities. At the same time organization has relied on volunteer effort to cover many critical operations such as technical services and programming. In the fiscal year ahead we will increase sending on personnel services by nearly \$2,000 and endeavor to distribute the allocation proportionally to many critical operational tasks.

Most of the compensation to officers and staff is through stipend and per diem payments for specific tasks. The Government Director is an independent contractor engaged to record the government meetings for \$50 each meeting.

Board

Members \$0

Officers

Executive Director \$600

Stipend paid at \$50/month.

Secretary / Treasurer \$600

Stipend paid at \$50/month.

Staff

Station Director \$4,200

The old position of 'operations manager' has been retitled to 'station manager'. It is expected that some of the duties of the station director will be shared with

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volunteers.

Program Director \$2,600

Historically this role has been filled strictly by a volunteer. This task has grown as the amount of locally produced and sponsored shows continues to grow. We plan to compensate at \$50/week for the duty to be filled.

Volunteer Director \$0

No funding at this time.

Technical Director \$0

No funding at this time. This is a critical role that needs to be addressed for the ongoing success of the organization. Duties include the design and maintenance of all technical aspects of MCTV15. This would include the cameras, lighting, control room, audio, editing, location equipment and playback equipment.

Government Director \$4,200

This position is a major new project for MCTV15. The plan is to have a paid production person attend each and every city council and planning commission meeting. That person would be responsible for a multi-camera production complete with titles displaying agenda details. The production will be recorded to DVD for additional playback and archival.

Development Director \$0

No funding at this time.

Stipends / Per Diem

Professional Contact Services \$2,000

All professional service contracts are budgeted with the assumption that volunteers reasonable expenses will be reimbursed and a stipend will be awarded.

Joint Venture Contract Services \$800

Joint Ventures is a new service to be introduced with the deployment of the 'Studio-In-A-Box'. The basic concept is that contracting organizations will pre-sell DVD's and guarantee a minimum order. This will pay for the production which includes a stipend/per diem for crew, the rental of the equipment and the production of the DVD's. We plan to begin with a target of four projects.

Other Services \$1,000

Any other services performed by volunteers on behalf of the organization. Trade shows, events, clubs and service organizations.

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