

To the Mayor and Members of the City Council**November 8, 2016**

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**SUBJECT: PEG FUNDS AND FWTV OPERATIONS**

The City of Fort Worth operates a government television channel known as FWTV. The channel is located at Charter Cable Channel 190, One Source Channel 7, Verizon Channel 5 and AT&T Uverse Channel 99. The channel includes original programming, televised meetings and programming from partner organizations.

The FWTV staff consists of one full-time supervisor and two full-time video producers. We also hire outside contractors to assist with videography and voiceover talent.

Starting in fall 2016, the station will also employ three student interns from FWISD.

Prior to 2007, the FWTV staff included 17 full-time staff members. At that time, the entire staff was paid for out of PEG (Public Education Government) funds received from the local cable providers. The law changed in 2007 and stipulated that PEG funds could only be used for capital expenditures. All staff costs are currently paid out of the General Fund.

Each year the city receives approximately \$800,000 in PEG funds from the local cable providers. This amount is determined by the number of cable subscribers to each provider.

FWTV Highlights for FY 16

- Upgraded our City Hall and Studio facility to HD
- Replaced our playback system
- Selected virtual sets and robotic cameras for studio
- Selected satellite truck for remote broadcasting
- Last year FWTV:
 - Taped and posted 228 public meetings
 - Produced bi-weekly Fort Report Segment
 - Produced 48 department and internal training videos
 - Supported 61 special events
 - Multi-Cultural Alliance Awards Dinner
 - Stockyards Form-Based Code Meeting
 - Stockyards Charrette
 - Juneteenth at City Hall
 - Hispanic Heritage Month Celebration
 - Active Shooter Training (employee and public)
 - Worker's Compensation Training Videos
 - Press conference support

We have identified FWTV and our video outreach as a focus area for the coming year. We recognize that we have untapped opportunities in this area. We have not had the staff to assist with script development and story ideas. To address this problem, we have reallocated some staff so that they can focus on expanding our programming on FWTV.

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We have researched what other cities are doing with their video outreach and have attended workshops at the annual TAMIO and 3CMA conferences dealing with the changing technologies and outreach opportunities using video.

Plans for FY17 include:

- Adding a part-time writer and producer
- Implementing the FWISD Intern program – 3 student interns through May 2017
- Expanding video opportunities through Facebook, Youtube and fortworthtexas.gov
- Continuing and expanding our remote broadcasting opportunities at public meetings and special events
- Expanded programming and special projects:
 - Council District Profiles
 - Additional programming and bulletin board on channel
 - Molly Minutes – short videos on various topics
 - Public Art Documentary with Arts Council
 - Cowboy Santas 35th Anniversary

If you have any questions or concerns, please contact Michelle Gutt, Director of Communication and Public Engagement, at 817-392-6248.

David Cooke
City Manager