

# **SAN FRANCISCO PUBLIC ACCESS PROJECT**

**In collaboration with**

**National Mass Media Telecommunications Systems, Inc.  
2158 – 2160 19<sup>th</sup> St. San Francisco, California 94116**

# **PROPOSAL**

**(RFP #04-2009)**

**PUBLIC ACCESS CABLE CHANNEL OPERATOR**

**Prepared by  
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## **Section 1. INTRODUCTION**

The San Francisco Public Access Project (“SFPAP”) submits this proposal in response to the City of San Francisco’s RFP for operation of the public access channels on the Comcast, Astound Broadband and AT&T systems (currently Channels 29 and 76 on Comcast, Channels 29 and 30 on Astound, and Channel 99 on AT&T).

## **SECTION 2. EXECUTIVE SUMMARY**

We live in an age where big corporations determine everything we see on television. Although the internet has given many people unlimited options for news and entertainment, it is still television that delivers the powerful ideas, images and messages to the 21st century urban dweller.

The San Francisco Public Access Project is a group of long time public access producers and advocates that have been involved with the evolution San Francisco public access television. We have been witness to the changes as the public access channel began in the 80’s on Channel 25, in the 90’s as CityVisions on Channel 53 and in the new century as Access SF on channels 29 and now 72. We experienced the rise of a flourishing and vibrant public access community and witnessed the fall and decline that is now the reality of public access in San Francisco.

There may be many reasons why public access in San Francisco has lost its’ momentum since the current operator took over in 1999. One of the main reasons for the decline was the relationship between the producers and the leadership of the channel. The policies and procedures implemented by the SFCTC made it more difficult for the producers to present their shows. It made building and maintaining an audience virtually impossible. It made the atmosphere at the Access Center tense and adversarial between the people that used the station and the people who ran the station. As the station received more money than ever before, they continued to lose shows, lose interest and lose support. Even with the addition of more channels, there was still a steady decline.

SFPAP has partnered with the National Mass Media Telecommunications Systems, Inc to submit this bid to run the public access channel in San Francisco. This organization is a registered 501c3 non profit. NMMTSI has been in existence for over 28 years. Together we have plans to make public access television the primary local television source for San Francisco’s diverse community groups, political forums, parades, festivals, local news, cutting edge music and much more. We will provide a strong multimedia electronic presence to groups and individuals involved with youth, seniors, the disabled, labor, faith, culture, ethnic diversity, politics, social justice, the peace movement, the environment, the arts and many other points of view and interests of people who could never gain access to the television media in any other way.

SFPAP believes that the funding and budget issues facing the future of public access may or may not require the station to move out of it’s current location at 1720 Market St. and into another building, SFPAP will use this opportunity to expand the studios into San Francisco’s neighborhoods by linking up the community centers where programming can originate. We will work with media students at San Francisco State University and San Francisco City College to provide volunteers and interns. We will maintain and improve the current training and operations programs currently running at the channel and dramatically increase the number of shows produced by local San Franciscans. Through specialty programming, fundraising events and outside sponsorships, we will develop revenue streams for the channel other than those provided by the cable operator that, at the same time, will also so serve to help train individuals for possible careers in broadcasting.

### **Section 3. DEFINITIONS**

- (a) "SFPAP" shall mean "San Francisco Public Access Project", the submitting entity.
- (b) "NMMTSI" shall mean "National Mass Media Telecommunications Systems, Inc."
- (b) "RFP" shall mean the "RE-BID – Request for Proposal #04-2009 for Public Access Cable Channel Operator", which was released on May 6, 2009,
- (c) "Applicant" shall mean any entity, including SFPAP, which has submitted a proposal or bid in response to the RFP.
- (d) "Competing Applicants" shall mean all entities other than SFPAP that have submitted proposals in response to the RFP.
- (e) "Winning Applicant" shall mean the entity submitting what the RFP refers to as the "successful submission," which the Evaluators shall choose.
- (f) "Evaluators" shall mean the "committee for review and evaluation" cited in the RFP, along with any other City employee, agent, or advisor, or any other person that has influence in the selection of the Winning Applicant.
- (g) "FCC" shall mean the Federal Communications Commission.
- (h) "Current Operator" shall mean San Francisco Community Television Corporation, the incumbent operator of San Francisco's Public Access Channels.
- (i) "PEG Channels" shall mean public, educational, and government access channels.
- (j) "Channels" shall mean both Channel 29, Channel 76 or any other channels which the RFP refers to as the public access channels

### **Section 4 SFPAP'S MISSION**

The founding mission of SFPAP is: "to provide a powerful voice to the community through public access television and electronic media."

Our purpose is to ensure the ability of residents to exercise their First Amendment rights through the medium of public access television and to create opportunities for mutual communication, education, artistic expression and other uses of video facilities on an open, uncensored and equitable basis. SFPAP exists to put the power of the media in the hands of the people. By offering low-cost media production and literacy classes and making production equipment and facilities easily accessible, SFPAP encourages every member of the community to tell his or her story."

### **Section 5. PUBLIC ACCESS OPERATIONS AND MANAGEMENT**

Beginning July 1, 2009, SFPAP will be prepared to begin implementation to the Primary levels of service as described in the RFP.

Primary Service Level services include, but are not necessarily limited to, the following:

1. Scheduling of the channel and playback of programs produced by public access producers, including basic maintenance of related equipment.
2. Retention of certified producers, and assistance in producing initial and subsequent Public Access Programming.
3. Administration, oversight, and enforcement of channel facilities and policies.
4. We also plan to go a little beyond the Primary Level of Service by including the use of at least one of the Flash Studios.

In the event the funding is secured we plan to be able provide all of the Enhanced levels of services within 90 days of receiving the additional funding. Enhanced Service Level services include, but are not necessarily limited to, the following:

- 1 Organized and regularly scheduled training for Producers.
- 2 Check-out/in of equipment and reservation of facilities used by community producers.
- 3 Ensuring adequate staff or volunteer personnel are available to operate the studio and control room facilities as needed.
- 4 Preventive and corrective maintenance of facilities and equipment provided for use by community producers
5. Outreach to and recruitment of community organizations and individuals.

### **HOURS OF OPERATION**

The current operator has been running the public access channel in San Francisco for 10 years. If we are the winning applicant, SFPAP plans to work under a thirty (30) day (or less) transition period where we can get a better grasp and knowledge on the physical situation at the station. We would like to keep as many of the current staff, but an assessment must first be made. During this transition period, we will maintain the current days and times of operation providing the Primary levels of service. After the transition period, SFPAP plans to have the facility open at least seven (7) hours per day and at least five (5) days a week and at higher than the primary levels of service by maintaining one of the Flash studios.

### **STAFF**

Under the funding limits of \$170,000 per year, SFPAP will operate under the with:

- (a) one full-time, paid Executive Director;
- (b) one full-time, paid Technician;
- (c) one full time, receptionist.
- (d) one administrative assistant
- (e) staff as needed
- (f) janitor

As more funding is secured, SFPAP intends to grow its revenues and organizational capacity to provide the enhanced levels of service and include the following personnel:

- (a) at least fifty to seventy-five (50 to 75) part-time volunteers and unpaid interns
- (b) one full time, receptionist.
- (c) one full-time, paid Executive Director;
- (d) one full-time, paid Channel Manager;
- (e) one full-time, paid Business Manager;
- (f) one full-time, paid Director of Technical Services;
- (g) one full-time, paid Technician;
- (h) one full-time, paid Executive Producer;
- (i) one full-time, paid Director of Marketing;
- (j) one full-time, paid Community Relations Coordinator;
- (k) one full-time, paid Outreach Coordinator
- (l) one full-time, paid Training Coordinator
- (l) two administrative assistant

- (m) Grant writer/consultant
- (m) janitor

### **Section 5.01 BOARD OF DIRECTORS**

SFPAP currently has three board members, all with prior audio/video/television/film production experience and all with prior experience as producers at Access SF. If we become the winning applicant, we will expand our Board of Directors to seven members and include others with broad experience in the field of television and electronic communication and FCC communication law. Each of these members of the Board of Directors will volunteer an average of 10 hours per month towards developing, constructing, and sustaining the station.

### **Section 5.02 EXECUTIVE DIRECTOR / GENERAL MANAGER**

SFPAP will have an Executive Director / General Manager who will be responsible for the day to day operations of the facility. He or She will work under the direction of the Board of Directors and is primarily responsible to carry out the strategic plans and policies as established by the Board to run the station.

The Executive Director / General Manager will:

- A. support operations and administration of the Board by advising and informing the Board members and interfacing between Board, staff and producers and will effectively manage the human resources of the organization according to authorized personnel policies and procedures that fully conform to the RFP specifications and current laws and regulations
- B. insures the organization and its mission, programs, and services are consistently presented in strong, positive image to relevant stakeholders
- C. oversees fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administrating fundraising records and documentation
- D. Recommend yearly budget for Board approval and prudently manage the organization's resources within those budget guidelines according to the RFP and current laws and regulations

### **Section 5.04 ETHICS**

At all times SFAP will observe the most professional and ethical human resources practices to ensure that the Channels are operated by the most qualified and professional people available.

### **Section 6. POLICIES AND PROCEDURES**

SFPAP will make the Channels available for use and programming by the general public in a fair, transparent, non-partisan, and non-discriminatory fashion subject to the following rules, requirements, and guidelines:

All those who plan to submit or produce programming must establish their eligibility by the meeting the following criterion:

1. Residency: All persons who live or work in the Channels' service area, and/or those producing programs for organizations within the service area, are eligible to use SFPAP's facilities. Any sponsoring organizations must provide a letter stating that it is within the Channels' service area and that it has entered into an agreement with the producer.
2. Age: All persons 16 years or older satisfy the age requirement. A younger person may gain access if an adult parent or legal guardian assumes legal responsibility and supervises the minor when SFPAP equipment is used. A younger person may also gain access through a specially sponsored youth program.
3. All those who submit programming must submit a program proposal on our standardized form.

If using our facilities and/or equipment, the following are required:

1. Reading, abiding by, and signing a Producer Agreement outlining accountabilities, responsibilities, and liabilities while using the system. Minors must have a parent, guardian or responsible adult (if the minor is part of a group) sign for them;
2. All users must complete appropriate training before using any SFPAP production equipment or facilities. Users must pay the nominal class and equipment use fees (reduced fees available for low income persons) or volunteer time in lieu of payment;
3. Access to SFPAP facilities is subject to denial if the guest is physically threatening to anyone on premises or is reckless or abusive with SFPAP equipment.

SFPAP will not air material that:

1. violates statutory or common law copyrights;
2. advertises or promotes any commercial product or service;
3. is libelous, slanderous, or otherwise defamatory, or constitutes an unlawful invasion of privacy;
4. violates any state or federal law relating to obscenity.

## **Section 6.01 PROPOSED PROGRAMMING**

In the event that either or both:

- a) the general public does not submit, produce, furnish, refer, recommend, or otherwise make available programming of sufficient aggregate length to adequately fill the station(s)' programming schedules, or
- b) the Evaluators decide to disregard the aforementioned warning of the legal requirement that rules governing the use of PEG channels must be non-content-based,

SFPAP submits for consideration the outline of proposed programming to supplement any programming supplied by and aired on behalf of the general public. This is the kind of healthy programming schedules that we seek to emulate.

- o Local government and public affairs programming
- o Documentaries concerning local history
- o Journalism, both objective and editorial, regarding local current events and public affairs

- o Presentations, meetings, and events locally staged by non-profit groups
- o Programming concerning local political, social, economic, labor-related, environmental, agricultural, health-related, and other important issues and affairs
- o Local arts, cultural, and entertainment programming
- o Local arts, including but not limited to the disciplines of stage, film, music, literature, poetry, visual arts, multimedia, and crafts
- o Local parades and other public entertainment events including but not limited to concerts, dances, plays, and recitals
- o Local non-English language programming
- o Local sports programming
- o Presentation of local games, matches, and other such sporting competitions in the youth, high-school, collegiate, amateur, semi-pro, and professional arenas
- o Analysis of and reporting on the competitions listed above, and their respective players, coaches, managers, and other relevant figures
- o Similar presentation, analysis, and coverage of individual and non-competitive sports
- o Local youth programming: reserved for and emphasizing the interests of minors and other persons less than twenty-five years of age
- o Local spiritual programming: SFPAP will be steadfastly non-sectarian, but its facilities will be made available to houses of worship of all denominations
- o Regional, state, national, and world government and public affairs programming

## **Section 7. BUDGET PLANNING AND IMPLEMENTATION**

SFPAP has prepared a one (1) year budget based on the \$170,000 funding limit. The budget reflects personnel and corporate business operation costs, including insurance and bonding expenses, as well as expenditures for the implementation of the SFPAP Management Plan.

Principal officers and members of the Board of Directors.

### David G. Miles Jr. - Executive Director / General Manager

Mr. Miles will conduct the day to day operations of the public access facility. Mr. Miles is a former member of the San Francisco Community Television Corporation Board of Directors and served on the Technology Committee and the Program Committee. He has produced award winning television with two Cable Excellence Awards, and a WAVE Award from the Alliance for Community Media. Mr. Miles has over 30 years of experience leading community causes like the S.F. to L.A. Skate Against Violence Campaign, the Healthy Saturdays Initiative, Sunday Streets San Francisco and much more. Mr. Miles has 30 years of experience in fundraising, event promotions and generating media exposure and is one of the few people that is uniquely qualified to lead the effort to change the Public Access Television experience in San Francisco

### Wayne Lee - Technical Director

Mr. Lee will be the head technician for the public access facility. Mr. Lee is the Executive Vice President of the Professional and Technical Engineers Union Local 21, AFL-CIO. He is well versed in all the technical workings of the access studio and will be a valuable asset to our management team. Mr. Lee has served as in many different aspects of the studio including co-producing shows and working the studio cameras. Mr. Lee has served on numerous community boards and has valuable experience in fundraising and sponsorship that will help us tremendously as we move forward.

Gregory Richardson - Outreach Coordinator

Mr. Richardson will conduct efforts to reach out to all the different groups, organizations and community centers. He will coordinate the effort to create programming that can originate in San Francisco's community centers. He has produced the Good News Show on San Francisco Public Access since the mid 90's and has worked with the Government Channel as well as a plethora of diverse community and religious groups across San Francisco. He will begin his efforts by working to both keep the current producers on the air and by reaching out to all the local producers who lost their timeslots or felt they were forced to leave.

Joan Mathis - Public Relations Coordinator

Miss Mathis will coordinate public relations and information. Joan will be responsible for making sure the efforts to reshape public access television in San Francisco is known throughout the City. Joan has a long history as a producer in San Francisco Public Access and will coordinate efforts to build a strong, positive image to inspire others to get involved in this new public access movement.

Lorena Cuevas Wurgaft – Bookkeeping and Finance

Mrs. Wurgaft is will be recording and maintaining our books and financial records. Mrs. Wurgaft has extensive experience working as a Senior Accountant with some of the Bay Area's top accounting firms and real estate groups including Ronald L Beaman & Co., Glenborough LLC, and Prometheus Real Estate Group.

Dr. Eddie C. Willbon - Fiscal Sponsor

Dr. Wilbon has been involved in Public Access ever since its' beginnings in the early 1980's. His non-profit organization, the National Mass Media Telecommunications Systems Inc. is the fiscal sponsor for the SFPAP. NMMTSI was incorporated in 1981 and continues today to help others to gain access to the electronic media through public access television.

**Section 8 – FUNDRAISING AND REVENUE DEVELOPMENT**

SFPAP has identified nine (9) revenue streams that will produce additional revenue for the channel outside the peg grant funds. SFPAP will continually grow its revenue streams over time in an on-going effort to increase its organizational capacity and in order to better serve the community. Said revenue streams are as follows:

**FUNDING SOURCES, GRANTS AND FOUNDATION REVENUE**

SFPAP has identified nine (9) revenue streams that will produce additional revenue for the channel outside the peg grant funds. SFPAP will continually grow its revenue streams over time in an on-going effort to increase its organizational capacity and in order to better serve the community. Said revenue streams are as follows:

**1. Specialty Event Programming**



Many of San Francisco's large parades, festivals and unique ethnic and cultural events that were featured on local television in the past can now not afford the costs involved. SFPAP will take advantage of this situation by presenting an option for video production and airing of these events at an affordable rate. These same opportunities will be used as "in the field" training and experience for the interns and volunteers working at the channels to hone their craft and develop their skills for real world possibilities.

**2. Web subscriptions and pay-per-view access to the web video archive:**

Programming will be made freely available on SFPAP's website, while all programming older than 30 days will be accessible either on an ala carte, pay-per-view basis, or on an unlimited basis to subscribers. Rates to view archived programs are \$90 per year; \$10 per month; or \$3 per view.

**3. Direct public support:**

SFPAP fiscal sponsor, NMMTSI is a 501(c)(3) tax exempt public charity and will conduct fundraising campaigns on an ongoing basis. We plan to have fundraising event parties, a Public Access Film Festival, and various other events that will help us raise funds and build membership.

**4. Media production classes:**

SFPAP will present media production classes for the public. We will promote the model of "Current TV" where people create content on their computers and sent it in to the channels. We will provide low cost classes to the public and teach them how to create content for the channels. The proposed classes and their respective rates will be determined in the transition period from the departure of the current operator and the winning applicant's takeover of the channels.

**5. Membership:**

Although several classes of membership will be available, we assume the average

membership rate to be \$35 per year. Members will be entitled to discounted classes, the right to use and reserve equipment or free and voting rights for the Producers Council.

**6. Equipment, facilities, and technician rentals to non-members/non-volunteers:**

While SFPAP members, volunteers, and trainees are entitled to reserve and use equipment free of charge for non-commercial uses, equipment rentals for commercial purposes will provide a steady source of income for SFPAP. Daily rental rates are generally figured at five (5) percent the cost of the equipment plus ten dollars per item.

**7. Sales of copies of programming on traditional media (DVD, VHS, etc.):**

Copies of archived programming will be available on legacy formats.

**8. Private Grants**

SFPAP expects to actively seek grants; potential grantors include:

1. San Francisco Foundation
2. The William and Flora Hewlett Foundation
3. The David and Lucile Packard Foundation
4. The Evelyn and Walter Hass, Jr. Fund
5. The California Endowment
9. **Government grants:** SFPAP will seek to apply for applicable grants from all levels of city, state and federal funding sources.

**Section 10 - TRAINING AND RETENTION OF COMMUNITY PRODUCERS**

Over the past ten years there has been a decline in the number of community producers using the channel resources. SFPAP believes very strongly that the producers are the greatest asset the channel has. The SFPAP is strongly committed to retaining all producers that are currently involved with public access and to give them a major roll in the direction we take. We will update the training programs that help producers create their content and keep high quality, well produced programming on the channel. We will also update training models to keep the producers sharp and aware of new technologies where they can integrate their programming with the free opportunities on the internet.

We will encourage all the current producers to come together to create and actively participate in a Public Access Producers Council that will organize the producers in a cohesive group that can effectively represent their interest to the Board of Directors. The Producers Council will have a seat on the SFPAP Board of Directors to ensure that points of view and interest of the producers are always represented and considered as we move forward to reshape the public access television

experience in San Francisco.

## **Section 11 – PUBLIC RELATIONS AND COMMUNITY OUTREACH**

SFPAP plans to reach out and partner directly with the community groups and neighborhoods. We plan to connect with the neighborhood community centers throughout San Francisco to have programming originate from their centers. This will build a strong relationship between Public Access television and the community.

SFPAP has plans to create an 11 member advisory committee made up of representatives of each of the 11 supervisorial districts of San Francisco. Each representative will be placed on this committee by the Supervisor of that district. We will work directly with many of San Francisco diverse and important grass roots leaders and use the channels to help fulfill its' mission to provide a powerful voice to the community through public access television and electronic media.

SFPAP will create a monthly newsletter publication that will keep people aware of our efforts and showcase the successes of Public Access. This will also be supported with a web site where the public get information, can sound off their opinions and watch the programming.

As additional funding is secured, SFPAP will have a full time Outreach Coordinator that will coordinate our outreach efforts and work to bring in those community groups, organizations and others that will become involved in the reshaping of Public Access Television in San Francisco.

## **Section 12 – FAMILIARITY OF FEDERAL, STATE AND LOCAL GOVERNMENT REGULATIONS OF THE COMMUNICATIONS INDUSTRY AND WITH RELATED STATUTES, ORDINANCES, REGULATIONS AND CASE LAW**

All the principals involved with the SFPAP effort have years of experience conforming to the local, state and federal laws governing the communications industry through the production of our shows. As a former member of the current operator's Board of Directors, David Miles Jr. served on the Program Committee that set the standards the station used to keep the programming in line with all federal, state and local regulations.

In order to insure strict accordance with all laws and in order to keep up to date on any changes in statutes, ordinances and regulations, we will be working with Dr. Derrick Spiva, Professor and scholar with the San Francisco's State's Broadcasting Department. Dr. Spiva will become a member of the SFPAP Board of Directors and will help create internships at the channel.

## **Section 9.02 - COLLABORATION**

In the spirit of the above section, SFPAP encourages a collaborative effort regardless of the decision made by the Evaluators, and in what it considers the likely event that its proposal shall be selected by the Evaluators, SFPAP invites all competing Applicants, including their principals, volunteers, financial and in-kind benefactors, to join SFPAP in the development and long-term operation of the Channels.

SFPAP will also seek to partner and collaborate with the area's schools, universities, non-profit organizations, houses of worship, and businesses to promote media literacy and media participation for and by as many citizens as possible. We will seek to partner with other PEG Channel operators throughout the country and will join the Alliance for Community Media immediately upon being

deemed the Winning Applicant.

**Section 12. POINT OF CONTACT** The primary contact person for all inquiries regarding this proposal is SFPAP Executive Director, David Miles Jr. Mr. Miles may be reached by phone at 415-752-1967, by email at Sk8GodFather@earthlink.net, or via snail mail to 2158 – 2160 19<sup>th</sup> St. San Francisco, California 94116

**Section 13. SCHEDULE OF EXHIBITS**

SFPAP attaches exhibits hereto in accordance with the following schedule:

RFP Proposal

1 year Proposed Budget

Bios/Resumes on the Principals

NMMTSI Bylaws and Organizing Documents

SFPAP Bylaws and Articles of Incorporation

Fundraising and Revenue Development

Fiscal Agreement between NMMTSI and SF{AP

Human Rights Commission Application

**Section 14. CERTIFICATION** I certify that the statements in this proposal are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

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David G. Miles Jr. Executive Director

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Date