

Woodstock Economic Development Commission Application for Community Project Grant

Name of Project: Community Enhancement Through Live Local Streaming and Broadcasting

Description: Woodstock Community Television (WCTV) proposes to purchase equipment and subscription services that will allow us to stream live programs to our website, wctv8.com, and to broadcast live programs via Comcast channel 8 and VTel channel 175. Initial focus will be on implementing live streaming and broadcasting of Woodstock local government meetings and on establishing live streaming and broadcasting as elements of Woodstock's emergency preparedness.

In addition, we propose to develop outreach plans and corresponding collateral materials to inform all Woodstock residents about availability of live streaming and broadcasting services, and of their inherent community value.

See Attachment 1, Detailed Project Task Plan and Attachment 2, Project Schematic.

Total Project Budget: \$8,978 (see Attachment 3 for Detailed Line Item Budget)

Grant Request: \$8,978

Applicant Information

Name of Project Coordinators: Laura Power, Macy Lawrence (WCTV Station Manager)

Name of Organization/Business: Woodstock Community Television

Organization background: WCTV records and then broadcasts local government meetings, community events, and other local-interest programs to approximately 1,500 households in Woodstock, Bridgewater, and Hartland via Comcast channel 8, through central Vermont via VTel channel 175, and worldwide via a website, wctv8.com.

The station was established in 2000 in partnership with the Woodstock Union High School. In our 16 years of operation, we have steadily broadened our mission to serve a diverse array of educational, charitable, social service, religious, government, and other non-profit organizations. Our consistent record of providing quality service has earned deep community support for WCTV.

We operate within the requirements of the State of Vermont Public Service Board Rule 8, and under licensing agreements, with Comcast and VTel, that are scheduled for renewal in 2020.

Business Address: 62 Pleasant Street, Woodstock, VT

Telephone Number: 802-457-5800

Contact's Email Address: lapower@comcast.net (Laura Power), wctv8@comcast.net (Macy Lawrence, Station Manager)

Organization's Website URL: wctv8.com

Organization's EIN: 03-0367229

Your answers to the following questions will help the EDC evaluate your grant application according to the published funding rubric. Please be as succinct as possible while still supporting your answer:

1. How does the proposed project improve the quality of life for all Woodstock residents and visitors?

The Knight Foundation's 2010 *Soul of the Community* study identified ten factors that drive the emotional attachment that binds residents to their communities and attracts newcomers. While quality schools and basic services are of course important, the study found that openness, specifically the extent to which a community is welcoming, is one of the top three drivers that make people love where they live.

A local government system that is visible and open, that makes it easy for anyone to be informed and active, is an important element of creating a welcoming community. At WCTV, we are charged with facilitating participatory democracy. Offering live streaming and broadcasting of Select Board, Village Trustee, the annual Town Meeting and other local government meetings facilitates involvement in local government for housebound senior citizens, parents of young children, and others that cannot attend meetings in person. These specific stakeholders can benefit from being informed, timely, and from the subsequent opportunity to act on their views. And, the total community is served when the means for participating in local decision-making includes all stakeholder groups.

The *Soul of the Community* study also noted that perception of safety contributes significantly to a community's appeal.

Capacity for live streaming and broadcasting can improve Woodstock's real and perceived safety in a number of ways.

Tropical Storm Irene demonstrated the value of timely information, and the importance of WCTV as a community resource. We were the only credible source broadcasting emergency information relevant to our area during the disaster. We provided daily coverage of all FEMA and Department of Public Safety meetings until the emergency was declared to be over. Back then, meetings recorded in the morning could not be ready for air until evening.

With live streaming and broadcasting, WCTV could air events related to emergencies and their aftermaths as those meetings occur, and provide information as soon as it is available.

In the event of an epidemic, hazardous material spill, water shortage or contamination crisis, law enforcement situation, or any of a number of other emergencies, WCTV can be a vital source of immediate news and guidance. Our studio at 62 Pleasant Street is in the same building as the Windsor County Sheriff's office, and as a result is assured continuous electrical power through two independent backup generators and fuel supplies. Internal police communications systems can provide quick access to relevant and accurate information. Live broadcasts through all of WCTV portals (cable television and internet) can potentially reach almost all of Woodstock's residents.

2. How does the proposed project enhance the beauty of Woodstock?

While this proposal does not specifically enhance the physical beauty of Woodstock, it would, as noted in our answer to question 1, contribute to Woodstock's attractiveness as a welcoming and safe community.

3. In what way will the proposed project contribute to Woodstock's economic vitality?

Any plan to improve a community's economic vitality necessarily requires bringing together many pieces, over time, to develop a compelling picture. Adding or strengthening driving elements contributes to overall economic evolution in the medium- and long-term.

Openness and safety, according to the *Soul of the Community* study, are two key elements that drive formation of the attachments that bond residents to their community, and that make it attractive to newcomers. Taken together, development of all of the drivers of community attachment in turn fuels economic vigor.

Implementation of our proposal to deploy live cable broadcasts and internet streaming for Woodstock helps to establish our town as a vibrant, inclusive, safe, and special place to live. The talented and educated people enticed by such a dynamic and stimulating community bring their skills with them, and they also bring their energies, ideas and connections.

4. Does the event have broad-based private-sector, public, community, or local support?

Over the last decade and a half, WCTV has developed close and valued relationships in Woodstock. Our on-going role of filming and airing local government meetings and community events often puts our Station Manager in the public eye; he invariably receives grateful feedback. Three years ago, when WCTV renegotiated its local licensing agreement with Comcast, 15 community leaders and organizations submitted letters of support on our behalf. Our consistent record of providing quality service has earned deep community support for WCTV.

5. Will the proposed project attract new residents to Woodstock?

As noted in our answers to Questions 1 and 3, implementation of our proposal to deploy live streaming and broadcasting in Woodstock helps to establish our town as a vibrant, inclusive, safe, and special place to live. Over time, such a dynamic and stimulating community attracts and retains talented and educated residents.

6. Does the organization have other funding sources?

Most of WCTV's funding comes from fees on subscription television services remitted to us by cable providers (Comcast, VTel). In fiscal year 2016, these fees amounted to about \$93,000. From these funds, we must cover our personnel, rent, communications and other normal operating expenses as well as the costs of acquiring and maintaining basic camera, audio, lighting, and broadcast equipment.

In the last three years, we have worked to develop other sources of funding so that we can complete projects like the one described in this proposal.

7. Does the project have adequate funding for now and future years?

Implementation of this project requires one-time and on-going expenses. It is unlikely that WCTV will go forward with a project to implement live streaming and broadcasting without a grant to cover at least the associated one-time expenses. In this proposal, we request funds for all one-time expenses, and for funds to cover 12 months of the core cloud and live-streaming subscription fees that will be on-going. We intend to develop a business sponsorship program to fund those continuing fees after the first year of project implementation.

Attachment 1: Detailed Project Task Plan

Woodstock Community Television (WCTV) proposes to purchase equipment and subscription services that will allow us to stream live programs to our website, wctv8.com, and to broadcast live programs via Comcast channel 8 and VTel channel 175. Initial focus will be on implementing live streaming and broadcasting of Woodstock local government meetings and on establishing live streaming and broadcasting as elements of Woodstock's emergency preparedness.

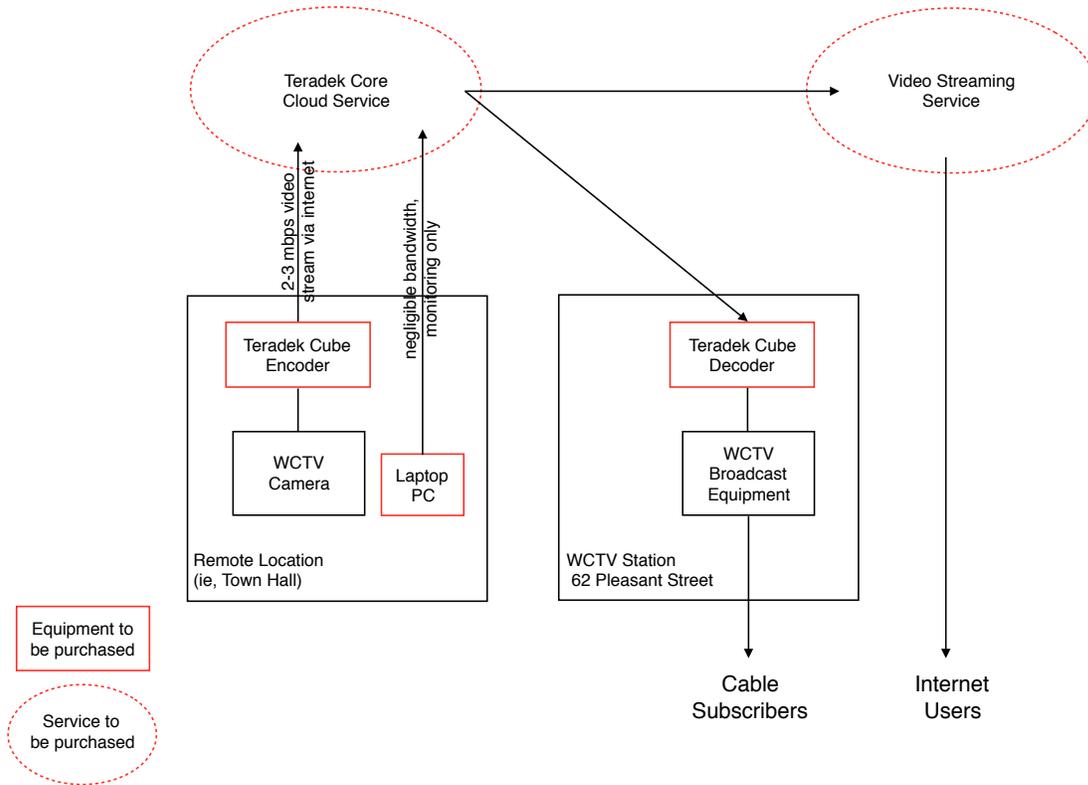
In addition, we propose to develop outreach plans and collateral materials to inform all Woodstock residents about availability of live streaming and broadcasting services, and of their inherent community value. We anticipate that implementation will require the following tasks:

1. Purchase, program, install, and test off-site and on-site equipment (Teradek Encoding Cube, lap top personal computer to configure and monitor video streams, Teradek Decoding Cube)
2. Establish live streaming internet service (subscribe to Teradek Core Cloud service and a video streaming service; set-up necessary embeds on wctv8.com; conduct preliminary tests at Town Hall)
3. Test live streaming internet service at a meeting (Woodstock Select Board or Village Trustee meeting); trouble shoot and adjust as necessary
4. Test live broadcasting to cable customers at a meeting (Woodstock Select Board or Village Trustee meeting); trouble shoot and adjust as necessary
5. Extend hard internet connection to Town Hall auditorium and projection room for annual Town Meeting and other larger meetings
6. Develop and implement awareness plan and advertisement for live streaming and broadcasting (print advertising; website; facebook; broadcast community notices)
7. Meet with Woodstock police, Windsor County Sheriff, and Woodstock Town officials to explain availability of and logistics for using live streaming and broadcasting capabilities; develop and document plans to incorporate into Woodstock's emergency preparedness
8. Test live broadcasting in-studio and live streaming in other key locations (ie, police station); trouble shoot and adjust as necessary
9. Formulate plan for periodic testing and review of emergency streaming and broadcasting readiness
10. Develop and implement plan to inform the Woodstock community of emergency streaming and broadcasting capabilities (postcard mailer; website; facebook; broadcast community notices)

Attachment 1: Detailed Project Task Plan (cont'd)

11. Develop and implement business sponsorship plan to cover ongoing expense of Teradek Core Cloud service and video streaming service

Attachment 2: Project Schematic
Woodstock Community Television
Community Enhancement Through Live Local Streaming and Broadcasting



Attachment 3: Detailed Line Item Budget

Community Enhancement Through Live Local Streaming and Broadcasting

| Item | FY 2017 One Time Expense | On-Going Expense (Annual) |
|--|--------------------------------|---------------------------------|
| Equipment | | |
| Equipment for off-site use (Teradek Encoder Cube, \$2,500; laptop computer, \$600) | \$3,100 | |
| Equipment for in-station use (Teradek Decoder Cube, \$1,900) | \$1,900 | |
| Fees | | |
| Teradek Core Cloud Service (\$99 per month for 12 months) | | \$1,188 |
| Video streaming service (\$19 per month for 12 months) | | \$228 |
| Personnel | | |
| Plan and oversee project (5 hours @ \$18 and 1 hour @ \$26) | \$116 | |
| Install and test equipment and services (5 hours @ \$50) | \$250 | |
| Extend hard internet connection to Town Hall auditorium and projection room (4 hours @ \$75 per hour) | \$300 | |
| Develop and co-ordinate live broadcast element of emergency preparedness plan (10 hours @ \$18 and 2 hours @ \$26) | \$232 | |
| Develop and implement public awareness plan and collateral; develop and implement business sponsorship plan (30 hours @ \$18 and 3 hours @ \$26) | \$618 | |

Attachment 3: Detailed Line Item Budget (cont'd)

Community Enhancement Through Live Local Streaming and Broadcasting

| Item | FY 2017 One Time Expense | On-Going Expense (Annual) |
|---|--------------------------------|---------------------------------|
| Other | | |
| Print advertising to promote live streaming and broadcast awareness (4 front page ads, 8 column inches each @ \$18 per column inch) | \$576 | |
| Other collateral to promote live streaming, broadcast, and emergency preparedness awareness (1,000 printed postcards @ \$.17 and postage @ \$.30) | \$470 | |
| | | |
| TOTAL | \$7,562 | \$1,416 |
| GRAND TOTAL: \$8,978 | | |