



## WILLAMETTE FALLS MEDIA CENTER

Serving Damascus, Milwaukie, Oregon City, West Linn  
Wilsonville and Unincorporated Clackamas County

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WFMCSTUDIOS.ORG

On behalf of the Friends of Willamette Falls Media Center (WFMC), thank you for the opportunity to propose services for the City of Oregon City. You will find that the attached information addresses all aspects media services. Willamette Falls Media Center is prepared to carry out skillful, professional and proficient media services that are specific to the needs of the City of Oregon City.

In addition, WFMC brings knowledge of the City and the surrounding county that no other similar entity can deliver. We are in the midst of a new outreach program whereby we will not only be efficient in terms of service to the City, but will offer creative ideas to enhance the City's efforts in creating a more dynamic program for residential viewers. We recently have worked on two community outreach campaigns with city staff on the South End Concept Plan and currently an infomercial about the Water Rates roll back. It is this kind of outreach effort which will be an ongoing part of our newly formed non-profit organization and staff.

In our next phase of growth WFMC will build upon its foundation of six channels and 170,000 population service base to implement a strategy of outreach, involvement, and engagement of Clackamas County's most abundant resources, its citizens and institutions. To complement our base of municipal support, particular focus will be given to educational, government and commercial entities wishing to augment/initiate social responsibility and/or educational programming. Predicated on a partnership of WFMC staff and local institutions this approach (*Collective Sustainability*) is anticipated to create new relationships and incremental streams of revenue to lessen dependencies upon funding from municipalities.

WFMC proposes an enhanced vision for public access, one that reflects the best in cost effective technology, workflow, media access, and non-profit resourcing. WFMC will emphasize metrics driven by a hyper-local mandate for persistent relevance through services that the local community will truly desire, utilize and contribute to. Moreover the complement of Collaborative Sustainability, identifies local issues, local events, which bear relevance to Clackamas County residents which are wholly or in part funded by grants from County residents, businesses and/or government to produce content that illuminates local topics such that residents are, informed, educated and/or entertained.

Unlike many other non-profit's, WFMC has a very desirable product; our objective is the championing, promoting, and facilitation of local voices within the communities of Clackamas County to further civic engagement, educate, develop communications, lifelong learning, and promote transparency of governing institutions through public digital media production services.

The WFMC team envisions the existence of numerous *Collaborative Sustainability* opportunities across a wide spectrum of the city of Oregon City voices, their business and civic interests.

As with any transition and especially a transition from a quasi-government organization to one that is entirely a non-profit corporation, there are obstacles to be surmounted and roads that need to be smoothed. There is no doubt that over the last 15 months, our organization has spent a lot of energy in developing a strong Board of Directors whose members have the vision and the capacity to adopt WFMC and to greatly enhance its mission and its services. The City of Milwaukie is a vital part of our effort to include each municipality in our efforts. With that in mind, I have included a short bio of our present board members; I think you will find a group with excellent credentials. Moreover, you will find a group that is committed improving every facet of WFMC. It should also be noted that we do have a few seats left on the board and we would welcome a new member from the city of Oregon City or from residents of the area.

Again, thank you for the opportunity to submit a proposal to serve your needs.

Sincerely,  
Melody Ashford, WFMC Executive Director

## **Description of Organization**

The Friends of Willamette Falls Media Center is the governing body for Willamette Falls Media Center. The Board of Directors of the Friends of Willamette Falls Media Center creates policy and provides a budget for WFMC Operations. The Board of Directors is composed of a minimum of five and maximum of fifteen citizens from the community. Detailed information regarding the selection, role and scope of authority of the Board of Directors can be found in the By-Laws of the organization.

Friends of Willamette Falls Media Center, Inc. (Friends of WFMC) was incorporated in the State of Oregon on October 17, 2011, registry number: 807118-99 in order to advocate for the Clackamas Cable Access Board (dba Willamette Falls Media Center). Willamette Falls Media Center (WFMC), formed by an Intergovernmental Agreement (IGA) between the cities of Oregon City and West Linn and governed by the Clackamas Cable Access Board (CCAB), has been a municipal corporation in Oregon since 1985. CCAB/WFMC functions as a Public, Education and Government (PEG) community facility serving greater the Clackamas County area. CCAB/WFMC offers the community education in full digital media production along with operating the local PEG channels on the cable system.

Friends of WFMC has completed detailed budgets for the operation of WFMC, incorporated the CCAB financial management manual and employee handbook as its draft manuals, has submitted draft contracts to the governmental entities which had contracted with the CCAB, and has procured insurance coverage for the operation of the WFMC, which is in effect. Friends have been awarded 501(c)(3) status with EIN number: 80-0762454.

Friends of WFMC will provide management for the access channels, video production studio facilities, video equipment check-out, video production education, and new digital media training programs and will provide access to the community cable channel's playback system. Staff is working with the Oregon City School District to develop and expand current programming, which will also serve as a model to work with other local school districts to provide similar programming. Friends of WFMC intends to engage community residents as students, teachers, local commercial interests, tradesmen and governmental agencies with suites of communications media to permit the sharing of ideas, facilitating solutions to strengthen and support the education, cultural and civic fabric of Clackamas County.

Willamette Falls Media Center has provided quality community media since 1985. The facility has relocated to the Historic McLoughlin Neighborhood of Oregon City (2009). The media center currently manages five local PEG channels to include Damascus, Milwaukie, Oregon City, Wilsonville and Unincorporated Clackamas County. These PEG Channels are the community's Public, Education and Government Channels. To view these television channels you must have a cable subscription. Willamette Falls Media Center also provides programming for an sixth channel referred to as the Cable Access Network (CAN) Channel. This channel is for local origination only provided by WFMC producers. This channel cablecasts out to Washington, Multnomah, Clark-WA, Yamhill, Columbia, and Clackamas Counties.

As a public access station Willamette Falls Media Center not only provides channel management, but puts community franchise fees and discretionary capital funds to work in the form of community media connectivity and media literacy. WFMC's network provides a spectrum of opportunities in media production, production management and methods for content delivery. Staff not only produces media content for the cities, but provides channel management consulting and technical support. The staff works with all levels of experience in media production. Resident of the Oregon City area served by the PEG agreements can come into the facility and participate in the Media Production Program for little out of pocket cost. Participants will be required to register as a producer and follow the facilities "Operating Rules" (Schedule C) as set forth by management. WFMC requires playback of all final productions on the Cable Channel.

## **SCOPE OF WORK**

### **System Concept and Solution**

#### **PUBLIC ACCESS**

1. WFMC will provide Oregon City residents with full access to the WFMC studio to produce and edit TV programs for showing on the public access channel. WFMC maintains videography equipment and scheduling of equipment rentals for use by residents.
2. Residents of the City of Oregon City will be allowed to cablecast programs on public access channels.
3. WFMC professional staff will assist with production, editing and cablecasting.
4. City residents may submit information and event announcements for the community video boards for the public and government access channels.
5. Residents will be provided with full access to education and training for media production classes.
6. WFMC will maintain accessibility of services to Oregon City residents by:
  - Scheduling, monitoring and maintaining editing and production facilities and studios,
  - Monitoring equipment and performing maintenance as needed,
  - Managing and coordinating cablecast of programming on the Public Access channel, according to an established cablecast schedule.

#### **GOVERNMENT ACCESS**

1. WFMC can and will provide the City with a videographer to operate the City-owned on-site audio/video equipment located at City Hall, 625 Center Street, (2) Council meetings, which includes Council work and two (2) Planning Commission meetings each month, forty eight (48) meetings annually. The City will be provided with a videographer for on call, unanticipated meetings as needed for any additional meetings, which will be

contracted according to rate schedule A. In the event a meeting is canceled, and there is a 24 hour notice there will be no charge.

2. WFMC will produce audio/video media copies of meetings as needed.
3. WFMC will create community video boards with the information and event announcements provided by the city for the Government.
4. Audio and video output of each meeting cablecast on the government channel will be high quality.
5. WFMC can and will coordinate, develop, maintain and manage the programming and playback of an established schedule for all programs and meetings.
6. As a Non-profit entity WFMC has the benefit of providing cost effective strategies for your City. WFMC staff will work with City staff and the City's cable provider to enhance audio and video quality of all cablecasts and will coordinate selection and purchase of appropriate equipment.
7. WFMC will monitor City-owned equipment and perform basic maintenance as needed. (On-site trouble shooting and assessment. Minor adjustments and repair of cables, cords or connectors replacement. Materials will be billed for at cost. Other repairs will be charged at an additional rate, Schedule B, plus vendor fee.)
8. WFMC will provide media transport, as necessary.
9. WFMC can provide staff on call (by phone) to trouble shoot playback errors, within one hour of when they are identified.

### **Program Management Structure**

WFMC Executive Director will be the direct contact to the City of Oregon City. The Executive Director will assign appropriate WFMC staff for all projects. Assigned WFMC staff will provide lead on the project with ongoing communications with WFMC Executive Director. Any changes in scope of project will be agreed upon and approved between WFMC Executive Director and designated City of Oregon City Staff. WFMC's professional staff is cross trained with similar skills in all aspects of media production.

Staffing will be included in the contract base rates, unless otherwise stated.

### **PUBLIC ACCESS**

- Studio Operations Management: Melody Ashford.
- Instruction/Studio Assistants: primary Steve Tarantola, support staff Steve Johnson, Jenelle Neill and Melody Ashford.
- IT/Web Systems/Playback Operations and Community Boards: primary Jenelle Neill, support staff Steve Tarantola, Steve Johnson, and Melody Ashford.
- Consultations, facility engineering and maintenance/upgrades: primary Steve Johnson, support staff Melody Ashford, Jenelle Neill and Steve Tarantola.
- Content delivery Specialists: Steve Tarantola and Jenelle Neill.

- Production and Outreach projects: Melody Ashford, Steve Johnson, Jenelle Neill and Steve Tarantola.
- Finance Billing/invoicing: primary Stephanie Head, support staff Melody Ashford, Friends of WFMC Board and contracted CPA services.

#### GOVERNMENT ACCESS

- Government Channel and site management: Melody Ashford.
- City government meetings: Melody Ashford will be the primary videographer with back up provided by Steve Johnson, Jenelle Neill and Steve Tarantola.
- Consultations and maintenance: Steve Johnson and Melody Ashford.
- Playback Operations and Community Boards: Melody Ashford and Jenelle Neill.
- Additional government videography, productions services and training: Melody Ashford, Steve Tarantola, Steve Johnson, Jenelle Neill and Carl Wikman.

#### **Prior Experience**

- Executive Director: Melody Ashford, 28 years in media production and 23 of those years in community media services and operating an independent production company. Experienced in all phases of production, instruction, Live events, field production and post-production.
- Engineering: Steve Johnson, A Degree in Television Technology, 37 years in technical A/V services and engineering. Worked for WFTV/WFMC for 27 yrs
- IT Web Master/Playback Operations: Jenelle Neill, 10 yrs Graphic Design, 7 yrs Field/Studio Production and Web Building, 5yrs IT Network experience.
- Location Videographer: Carl Wikman, Multi-Media Producer, over 40 years. The last 10 yrs. employed as primary videographer for WFMC assigned to Cities of Milwaukie and Wilsonville. Vast background in all phases of production, design, instruction and familiar with Granicus support.
- Studio Specialist: Steve Tarantola, A graduate of Florida State University B.S. in Film/Media Production. Over 20 years professional multi-media experience in digital video production and editing. Also an instructor in the field of digital media and television.
- Bookkeeper/Administrative Assistant: Stephanie Head, 20 years with bookkeeping experience and six of those years as a full charge bookkeeper for a non-profit.

**Authorized Negotiator**

Dan Holladay, Chair - Friends of Willamette Falls Media Center

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**Budget**

Fiscal Year 2013/2014		
PROGRAM AREA-Schedule A	MONTHLY AMOUNT	BUDGET AMOUNT
Public Access Operation	\$1666.67	\$20,000
Government Access Operation	\$1666.67	\$20,000

Fiscal Year 2013/2014		
PROGRAM AREA-Schedule A	MONTHLY AMOUNT	BUDGET AMOUNT
Base Rate	\$3,333.33	\$40,000.00
Population Rate	\$1327.50	\$15,930
Proposed Annual Budget Total (Schedule A)		\$55,930.00

Attachments:

Schedule A: Rates

Schedule B: Basic Services Descriptions

Schedule C: Rate Card