



APR 18 2017  
CITY RECORDER  
CITY OF OREGON CITY, OR

## Proposal for City of Oregon City Public/Government Access Services FY 2017-2019

### **Description of Organization**

Friends of Willamette Falls Media Center Inc. /dba Willamette Falls Media Center (WFMC) located at 1101 Jackson Street, Oregon City, OR 97045 is a 501 (c) (3), EIN 80-0762454 governed by a Board of Directors. The WFMC governing board creates policy, provides a budget for facility operations, and 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.

Willamette Falls Media Center currently manages five community Public, Education and Government (PEG) channels for Comcast, which include Milwaukie, Oregon City, Wilsonville and Unincorporated Clackamas County, as well as contributes content metro-wide on the Cable Access Network (CAN) channel. WFMC is also the head-end for CenturyLink. Additionally, staff produces media content, provides consultation and technical support, and is proficient in working with all experience levels in media production. WFMC provides full-scale video production services, studio facilities, video equipment checkout, video production education, digital media training, and access to the community cable channel's playback system. Any resident in a contracted service area is welcome to participate in the Core Media Production Classes at no out of pocket cost. WFMC is working with School Districts throughout Clackamas County, to develop and expand media education programs. WFMC provides the community with access to opportunities in communication media, which supports the sharing of ideas and facilitates solutions to strengthen and support the educational, cultural and civic fabric of Clackamas County.

### **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 production equipment and scheduling of equipment rentals for use by residents.
2. All programs produced by Oregon City residents will be cablecast on public access channels.
3. WFMC professional staff will assist with production, editing and cablecasting of reader board notices submitted by City residents and city staff.

4. Residents will be provided with full access to education and training for media production classes.
5. WPMC will maintain accessibility of services to Oregon City residents by:
  - Scheduling, monitoring, and maintaining editing and production facilities
  - 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. WPMC 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 for two (2) Commission meetings, two (2) Planning Commission meetings, and one (1) Commission Work Session each month, for a total of sixty (60) meetings annually. The City will be provided with a videographer, as needed on call, for any additional meetings, which will be contracted according to rate schedule A.
2. In the event a meeting is cancelled, the City must notify WPMC of the cancellation 24 hours prior to the start of the meeting. If a 24 hour notification is not, given the City will incur a charge of \$100.00.
3. WPMC will produce audio/video media copies of meetings as needed.
4. WPMC will create community video boards with the information and event announcements provided by the city.
5. WPMC will monitor audio and video output of each meeting cablecast on the government channel to ensure the highest quality within equipment capacity.
6. WPMC can and will coordinate, develop, maintain, and manage the programming and playback of an established schedule for all programs and meetings.
7. As a Non-profit entity, WPMC has the benefit of providing cost effective strategies for your City. WPMC 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.
8. WPMC will monitor City-owned equipment and perform basic maintenance as needed. (ie. On-site trouble shooting and assessment. Minor adjustments and repair of cables, cords or connectors replacement.) Materials will be billed at cost. Other repairs will be charged at an additional rate, Schedule B, plus vendor fee.
9. WPMC will provide media transport, as necessary.
10. WPMC can provide staff on call (by phone) to trouble shoot playback errors, within one hour of when they are identified.
11. Videographers will arrive on site no less than one (1) hour prior to the meeting start time.



**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 OPERATIONS**

- Executive Director: Melody Ashford.
- Executive Assistant: Shelly Ostrowski
- Instruction/Studio Operation: Primary - Steve Tarantola; Support Staff - Steve Johnson, and Melody Ashford.
- IT/Playback Operations and Community Boards: Primary - Joshua Reynolds; Support Staff - Steve Tarantola, Steve Johnson, and Melody Ashford.
- Consultations, Facility Engineering, and Maintenance/Upgrades: Primary - Steve Johnson; Support Staff - Melody Ashford and Steve Tarantola.
- Content Delivery Specialists: Steve Tarantola.
- Production and Outreach Projects: Melody Ashford, Steve Johnson, and Steve Tarantola.
- Finance Billing/Invoicing: Primary - Stephanie Head; Support Staff - Melody Ashford, Friends of WFMC Board, and contracted CPA services.

**GOVERNMENT ACCESS OPERATIONS**

- Government Channel and Site Management: Melody Ashford, Executive Director.
- City Government Meetings: Professional videographer staff as assigned
- Consultations and Maintenance: Melody Ashford, Steve Johnson and contracted services as needed
- Playback Operations and Community Boards: Joshua Reynolds and Melody Ashford.
- Additional Government Videography, Productions Services and Training: Melody Ashford, Steve Tarantola, Steve Johnson, Josh Reynolds.

**Prior Experience**

- Executive Director: Melody Ashford, 31 years in media production and 30 of those years in community media services and 27 years' operating an independent production company.
- Executive Assistant: Shelly Ostrowski, 20 years' of general office and customer service. Major in Business Administration and Marketing.

- Engineering: Steve Johnson, A Degree in Television Technology, 43 years in technical A/V services and engineering. Worked for WFTV/WFMC for 35 yrs
- Playback Operations/IT/Website: Josh Reynolds, Associate Degree in Computer Applications; 6 year background in Radio broadcasting; 2 years' experience in Playback Operations and professional-level audio and video recording equipment; Skilled in computer hardware and professional-level media production software.
- Location Videographer: Rene Hinneberg, Multi-Media Producer, over 25 years of professional production experience. Primary videographer for WFMC assigned to City of Oregon City. Vast background in all phases of production and familiar with Granicus.
- Studio Specialist: Steve Tarantola, A graduate of Florida State University B.S. in Media Production. 26 years professional field production experience. Digital video post-production, editing and instructor in the field of digital media and television.
- Bookkeeper/Administrative Assistant: Stephanie Head, 26 years with bookkeeping experience and six of those years as a full charge bookkeeper for a non-profit.

#### **WFMC Board of Directors**

James Kunze – President  
Dave Hedges – Vice-Chair/Treasurer  
Jessica Morris – Secretary  
Ken Pryor – Board Member  
Richard Marlow – Board Member

Karen Sorbel – Board Member  
Kerry Brown – Board Member  
Jordan Morris – Board Member  
Sherry Morisch – Board Member

#### **Authorized Negotiator**

Jim Kunze, Chair – WFMC Board of Directors, President  
1101 Jackson Street, Oregon City, OR 97045  
Cell Phone: 503-422-7128  
Email: Melody@wfmstudios.org

**Proposed Budget**

<b>Fiscal Year 2017/18</b>		
PROGRAM AREA-Schedule A	MONTHLY AMOUNT	BUDGET AMOUNT
Public Access Operation	\$2,709.63	\$32,516.00
Government Access Operation	\$2,709.63	\$32,516.00
	\$5,419.25	<b>\$65,032.00</b>

<b>Fiscal Year 2018/19</b>		
PROGRAM AREA-Schedule A	MONTHLY AMOUNT	BUDGET AMOUNT
Public Access Operation	\$2,805.90	\$33,671.00
Government Access Operation	\$2,805.90	\$33,671.00
	\$5,611.80	<b>\$67,342.00</b>

Proposal for City of Oregon City Public/Government Access Services submitted on the 14 day of  
April, 2017 by:



James Kunze  
Board of Directors, President





### **RATE SUMMARY SHEET FY 17/18 EST**

Public Channel and Operations Management	\$32,516
Government Channel and Operations Management	\$32,516
Population-Based Rate for Municipalities (\$5,500 PER 10,000)	
Oregon City based on 34,240 population (Certified Estimate US Census 2016)	\$18,832
Contract 5% increase is associated with facilities overall cost ranging from 3% for lease up to 10% for other increasing operations costs to support facility and employees. The 5% determination by WFMC board is determined to be equitable for all service contracts.	\$2,200

### **Additional Government Meetings**

Additional Meeting - 12 meetings per year – Annual Rate (included up to 6-hour on site)	\$2,700
Half-Day Field Production Rate (productions requiring remote camera)	\$275
Full-Day Field Production Rate (productions requiring remote camera)	\$450

### **RATE SUMMARY SHEET FY 18/19 EST**

Public Basic Channel Management (4) Meetings and Management	\$33,671
Government Basic Channel Management and complete facility	\$33,671
Population-Based Rate for Municipalities (\$5,500 PER 10,000)	
Oregon City based on 34,240 population (Certified Estimate US Census 2016)	\$18,832
Contract 5% increase is associated with facilities overall cost ranging from 3% for lease up to 10% for other increasing operations costs to support facility and employees. The 5% determination by WFMC board is determined to be equitable for all service contracts.	\$2,310

### **Additional Government Meetings**

Additional Meeting - 12 meetings per year – Annual Rate (included up to 6-hour on site)	\$2,700
Half-Day Field Production Rate (productions requiring remote camera)	\$275
Full-Day Field Production Rate (productions requiring remote camera)	\$450