



BMTD

Special Meeting

1/28/20

Agenda

- ▶ Introduction
- ▶ OTA Channel
- ▶ OTT Channel and RFP
- ▶ Advertising and RFP
- ▶ Strategic Plan Draft 2
- ▶ 2020-21 Budget

OTA Channel

- ▶ Channel Study
 - ▶ Channel 19 available for 970w LPTV station
 - ▶ Two additional channels available for 670w LPTV stations
- ▶ FCC Approval
 - ▶ Applications start Q3 2020 at the earliest
- ▶ Equipment Breakdown
- ▶ Cost Breakdown
- ▶ Anticipated Labor

OTT Channel

- ▶ Vendors
 - ▶ Discussed with Vimeo and TelVue
- ▶ RFP needed prior to contract
- ▶ Features:
 - ▶ Mandatory: Provide Equipment & Services
 - ▶ Mandatory: Platform compatible for distributing to OTT, OTA, and Cable TV
 - ▶ Preferable: Create App for Smart TV platform
 - ▶ Bonus: Syndication service

Sponsor Recruitment & Ad Sales

- ▶ Advertising on noncommercial OTA stations is FORBIDDEN. Instead, BMTD can only provide “enhanced recognition” for station donors and underwriters on air.
 - ▶ Logograms or slogans which identify but do not promote;
 - ▶ Location information;
 - ▶ Value-neutral descriptions of a product line or service;
 - ▶ Brand and trade names and product or service listings.
- ▶ Advertising on noncommercial OTT stations is PERMITTED.
 - ▶ Announcements containing price information. This would include any announcement of interest rate information or other indication of savings or value associated with the product.
 - ▶ Announcements containing a call to action.
 - ▶ Announcements containing an inducement to buy, sell, rent, or lease

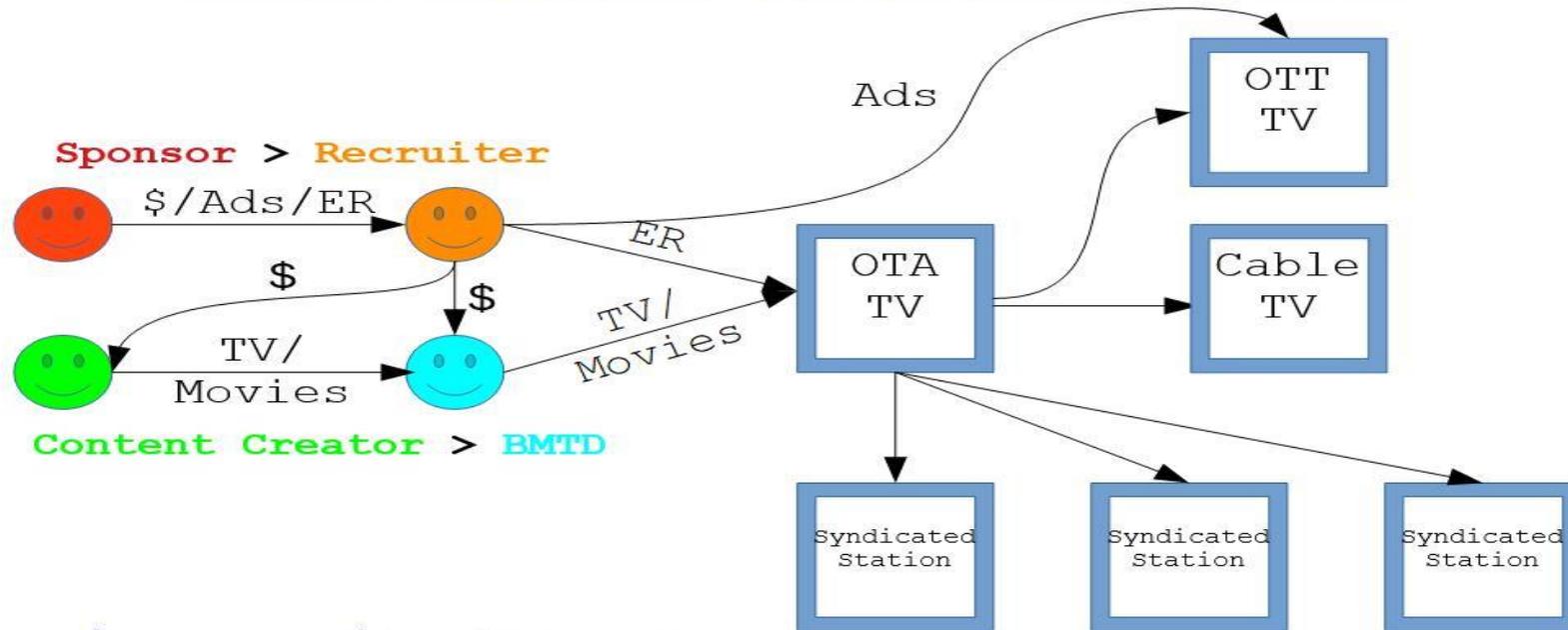
Sponsor Recruitment & Ad Sales

- ▶ BMTD broadcast and livestream will feature enhanced recognition for sponsorship.
- ▶ Follow PBS rules.
 - ▶ 60 seconds for 30 minute programs
 - ▶ 60 seconds for 60 minute programs
 - ▶ 60 seconds every 60 minutes for programs > 60 minutes
- ▶ Videos are 25 or 55 minutes.
 - ▶ Ad 60 seconds for sponsor recognition, additional time for BMTD explainer video, PSA's, and Program Guide
- ▶ Example Video

Sponsor Recruitment & Ad Sales

- ▶ **Mandatory:** BMTD needs a partner, or multiple partners, with experience in ad sales.
 - ▶ Partner(s) must possess large client list for our service area and the wider PNW.
 - ▶ Partner will recruit OTA Sponsorships and OTT Ads.
 - ▶ Partner can generate at least \$20k for BMTD in one year. The more revenue beyond that level, higher preference for their bid.
- ▶ **Preferable:** Sponsor Recruiter can provide media production or Enhanced Recognition and Ads, and incorporate that media into BMTD programming.
 - ▶ We will NOT accept a bid for media production only.
- ▶ **Joint Bid:** An advertising company and a media production present a joint bid to provide both services to BMTD.
 - ▶ There may be a main service in charge of advertising, but we accept services from other regional entities.
- ▶ **Bonus:** Advertising company provides services at a discounted rate in exchange for an additional OTA subchannel and OTT livestream.

BMTD Channel
Finance and Content Distribution Flowchart



- **Ad Service** recruits **Sponsors**.
- **BMTD** recruits **Content Creators**.
- **BMTD** distributes **Content**.
- **Sponsors** pay based on distribution of **Content** featuring enhanced recognition and ads.
- **Ad Service** pays **BMTD** and **Content Creator**.

Notes:
The FCC forbids the broadcast of ads on noncommercial and PEG TV channels.
Noncommercial and PEG TV channels may include "Enhanced Recognition" for donors and underwriters.
OTT distribution of content by a noncommercial station may include advertisements.

Strategic Plan

- ▶ Introduction
- ▶ Process
- ▶ Streaming Channel
 - ▶ Perk for individuals who have paid the service charge to maintain the translators. Cable/Satellite/Other users can sign up without risk of property tax lien; database is capable of including this workflow.
- ▶ Content Acquisition
- ▶ Syndicating Content
- ▶ Sponsorship vs. Advertising
- ▶ Additional Media Production

2020-2021 Budget

- ▶ Create 3rd Budget Program: LPTV Station; or
- ▶ Create new Special Fund
- ▶ Strict controls established in Budget Message.
- ▶ Budget for all possible expenses, but allow expenditures ONLY when allowed by the Budget Message unless the Board otherwise authorizes.

2020-2021 Budget

- ▶ Prioritize spending based on what can happen, and if there is money:
 - ▶ OTT Channel can be created in as little as two weeks for \$20k. Authorize right away.
 - ▶ OTA Channel requires paying Hatfield Dawson to file, purchase equipment, pay for installation. May not be feasible until summer 2021. Authorize Applications once filing opens. Authorize equipment and installation once approved; if not approved in time for summer install, delay until summer 2021.
 - ▶ Cable Channel: Annual cost approx. \$3k. Consider authorization only if revenue surpasses \$20k. Discuss management of PEG channel with La Grande, Island City, and Baker City.

2020-2021 Budget

- ▶ Prioritize spending based on what can happen, and if there is money:
 - ▶ Community grants. Example: BMTD streams/broadcasts Baker High School sports in exchange for 10% of new subscriber fees, alongside portion of enhanced revenue. 120 new BC antenna owners have not returned their letters; if they all pay the service charge, BMTD sends \$1,200.00 to Baker HS Athletics. Authorize only upon agreed action plan with a School that includes a proactive promotion plan.
 - ▶ Interns. Students at local high schools and EOU record and edit local government meetings. Authorize if Sponsorship/Ad revenue permits, provide interns with scholarships.

2020-2021 Budget Options

- ▶ General Fund – New Program, “LPTV Station”
 - ▶ LB 20 includes Sponsorship and Advertising Resources (Revenue)
 - ▶ LB 31 includes Equipment, Services, Grants, Intern Scholarships, and Advertising Requirements (Expenditures)
 - ▶ Pros: No new bank account. Cons: Difficult to sandbox in reference to General Fund expenditures.
- ▶ New Special Fund
 - ▶ Requires new bank account. Starting capital \$50k from general fund.
 - ▶ Resources include Sponsorship and Advertising
 - ▶ Requirements include Equipment, Services, Grants, Intern Scholarships, and Advertising.
 - ▶ Pros: Easy to sandbox expenditures from General Fund. Cons: Requires new bank account; determination of starting capital.