

**Blue Mountain Translator District**  
**Local Channel Strategic Plan**

**Introduction**

SB 394, entering into effect 1/1/2020, authorizes BMTD to broadcast and stream a local TV station. Expenses for launching a channel include capital costs for signal distribution equipment; materials & services costs for installation and maintenance; and approval from the Federal Communications Commission. Launching a channel will require the procurement of content, sponsorships, and advertisements. Operating the channel includes profitable maintenance, expansion to the entire service area, syndication of content, and streaming of content.

**Definitions**

- **Advertisements:** Media distributed in TV signals intended to promote the purchase of a good or service. Commercial matter forbidden on noncommercial stations includes:
  - 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.
- **Cable TV:** Delivery of television signals to TV viewers via physical cables run directly between headends and structures.
- **Enhanced Recognition:** The Federal Communications Commission permits noncommercial station to air media that recognizes donors and underwriters who support station operations. Sponsor Recognition media broadcast over the air may include only the following elements:
  - 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.
- **Low Power Television (LPTV):** TV stations with effective radiated power of less than 15 kW.
- **Noncommercial Station:** Broadcast station that is not funded by the sale of advertisements.
- **Translator:** Broadcast station that relays signals from one geographic region to another.
- **Translator District:** In Oregon, a special district authorized by ORS Chapter 354 to operate TV relay stations.
- **Over The Air (OTA):** Distribution of content from broadcast stations that can be received using an antenna.
- **Over The Top (OTT):** Distribution of content online that can be viewed on the web or mobile devices.

## **Community Feedback**

BMTD conducted a survey during summer-fall 2019 regarding the future of local broadcasting, including features of the local channel. Surveys were conducted in person at Baker City Miners Jubilee, the Union County Fair, the Baker County Fair, and the Cove Cherry Fair. Additional responses were submitted through an online survey. 95% of respondents support the creation of a local channel. Existing TV services used by respondents included 34% Antenna, 32% OTT, 21% Satellite, and 12% Cable.

BMTD held a summit on the future of broadcasting on August 21, 2019 in La Grande. The presentation was led by Executive Director Alex McHaddad, who was joined by Vice President Jean Innerarity.

Participation by the following attendees is appreciated:

- William Bowman, We Heart Create
- JB Brock, Union County Emergency Services
- Brent Clapp, Brent Clapp Media Services
- Jeff Crew, Eastern Oregon Net, Inc.
- Christine Jarski, La Grande Economic Development
- Andrew McHaddad, Bexel
- Superintendent George Mendoza, La Grande School District
- Suzanna Moore-Hermann, Union County Chamber of Commerce
- Commissioner Matt Scarfo, Union County
- Jason Yencopal, Baker County Emergency Services

A reporter from the La Grande Observer attended the meeting, a summary article, "BMTD plans to expand TV services," was published in the Observer and Baker City Herald on September 4, 2019.

## **OTA Channel**

BMTD staff requested that Hatfield & Dawson Consulting Engineers, LLC perform a channel study for Mt. Fanny in January 2020. Hatfield & Dawson has advised BMTD that the FCC may not permit new LPTV station applications until July 2020, or even as late as summer 2021. While a channel study will be valuable if a filing period opens July 2020, BMTD can no longer guarantee that an OTA station will launch in Q3 2020.

Hatfield & Dawson performed a channel study in January 2020. The firm discovered that spectrum is available for use to broadcast an LPTV station up to 9.4 kW, should a filing window open following the conclusion of Incentive Auction repack operations by the Federal Communications Commission. Multiple applicants may file for this spectrum, and BMTD is not guaranteed a construction permit. Long-term operation may also be inhibited by future Spectrum Auctions, an additional danger faced by BMTD's other channels.

BMTD's engineering contractor, Rob Stilson of RS Technology, reviewed technical information provided by Hatfield & Dawson. It is recommended that BMTD launch a 2.2 kW station, similar to the existing translator channels, rather than a 9.4 kW station. Translators for

this station can be installed in other geographic locations in the future.

Once a license is granted, BMTD will need to procure additional equipment necessary for operation, though the District's existing infrastructure and technical partnerships remove barriers common to other entities. A media server that permits content to be distributed must be installed at BMTD's office in La Grande with a high-speed Internet connection that will be installed during Q1 2020. BMTD should pursue delivery of the Channel to Mt. Fanny utilizing equipment operated by Skyline Tower and installed at the OSU Extension Center in Island City. Content should be transmitted from the Joseph Building in La Grande to the Island City Extension Center with a pair of Point-To-Point antennas, which are then delivered to Island City Extension. Once the content is delivered to the Mt. Fanny facility, BMTD must expand the existing combiner and add a new transmitter. EAS equipment is already in BMTD's possession, and the existing transmit antennas to deliver signals can accommodate the addition of a new OTA channel.

Hatfield & Dawson and RS Technology concur that there is no guaranteed schedule to create an OTA channel due to the impact of the 2017 Incentive Auction and additional technical problems. However, SB 394 permits BMTD to distribute the signal for an LPTV station via "alternative methods," which are not enumerated further in the legislature and may include streaming "Over-The-Top" and broadcasting on Cable TV. BMTD maintains the ultimate goal of broadcasting an Over-The-Air noncommercial Low Power TV station. Rather than waiting for approval to launch an OTA LPTV station, the District will create and distribute a channel that can be distributed Over-The-Top and via Cable TV. This schedule allows BMTD to create a workflow for operating an OTA channel prior to launch, ensuring that the channel operates at a quality necessary to successfully serve northeast Oregon.

### **Streaming (OTT) Channel**

Staff have contacted two vendors with the capability to create a streamed channel delivered online or "Over-The-Top" (OTT), including TelVue, a New Jersey company; and Vimeo, a subsidiary of InterActiveCorp, a New York Company. Staff and contractors have discussed technical aspects of a streaming service with employees of TelVue. Oregon procurement statutes require BMTD to publish a Request For Proposals and permit bids by multiple entities who meet qualifications provided by the District and State.

An RFP for streaming services will be approved by the Board in February 2020; bids will be accepted through March 2020; and a contract will be awarded in April 2020. BMTD seeks a partner that can create an OTT Channel with the following features:

- Price for equipment, maintenance, and other services: approximately \$25,000.00 for setup; approximately \$6,000 annually for maintenance thereafter.

- Mandatory: Entity provides the equipment, maintenance, and other services necessary to create an OTT channel that may include multiple live streams; the ability to add additional livestream; and the archiving of content that has previously aired.
- Mandatory: Equipment provided by entity can be used to distribute signals Over-The-Top, Over-The-Top, over Cable TV, and additional online platforms.
- Mandatory: Ability to restrict access to the OTT service to individuals who have paid BMTD's service charge.
- Preferable: Entity can create software to view the OTT Channel on additional platforms besides a web browser, including Smart TV platforms such as Roku, and mobile device platforms such as Android.
- Bonus: Entity provides a syndication service that permits BMTD to air content generated by other broadcasters, as well as distribute content to other broadcasters.

BMTD will provide 12-month access to the OTT Channel upon receipt of the \$100.00 annual service charge. Viewers who want to watch the OTT Channel but will continue using a different service for TV will be entitled to 12 months of access to the OTT Channel in exchange for paying the \$100.00 annual service charge. BMTD will add an additional line to service charge liability notices that permits property owners to clarify that they will pay the fee but they do not use an antenna to watch TV. The District's billing database software can record these responses and ensure that charges are not placed on the property taxes of these viewers. ORS 354.690 only permits the enrollment of delinquent charges on the property tax statements of viewers who can receive OTA signals.

### **Cable TV Channel**

Three cities in BMTD's service area have Cable TV service: Baker City, Island City, and La Grande. BMTD can pursue broadcast of a local channel on Cable TV as a leased access channel, or request that a city grant BMTD the authority to operate their municipal PEG channel. This requires BMTD to operate the OTT and OTA TV channel under the same parameters as a PEG Channel.

Cable companies are required by the FCC to provide leased access channels to interested operators, and BMTD's channel can be broadcast as a leased access channel with Charter Spectrum. The FCC provides the following documentation<sup>1</sup> regarding the cost to operate a leased access channel:

- Formula
  - $(\text{Total Eligible Tier Monthly Subscriber Revenue} - \text{Total Eligible Tier Monthly Programming Costs}) \times (\text{Subscriber-Channels for Elected Tier} / \text{Total})$

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<sup>1</sup> <https://www.fcc.gov/general/leased-access>

Subscriber-Channels for all Eligible Tiers) / Number of Channels on Elected Tier = Maximum Full-time Rate Per Month

- Where:
  - Subscriber-Channels = Number of subscribers x number of channels
  - Eligible Tier = Each tier with subscriber penetration over 50 percent
  - Elected Tier = Tier chosen for channel placement
- Cable company has 2 eligible tiers with a total subscriber count of 10,000 and a total channel count of 20. The elected tier has 5,000 subscribers and 10 channels. Monthly subscriber revenue for both eligible tiers is \$50,000 and monthly programming costs are \$40,000.
- Example
  - $(\$50,000 - \$40,000) \times (50,000 / 200,000) / 10 = \$10,000 \times .25 / 10 = \$2500/10 = \$250.00$  per month leased access fee for a full-time channel on the elected tier (or \$.05 per subscriber)
  - In the event of an agreement to lease capacity on a tier with less than 50 percent penetration, the average implicit fee should be determined on the basis of subscriber revenues and programming costs for that tier alone.

The preferable path for operating a Cable TV channel is to receive permission from a city to broadcast on their municipal PEG Channel. PEG channels are usually operated by nonprofits created by cities and other regional governments that are primarily funded by franchise fees from Cable TV providers, along with additional fundraising. Western Oregon University, Independence, and Monmouth jointly operate a PEG channel through an intergovernmental partner under ORS 190. BMTD can offer the infrastructure to manage a PEG Channel without the need for a City and other governments to create a new nonprofit or ORS 190 agreement that requires franchise fees to be redirected to channel operations. This model allows all local governments in Union and Baker Counties to collaborate to provide this public service without the need for each entity to create its own PEG channel infrastructure. BMTD should negotiate the operation of a PEG channel with local cities prior to pursuing the creation of a leased access channel.

### **Content Acquisition**

Staff began soliciting content creators in the Pacific Northwest in summer 2019. A successful channel requires content that viewers will find relevant. This content must also appeal to potential sponsors in order to maximize available revenue. A survey of potential viewers conducted in summer and fall 2019 revealed the most desired content for a local channel:

● **Community Events: 55.75%**

● **Movies: 53.98%**

- **Local Government Meetings:** 51.33%
- **Community Performances:** 48.67%
- **Public Service Announcements:** 47.79%
- **Locally-Produced TV Shows:** 35.4%
- **Syndicated TV:** 29.2%

BMTD will need to build relationships with other entities prior to distributing their content. Community event footage will need to be recorded and edited, either by an event organizer or a third party. In order to prevent litigation from an event organizer, BMTD should refrain from distributing footage of a community event without the informed consent of the organizer.

The most readily available content includes public domain works, i.e. film and TV episodes that were not copyrighted or no longer retain a copyright due to age. When BMTD lacks content, public domain films and TV episodes can be displayed. These works will be especially valuable for fulfilling FCC mandates for broadcasting Educational and Informational (E/I) content. Additional opportunities for content include review segments for films and TV episodes that will be broadcast.

Local government meetings present more political than technical problems to record and distribute. Oregon's local governments cannot forbid BMTD from recording their proceedings, nor can they prohibit BMTD from distributing these recordings. However, the community stands to gain from cooperative distribution of meeting footage. BMTD can ask first for permission to record meetings, a process as simple as leaving a camera running in the room while a public body is in session. Until sponsorship revenue for broadcasting is secured, BMTD can ask local governments to distribute meeting recordings for free, increasing interest in the channel for viewers and sponsors. Once meetings are being distributed, sponsorships can be recruited for this content. Local governments may want their proceedings to be distributed free from financial influence, and ask that the regular content creation dividend be extended to a nonprofit. They may also require that proceedings be distributed free from recognition and advertisements for entities that have an interest in actions taken at a meeting.

Locally-produced TV shows are rare in northeast Oregon. A local channel has the ability to spur the production of local television shows, including by entities that create content in audio and print form. BMTD should ask existing content creators to consider duplicating their copyrighted works in video format for distribution on a local channel. Other entities can begin creating content by recording their activities; for example, an art gallery can record a critic describing a painting, or the instruction portion of a pottery workshop.

Some of the most popular locally-generated programming will be athletics, including sports games at high schools and Eastern Oregon University. The community value of broadcasting sports games is easier to recognize, especially to community members prevented from attending in person due to absence or physical disability. Sponsorships for sports games will likely be among the most lucrative revenue generation opportunities.

Syndicated TV is the least popular content among potential viewers surveyed. However, the lack of locally-produced TV content necessitates the distribution of syndicated content. TelVue provides a practical solution for procuring content called Media Exchange, an online server of TV programming made freely available by their clients that can be downloaded and redistributed free of charge to any entity in the US, regardless of whether the entity uses their other services.

Staff have begun soliciting content for a local channel from a variety of sources. Various entities around the region produce videos relevant to BMTD's audience. Podcasts produced in Oregon provide audio content that will be relevant to viewers. A few online publications have been notified of BMTD's broadcasting ambitions and asked to consider creating audio versions of printed content that can be distributed on a local channel. All audio and video content secured for distribution will be maintained in a database by BMTD, with a contractual agreement not to distribute content unless sponsorships have been recruited to accompany its broadcast. Arrangements with content creators will be provided to sponsors so that enhanced recognition can be arranged for specific programming.

### **Syndicating Content**

Content procured by BMTD can raise revenue for the District and benefit local businesses much further geographically than northeast Oregon. Local access channels are plentiful in the US, including 14 in the Pacific Northwest. Programming of interest in the region and the rest of the country can be syndicated to other local access channels, with sponsorships for larger companies and organizations procured specifically for this expanded distribution. An entity such as Eastern Oregon University, for example, could be interested in sponsoring the distribution of a La Grande High School football game on BMTD's channel and in the community of LHS's opponent, whereas a local restaurant may only wish to sponsor programming in Baker and Union Counties. Government agencies that distribute recordings of their public meetings may also be interested in generating public interest programming about their operations that can be syndicated with enhanced recognition for sponsors.

### **Revenue**

Creation of a local TV channel was authorized by the Legislative Assembly in part to create an additional revenue stream for BMTD. The District's channel will be a noncommercial station, operating in

accordance with FCC rules in reference to best practices from peer institutions. Noncommercial TV stations are forbidden from running advertisements in OTA and Cable TV broadcasts, but they may include advertisements in OTT streams. Furthermore, noncommercial stations may provide enhanced recognition for donors and underwriters. The difference between Enhanced Recognition and Advertising is clarified in the FCC's "Policy Concerning the Noncommercial Nature of Educational Broadcasting."

Enhanced Recognition for the sponsors and underwriters of a noncommercial station and its programs may include:

- 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 that is forbidden from airing on noncommercial OTA and Cable TV broadcasts but is not restricted for OTT streaming includes:

- 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.

BMTD will need to fund channel operations with donations and underwriting, and ultimately generate revenue that can support the operation of additional translators. In keeping with best practices by peer institutions, BMTD will adopt board policies regarding LPTV station sponsorship that duplicate the "Funding Guidelines and Procedures" manual published by the Public Broadcasting Service. The Board will amend these policies as needed for broadcast on BMTD's Channel but will follow the original PBS policies when distributing content.

Enhanced underwriting segments of 60-second length air on PBS programming at the following schedule: the end of a 30-minute program; the end of a 60-minute program; or every 60 minutes on a program exceeding 60 minutes. In that 60-second period, BMTD can air enhanced recognition media of varying lengths and mediums. PSA's for nonprofits, announcements for upcoming programming, and additional information like community announcements and a TV guide can air in the empty segments following the conclusion of a program.

**Example:** A 25-minute travel show is followed by a 60-second sponsor recognition slot. This includes one 20-second video; three 10-second graphics recognizing different sponsors; and one 10-second graphic recognizing all or several station sponsors.

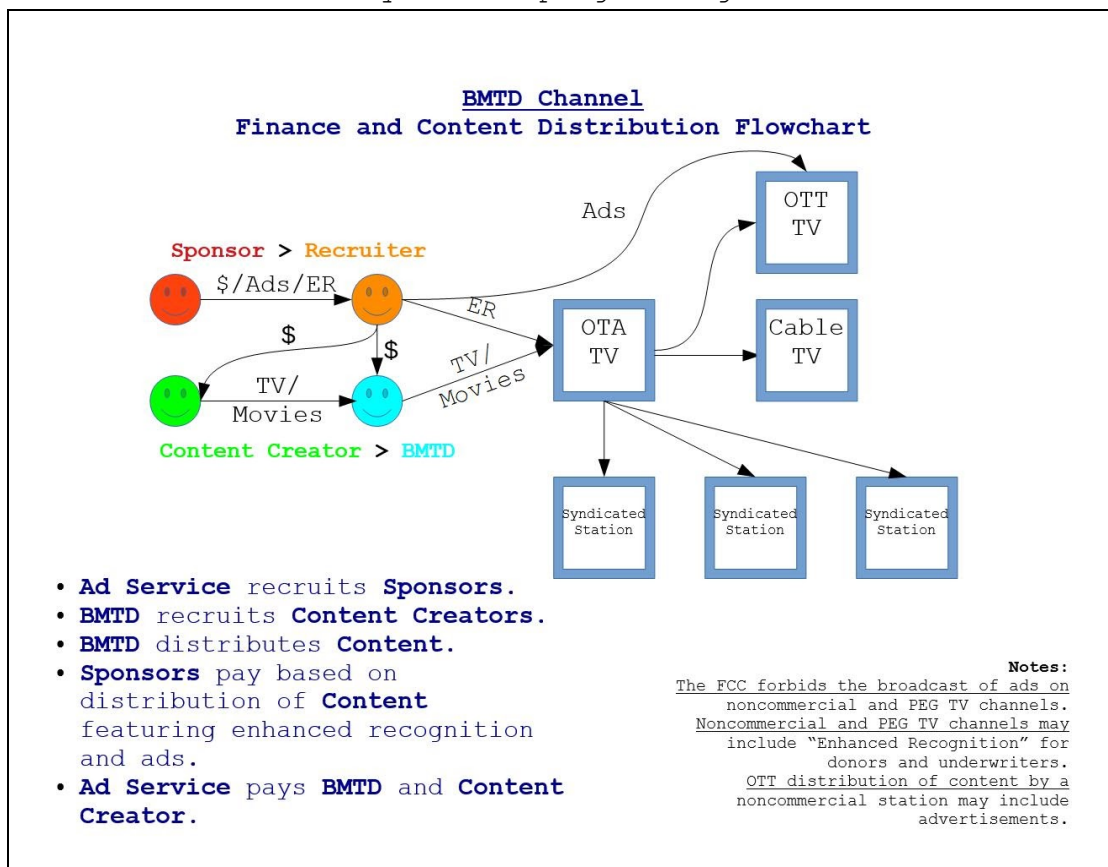
The livestream on BMTD's OTT Channel will include only enhanced recognition, ensuring that the stream can be distributed on OTA and Cable TV broadcasts without restrictions. Advertisements will be



incorporated into on-demand videos of BMTD programs, recognizing entities as "replay sponsors." Advertisements incorporated into archived videos may include videos, lower 1/3 screen graphics, slide shows, and corner logos. The Board will determine whether program interruption will be permitted to incorporate additional advertising.

The final piece of the revenue puzzle involves syndication of programming, as BMTD will ultimately have a large library of programming curated for broadcast on noncommercial and PEG channels. BMTD will build syndication relationships with other channels in the region and nation, distributing programming either for a fee or incorporating enhanced recognition for station donors and underwriters. Incorporating enhanced recognition will be limited, because other noncommercial and PEG stations will need to run their own sponsor recognition to finance operations.

Donors and underwriters of BMTD's station will be recruited by a separate entity or multiple entities with a pedigree in advertising sales. BMTD will recruit content, and the Sponsor Recruiter will solicit sponsorships. The amount of revenue received by BMTD, the Sponsor Recruiter, and the Content Creator will depend on the distribution of a program. A revenue formula will have to take into account the number of times a program is played on an OTA broadcast, a Cable TV broadcast, and an OTT stream provided by BMTD, along with the number of stations that syndicate programming from BMTD.



## **Sponsor Recruitment and Ad Sales RFP**

BMTD will release a Request for Proposals (RFP) for Sponsor Recruitment and Ad Sales in February 2020, interview Proposers in March 2020, and secure a contract with a partner by April 2020. Expenses related to the operation and maintenance of the Local Channel should be recovered by revenue generated on this channel, and BMTD will need an estimate for sponsorship revenue when drafting the Budget Officer's Recommendation for projected general fund revenue on Form LB-20.

A sponsorship RFP will need to cover the following points:

- Sponsor Recruitment & Ad Sales
  - Contractor's pedigree selling ads. Experience selling ads for broadcast is preferred, but experience with additional media distribution outlets will be considered.
  - Contractor's existing collection of clients.
  - Contractor's desired commission from sponsor recruitment and ad sales.
  - Contractor's ability to maximize revenue by attracting sponsors interested in receiving OTA recognition in a variety of formats, and clients interested in selling OTT advertisements in a variety of formats, including:
    - i. Video, audio, picture, bottom ⅓ on-screen labels, and corner graphics.
  - Contractor's ability to help BMTD build enhanced recognition and advertising packages that address price, frequency of enhanced recognition/ads, type of enhanced recognition/ad media used, and duration of enhanced recognition/ads in content.
  - Contractors existing relationships with firms and organizations that operate, in order:
    - i. Union and Baker Counties
    - ii. Northeast Oregon
    - iii. Treasure Valley, Idaho and southeast Washington
    - iv. Oregon
    - v. Washington and Idaho
    - vi. US
  - Contractor's willingness to forego revenue when content creators recruit their own sponsors, or BMTD syndicates content for a fee.
  - Contractor's desired term for an agreement.
  - Contractor's willingness to collect and disburse all sponsorship and advertising revenue.
- Media Production
  - Contractor's ability to create a variety of media for enhanced recognition and advertising, including video, audio, and graphics.
  - Contractor's ability to adhere to FCC guidelines differentiating advertisements from enhanced recognition for donors and underwriters.

- Contractor's ability to edit videos to include recognition media.
- Additional:
  - BMTD may consider distributing a radio channel or other content as an additional OTT live stream and digital subchannel as part of a contract.
  - All contractors must be bonded.
  - BMTD's primary goal is to generate revenue from OTA sponsors and OTT advertisements.
    - i. A Proposal for Sponsor Recruitment and Ad Sales that does not include Media Production **will** be accepted.
    - ii. A Proposal that includes Media Production but not Sponsor Recruitment and Ads Sales **will not** be accepted.
    - iii. A joint proposal between two entities for Sponsor Recruitment, Ad Sales, and Media Production **will** be accepted.
    - iv. BMTD will consider awarding multiple contracts for Sponsor Recruitment and Ad Sales with multiple entities based on their respective ability to generate revenue in different geographic regions.

BMTD will need to work with content creators to ensure that their programs are accompanied by appropriate enhanced recognition and advertisements. Content creators must be able to approve the enhanced recognition and advertising media that accompanies their content. Footage of local government meetings cannot be accompanied by enhanced recognition for entities that have an interest in the proceedings.

**Example:** The Baker City Council is considering the appeal of a rejected application for Verizon to build a cell tower, and Verizon donates to or underwrites channel operations. BMTD will not air enhanced recognition for Verizon during a broadcast of that City Council meeting

### **Additional Media Production**

BMTD may need to create internal media production operations regardless of whether a contract awarded for Sponsor Recruitment and Ad Sales includes Media Production. If such a contract is not awarded, BMTD will need to create enhanced recognition and advertising media, as well as incorporate this media into programming distributed by the District. The current Executive Director possesses adequate video editing skills to incorporate sponsorship acknowledgement media into programming. However, current resources restrict the Executive Director to 30 hours per week with a preexisting job description that does not include video editing. BMTD will need to increase the number of employees, including temporary help during the 2020-2021 fiscal year and permanent employees thereafter. Internships will also be needed to fill workload gaps.

Live video broadcast is a more complex operation that will require special equipment to interface with BMTD's media server. The most difficult element of live video project is the inclusion of sponsorship material. Until District revenue exceeds \$200,000.00 per year, BMTD should not invest in live video transmission. Instead, BMTD should maintain a list of firms with live video delivery capabilities, including real-time insertion of sponsorship acknowledgements, for the benefit of content creators.

### **Personnel**

BMTD should consider creating internship partnerships with EOU and local high schools that include instruction in video editing and regularly-scheduled editing work. Along with local high schools, BMTD will consider creating internship partnerships with regional colleges including Eastern Oregon University, Blue Mountain Community College, Treasure Valley Community College, Boise State University, and Washington State University.

Because revenue during the first year of operations is unknown, BMTD will initially offer only education and training, along with a professional reference and letter of recommendation. BMTD will consider funding a scholarship for one practicum credit per term for an EOU student during the first year of operation if funds are available. Grants will be considered to fund additional internships during this first year. Ultimately, BMTD's goal will be to provide post-secondary scholarships for interns who help produce and edit media.

In order to oversee direction and promote growth of the channel, BMTD should create the LPTV Advisory Committee. This Committee will be composed of service charge payers in Baker and Union Counties with an interest in ensuring the success of BMTD's Channel. Target membership should include individuals with experience in business, telecommunications, and content creation.

The temporary office assistant hired by BMTD in 2020 should have a 3-month assignment to permit the Executive Director to spend additional time focusing on the Local Channel. The District must factor in additional costs for interns, a new committee, and additional personnel, including increased worker's comp. and liability insurance, wages, and payroll taxes. Eventually, BMTD will need to make the Executive Director position full time. Additional personnel may ultimately include a permanent part time and eventually full time office assistant, and a station manager who focuses only on channel operations.

### **2020-2021 Budget**

BMTD will incorporate funds to operate a local channel in the 2020-2021 Budget. Rather than create a Special Fund for station operations, BMTD's contract accountant, Margo Schlessler of Payroll and Accounting Services, PC, recommends that an additional Program be

created in the General Fund. BMTD will create a third Program entitled "LPTV Station."

The LPTV Station Program will be very strictly governed according to the Budget Message reviewed by the Budget Committee and Board of Directors. Creation of an OTT Channel will be automatically authorized, regardless of the regulatory approval process for the OTA Channel and Cable TV negotiations with cities.

If a filing window for an OTA Channel opens, application for necessary permits will be automatically authorized. Capital expenses related to creating an OTA Channel will be authorized only if FCC approval precedes the period of time during which equipment can be safely installed on Mt. Fanny.

Expenses related to creating a Cable TV channel will be automatically authorized if BMTD receives permission to manage a municipal Cable TV PEG Channel. The Board will consider the creation of a leased access Cable TV Channel if permission to operate a municipal PEG Channel is not received, depending on cost estimates provided by Charter Spectrum. If cost is not agreeable, BMTD will not include funding for a leased access channel in the 2020-2021 Budget.

As a rule, BMTD will refrain from spending money on procuring content, other than possible scholarships for students who record and edit footage. In order to encourage direct payment of service charges from new and delinquent translator signal viewers, BMTD will consider grants in communities where new financial support is raised. These grants will be to specific programs, and will constitute a fixed percent of service charge revenue from the respective community.

**Example:** BMTD discovered 180 new antennas in Baker City in fall 2019. Only 20 of these antenna owners have paid the service charge, and 20 requested an exemption. If all remaining 140 antenna owners pay the service charge after the creation of the channel, BMTD will provide a 10% grant to Baker High School Athletics.

Community grants will be authorized only after the OTT Channel is created. BMTD will authorize up to \$3,000.00 in funding for grants only after the annual antenna census. Grants will be provided based on the number of new antennas discovered in each community.

### **Amendment**

The Board of Directors will amend this strategic plan once RFP bids are filled and partners chosen. Amendments will include pricing for services and equipment utilized to create this local channel. Creation of a Cable TV channel will result in amendments including agreements with cities that permit this arrangement, or with a Cable TV operator. The formal name of this plan will ultimately change to include an OTA Channel call sign once this is granted by the FCC. Additional amendments can be proposed by the Board or the LPTV Advisory Committee.