



**Library Director.....Melissa Barnard**  
**Administrative Assistant to the Library for MCTV ..... Ron Beacom**

## Service Statement

The department's scope of services includes: video production services for City of Midland government access programs and internal use; video production support services for public and educational access programs; administrative and support services for the scheduling and cablecasting of public and government access programs; dissemination of cablecast schedule to various media outlets for promotion of cablecast schedule; support for Internet streaming and archiving of City of Midland programs; recruitment of public access users and training in video production for public access users; entry, display and scheduling of community message boards on public access channel; on-call technical support for emergency communications; acquisition and maintenance of video production equipment; video duplication; recognition program for public access users; and promotion of public and government access services.

## Functions

### **Public Access-MCTV 3 & 15**

- Recruit access users
- Train access users in the use of field and studio production equipment
- Provide production assistance and technical support to access users
- Recognize access users
- Enter and display non-profit messages on electronic message board

### **Government Access-MGTV 5**

- Cablecast and web stream coverage of City Council and nine advisory boards and commissions meetings
- Produce "City in 15" newsmagazine about City services
- Produce special programming about timely topics and events related to City of Midland
- Enter and cablecast government message boards
- Cablecast emergency communications

### **Educational Access-MPS-TV 17**

- Provide training, technical support and production assistance to the Midland Public Schools Video Communications Course
- Provide production assistance for MPS newsmagazine, "MPS Today"
- Provide technical support and production assistance to access users who create school-related programs at MCTV that are cablecast on MPS-TV 17 (sports, concerts, events)

### **All Access**

- Provide automated program playback on MCTV 3 & 15 and MGTV 5 using web-based server system
- Create and publish program schedule for Midland Daily News, City of Midland website, TV Guide and access channels
- Maintain production equipment
- Provide video duplication services



# Midland Community Television (MCTV)

## Department at a Glance

Funding Level Summary	2006-07 Actual	2007-08 Actual	Adjusted 2008-09 Budget	Estimated 2008-09 Budget	Adopted 2009-10 Budget	% of Change
MCTV	\$ 443,038	\$ 500,039	\$ 544,515	\$ 492,659	\$ 520,125	5.6%
<b>Total Department</b>	<b>\$ 443,038</b>	<b>\$ 500,039</b>	<b>\$ 544,515</b>	<b>\$ 492,659</b>	<b>\$ 520,125</b>	<b>5.6%</b>
Personal Services	\$ 301,960	\$ 353,647	\$ 374,642	\$ 330,786	\$ 366,313	10.7%
Supplies	10,030	11,520	14,700	12,242	12,400	1.3%
Other Services/Charges	125,383	120,324	139,173	133,631	139,912	4.7%
Capital Outlay	5,665	14,548	16,000	16,000	1,500	-90.6%
<b>Total Department</b>	<b>\$ 443,038</b>	<b>\$ 500,039</b>	<b>\$ 544,515</b>	<b>\$ 492,659</b>	<b>\$ 520,125</b>	<b>5.6%</b>

### Personnel Summary

Full-Time	3	3	3	3	3
Regular Part-Time	7	7	7	7	7
<b>Total Department</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>

Full-time Office Assistant Position reduced to part-time in 2006-07.

## Summary of Budget Changes

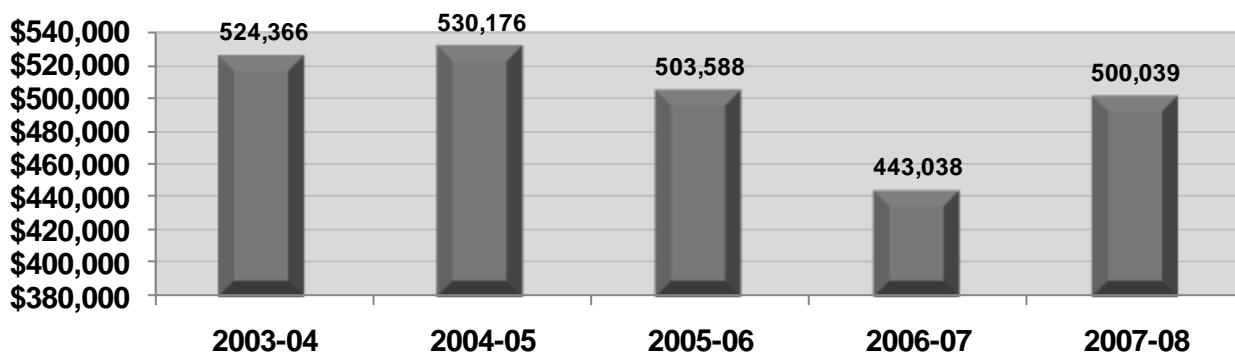
### Significant Notes – 2009-10 Budget Compared to 2008-09 Budget

Reallocation of retiree costs contributed to increase in Personal Services budget in 2007-08.

Six of the seven part-time employees listed as a group are the equivalent of one .5 position (totaling less than 1,040 hours per year).

Capital Outlay is not included in the Performance Objectives.

### 5-Year Operating Budget History



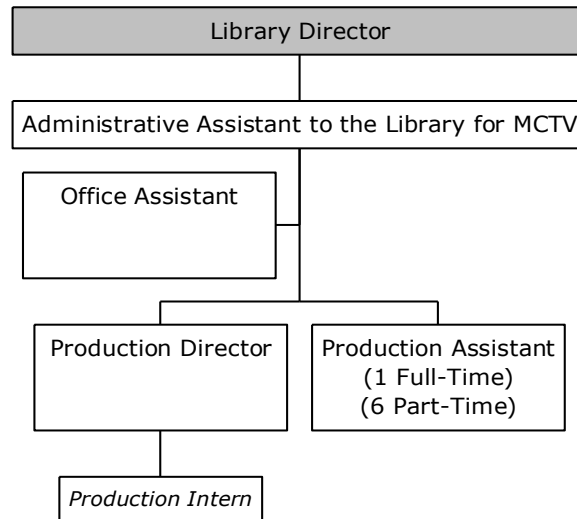
## Performance Objectives

<b>Performance Indicators (OUTPUT)</b>	<b>2006-07 Actual</b>	<b>2007-08 Actual</b>	<b>% Change</b>
Public Access Programs Submitted	1,008	932	-7.5%
Government Access Programs Submitted	240	225	-6.3%
Educational Access Programs Submitted	40	29	-27.5%
Total Programs Submitted	1,288	1,186	-7.9%
Message Boards Submitted	1,300	1,995	53.5%

<b>Performance Indicators (EFFICIENCY)</b>	<b>2006-07 Actual</b>	<b>2007-08 Actual</b>	<b>% Change</b>
Cost Per Program Submitted	\$339.68	\$395.80	16.5%

## Organizational Chart



Shaded boxes indicate a reporting structure to a department head that is funded outside of this budget.

<b>Staff Summary</b>	<b>Approved 2007-08</b>	<b>Approved 2008-09</b>	<b>Adopted 2009-10</b>
<u>Full-Time</u>			
Administrative Asst. to the Library for MCTV	1	1	1
Production Director	1	1	1
Production Assistant	1	1	1
<b>Total Full-Time</b>	<b>3</b>	<b>3</b>	<b>3</b>
<u>Regular Part-Time</u>			
Production Assistant*	6	6	6
Office Assistant	1	1	1
<b>Total Regular Part-Time</b>	<b>7</b>	<b>7</b>	<b>7</b>
<b>Department Total</b>	<b>10</b>	<b>10</b>	<b>10</b>

\*The six part-time Production Assistants each work approximately 15 hours per month, for a combined total equivalent of one half-time position (less than 1040 hours per year).



# Midland Community Television (MCTV)

FUND 296 - MIDLAND COMMUNITY TELEVISION FUND  
 DETAIL OF BUDGET APPROPRIATIONS AND REVENUES  
 Fiscal Year Ending June 30, 2010

	2007-08	2008-09		2009-10
	Actual	Budget	Estimate	Adopted
<b>Revenues</b>				
Franchise fees	\$ 510,784	\$ 480,000	\$ 490,457	\$ 495,000
Charges for services	13,800	10,700	10,745	10,700
Contributions	5,233	51,000	1,280	1,000
Investment earnings	9,853	4,000	5,126	5,126
Miscellaneous	5,303	7,500	5,000	5,000
<b>Total revenues</b>	<b>544,973</b>	<b>553,200</b>	<b>512,608</b>	<b>516,826</b>
<b>Expenditures</b>				
Personal services	353,647	374,642	330,786	366,313
Supplies	11,520	14,700	12,242	12,400
Other charges	120,324	128,673	128,631	129,912
Reserve for contingencies	-	10,500	5,000	10,000
Capital outlay	14,548	16,000	16,000	1,500
<b>Total expenditures</b>	<b>500,039</b>	<b>544,515</b>	<b>492,659</b>	<b>520,125</b>
Excess of Revenues Over (Under) Expenditures	44,934	8,685	19,949	(3,299)
<b>Other Financing Sources</b>				
Operating transfer in - General Fund	15,000	15,000	15,000	-
Excess of Revenues and Other Sources Over (Under) Expenditures and Other Uses	59,934	23,685	34,949	(3,299)
<b>Fund Balance - beginning of year</b>	<b>306,246</b>	<b>366,180</b>	<b>366,180</b>	<b>401,129</b>
<b>Fund Balance - end of year</b>	<b>\$ 366,180</b>	<b>\$ 389,865</b>	<b>\$ 401,129</b>	<b>\$ 397,830</b>



# Midland Community Television (MCTV)

## MIDLAND COMMUNITY TELEVISION FUND FIVE-YEAR FINANCIAL PLAN

	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
<b>Revenues</b>						
Franchise fees	\$ 490,457	\$ 495,000	\$ 495,000	\$ 495,000	\$ 495,000	\$ 495,000
Charges for services	10,745	10,700	10,700	10,700	10,700	10,700
Contributions	1,280	1,000	51,000	1,000	1,000	1,000
Investment earnings	5,126	5,126	5,967	5,584	5,055	4,018
Miscellaneous	5,000	5,000	5,000	5,000	5,000	5,000
<b>Total revenues</b>	<b>512,608</b>	<b>516,826</b>	<b>567,667</b>	<b>517,284</b>	<b>516,755</b>	<b>515,718</b>
<b>Expenditures</b>						
Personal services	330,786	366,313	382,797	400,023	418,024	436,835
Supplies	12,242	12,400	12,710	13,028	13,354	13,688
Other charges	128,631	129,912	132,696	135,550	138,475	141,474
Reserve for contingencies	5,000	10,000	-	-	-	12,000
Capital outlay	16,000	1,500	65,000	4,000	16,000	18,000
<b>Total expenditures</b>	<b>492,659</b>	<b>520,125</b>	<b>593,203</b>	<b>552,601</b>	<b>585,853</b>	<b>621,997</b>
Excess of Revenues Over (Under) Expenditures	19,949	(3,299)	(25,536)	(35,317)	(69,098)	(106,279)
<b>Other Financing Sources</b>						
Operating transfer in - General Fund	15,000	-	-	-	-	-
Excess of Revenues and Other Sources Over (Under) Expenditures and Other Uses	34,949	(3,299)	(25,536)	(35,317)	(69,098)	(106,279)
<b>Fund Balance - beginning of year</b>	<b>366,180</b>	<b>401,129</b>	<b>397,830</b>	<b>372,294</b>	<b>336,977</b>	<b>267,879</b>
<b>Fund Balance - end of year</b>	<b>\$ 401,129</b>	<b>\$ 397,830</b>	<b>\$ 372,294</b>	<b>\$ 336,977</b>	<b>\$ 267,879</b>	<b>\$ 161,600</b>

### ASSUMPTIONS:

Fund balance goal	\$ 75,000
Franchise fees increase	0%
Personal services increase	4.50%
Operating expenditure increase	2.50%
Investment earnings on working capital	1.50%
Capital outlay: five-year capital plan	