



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	2007-08 Actual	2008-09 Actual	Adjusted 2009-10 Budget	Estimated 2009-10 Budget	Adopted 2010-11 Budget	% of Change
MCTV	\$ 500,039	\$ 480,860	\$ 520,125	\$ 492,728	\$ 509,710	3.4%
Total Department	\$ 500,039	\$ 480,860	\$ 520,125	\$ 492,728	\$ 509,710	3.4%
Personal Services	\$ 353,647	\$ 326,919	\$ 366,313	\$ 351,545	\$ 364,868	3.8%
Supplies	11,520	9,807	11,914	8,698	9,900	13.8%
Other Services/Charges	120,324	124,454	140,098	130,690	134,942	3.3%
Capital Outlay	14,548	19,680	1,800	1,795	-	-100.0%
Total Department	\$ 500,039	\$ 480,860	\$ 520,125	\$ 492,728	\$ 509,710	3.4%

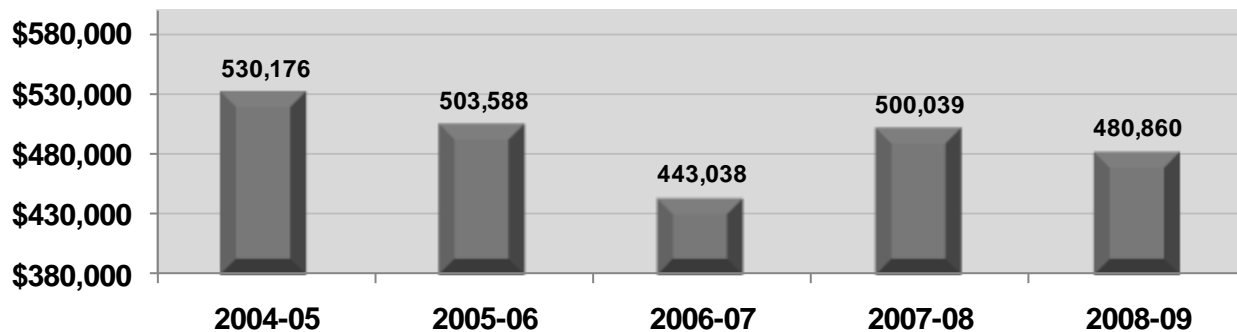
Personnel Summary

Full-Time	3	3	3	3	3
Regular Part-Time	7	7	7	7	7
Total Department	10	10	10	10	10

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).

Summary of Budget Changes

5-Year Operating Budget History



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

Midland Community Television (MCTV)

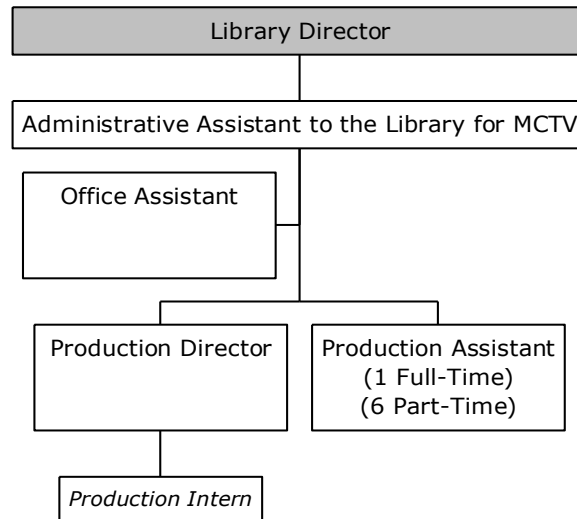
Performance Objectives

Performance Indicators (OUTPUT)	2007-08 Actual	2008-09 Actual	% Change
Public Access Programs Submitted	932	976	4.7%
Government Access Programs Submitted	225	237	5.3%
Educational Access Programs Submitted	29	32	10.3%
Total Programs Submitted	1,186	1,245	5.0%
Message Boards Submitted	1,995	1,983	-0.6%

Performance Indicators (EFFICIENCY)	2007-08 Actual	2008-09 Actual	% Change
Cost Per Program Submitted	\$395.80	\$370.43	-6.4%

Capital Outlay is not included in the Performance Objectives.

Organizational Chart



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

Staff Summary	Approved 2008-09	Approved 2009-10	Adopted 2010-11
<u>Full-Time</u>			
Administrative Asst. to the Library for MCTV	1	1	1
Production Director	1	1	1
Production Assistant	1	1	1
Total Full-Time	3	3	3
<u>Regular Part-Time</u>			
Production Assistant*	6	6	6
Office Assistant	1	1	1
Total Regular Part-Time	7	7	7
Department Total	10	10	10

*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, 2011

	2008-09	2009-10		2010-11
	Actual	Budget	Estimate	Adopted
Revenues				
Franchise fees	\$ 541,039	\$ 495,000	\$ 519,090	\$ 520,000
Charges for services	9,960	10,700	9,800	10,000
Contributions	1,530	1,000	950	1,000
Investment earnings	5,177	5,126	1,516	1,516
Miscellaneous	2,250	5,000	3,701	4,000
Total revenues	559,956	516,826	535,057	536,516
Expenditures				
Personal services	326,919	366,313	351,545	364,868
Supplies	9,807	11,914	8,698	9,900
Other charges	124,454	130,098	130,690	124,942
Reserve for contingencies	-	10,000	-	10,000
Capital outlay	19,680	1,800	1,795	-
Total expenditures	480,860	520,125	492,728	509,710
Excess of Revenues Over (Under) Expenditures	79,096	(3,299)	42,329	26,806
Other Financing Sources				
Operating transfer in - General Fund	15,000	-	-	-
Excess of Revenues and Other Sources Over (Under) Expenditures and Other Uses	94,096	(3,299)	42,329	26,806
Fund Balance - beginning of year	366,179	460,275	460,275	502,604
Fund Balance - end of year	\$ 460,275	\$ 456,976	\$ 502,604	\$ 529,410



Midland Community Television (MCTV)

MIDLAND COMMUNITY TELEVISION FUND FIVE-YEAR FINANCIAL PLAN

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Revenues						
Franchise fees	\$ 519,090	\$ 520,000	\$ 520,000	\$ 520,000	\$ 520,000	\$ 520,000
Charges for services	9,800	10,000	10,000	10,000	10,000	10,000
Contributions	950	1,000	1,000	51,000	1,000	1,000
Investment earnings	1,516	1,516	2,647	2,573	2,621	2,467
Miscellaneous	3,701	4,000	4,000	4,000	4,000	4,000
Total revenues	535,057	536,516	537,647	587,573	537,621	537,467
Expenditures						
Personal services	351,545	364,868	381,287	398,445	416,375	435,112
Supplies	8,698	9,900	10,098	10,300	10,506	10,716
Other charges	130,690	124,942	127,070	129,241	131,455	133,713
Reserve for contingencies	-	10,000	10,000	10,000	10,000	10,000
Capital outlay	1,795	-	24,000	30,000	-	30,000
Total expenditures	492,728	509,710	552,455	577,986	568,336	619,541
Excess of Revenues Over (Under) Expenditures	42,329	26,806	(14,808)	9,587	(30,715)	(82,074)
Fund Balance - beginning of year	460,275	502,604	529,410	514,602	524,189	493,474
Fund Balance - end of year	\$ 502,604	\$ 529,410	\$ 514,602	\$ 524,189	\$ 493,474	\$ 411,400

ASSUMPTIONS:

Fund balance goal	\$ 75,000
Franchise fees increase	0%
Charges for services	0%
Personal services increase	4.50%
Operating expenditure increase	2.00%
Investment earnings on working capital	0.50%
Capital outlay: five-year capital plan	