

RESOLUTION NO. ¹⁴⁵~~82-637~~

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

MARCH 2, 1982

A RESOLUTION AMENDING THE CABLE TELEVISION
REQUEST FOR PROPOSALS APPROVED BY
RESOLUTION NO. 81-858 ON NOVEMBER 23, 1981

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

That the attached revised pages 1, 2, 3, 4, 5, 6, 10 and 25
of Form K of the Official Application Forms for Providing Cable
Communications Services replace the pages previously approved on
November 23, 1981.

MAYOR

ATTEST:

CITY CLERK

K. DELINEATION OF RESOURCES COMMITTED TO:

1. PROGRAMMING--WHETHER LOCAL ORIGINATION
OR COMMUNITY USE PROGRAMMING; OR
2. ENTITIES--WHETHER GOVERNMENTAL OR OTHER
SPECIFIED PARTIES

DELINEATION OF RESOURCES COMMITTED TO:

1. PROGRAMMING--WHETHER LOCAL ORIGINATION OR COMMUNITY USE PROGRAMMING; OR
2. ENTITIES--WHETHER GOVERNMENTAL OR OTHER SPECIFIED PARTIES.

The Ordinance permits local programming to be provided in a number of different ways--however, local programming is not a prerequisite for submitting an application nor for award of a franchise. For the purpose of completing this form and others in the Request for Proposals, the applicant is responsible for clearly presenting any proposals relating to local programming. That requires a thorough reading and understanding of the Ordinance and all written interpretations provided pursuant to the Section entitled Clarification of the Franchise Documents of the Request for Proposals adopted by the Cities of Sacramento, Folsom, and Galt, and the County of Sacramento.

The purpose of Form K is to identify in specific terms all the resources committed to local programming for the purpose of evaluating and comparing all applications. The information provided on this form should be presented in such a way that it can be related clearly to corresponding information in other forms. For instance, cost information must be shown so that it is clear that it has been included in Form G: FINANCIAL PRO FORMA. Likewise programming information must be provided in a form that makes it clear it has been included in Form J: PROPOSED SIGNAL CARRIAGE AND CHANNEL ALLOCATIONS. These forms are identified merely as examples and the applicant is responsible to be sure any information that is included on more than one form is clearly presented to verify its inclusion in all the pertinent forms.

Resource commitments to be included on Form K include any proposals made at the discretion of the applicant under the following Ordinance* provisions:

1. 5.50.336 ALTERNATIVE NO. 1 - ACCESS USE. This is Community Use Programming of a type that permits general public access on a first-come-first-served basis. For brevity, this section is designated as .336 in this form.
2. 5.50.338 ALTERNATIVE NO. 2 - FRANCHISEE SPONSORED PROGRAMMING. This is Community Use Programming that results from an affirmative effort by the Franchisee. For brevity, this section is designated as .338 in this form.

* All Ordinance references are to the one dated November 24, 1981, enacted by the Board of Supervisors of the County of Sacramento on November 24, 1981.

3. 5.50.342 RESOURCES FOR PUBLIC AGENCIES. This section applies only to the Cities and County and deals with more than resources for programming purposes; and it does not require that resources result in programming. However, any resources committed that involve the types of costs information required by Form K should be included. For brevity, this section is designated as .342 in this form.

4. 5.50.344 RESOURCES FOR OTHERS. This section applies to any party other than the Cities and County. It requires that the resources be utilized for specific enumerated purposes, and prohibits the utilization thereof for commercial purposes. For brevity, this section is designated as .344 in this form.

In addition, Form K requires information concerning local origination resources.

I. LOCAL ORIGATION PRODUCTION FACILITIES AND EQUIPMENT

The purpose of this item is to provide information relative to local origination programming facilities and equipment not included on page 19 of Form K relative to Community Use Programming done by the Franchisee under .338.

- A. Additional Facilities and Equipment: Provide the following information for all proposed local origination facilities and equipment except local origination facilities and equipment (if any) that are described on Page 19 of Form K.

1. Studio Facilities:

- a. Number and approximate location of studio(s):
- b. Approximate size and estimated cost of each studio listed above (exclude cost of equipment listed in 2 a. below.

2. Studio Equipment:

- a. List for each studio, identified in I.A.1. above, all pieces or groupings of equipment showing make, model number and estimated cost.
- b. Indicate if it is anticipated that any of the listed equipment will be reallocated between studios. If so, describe the circumstances that would warrant such reallocation.

3. Mobile Vans/Portable Equipment

- a. Describe in detail (including vehicle make and model* and equipment* installed) any mobile vans and list any portable equipment* that will be used for local origination. Include estimated costs.

4. If any of the studios, vans or equipment will be available to other users, indicate how such shared use will be administered.

* It will be presumed that equipment/vehicles described or its equivalent will be provided. As an alternative, applicant may provide detailed specifications.

- B. Program Hours: Indicate below the approximate number of hours per week of local origination programming, not previously shown, that you will provide. Do not include: automated programming; Community Use Programming under .336, .338; .342; or .344; pay programming; satellite programs; or repeat programming.

Programming produced locally by operator	_____	hrs/week
Programming obtained from other sources	_____	hrs/week
Total	_____	hrs/week

II. COMMUNITY USE PROGRAMMING PRODUCTION FACILITIES AND EQUIPMENT

A. The purpose of this item is to summarize cost information that may be included in item V of Form K (pp. 6 through 25) relative to proposals under .336, .338, .342 and .344. Use the following format as a guide, with modifications to fit your actual application.

<u>Cost for</u>	.336	.338	.342	.344	TOTAL
Studio Facilities	\$	\$	\$	\$	\$
Studio Equipment					
Mobile Vans/Equipment					
Other Equipment					
Total-total	\$	\$	\$	\$	\$

B. The purpose of this item is to indicate the total cost of Item I and Item IIA, and indicate how this grand total is incorporated into Form G - FINANCIAL PRO FORMA.

Total Cost - Form K - Item I	\$
Total Cost - Form K - Item II. A.	\$ _____
Grand Total	\$

III. ONGOING RESOURCE COMMITMENTS

- A. Indicate for each year the total operating budget (include only salaries, benefits, maintenance of production equipment, tape stock, miscellaneous supplies, purchase of finished programming and promotion of local programming) for all local programming including Community Use Programming proposed under .336, .338, .342, or .344, and local origination programming. Show the cost of each category of local programming plus a total cost by year.
- B. In the same format used for III.A. above, show personnel commitments. These commitments should be expressed in full-time equivalents so that part-time or less than full year staffing is not confused with a full-year full-time position. Include any necessary information concerning the reallocation of staff between categories during the term of the franchise.

IV. LOCAL PROGRAMMING PHILOSOPHY

Discuss the local programming philosophy underlying your local programming proposals. Describe the objectives to be achieved under each category of local programming you propose, as well as the total goal you hope to achieve for all the resources committed. Describe the process you used to ascertain community needs and desires, and list the names of organizations, their representatives, and individuals you contacted in this process.

- V. In light of Sections 5.50.332 through 5.50.344 of the Ordinance, describe on this form in detail, if desired, any proposals regarding Community Use and resource commitments to local entities.

A. Community Use.

1. If you propose Community Use programming as contemplated by Section 5.50.336 of the Ordinance (Access Use) complete the following:

(a) State the number (one or more) of channels on the subscriber network which will be made available exclusively for the type of access use and programming prescribed by Section 5.50.336.

(b) Specify the tier or tiers of service in which each channel will be included.

(4) Any and all pre-conditions of whatever kind or nature relating to use by third parties of studio facilities or production equipment and broadcast of programming presented thereby.

(5) Determinations relating to the tier of service in which community use programming by local governmental agencies and local non-profit community organizations will be placed.

2. If you propose community use programming as contemplated by Section 5.50.338 of the Ordinance (Franchisee Sponsored Community Use Programming), complete the following:

(a) Specify in the Schedule of Franchisee Sponsored Community Use Programming provided herewith the minimum number of hours per week per tier of service new (not previously broadcast within the Sacramento Community) community use programming will be shown on the Cable Television System. Make additional copies of the form, if necessary, to include each tier. (Note that all hours of programming proposed must be provided. Note also that with respect to hours of programming proposed to be provided by local governmental agencies and local community non-profit organizations, the applicant agrees to make available at its sole cost, and without any charge whatsoever, studio facilities, production equipment, staffing resources, materials resources, and all other resources to train and permit such entities to plan, direct and produce such programming for broadcast -- i.e., programs need not be permitted to be produced which would be in excess of the broadcast time proposed.)

Also articulate your definition of the term "significant" in relationship to the requirement in Section 5.50.012(e) that a significant part of community use programming must be locally produced. Your definition may be described in words which articulate a standard or standards or in terms of a mathematical relationship to the number of hours of community use programming proposed to be provided.

2. Detail other resources, benefits or specialized services, if any, to be provided to the County or Cities pursuant to Section 5.50.342 of the Ordinance.

3. By a separate attachment, fully disclose in detail, all commitments of services, resources, or other benefits (by lease, contract, or otherwise), if any, to specifically identified parties for non-commercial programming, other than the County and Cities, as required by Section 5.50.344 of the Ordinance. Attach all written agreements relating thereto.

C. Summary Plan

1. If you propose resources for (a) Community Use or (b) Local Entities as permitted by the Ordinance, please submit an overview plan which: summarizes and distinguishes between initial and ongoing resources; and indicates if and how resources committed will be reallocated to meet community needs over the full term of the franchise.