

A1

Ken Isaacson

From: Steven Correia <stevencorreia@comcast.net>
Sent: Friday, February 19, 2010 10:44 AM
To: Fred Turkington
Cc: ken Isaacson; Steven Allen; Senchyshyn, John; william h solomon; 'Joseph Nolan'; Joe Nolan
Subject: Comcast RFP Process

Hi Fred,

I just wanted to follow-up on our conversation regarding the Comcast negotiation status. Comcast has requested we proceed on an RFP process due to the contract expiration in September. This is bit unusual in that they can give us notice to start six months prior to the contract end. Bill Solomon has advised us that it is worthwhile to start the lengthy process with the intent of getting the RFP sent out by mid March. We met on Monday 2/15/10 with the Cable Advisory Committee and went through the details needed to prepare the RFP. The most complex piece is petitioning Wayland residents on how they feel PEG access can be improved and expanded. The ultimate goal is to insure Wayland acquires the monies to further maintain and improve public access in the future. The petition process is made up of a few steps as listed below.

- 1) Selectmen hold 2 public hearings.
 - a) One for government and educational access needs (scheduled for 3/10/10)
 - b) One for the general public (scheduled for 4/1/10)

The hearings should be at least 2 hours and published widely through the normal means of media (newspaper, cable, web service etc)
Bill will provide a DVD of the Dedham hearing for our review

- 2) Collect letters from the public and government sectors impacted by cable use. All letters should be addressed to the Selectmen's office.

- a) Non-profits such as clubs and churches - WayCam has developed a list. Cable Advisory Comm. and WayCam will solicit letters from these groups
 - b) Government leaders, state reps and senators (Tom, Nicki etc) - Steve Correia will work
 - c) Schools, teachers, students - John Senchyshyn should work this one from a technical perspective. WayCam will work the educational side
 - d) Any businesses whose revenue is impacted by cable. (example, a lot of businesses advertise on sport teams that have their games televised on cable)
 - e) Any group impacted by video and data return over the i-net. Focus on the importance of data collection (schools and town)

- 3) Telephone Survey - Call 400-500 cable Comcast and Verizon subscribers randomly.
Important because the survey is unbiased vs. letters
Ask questions on service and improvements. Bill has a service he recommends that uses college students at an approximate cost of \$6,000

- 4) Signed Petition - Collect signatures on a standard letter. Bill has example from Wellfleet, (sign at events like town meeting, sports etc)

- 5) Government department meetings - Get about 15-30 minutes with all Departmental heads to discuss cable access needs for both Gov't and educational purposes. I think John can help us with this one.

Please get back to me should you have any further questions. I think we need to proceed pretty quickly on the media front. I would think that the selectmen need to get a release out soon

Thanks Steve C

3 ways you can help WayCAM for the Comcast Hearing

1. **Sign the petition that's being circulated;**
2. **Attend and speak at the Public Hearing at Town Building on Thurs., Apr. 1 at 7pm;**
3. **Write a letter:**
 - a. about why "Public Access" is critical to you as a resident or business owner;
 - b. what value the Public Access" programming delivers to the community.
 - c. what you would like to see WayCAM able to do in the future.

Your children can participate, too! They might be even more involved in WayCAM Public Access TV than you are, and want to see it get better. They can sign the petition, they can attend the hearing, they can write letters!

It's important that the letters NOT talk about "Saving Public Access." It is not about that.

Simply state how valuable Public Access is and how it could be even more valuable. Your message doesn't need to be long! Write what you believe Public Access provides, and how it could be improved for the future.

Letters should be sent to: Board of Selectmen, 41 Cochituate Road, Wayland, MA 01778; or emailed to: selectmen@wayland.ma.us - and be received by March 31st.

3 ways you can help WayCAM for the Comcast Hearing

4. **Sign the petition that's being circulated;**
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7. **Sign the petition that's being circulated;**
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B

Important Public Hearing - April 1, 7pm-9pm
at Town Building. Tell Selectmen and Comcast
what you would like to see in the future,
and how Public Access could be improved.

Opportunity for adult residents and students
to provide impressions about WayCAM and
Public Access TV, in conjunction with Comcast
license renewal which is now underway.



March 12, 2010

Dear Wayland Residents and Wayland Business Association Members:

The Town of Wayland is in the midst of license renewal talks with Comcast. The current license runs out in September. We at WayCAM are seeking your participation to convey to Comcast, just how important Public Access TV is to the adults, children and businesses of Wayland.

Public Access educates our citizens about their town government. Public Access brings to you, the people of Wayland the resources to learn TV production just like the students do, and produce your own TV show; get behind the cameras, in front of the cameras, have some fun and acquire new skills.

WayCAM currently provides a vast amount of programming - but our quality can be improved. Evidence: 312 'original' programs in 2008; 436 in 2009 and projected 493 in 2010. We're delivering "quantity" but the pace of our growth cannot be sustained. We have only 1 FT employee and a small cadre of volunteers. And the current level of monetary support is no longer sufficient for our community's needs.

Our objective over the next 2 years, is to add 2 paid part-time staff, a Community Liaison for additional program shoots, and training; and a Tech/Office Liaison for administrative functions.

This will free up our Station Manager for planning, improving our performance, expanding community, educational and government partnerships for WayCAM. We also want to add "mini-broadcasting" facilities in Town Building locations to provide more coverage of additional board meetings.

We want to continue providing the high level of performance that the Town has learned to expect from WayCAM. This includes more sophisticated programming and communications, increased training in TV and video production, expansion of remote broadcasting locations, more focused management, more comprehensive operations; and equipment to meet changing needs.

There are 3 ways you can help WayCAM achieve our goals and we hope you can do at least 2 out of 3:

- 1. Sign the petition that's being circulated;**
- 2. Attend and speak at the Public Hearing at Town Building on Thurs., Apr. 1 at 7pm;**
- 3. Write a letter:**
 - a. about why "Public Access" is critical to you as a resident or business owner of Wayland;
 - b. what value the Public Access" programming delivers to the community.
 - c. what you would like to see WayCAM able to do in the future.

Your children can participate, too! They might be even more involved in WayCAM Public Access TV than you are, and want to see it get better. They can sign the petition and they can attend the hearing and they can write letters!

It's important that the letters follow the above guidelines, but NOT be focused on "Save Public Access." It is not about that.

Simply state how valuable Public Access is and how it could be even more valuable. Your message doesn't need to be long! Write about what you believe Public Access provides, and how it could be improved for the future.

Letters should be sent to: Board of Selectmen, 41 Cochituate Road, Wayland, MA 01778; or emailed to: selectmen@wayland.ma.us - **and be received by March 31st.**

I know we can count on you to send the message to Comcast that Public Access TV and WayCAM are a crucial component of life in Wayland. Conveying that value will help us negotiate the best financial support possible.

Thank you,

Ken Isaacson

President, and Chair-WayCAM Board of Directors

Broadcast your ideas!

Public Hearings--Renewal of Comcast Cable Television License
Wednesday, March 10, 2010 and
Thursday, April 1, 2010 7pm, Town Building, Large Hearing Room

The Town's license to Comcast to provide cable television service to residents will expire in September 2010. (The present license became effective in 2000.) Comcast has notified the Town that it wishes to renew its license and discussions between the Town and Comcast have begun.

A key element of the cable licenses is the financial and other support for locally-produced cable programming, furnished in Wayland by Wayland Cable Access and Media, Inc or "WayCAM." The programs produced by WayCAM are available to both Comcast subscribers, via Channel 9, and to subscribers to Wayland's other cable television provider, Verizon, via Channels 37, 38 and 39.

Local programming is generally divided into three broad categories: Public, Educational and Governmental ("PEG"). In connection with the license renewal process, the Board of Selectmen is required to hold public hearings to consider the level of support the Town needs for locally produced programming in these three areas. Accordingly, on Wednesday, March 10, the Board will hold a public hearing on Educational and Government Access programming, and on Thursday, April 1, the Board will hold a public hearing on Public Access programming and other public policy issues. Both hearings will start at 7 pm in the Town Building Large Hearing Room and interested members of the public are urged to attend and offer their views.

With the Town's issuance of a license to Verizon in January 2008, additional funding became available to WayCAM that has enabled it to increase the quantity and enhance the quality of its programming in all three PEG areas. About two-fifths of present programs are classed as Public - including Community Specials, School Sports, Library Programs and "Talking Heads" (opinions, information and discussions). Another third falls under Education - including School and High School Building Committee meetings, High School Productions and School Specials. The remaining quarter are under Government and include Town Board Meetings and Hearings, Town Meetings and Community Information (federal, state and local government and community affairs).

In providing PEG programming, WayCAM has substantial involvement with Wayland students, from the High and the Middle School, who participate, both in the classroom and as volunteers, by producing many programs and staffing others. WayCAM would like to enlarge its scope of programs by adding more from and about the Town - the Wayland community, its organizations, businesses and Town departments, thus bringing a wider spectrum of programming to the Town.

The public hearings afford Town residents the opportunity to provide their views to the Selectmen on WayCAM's current programming and operations as well as expectations for future directions of locally-produced PEG programming.

In addition, the Board of Selectmen solicits residents' views by mail sent to the Selectmen at the Town Building, 41 Cochituate Road, Wayland, or by email to selectmen@wayland.ma.us.

D

We're here tonight:

> because we're **in the midst of license renewal talks** with Comcast. The Current runs out in Sept.

>to **convey to Comcast, just how important Public Access TV is to the people of Wayland.**

>to talk about **what Public Access is doing to teach new skills to our children and to educate our citizens about their town government.**

> to talk about **pace of growth that cannot be sustained**, with only 1 FT employee

> to talk about a **current level of monetary support that no longer support our community's needs.**

312 programs in 2008; 436 in 2009 and projected 493 in 2010

We currently provide **Quantity - but no time to enhance** the visual product

our objective over the **next 2 years, is to add 2 paid** part-time staff

- Community Liaison for additional program shoots, and training,
- Tech/Office Liaison for admin functions

This **frees our Station Manager for** planning, improving performance, building Community, Educational and Government partnerships for WayCAM.

We want to add "mini-broadcasting" facilities in Town Building locations to provide **more coverage of additional board meetings.**

We want to **continue** providing the **high level of performance** that the Town has learned to expect from WayCAM.

- >more sophisticated programming and communications,
- > increased training in TV and video production,
- > expansion of remote broadcasting locations
- > more focused management,
- > more comprehensive operations
- > better equipment to meet growing needs

E

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>to **talk about how important Public Access TV is to the people of Wayland.**

>to talk about **what Public Access is doing to educate our citizens about their town government.**

>to talk about the opportunities Public Access TV brings to you, the people of Wayland to learn TV production just like the students do, and produce your own TV shows; get behind the cameras, in front of the cameras, have some fun, acquire new skills and perhaps a new avocation.

We currently provide **Quantity - but quality can be improved.**

312 programs in 2008; 436 in 2009 and projected 493 in 2010

We project **133 public** programs this year.

> the **pace of our growth cannot be sustained**, with only 1 FT employee

> the **current level of monetary support is no longer sufficient for our community's needs.**

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- Community Liaison for additional program shoots, and training,
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Over course of this license, outreached to 85 orgs; Clubs and Social Groups, Houses of Worship, Wayland Business Association- 85 is only about half.

We want to add "mini-broadcasting" facilities in Town Building locations to provide **more coverage of additional board meetings.**

We want to **continue** providing the **high level of performance** that the Town has learned to expect from WayCAM.

- >more sophisticated programming and communications,
- > increased training in TV and video production,
- > expansion of remote broadcasting locations
- > more focused management,
- > more comprehensive operations
- > up to date equipment to meet growing needs



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Come to public hearing on Comcast negotiations

By Ken Isaacson

GateHouse News Service

Posted Mar 25, 2010 @ 12:30 PM

WAYLAND —

The town's license with Comcast to provide cable TV service to residents will expire in September 2010, and renewal discussions between the town and Comcast have begun.

A key element of the cable licenses is the cable companies' financial support for locally produced cable programming, furnished by Wayland's nonprofit public access TV station, WayCAM, on Comcast channel 9 (and Verizon channels 37, 38 and 39).

Local programming is generally divided into three broad categories – public, educational and governmental. In connection with the license renewal process, the Board of Selectmen is required to hold public hearings to consider the level of support the town needs for locally produced programming in these three areas.

Accordingly, on Thursday, April 1, the board will hold a public hearing on public access programming and other public policy issues at 7 p.m. in the Town Building's Large Hearing Room, and interested members of the public, both adults and minors, are urged to attend and offer their views regarding public access and WayCAM.

With the town's issuance of a license to Verizon in January 2008, additional funding became available to the WayCam public access station that has enabled it to increase the quantity of its programming in all three areas. WayCAM currently provides a vast amount of programming for a community our size.

Evidence – 312 "original" programs in 2008, 436 in 2009, and a projected 493 in 2010. About two-fifths of present programs are classed as public, including community specials, school sports, library programs and "talking heads" (opinions, information and discussions).

Another third falls under education, including School Committee and High School Building Committee meetings, High School productions and school specials.

The remaining quarter are categorized under governmental and include town board meetings and hearings, town meetings and community information (federal, state and local government and community affairs).

Presently, WayCAM is delivering "quantity" but the pace of growth cannot be sustained without increased levels of support, and improvements are needed to the "quality" of productions.

WayCAM has only one, full-time employee and a small cadre of volunteers. The current level of monetary support is no longer sufficient for our community's needs.

WayCAM's objective over the next two years is to add two paid part-time staff – a community liaison for additional program shoots and training, and a tech and office liaison for administrative functions.

This will free up the station manager-program director for advanced planning, improving our performance, and expanding community, educational and government partnerships.

WayCAM also wants to add additional "mini-broadcasting" facilities in Town Building locations to provide coverage of more board meetings.

Among the town's objectives in the current renewal license negotiations is to acquire adequate funding from Comcast for the next 10-year license period, and to enable this work to continue and improve, both in quality and quantity of WayCAM services to the community.

In providing programming, WayCAM has substantial involvement with Wayland students, from the High School and the Middle School, who participate, both in the classroom and as volunteers, by producing many programs and staffing others.

WayCAM would like to enlarge its scope of programs by adding more from and about the town – the Wayland community, its organizations, businesses and town departments, thus bringing a wider spectrum of programming to the town, and a wider understanding of the workings of our local town government.

WayCAM wants to continue providing the high level of performance the town has learned to expect from WayCAM. Sufficient monetary support from Comcast will allow us to provide more sophisticated programming and communications, increased training in TV and video production for adults and students, expansion of remote broadcasting locations, more focused management, more comprehensive operations, and equipment to meet changing needs.

Wayland residents are encouraged to attend the selectmen's public hearing at 7 p.m. on April 1. It is the opportunity for residents to voice their views to the selectmen and Comcast on WayCAM's current programming and operations, as well as expectations for future directions of locally produced programming.

Residents' views may also be sent by mail to the selectmen at the Town Building, 41 Cochituate Road, Wayland MA 01778, or by e-mail to "selectmen@wayland.ma.us", to be received by March 31. Thank you.

Ken Isaacson is the president and chairman of the Board of Directors of Wayland Community Access & Media Inc. (WayCAM).

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G

Public Hearings--Renewal of Comcast Cable Television License Wednesday, March 10, 2010 and Thursday, April 1, 2010 7pm, Town Building, Large Hearing Room

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The public hearings afford Town residents the opportunity to provide their views to the Selectmen on WayCAM's current programming and operations as well as expectations for future directions of locally-produced PEG programming.

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**Request For Proposal for Cable Television Renewal License
Town of Wayland to Comcast of Massachusetts I, Inc.**

I

IX. ASCERTAINMENT AND ASCERTAINMENT DOCUMENTS - FUTURE CABLE-RELATED COMMUNITY NEEDS AND INTERESTS

A summary of the Town's Ascertainment and the Town's Ascertainment documents are referenced below. The documents, which include the proposed Renewal License, reflect the Town's "future cable-related community needs and interests, taking into account the cost of meeting such needs and interests," except as otherwise noted with respect to PEG Access Capital.

Rather than providing an extensive description of community needs and interests, the Town decided to include needs and interests in its Ascertainment documents, including in the proposed Renewal License. Please note, however, that future cable-related needs and interests expressed in the body of this RFP and in the proposed License are an integral part of the Town's ascertainment and record.

Please note that this RFP and the proposed Cable Television Renewal License provisions do not include a proposed dollar amount with respect to PEG Access Capital Funding For Equipment and Facilities. The Capital Funding/Equipment dollar amounts included in this RFP reflect the cable-related community needs and interests, without "taking into account the cost of meeting such needs and interests." The Licensee must, in its Proposal, include a specific dollar amount as to PEG Access Capital funding "taking into account the cost of meeting such needs and interests." Clearly that amount is significant, give the clearly expressed community need and interest.

A. Interest in Public, Educational and Government Access

There is a strong interest and appreciation of PEG Access and WayCAM (the Town's PEG Access provider) in the Town of Wayland. As noted, by Chuck Sherwood of Community Media Visioning:

.... The residents, nonprofit organizations, community, civic and service groups, local government and the school system of the Town of Wayland all realize that the PEG Access channels on the two systems and the programming that is produced and cablecast on them are an important means of community participation and education and the learning experience that is gained from participation in the creation of that programming is an incredibly valuable community communications resource that needs to be valued and utilized during the period of the next ten year license with Comcast. And there is the sense that

**Request For Proposal for Cable Television Renewal License
Town of Wayland to Comcast of Massachusetts I, Inc.**

the whole community is willing to support it on every level.

There is also a cable-related community need and interest in improving and expanding public, educational and governmental ("PEG") access operations and programming, including fully operational Public, Educational and Government Access facilities. As noted by Mr. Sherwood, there is an expressed need to "vastly expand the amount of Educational and Government programming currently cablecast" and for WayCAM to "expand their outreach, training and production of programming by individuals, community groups, nonprofit organizations and local businesses...." As he notes, "[i]n order to be able to provide these expanded PEG Access services, there is the need to expand the paid and volunteer staff with a larger operating budget" and "to replace, upgrade and expand the PEG production equipment with a larger capital budget". "The WayCAM facility will need a separate PEG Access Facility once the new school is built. In addition, there is the need for additional live origination locations so that live programming can be cablecast from multiple locations on three PEG Access channels."

As explained by Ken Isaacson, President of WayCAM in a December 14, 2009 memornadum:

WayCAM has a reputation of providing excellent public access services, which has shaped the expectations of our community. Under the direction of Program Director and Station Manager Jim Mullane, WayCAM, over the past several years has been concentrating on expanding delivery of original programming to all three sectors of our audience (P/E/G). The efforts have been highly successful, including live and recorded broadcasts of numerous Town Government meetings and civic events, production of a variety of programs by community producers, and expansion of the station's role in teaching at the high school, involving students in both classes and 'independent programming,' which has caught the imagination of a growing number of students (100 in the past two high school semesters).

For example, programming originated by WayCAM during the 2008-09 school year (just ended in August) was 436 in total, of which students participated in 155; the number for 2007-08 was 312, of which students produced 122. School programming also included Middle School and Elementary students. All this was accomplished by a single employee (Jim Mullane), supported by student and adult volunteers, and a very hands-on Board of Directors.

These are fantastic achievements, but they are dependent on a sole, extraordinary staff member with support from a group of equally dedicated volunteers. The pace of growth cannot be sustained, when WayCAM's lone employee is stretched so thin. He already devotes much more than his 'required' eight hours per day to the job, and it is not reasonable or prudent to expect his current level of performance to continue indefinitely, and the results to continue to improve, as well. So, our objective over the next two years,

**Request For Proposal for Cable Television Renewal License
Town of Wayland to Comcast of Massachusetts I, Inc.**

is to add paid part-time staff to handle certain functions and roles in a more comprehensive manner, and to be able to focus the work of the Station Manager.

Hiring new staff will enable the Station Manager to devote his skills to the evolution of, and planning for, the station in an organized manner. At this stage of our growth our performance will be impeded unless he spends more of his time building relationships with our community's civic and business groups; increasing school related education and programming; attending professional growth workshops and educational seminars; and utilizing and developing his skills on management-level matters that are simply not possible under current time constraints.

We intend to hire two, part-time individuals for the following roles to support the Station Manager:

- The Community Access Liaison will be responsible for such tasks as helping train students and interested community members in editing, use of various software programs; and to support the Director by covering more program shoots, especially more Town government committees.
- The Tech/Office Support Assistant will be responsible for such tasks as updating the weekly schedule and Community Bulletin Board, as well as purchasing and logistical support, administrative and office tasks.

Operationally, we have plans for additional "mini-broadcasting" facilities to include coverage of Finance Committee, Conservation Commission, Board of Health and Council on Aging, all issue-laden boards, and have already established such facilities in four Town Building locations and the Wayland Public Library. The scope of what is described above directs a portion of the equipment requirements we have outlined in our capital requirements outline.

In addition, the Town of Wayland, Massachusetts is a dynamic, achievement-oriented and active community. The high level of performance that the Town has learned to expect from WayCAM dictates a continuing high level of community outreach, more sophisticated programming and communications, increased training in TV and video production, and expansion of remote broadcasting capabilities (for both our government coverage, community producers and burgeoning sports teams), all of which will require a more focused management, operations and capital management plan. All of these account for the needs described above.

The section below describes these improvements in more detail:

The current staffing level for WayCAM to provide PEG Access services and

**Request For Proposal for Cable Television Renewal License
Town of Wayland to Comcast of Massachusetts I, Inc.**

programming on the channels is severely limited because there is only one (1) full-time staff person.

This limits WayCAM's ability to increase:

- the number of programs,
- the quality of programs,
- the outreach to the community,
- the training provided to the members,
- the hours of operations of the WayCAM Access Center,
- most significantly, our ability going forward, to increase our PEG programming.

Specifically, if we had staffing adequate to our legitimate needs, we would be able to accomplish the following:

Improve Outreach & Training

- Greater outreach to Wayland individuals, community groups, nonprofit organizations and local businesses to become community producers;
- Much more comprehensive group and one-on-one training in video production;
- More competent and complete supervision of programming production.

Improve Coverage & Operations for Community

- Staff vacations and offsite training could be covered and the studio would not have to be closed.
- Production set-up / break down: staff would be able to provide support when a problem occurs without necessitating closing the studio to the public.
- When having meeting with Government Boards, School officials, Library staff and volunteers the studio doors will not be closed to the public.
- Staffing hours would be added for scheduling and programming of the various channels for expanded Public, Educational and Government programming.
- Having additional staff on hand would improve monitoring of systems and speed up troubleshooting of I-Net problems and picture quality and equipment issues, including potential to eliminate or reduce filing of Incident Reports and repair requests.
- Additional staff would enable the Studio Manager to focus on the planning of and move to the new studio (anticipated 2012); as well as running the current one during that transition time; and adjusting to new studio operations after transition.

Improved Quality of Programs

- Post Production (editing out dead space, opening/closing graphics, tagging) would be enabled. This is now done only on live productions. The programs that would be improved are as follows: 95% of Government meetings, 80% of sporting events and 80% of PEG Special events, parades, ceremonies, and others.
- Equipment longevity and program quality would be maintained and improved.

**Request For Proposal for Cable Television Renewal License
Town of Wayland to Comcast of Massachusetts I, Inc.**

Presently we often have to set up a shoot, hit record, and leave. The next day we come back and break down. In addition, we now depend on Boards to break down with little to no training due to lack of time.

Provide for Staff Education & Development

- More research for procedures and equipment upgrades. Studio Manager would be able to go to trade shows and conferences to learn best practices and how to improve operations for our community.
- There would be adequate time for training on new equipment that is purchased vs. learning piecemeal, on the job, due to lack of time.
- There would be adequate time for classes for equipment that need more than a one-day training. Example: Final Cut Pro – non-linear editing system.
- Staff would be able to participate in management training.
- Staff would be able to do outreach to other Studios, learning what works at other stations, what equipment they use, sharing new ideas, resources and techniques.
- WayCAM would be able to attract qualified staff, by offering competitive salaries and employee benefits.

Bottom Line: Expanded staffing of WayCAM will provide improvements to program quality in keeping with standards that are appropriate for, and required by, our Wayland Cable Subscribers.

As noted by Mr. Isaccson, WayCAM has, at least one time in the past ten (10) years, personally reached out to eighty-five (85) Wayland organizations. (Appendix). Because of its lack of staffing in addition to its Program Director/Station Manager, Jim Mullane, WayCAM has not yet been able to reach out to the one hundred and four, or more, other Wayland organizations. (Appendix).

1. PEG Access Needs and Interests .

- There is a cable related community need and interest in having financial support for the operations of PEG Access at five percent (5%) of gross annual revenues with the full definition of gross revenue.
- § Adequate funding for WayCAM will allow for further expansion of outreach to residents, community groups, businesses, nonprofit organizations and educational institutions.
- § The Access Corporation should be provided with adequate funding through the Renewal License in order to allow for pro-active outreach. This insures, that among other things, access users are offered and provided training in how to use the channel(s), equipment and facilities that allows residents, community groups and nonprofits to actively participate in the development and production of programming.

**Request For Proposal for Cable Television Renewal License
Town of Wayland to Comcast of Massachusetts I, Inc.**

- § Increased informational, promotion and training efforts will encourage and nurture volunteers. Even greater student involvement will be key as students can gain valuable knowledge and internship credit. Lifelong learning by adults and senior citizens will inspire their creativity. As a consequence, additional use and demand will be placed upon the Access facility.
- § There is a cable-related community need and interest in increased Government Access coverage, particularly coverage of important issues being reviewed and considered by town boards and committees. Coverage of even more government meetings would allow for a more informed public able to fully participate in town issues. Cable coverage of government meetings should include significant live coverage and taped replays as well. Town department heads expressed a great need and interest in obtaining assistance from WayCAM in order to place information and programming on the appropriate Access Channel.

2. PEG Access Channels.

- There is a cable-related community need and interest in maintaining three (3) PEG Access Channels. See Appendix ____, Community Needs Assessment. See also Appendix ____.
- The Licensee shall monitor the PEG Access Channels for technical quality and shall ensure that they are maintained at standards the same or better than those which apply to the Cable System's commercial channels and shall comply with the applicable FCC Technical Standards, provided, however, that the Licensee is not responsible for the production quality of PEG Access Programming productions, nor for any deficiencies in the source signal it receives from any party over which the Licensee has no control.
- § The Town will not agree to allow the Licensee to reclaim “unused time” on a PEG Access Channel, pursuant to 47 USC 531(d)(1)(2) or otherwise. Such a provision in a cable license would, besides being unnecessary, would be cumbersome and lead to unnecessary disputes.

3. Building A Successful PEG Access Program.

- § The Access Corporation seeks to further build its PEG Access Program with an active and sustained outreach effort. Increased informational, promotion and training efforts will encourage and nurture volunteers. Even greater student involvement will be key as students can gain valuable knowledge and internship credit. Lifelong learning by adults and senior

**Request For Proposal for Cable Television Renewal License
Town of Seekonk to Comcast of Massachusetts/New Hampshire, LLC**

citizens will inspire their creativity. As a consequence, additional use and demand will be placed upon the Access facility.

- § Promotion will build even greater viewership of these Access channels. This expanded viewership will then increase participation in program production thus giving the cable subscribers the local content they want and deserve.
- There is a cable-related community need and interest in increased Government Access coverage, particularly coverage of important issues being reviewed and considered by town boards and committees. Coverage of even more government meetings would allow for a more informed public able to fully participate in town issues. Cable coverage of government meetings should include significant live coverage and taped replays as well. Town department heads expressed a great need and interest in obtaining assistance from the Access Corporation in order to place information and programming on the Government Access Channel.
 - There is a strong interest and desire by the Town, its Board of Selectmen and other Town Boards, Committees, and Departments to be able to cablecast additional meetings and presentations.

**Request For Proposal for Cable Television Renewal License
Town of Seekonk to Comcast of Massachusetts/New Hampshire, LLC**

4. PEG Access Facility/Studio

- WayCAM is located in former classrooms in the Wayland High School that were never intended to be an extremely active TV training and production studio. Now that the new Wayland High School is going to be built in 2012, there is no space designed into the new school for WayCAM. However, the School District values the programming and services provided and the parties are working to see if a new WayCAM PEG Access Facility/Studio (“facility”) can be either adjacent to the new High School or elsewhere on the new High School grounds for easy access by the student and the public. Based upon the estimates that have been developed for the renovation of existing spaces for other access centers in Eastern Massachusetts over the past couple of years, the facility would need to spend approximately \$90 per square foot on the renovation. Thus a new WayCAM facility of approximately 3000 sq. ft. would cost approximately \$270,000. **If a PEG Access Facility cannot be located adjacent to the new High School or elsewhere on the grounds, WayCAM will need to build a new Access facility, the cost would be significantly greater than the cost of a renovated space.**

5. PEG Equipment – Capital Needs

**Potential
Public, Educational, and Governmental Access
Support**

**Comcast Support
Base Scenario**

Year:	Average Number of Basic Subscribers	Cable TV Gross Revenue (1)	PEG Support		
			Operating 4.500%	Capital	Total
1	3,073	\$2,802,576	\$126,116	\$150,000	\$276,116
2	3,073	\$2,914,679	\$131,161	\$0	\$131,161
3	3,073	\$3,031,266	\$136,407	\$0	\$136,407
4	3,073	\$3,152,517	\$141,863	\$0	\$141,863
5	3,073	\$3,278,618	\$147,538	\$50,000	\$197,538
6	3,073	\$3,409,762	\$153,439	\$0	\$153,439
7	3,073	\$3,546,153	\$159,577	\$0	\$159,577
8	3,073	\$3,687,999	\$165,960	\$0	\$165,960
9	3,073	\$3,835,519	\$172,598	\$0	\$172,598
10	3,073	\$3,988,940	\$179,502	\$0	\$179,502
Total		\$33,648,028	\$1,514,161	\$200,000	\$1,714,161

Notes:

(1) Assumes average gross revenue per subscriber per month of \$76 in year 1; growing at 4% per year.

Base Scenario, checking effect of subtracting Fee on Fee

		Minus Fee on Fee			Comcast Retains	Sum of Fee + Retain
76*3073*12	\$2,802,576	\$120,441	\$150,000	\$270,441	\$2,676,460	\$2,796,901
*1.04	\$2,914,679	\$125,258	\$0	\$125,258	\$2,783,518	\$2,908,777
*1.04	\$3,031,266	\$130,269	\$0	\$130,269	\$2,894,859	\$3,025,128
*1.04	\$3,152,517	\$135,479	\$0	\$135,479	\$3,010,654	\$3,146,133
*1.04	\$3,278,618	\$140,899	\$50,000	\$190,899	\$3,131,080	\$3,271,978
*1.04	\$3,409,762	\$146,535	\$0	\$146,535	\$3,256,323	\$3,402,857
*1.04	\$3,546,153	\$152,396	\$0	\$152,396	\$3,386,576	\$3,538,972
*1.04	\$3,687,999	\$158,492	\$0	\$158,492	\$3,522,039	\$3,680,531
*1.04	\$3,835,519	\$164,831	\$0	\$164,831	\$3,662,920	\$3,827,752
*1.04	\$3,988,940	\$171,425	\$0	\$171,425	\$3,809,437	\$3,980,862
	\$33,648,028	\$1,446,024	\$200,000	\$1,646,024	\$32,133,866	\$33,579,890

Above verifies Mike Katz's numbers on Bill Solomon's basis and shows the error

76*3073*12	\$2,802,576	\$120,685	\$150,000	\$270,685	\$2,681,891	\$2,802,576
*1.04	\$2,914,679	\$125,512	\$0	\$125,512	\$2,789,167	\$2,914,679
*1.04	\$3,031,266	\$130,533	\$0	\$130,533	\$2,900,733	\$3,031,266
*1.04	\$3,152,517	\$135,754	\$0	\$135,754	\$3,016,763	\$3,152,517
*1.04	\$3,278,618	\$141,184	\$50,000	\$191,184	\$3,137,433	\$3,278,618
*1.04	\$3,409,762	\$146,832	\$0	\$146,832	\$3,262,930	\$3,409,762
*1.04	\$3,546,153	\$152,705	\$0	\$152,705	\$3,393,448	\$3,546,153
*1.04	\$3,687,999	\$158,813	\$0	\$158,813	\$3,529,185	\$3,687,999
*1.04	\$3,835,519	\$165,166	\$0	\$165,166	\$3,670,353	\$3,835,519
*1.04	\$3,988,940	\$171,773	\$0	\$171,773	\$3,817,167	\$3,988,940
	\$33,648,028	\$1,448,958	\$200,000	\$1,648,958	\$32,199,070	\$33,648,028

Ten-year difference between fee on fee calculations

\$2,934

Above is correct calculation, cf. right-most bottom-line nos. of 2 blocks w/Gross Rev Col

K THIS IS THE WORDING OF THE PETITION ATTACHED BELOW

TOWN OF WAYLAND

**PETITION OF RESIDENTS
In support of Community
Public, Educational & Government Access Programming
AND “WayCAM”
on Comcast Channel 9 and Verizon Channels 37, 38 and 39**

We, the undersigned residents of the Town of Wayland hereby express our support for improved and expanded Public, Educational and Government (“PEG”) Programming and for our PEG Access provider in Wayland, WayCAM.

We would like to see more PEG Programming, including community events, government meetings, school-wide programming and activities, arts and cultural events, local historical events, youth sports, school athletics, and programs of interest to all residents from youths to seniors.

We would also like to see increased video production courses and training for Wayland’s residents, high school and middle school students, and improvements in WayCAM’s PEG Access facility and equipment.

We are willing to support a reasonable increase in Cable TV subscriber fees to improve and expand PEG Access services, training and programming in Wayland, and to achieve the goal of a well run, cost effective, locally based PEG Access operation.

We are aware of Section 626 of the Cable Act requires a Cable TV provider seeking to renew its license submit a proposal that is “reasonable to meet the future cable-related community needs and interests, taking into account the cost of meeting such needs and interests.”

Public Hearing--Renewal of Comcast Cable Television License
Thursday, April 1, 2010 7pm, Town Building, Large Hearing Room

Discussions on a new license between the Town and Comcast have begun.

The public hearing affords Town residents – adults & children – the opportunity to provide their views to the Selectmen on WayCAM's current programming and operations as well as expectations for future directions of locally-produced PEG programming.

The Town's license to Comcast to provide cable television service to residents will expire in September 2010.

A key element of the cable licenses is the financial and other support for locally-produced cable programming, furnished in Wayland by the non-profit, Wayland Cable Access and Media, Inc or "WayCAM." The programs produced by WayCAM are available to both Comcast subscribers, via Channel 9, and to subscribers to Wayland's other cable television provider, Verizon, via Channels 37, 38 and 39.

Local programming is divided into three broad categories: **Public, Educational and Governmental ("PEG")**. On Thursday, April 1, the Board will hold a public hearing on Public Access programming and other public policy issues at 7 pm in the Town Building Large Hearing Room, and **members of the public are urged to attend and offer their views.**

WayCAM has substantial involvement with Wayland students, from the High and the Middle School, who participate, both in the classroom and as volunteers, by producing many programs and staffing others. **WayCAM would like to enlarge its scope of programs** about the Town - the Wayland community, its organizations, businesses and Town departments, **bringing a wider spectrum of programming to the Town.**

In addition, the Board of Selectmen solicits residents' views by mail sent to the Selectmen at the Town Building, 1 Cochituate Road, Wayland, or by email to selectmen@wayland.ma.us.

M

Please Sign Petition.

Help WayCAM Improve

Public Access Cable TV.

O

Should send letters to:
John Senchyshyn
Board of Selectmen
41 Cochituate Road
Wayland, MA 01778

- a. about what "Public Access" does for Education and why "Public Access" is critical to the educational component;
- b. what values the "Public Access" program deliver to the kids.
- c. what they would like to see WayCAM able to do in the future

It's important that the letters follow the above ideas, but not be a form letter and not be focused on "Save Public Access." It is not about that. It is about demonstrating how valuable Public Access is and how it could be even more valuable. Please encourage people to write their own message and follow a,b,c above

need letters on what Public Access provides and what it could do in the future.
i.e. "We need a bigger stronger Public Access station to reach out to more people and bring new programming to Wayland citizens, and support for a new, quality and up to date studio."



Comcast Cable Communications, Inc.
241 West Central Street
Natick, MA 01760
www.comcast.com

September ___, 2010

Board of Selectmen
Town of Wayland
41 Cochituate Road
Wayland, MA 01778

Re: Discount available to Eligible Wayland Senior Citizens

Dear Board Members:

The purpose of this letter is to outline the senior citizen discount that is currently available to qualified Wayland Comcast cable service subscribers.

Comcast will voluntarily continue to offer a discount equal to ten percent (10%) per month off its Basic Service level. Said discount will be continued for those persons age sixty-five (65) or older, who are head of household receiving SSI or Medicaid. A qualifying subscriber must be able to show proof of such qualifications. Acceptable documentation would be the following:

- Proof of Age – Drivers License, Birth Certificate, or Passport
- Head of Household – Lease, Deed, Town Tax Bill
- Receiving SSI or Medicaid benefits under Social Security

The period for this senior citizen discount will be concurrent with the recently executed cable television renewal license. Comcast reserves the right to modify or eliminate such program at its sole discretion.

In the event Comcast adopts and offers a statewide senior citizen discount program, Comcast reserves the right to implement such program, after reasonable written notice to your office.

Yours truly,

Frank W. Foss
Senior Manager, Government and Community Relations

cc: William Solomon, Esquire
Robert Carr, Comcast, Director of Government and Community Relations

Overview: WayCAM MAN (Municipal Area Network), created 2011

Summary provided by Ken Isaacson, president, 5/1/2014

The MAN was created to replace the I-Loop that was the original method of transporting signal from WayCAM's remote studio locations to our Head End at the Studio. The I-Loop was originally built by Comcast decades earlier and in 2008, was nearing the end of its life, physically and technically.

As part of the Verizon license negotiations in 2008, Verizon utilized the I-Loop and agreed to pay Comcast a sum, unknown to us, for piggybacking on their signal and equipment, alleviating them of the need to build their own transmission.

As part of the Comcast license negotiations in 2010, CAC negotiated with Comcast to compensate the Town of Wayland for the transmission of their signal (which would also include Verizon's), in lieu of Comcast building their own, new network to replace their aging I-Loop.

Comcast agreed to pay the Town \$50,000. And, now that Verizon would not be using Comcast's I-Loop, they would no longer have to pay Comcast for piggybacking. The Cable Committee saw this as an opportunity, and calculated a sum, and negotiated with Verizon to pay the Town \$30,000, since it no longer had to pay Comcast. Details are found on Page 2, Sect. B, items #4 and #5 of "Summary of Principal Terms of Comcast Renewal License" prepared on Oct. 22, 2010 by Steve Allen, Chair, CAC and sent to Selectmen.

The negotiated \$80,000 was paid to the Town in 2011, from which the Town built the present fiber network that WayCAM uses to transmit signal from all our remote locations to the Studio. (Note, this was separate from the other segments of the Municipal network that were built at approximately the same time.)

The Town used these funds as follows (all sums rounded dollars):

Dec. 2011	\$33,000	Phase I – equipment/labor to connect Town Building (6 locations) plus the Public Library
	6,000	Engineering Costs
	2,000	connect Field House
Apr. 2012	1,500	connect Middle School
July 2012	<u>10,000</u>	connect Wayland High School (4 locations)
	\$52,500	Total used to date (2014)

Balance 2012: \$27,500 prox. Available for additional connectivity, continued maintenance of MAN, new and replacement of equipment, etc., as may be required for continued operation and for future expansion of the MAN for Cable related purposes.