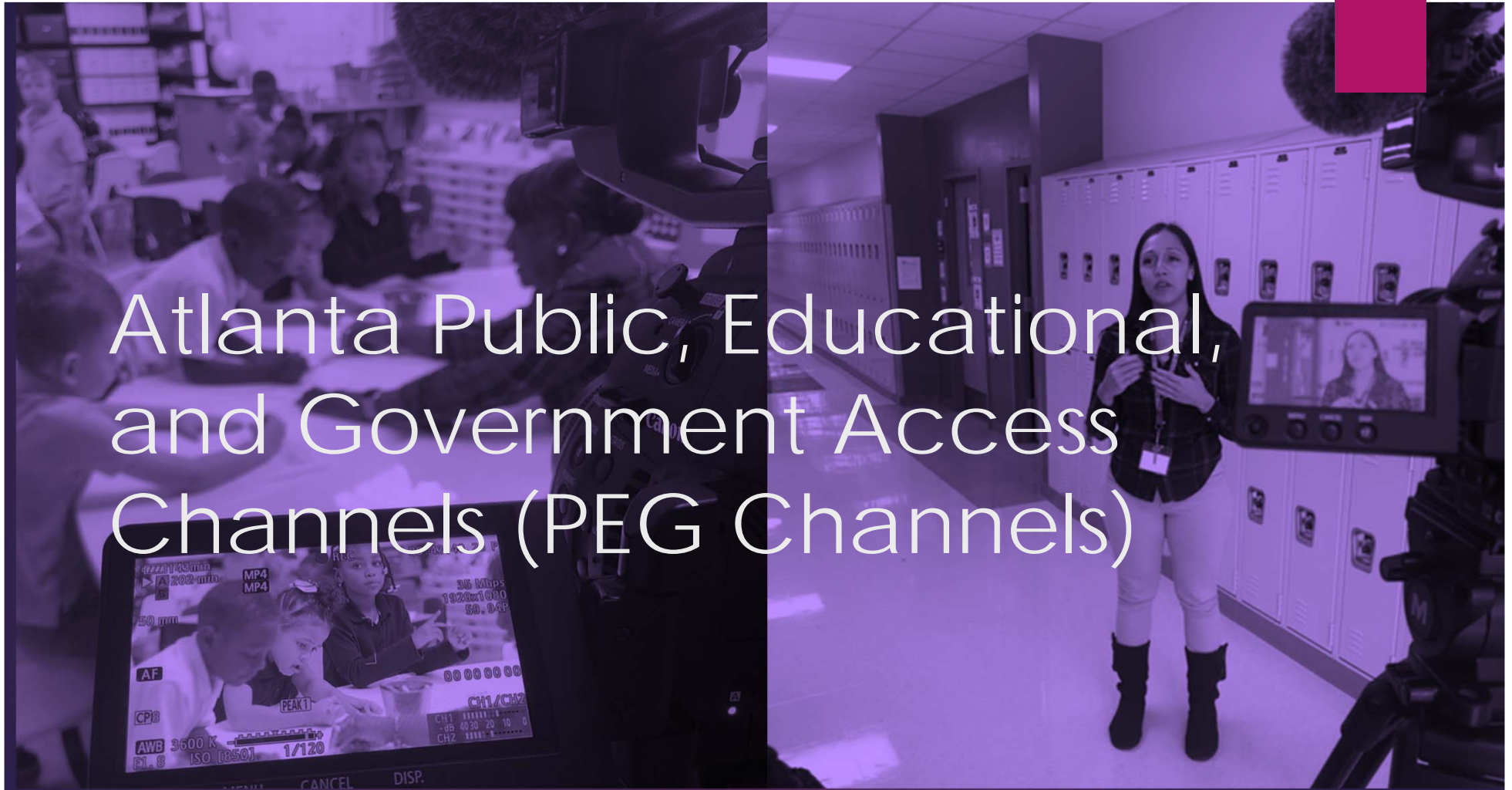


# Atlanta Public, Educational, and Government Access Channels (PEG Channels)



00:01:43 min  
▶ 2:02 min  
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35 Mbps  
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## Atlanta Public, Educational, and Government Access Channels

- ▶ The City of Atlanta's PEG Channels consist of:
  - ▶ Channel 21 Fulton County Government TV
  - ▶ Channel 22 Atlanta Public Schools TV
  - ▶ Channel 23 Clark Atlanta TV
  - ▶ Channel 24 People TV
  - ▶ Channel 26 City of Atlanta ATL26



# ATLANTA PUBLIC ACCESS TELEVISION

- ▶ The City of Atlanta intends to develop a well-managed community media system that represents our city and communities. The best route forward for success is to identify and hire a consultant with significant experience in planning a path for Community Media television (Public Access Television).



# ATLANTA PUBLIC ACCESS TELEVISION

Strategic Re-Visioning



**FOCUS** on creating a collaborative process to revitalize Atlanta public access television.



This project will involve conducting a series of interviews and meetings with community organizations, faith-based groups, arts/culture organizations, community leaders, the stakeholders who are supporters of People TV. The goal is to seek input about their vision for a revitalized approach to community media.

# ATLANTA PUBLIC ACCESS TELEVISION

Strategic Re-Visioning

- ▶ **DEVELOP** an in-depth understanding of the current status of public access television.
- ▶ **PROVIDE** information to community leaders about the state-of-the-art public access/community media around the country.
- ▶ **HELP** create a more informed understanding of what public access/community media could be in Atlanta, GA.

# ATLANTA PUBLIC ACCESS TELEVISION

Strategic Re-Visioning

- ▶ **REVIEW** People TV facilities.
- ▶ Re-envisioning community media requires a developed plan. People TV will continue to operate as structured, during the development of a strategic work plan, expected to last one year. Tasks to be completed during the development include an inventory of the existing equipment, provision of services and existing operational facilities.

# Re-Envisioning Process

- ▶ **OBTAIN** input from community members about:
  1. Awareness of current services and programming
  2. Where do community members seek and find local information?
  3. What local information do they most value?
  4. What local information are they not receiving?
  5. What media and technology services would they like to receive?

# Re-Envisioning Process

- ▶ Identify successful Community Media Centers (public access) that have evolved to a new level of service and financial stability.
  1. Benchmark ideas from other metro cities that could be implemented in Atlanta, Ga
  2. Understand their successes and failures
  3. Determine desired operational outcomes
  4. Determine desired alternative revenue outcomes?
  5. As the strategic work plan unfolds, the timeline and steps needed toward rebranding will develop.



# ATLANTA PUBLIC ACCESS TELEVISION

Strategic Re-Visioning



**PREPARE** and submit the overall project workplan report within four to six months.



**IDENTIFY and MANAGE** a leadership team that can be involved to move forward the suggested options for a new revitalized public access community environment.



**WELCOME** ALL VOICES and VIEWPOINTS in the process.