

From: Dorothy Kidd <kidd@usfca.edu>
To: PublicAccessTV@SFGOV.org

Date: Thursday, July 30, 2009 10:04PM
Subject: Protest Regarding RFP #04-2009 Public Access Cable Channel Operator

Jolie Gines
Department of Technology
One South Van Ness Avenue, 2nd Floor
San Francisco, CA 94103

Dear Ms Gines:

I have been out of the country on assignment, but hope that you will consider my protest regarding RFP #04-2009 Public Access Cable Channel Operator.

I have been a resident of San Francisco since 1998, and have taught many students at the University of San Francisco, who are still residents in the city. I am also a board member of Media Alliance, and would like to support their protest of this decision.

I have long respected BAVC, have taken courses there, sent students for jobs and internships, and collaborated on public events.

I think your decision to award the contract to BAVC is misguided, and would like to point out some of the reasons.

I have just attended two international conferences about communications rights and the role of citizens' media. The US is not always lauded for its contribution to global communications; however, public access programming has been a beacon for other countries, representing the best of American concepts of citizen involvement in civic life. Internationally, public access is supported for its origination from local publics, and programming from citizen-producers. This application goes against these principles.

Further it does very little to remedy the major democratic deficits of the media, including local content, and the representation of communities historically marginalized by the commercial and public service media (which the cable operator provides). It also does not provide training or technology resources to enable local content at a time when everyone recognizes that one of the major failings of commercial media is in the provision of local content.

Cable franchise owners not only operate a monopoly, they derive massive benefit from using a public utility. They do very little to enrich our broadcasting environment. As Media Alliance has already noted, "switching the public access funding model to one based largely on user fees and philanthropy shifts the funding base from one of guaranteed corporate responsibility onto access users and public philanthropy."

I would recommend rethinking this decision to support more diversity of representation in facility development, policy, governance, and programming.

thanks for considering my concerns,

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