

To: Department of Technology
City & County of San Francisco
One South Van Ness, 2nd Floor
San Francisco, CA 94013
Attention: Jolie Gines

From: SF TV Corps
4074 24th Street Suite 2
San Francisco, CA 94114

RE: RFP # 04-2009

Date: 10 June 2009

Dear Jolie Gines:

Please consider this proposal in response to RFP 04-2009, Public Access Cable Channel Operator whereby SF TV Corps is applying to the City and County of San Francisco to enter into a contract to operate the Public Access station located in San Francisco. Within the context of this application, SF TV Corps anticipates the City and County will provide the funding specifically stated in the body of RE-BID RFP #04-2009.

SF TV Corps is a yet to be formed 501(c)(3) Corporation and is currently comprised of a sole individual, the respondent, Mark Hunter, hereafter referred to as I. I have been affiliated with SF Access for approximately 5 years as a producer and a volunteer, establishing professional relationships with key members of the CTC staff, producers and volunteers. My expertise is in financial management. I have been a Controller and have operated several small businesses. My resume is attached as part of this submission. I will serve in the capacity of Executive Director and will retain the services of a key staff member in order to maintain primary service level immediately upon the transition from CTC to SF TV Corps. In addition, another key CTC employee will be offered employment, at least on a part time basis, to maintain quality of service. I consider the role of Executive Director to be a hands on position and will be engaged in every aspect of station operations, focused initially on maintaining compliance with Federal, State and Local laws, Public Access policy and procedures and Financial and Administrative activities vital to station operation.

Upon notice by the Department that SF TV Corp is considered a finalist for this award, filing for 501(c)(3) will be set in motion. Every effort will be expended to expedite this process as rapidly as possible. Prior to that the applicant will consider various options including becoming 1 - Allow the Department to operate the station until such time as our application is approved 2 - Become temporary employees (or Contractors) of the Department of Technology, or 3 - Operating as a sole proprietor. Other options are available which will be articulated to the Department should further exploration be desired.

SF TV Corps will select Board Members as part of the incorporation process and will consider the need for other Officers as part of that process. Desired Board members will include noted leaders in the San Francisco cultural, political and business community and will include producer and volunteer representation.

SF TV Corps plans to comply with section IV of the RFP proposal and is fully aware of the budget constraints. This proposal is predicated on the assumption that the initial \$170,000 grant will fund operations at a Primary Service Level through June 30th, 2010 and there is a strong probability that additional funds, up to \$330,000 will be made available in January 2010 in order to facilitate the transition to providing the enhanced services as described in this agreement. SF TV Corp anticipates a budget that will necessitate using upwards of 75% of that award for annual salaries and benefits. As these funds are obtained the percentage of funds allocated to employee related costs will drop considerably. It is in the area of staffing that SF TV Corps envisions the greatest savings. See the detailed budget for operations in the Budget section of this submission.

In order to meet the requirements proposed by this RFP and address the concerns of the Department of Technology, SF TV Corp proposes to operate Public Access, by service level, as follows:

A - Operation @ the Primary Service Level.

Access SF already utilizes automated playback & encoding. The applicant will maintain the operation of this system effective immediately upon the termination of the CTC contract. As detailed earlier, the applicant will retain the services of current staff responsible for playback operation.

SF TV Corp will maintain the current methodology for program scheduling and plans to maintain that system until further evaluation is possible. The current plan is to maintain current time slots until such time, but no later than October 1st, that a producer meeting can be arranged in order to award time slots for producers. SF TV Corp anticipates programming shortfalls as studio availability precludes the possibility of producers taping new material for airing. Producers, as well as privately produced programming, will be encouraged to submit material to fill this gap until such time as enhanced services are restored on a full time basis.

The Executive Director will be tasked with maintaining the operation and administration of all channels currently utilized by Public Access. Again, a key staff member familiar with the operation will be retained to ensure the stable and orderly transition. That employee is considered highly desirable and SF TV Corp plans to retain his services in perpetuity.

The Executive Director will be tasked with all Financial and administrative functions necessary to maintaining operations and complying with Federal, State and Local laws. At the primary service level, SF TV Corp will operate at a minimum staffing level of 2 employees including the Executive Director and potentially an additional part time employee. The retained staff will be responsible for the maintenance of the equipment.

B – Operation @ The Enhanced Service Level.

Enhanced services will be phased in as funds are granted and volunteer services are developed. It is anticipated that some enhanced services will be offered by the beginning of 2010. Enhanced Services will be phased in as detailed in the overall management plan detailed below. The management plan will detail the phase in of enhanced services, it's philosophy regarding the mix of paid and volunteer staffing and how it anticipates utilizing that philosophy in order to provide enhanced services.

The use of studio facilities by producers will be implemented as soon as possible. SF TV Corp plans to adopt a training program for volunteers to learn all aspects of production including facilitating the taping of show. This will create savings as volunteers will replace paid staff. This will have the added benefit of attracting talent to public access for those interested primarily in careers in facility operation. SF TV Corp plans to implement a policy of charging late fees for studio cancellations. These fees will be added to annual producer charges. This policy is predicated on the fact that short notice cancellations occurred frequently under CTC management without consequence resulting in idle time for employees and studio space.

Check out of equipment will commence as early as possible. SF TV is considering charging a small check out fee of \$25-\$50 for producers until such time as the station becomes fully funded.

The Executive Director plans to immediately begin the process of community outreach. Phasing in enhanced services are described in greater detail in the management plans outlined below.

1 – Detailed Management Plan to Ensure Efficient & Sustainable Operations.

The overall management plan is centered on 5 key phases of operations. Exact details of the plan as to the timing of implementation are dependant upon variables and are not provided in this proposal. The basic tenets of the plan are as follows.

- 1 - Immediately provide services at a basic level.
- 2 - Phase in enhanced services as rapidly as possible.
- 3 - Aggressively pursue potential sources of revenue.
- 4 - Develop outreach and partnerships with the community.
- 5 - Operate the station in a manner that conforms legally, ethically and in accordance with the tenets of it's charter.

The following commentary elaborates further management's approach and philosophy.

As previously stated, SF TV plans to maintain the current program scheduling. The method of allocating and assigning program slots is satisfactory for the immediate future. A review and assessment of the current system will be performed as part of the initial phase of evaluation. Upon assuming control of the station, the current program schedule will be maintained for a minimum of 2 months. An all producers to assign time slots will occur no later than October 1st 2009

The primary concern is to facilitate the smooth transition from CTC to SF TV Corp in order to provide the most basic services to include (but not necessarily limited to) maintenance of the current programming schedule. Airing of scheduled programming, station programming to fill gaps in time slots; maintain legal and contractual obligations, enforce required channel policies, and general oversight with respect to FCC regulations.

SF TV recognizes the need to provide enhanced services as rapidly as possible and views as critical the need to provide studio, flash studio and editing suites in order to maintain a level of producer submission and hence, producer enrollment. Before January 1st, 2010 training will be offered to current SF Access producers to participate in learning the process of facilitating taping. Elements such as lighting, control booth operation and other aspects of facilitating formerly closed to volunteer staff will now be primarily a volunteer function.

Develop an internship program with local programs including such institutions as San Francisco State University and San Francisco City College as well as private media training organizations. The program will combine all the elements of a work study program. The internship program will be utilized in such a manner as to provide the station with facilitators in training that will alleviate the need for full time staff to facilitate the use of the studio and provide the station with more quality programming. Developing the internship program will require the need for 1 additional staff person. SF TV Corp will give preference to former CTC employees to lead this effort.

Expand the availability of classes. Linear and non-linear editing classes will be made available to anyone who has graduated from basic training. In addition, outreach to potential producers and volunteers will be emphasized. Classes will be offered at rates not less than that required to 'break even'. There will be added emphasis on making classes profitable. The philosophy of the station is to view the leased studio in light of it's potential as a revenue generating vehicle while maintaining the integrity of it's commitment to the public in accordance with city and contractual obligations. In addition, SF TV Corp plans to develop classes designed to enhance the producer's knowledge of such aspects as lighting, directorial techniques and production values.

As revenues increase, staffing levels will increase. Staffing increases will be centered on individuals who can contribute valuable resources with emphasis on technical expertise that translates into revenue generating skills, primarily in the area of training, guidance and maintenance of the station's assets. In addition, SF TV Corp will utilize contracted services for classes, the emphasis of former CTC employees already trained and familiar with the equipment and versed in the station's policy and procedures.

Cover local events. The station will place more emphasis on covering and airing local events that impact, inform and entertain city residents. The station seeks to develop programming that reveals the cultural diversity of the city, with it's myriad of events and political activism. The station plans to actively recruit producers from local media programs to cover aspects of San Francisco that are important to all segments of society including local sports, arts and entertainment as well political events. SF TV Corp plans to develop teams of coverage crews led by seasoned staff and consultants and utilizing volunteer staffs recruited from local colleges, universities and other training programs.

equipment for use as an audio studio, and the charging of nominal fees for some basic services.

Fees. Producer fees will increase from \$35 per annum to \$150 per annum once the station reaches the enhanced service level. Exceptions will be granted to producers unable to pay the increase. Administrative fees of \$5 to \$10 for utilization of studio edit suites will be instituted.

Classes will be offered on a fee basis and consultants will be retained to teach those classes. Consultants will be former employees of CTC who are knowledgeable with respect to public access regulations and have expertise with the equipment and programs for which they have been retained to teach. Classes will be offered to the public and will target that population involved in media and communications. Classes that are not profitable (Class revenues must exceed consultant fees) will be cancelled. By staffing Consultants the organization will save considerable costs without any detriment to services offered. In addition, Consultants will be motivated to tap into other resources to attract attendees and future producers.

3 - Detailed Plan for Retention and Development of Producers and Volunteers

SF TV Corp envisions a 5 point plan to attract and retain producers and volunteers.

1 - Design a program of recruitment from local universities, high schools and commercial media programs. The program will emphasize the immediate and long term benefits of gaining hands on experience in actual television operation, the elements of producing quality programming and specialized training on studio equipment. Recruitment efforts will involve visiting campus' and classrooms, partnering with commercial media education programs and developing a plan for work study programs with these institutions.

2 - Provide resources to assist producers increase the quality of their shows. The station will provide, at a graded level of costs to producers, editing and production values resources to assist them in producing the best possible product. SF TV Corps will identify and enter into collaborative relationships with professional, semi-professional and amateur video editing sources that serious producers can utilize to enhance their programs. These resources, in turn, will be encouraged to refer their client base and influence to steer producers and volunteers to the station.

3 - Advertise the benefits, to the general public, of participating in community television. Emphasize the personal and social benefits of teamwork, activism and camaraderie. SF TV Corp promotes the fundamental ideology that participation is fun, exciting & challenging.

4 - Design introductory classes that invite all segments of the community to utilize these assets, at minimal cost, for their benefit.

5 - Retain talented instructors on a consultation basis. This approach will have the added benefit of encouraging retained contractors to solicit both producers and volunteers from other organizations with which they are affiliated..

4 - Detailed Plan for Channel Administration, Governance & Compliance

Immediately upon taking control of the station, the Executive Director with staff will review all relevant material and set forth in writing documentation that clearly defines acceptable standards for submitted programming and studio regulations. This information will be communicated to producers.

The station plans to adopt policies and procedures to review the content of submissions and considers it vital to continuing the station's existence. Submissions will be reviewed for content and quality. Producers will be graded on the quality and content of their submitted material. Points will be awarded to producers with desirable content and given priority with respect to air time. This policy will allow the station greater control over obscene and illegal content.

The station plans to hold monthly producer and volunteer meetings open to the public. The meetings will be utilized for management to express and inform with respect to any actions, decisions or changes in policy. The meetings will simultaneously serve as a grievance board where participants can voice their concerns and complaints and participants can make comments. These meetings will be in addition to regularly scheduled quarterly board meetings.

Enforcement of violations of policy and procedures will be vigorous. Actions against any producer or volunteer will remain private. The applicant is not currently familiar with the grievance process and as such will make no further comment with this submission except to state that every effort will be taken to fully comply with any law or by law as set out in the charter.

The station invites the city to play any role it deems necessary in deciding appeals.

Hours of operation. In order to deliver services at the primary service level the station will be open to the public Tuesday through Friday, 4:00 PM through 8:00 PM and Saturday from 12:00 to 5:00. To deliver services at the enhanced level, station hours will be 3:00 PM to 11:00 PM Tuesday through Friday and 11:00 to 7:00 Saturday.

5 - Management Plan to Develop Partnerships with Community Groups, Nonprofits and government.

The station wishes to collaborate with institutions who can derive benefits from utilizing the assets of public assets. The station intends to create a forum whereby Civic, Charitable and Governmental organizations will be afforded the opportunity to present their message on public television. Quality team of volunteers and professionals will be formed to ensure quality production. Public Access television will benefit from the outreach these organizations make to gain viewership of their specific program or points of view.

The station invited governmental bodies and individual office holders to establish regularly scheduled programs through which they can express issues and other topics important to the public and to their constituents. The Executive Director, or the Marketing Director once the position is created and funded, will make direct contact with public officials to encourage their involvement in such projects.

Charitable organizations will also be targeted to enable their organization to clearly articulate their mission and vision. They will be encouraged to become producers of regularly scheduled program.

Goals

Phase 1- July 1st - December 31st 2009.

Provide services at the primary level. Perform a comprehensive review of Public Access Policy & Procedures, Federal, State & Local law & the public access mandate. Design and program classes including directing, writing for TV. Public Access should be source for education. Begin community outreach to San Francisco education institutions. Make public appearances. Establish work study programs. Contact organizations motivated to make community interaction through the television medium. Evaluate equipment and begin the process of replacement and upgrades.

Phase II -January 1st - June 30th 2010

Institute classes. Open the studio to producers. Retain consultants and hire staff. Intensify community outreach. Begin the process of seeking new studio space. Programming air time that enhances the station's ability to increase viewers and potential sources of revenue. Intensify equipment upgrades and develop crews and market studio space for commercial enterprise.

Phase III - Year 2

Increase staff. Expend community relationships and professional sponsorships and alliances. Improve the quality of SF Access productions and programming. Place greater emphasis on fund raising. Staff competent marketing director for fund raising and community outreach. Establish a motivated, well trained staff of employees, volunteers and consultants and provide an opportunity for serious producers to provide the best possible programming.

Budget and Final Notes on Constraint and Limitations

The respondent acknowledges the lack of funds available to San Francisco public access and desires to work with the City to make it feasible to operate under such constraints. The respondent has requested financial statements from CTC to no avail and does not have a completely realistic perspective on the true cost of operating the station. I would request that the Department supply me with copies of financial statements prior to entering into a contract to manage public access.

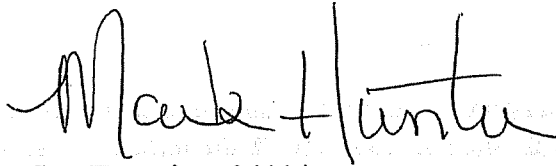
The cost of staffing at the primary service level will be no less than \$140,000 annually. Utility costs are anticipated as no less than \$24,000 annually; further, it is anticipated that

Insurance and general office may indeed place the overall budget in excess of the \$170,000 proposed by the city. I am open to accepting a temporary decrease in my proposed salary (\$75,000 starting salary) until such time as other funds become available from the city or Comcast or the station raises revenue from other sources.

Thank you for taking the time to review this response. I look forward to managing public access and developing a partnership with the San Francisco Department of Technology. I am available to answer questions or discuss any shortcomings in this proposal at your convenience.

Contact Information

Mark Hunter



4074 24th Street Suite 2 San Francisco 94114

Phone - (415) 550-8197

Cell - (415) 640-8800

email - creativebizmgmt@yahoo.com