



Funding and Our Future

# History

- TCMedia was created to fill a void in the communications landscape in Thurston County. No broadcast affiliate, no local TV. Grassroots effort.
- Contracts with Olympia since 1986 followed by Lacey, Thurston Co. and Tumwater
- Contracts included operation of the PEG facility, channels, equipment services, training, and nonprofit support
- 1991 began Olympia city council meeting with the other jurisdictions following in subsequent years.
- Approx 65% of our services have been to support the community and public access services / 35% dedicated to governmental programming and channels

# Funding

TCMedia operating revenue for 2023 is budget to be \$852,000

38% - Thurston County

21% - Olympia

16% - TCMedia generated - EFees, training, contract services, grants, donations

15% - Lacey

10% - Tumwater

# Cable Franchise

Jurisdictions' Cable TV franchises with Comcast were renewed in 2021 and provide

- Channels for PEG
- PEG fund is \$.30 per cable TV subscriber - restricted for capital expenses related to PEG operations only.
- 5% Franchise fee for use of public right of way - unrestricted, can be used for anything

**Note: Did not provide our space so now we pay the lease for the facility space.**

Franchise fees paid by Comcast do not include internet or telephone. Just cable TV services.

Franchise revenue for the jurisdictions is declining as people drop TV services in favor of broadband streaming. (Estimate approx 25-35% in the past 5 years.)

# TCMedia Contracts

In April 2022, TCMedia asked for discussions about contract renewal in advance of expiration on Dec 31, 2022.

In June 2022, we were informed that an RFP for services would be issued in the fall.

RFP was issued in September, due mid October.

- RFP for Government Production and Programming Services
- Other PEG services to be offered was included but not as the primary focus
- Jurisdictions were not obligated to contract with any submitter
- Selection in November / negotiation and contract in December

TCMedia was the only respondent. Our proposal included all PEG services plus new offerings like closed captions, streaming to ROKU, AppleTV, FireTV.

# Discussions and Meetings

- TCMedia provided additional information in November
- Mid-December we were informed the RFP would be discussed at a Lacey Council worksession

**At this point, our contracts were extended until June 2023**

- CEO and Board President were invited to Mayors and Administrators' lunch meeting in February for a Q&A.
- Early March, administrators asked for budget projections based on 5 scenarios.
- Additional information was transmitted in early April

## Discussions and Meetings

- In May, CEO and Board President attended a County planning session and answered a few additional questions
- Board President and CEO began meeting individually with mayors, councilmembers and commissioners when possible
- In late June, it appeared that several jurisdictions were discussing how to pull government programming / production in-house.

**In June our contracts were extended to December 31, 2023**

## Notice Given

On August 5, TCMedia received a letter from Olympia, Tumwater and Thurston County stating that our 'business relationship' with them would end on Dec. 31, 2023.



## Unanswered Questions

Will TCMedia continue to operate Channel 22?

If so, is there any financial support for that service?

Are there other funding opportunities from the jurisdictions that are not long-term contracts such as grants to support arts and culture, etc?

## What's Next - Short Term (5 months)

### Board:

- Strategic Planning underway - 1 year and 3 year
- Financial transition planning underway

### Services:

- Current services will continue
- Contract obligations will be met

### Facility:

- Operating hours may have to be adjusted or reduced. TBD

### Fundraising:

- Grants are being written, donor campaigns are upcoming.

# What's Next - Long Term (2024 and beyond)

## Operations:

TCMedia services and operations will have to restructure in light of our new financial reality. Details are yet to be determined, but overall:

- Revised services - keep some, update some, lose some, make some new ones
- Different operating hours - facility available based on staffing and use
- Different fee structure - fees will likely have to be increased
- Distribution changes - will we have a cable channel or be all streaming

## Financial:

New business model that supports generating earned revenue and increasing fundraising.

## What can you do?

Go to our [webpage](#) where you will find opportunities to support community voices and public access.

If you know a city council member or county commissioner have a conversation with them

Otherwise, send an email, make a phone call, or write a letter or postcard to your council members and county commissioners.

## What can you do?

Go to local government meetings and give your comments in person.

Public comments need to be 3 minutes or shorter. You will want to sign up before the start of the meeting. Links will be provided on public comment protocol on the webpage.

You should be sure to include the following:

- Ask them to support TCMedia with a new contract.
- Tell them why TCMedia is important to you
- Tell them why TCMedia is a valuable resource for the entire community.
- Thank them for their continued support for community voices.

## What can you do?

If you are not able to attend a council meeting here is a link to the meetings. Though it is not imperative you attend the meeting where you live.

[Olympia](#) (City Council 8/22 next session) [Olympia Public Comment Policy](#)

[Tumwater](#) (City Council) [Tumwater Public Comment Policy](#)

[Unincorporated Thurston County](#) (BOCC)

Your Questions?

Questions from attendees