



The Peoples Channel

Chapel Hill & Orange County's community
media center & public access television station

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ATTACHMENT 1

October 28, 2008

Town of Chapel Hill
Town Hall
405 Martin Luther King Jr. Blvd.
Chapel Hill, NC 27514

Town Council and Manager,

The Peoples Channel is happy submit to the Town information regarding the infusion of funds from the PEG Subscriber Fees and PEG Supplemental Fees. As you know, The Peoples Channel is always struggling to have enough capacity to serve the community adequately. Aging equipment and very few staff members make it difficult to live up to our mission. Yet at the same time, we are nationally recognized for being a diverse, creative and forward thinking organization.

These new funds will continue to support our mission providing media education, technical training, and cablecasting services for the Chapel Hill and surrounding communities. These new funds will be invested in two areas: capital equipment investments and increasing staff to build long term capacity.

TPC has not had a major capital investment since its initial start up 10 years ago. Often, the organization has barely enough funds to purchase even the most basic equipment needs. A portion of these funds will enable the organization to apply for the e-NC PEG Capital Grant to replace seriously aging equipment. TPC also intends on hiring a Director of Development and Outreach. It is the organization's hope that this will help to build long term sustainability.

AT&T intends on serving the Chapel Hill community this December. This increase in funding is *very* temporary. As always, The Peoples Channel is thankful for the support of the Town Council.

Sincerely,

Chad A. Johnston
Executive Director
The Peoples Channel