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ATTACHMENT 1

February 17, 2006

The Town of Chapel Hill
Mayor, Town Manager and Town Council
Town Hall
405 Martin Luther King Jr. Blvd.
Chapel Hill, NC 27514-5705

Good day to you all,

In Compliance with Part II, section O of the Performance Agreement between The Town of Chapel Hill and The Peoples Channel, and on behalf of the Board of Directors, I am pleased to submit our Annual Report. We hope that all parties will find all in order and we look forward to your comments and feedback.

It has been a very productive year for The Peoples Channel and hope to continue working closely with the Town to provide its citizenry with the best community technology resource center and public access television station in the area. The success of this channel and it's nearly ten year history, would not be what it is without the support of the town.

Sincerely,

Chad A. Johnston
Executive Director
The Peoples Channel

PREFACE

This year the report has taken a slightly new format. We have taken the points directly out of the Performance Agreement Section II, and addressed them in the order in which they appear in that document.

Introduction

Some of the information contained in this report was included in the last Annual Report. The Peoples Channel (TPC) continues to grow over the last year, with record numbers of producers and locally produced programs. Over 400 shows were submitted in 2005, and over 1,000 people passed through the doors of the channel. Working with schools, community organizations, churches, and citizens, TPC is soaring into 2006 full speed ahead in the face of adversity.

Federal and State legislation threatens the franchising process and thus the existence of Public, Educational and Governmental (PEG) channels. The convergence of technologies, telephone companies wanting to enter the cable TV business, and a re-write of the 1996 Telecom Act all endanger our First Amendment right to communicate through media. The Board of Directors and the Executive Director want to personally thank the Mayor, Council, Town Manager and the Information Coordinator for supporting local franchising and PEG Access. Unfortunately we will face other battles in the near future, but as long as we keep each other informed, hopefully we can fend off any further threats.

A. Operation of a Public Access Studio and Editing Suites

1. Continuance of Services

The Peoples Channel (TPC) currently has a fully functional 2 camera television studio with most modern day technical abilities, including chroma key, live call in equipment, play back/insert equipment, and character generator. TPC is also currently equipped with seven edit bays, four of which are Mac based and three PC based. It is the intention of TPC, with a gift from the Triangle United Way to have five new PC's for the purpose of a public internet lab fully functional no later than May.

TPC is in a constant but slow process of upgrading our antiquated analog equipment. In order to keep up with technological changes, TPC needs to upgrade its broadcasting equipment, as well as storage of archived material. Broadcast systems range from \$5,000 to \$25,000, and takes a fair amount of planning to convert with our small budget.

2. Staffing

The Peoples Channel is governed by a Board of Directors, operating under a mission statement of providing the means and promoting opportunities for area citizens to create local media and cable television programming by, for, and about our local

community based on the principles of free speech, diversity of expression, and democratic participation. Board members are residents of Orange County or a neighboring county, who serve without compensation. Terms of office are three years and are staggered to assure continuity. Officers include President, Vice President, Secretary, and Treasurer; the President serves as Chair of the Board and the Vice President as Vice Chair. As of January 1, 2006 there are ten members of the Board; four positions are vacant. A list of current Board members and officers appears in Attachment A.

TPC is currently staffed with two full time and two part time employees who manage all aspects of station operations. The staff is organized into the following positions:
Executive Director – Chad A. Johnston
Programming Director/Graphic Designer/Instructor – Chad M. Dravk
Communications Director/Music Librarian/Instructor – Jeremy Taylor
Outreach Director/Instructor – Currently being re-staffed

TPC's daily operations are also supported by a wonderful network of volunteers. Ranging from 12-83 years of age, volunteers help with every aspect of the station's operations from programming, to coverage of local events, to producing the Community Bulletin Board, to data entry. TPC works formally with local high schools and their community service requirements, UNC and the APPLES program, and the RSVP program through the Senior's Center. In our database we currently have just over one hundred volunteers, and could not survive without them.

3. Hours of operation

The Peoples Channel's hours are Tuesday through Friday from 2:00pm to 10:00pm, and Saturday from 10:00am to 6:00pm. We are also available for additional appointments outside of those hours as we can afford.

4. Size and Equipment of Studio and Editing Facility

TPC is still located in a facility which is approximately 1,600 square feet. We have eight field cameras, and auxiliary equipment available for check out and rental. See "Equipment Rental"

Our hope is that with the coming of our 10th year anniversary in 2008, that we might be able to purchase a permanent facility. This is dependent on a capital campaign. The Board is currently investigating the feasibility of such a campaign.

5. Location of Facility

The Peoples Channel is still located at 300AC South Elliott Road in Chapel Hill. We have preformed and passed a self evaluation for ADA accessibility and are located on the D and F bus line.

B. Marketing and Promotion

Items 1-13 (B) in the Marketing and Promotion section of the Performance Agreement are carried out the following forms:

The Community Bulletin Board:

The Community Bulletin Board plays in lieu of commercials, between programs and in the early morning hours. The Bulletin Board airs an average of forty five minutes a day, during day time hours. The bulletin board primarily carries Public Service Announcements (PSA's) for local community groups, government agencies and non-profit organizations. It also serves as a platform for TPC to distribute announcements about meetings, courses and schedules.

The World Wide Web/www.thepeopleschannel.org

The Peoples Channel's web site contains information about all of our activities, including but not limited to, courses, fees, policies and procedures, examples of programs, and program schedule.

Email Listserve

TPC moderates two email listserves, which are open to the public and accessible by signing up at the station or on the web site. The listserve functions as a communications tool for our anyone interested in The Peoples Channel's activities. The listserve is used by producers for discussion purposes, and also as an aid to find crew members and/or production support. It is also used by the staff to announce policy changes, event reminders, and volunteer opportunities.

Local Press

Our schedule is published in the Chapel Hill News weekly. We occasionally place ads in local papers for special events or to publicize courses.

Mailings

The Peoples Channel participates in at least two mailings a year. One to local organizations, and one to our members. What are the mailings for?

Quarterly Publication

TPC self publishes a quarterly news letter, *The Peoples Quarterly*, which is distributed at various locations in the Town. The publication lists courses, commonly asked questions, letters from the public, and highlights one producer and one volunteer. Archived issues are also available on our web site.

C. Public Information

All items 1-13 (B) and any other public information regarding TPC are available to the public, either on the web site, phone conversation with a staff member, or via email or

other electronic communication. All records of meetings, documents regarding local, state and federal regulations as they relate to Public Access are available electronically to any member of the community who wishes to access them.

Our Bylaws are currently being updated and our Policies and Procedures were last updated in November.

D. Responsiveness and Openness to Citizens

During business hours, The Peoples Channel staff frequently answer questions from the community at our phone number, 919.960.0088. After hours, an automatic voice mail system answers calls, giving the caller basic information regarding staff, business hours, location and web address.

TPC has designed a survey and hoped to implement it this past summer. However, due to lack of resources (staff and volunteer time) we have not been able to successfully complete this requirement of the Performance Agreement. TPC understands the sentiment behind this requirement, however with current resources, it is very difficult to accomplish. A comprehensive and effective survey requires a tremendous amount of work, both in the language and writing structure, but also in the execution and tabulation of the data. TPC feels that in the next Performance Agreement negotiations, perhaps this task should be changed to a three year cycle.

On December 10th, 2005 The Peoples Channel held a publicized open event for the community to provide feedback on its performance. This event was cablecast live and comments were open to all community members who were present in our studio. Those watching at home were able to participate via telephone. We received many positive comments from producers and volunteers, and the event will take place annually.

E. Training and Orientation

All course times, total hours offered, fees and details are listed in Attachment B. Course offerings are posted in our quarterly publication, on the web site and in the station. We currently do not have any scholarship opportunities, however we hope to work with the local business community using underwriting to help with scholarship funds. We do offer, with every fee, "sweat equity" equated at \$10 an hour. If a citizen cannot afford to pay for courses or fees, they can volunteer their time to work off the fee. About one half of all producers participate in the "sweat equity" program. At this time, TPC offers nine courses, totaling 5,460 hours of courses offered to the community.

This summer, TPC is proud to announce it's first Summer Youth Media Camp for young adults from 13-18 years of age. The program hopes to change the role of young adults from passive viewers of media, to active agents in the media. The camp will run from June to August with three 3 week sessions focusing on narrative production, studio concepts and production and animation. TPC hopes this program will better solidify our relationship with Chapel Hill and Orange County young adults.

F. Playback of Programming

The staff determines the broadcast schedule for The Peoples Channel on a first come, first serve basis. Priority is given to locally produced programming from the franchise area. This includes programs produced using The Peoples Channel facilities as well as other locally produced or compiled programs. Second priority goes to non-local programs submitted by local residents. Whenever time slots are not otherwise filled, TPC carries reruns of programs from TPC's archive or other programs deemed appropriate by the staff. Sample schedules are included in this packet in Attachment C and program totals, equipment use and visitor information are located in Attachment D.

Programs are scheduled in 6-hour blocks that run in the evening (6 p.m. to midnight) and are normally repeated the following morning (6 a.m. to noon) and afternoon (noon to 6 p.m.). The Saturday evening schedule runs through Tuesday afternoon, since the facility is closed on Sunday and Monday and staff is not available to program the playback equipment. Currently, the Peoples Bulletin Board runs between midnight and 6 a.m. and between programs where appropriate. Programs that are inappropriate for younger audiences are scheduled to run only after 11pm.

The Peoples Channel is currently in the long process of updating our programming policies. The intention of re-evaluating these policies to make room for new programs, make scheduling of programs more consistent, and create more soap box opportunities. TPC also hopes to carry the Triangle Reading Service, a service for the vision impaired, during morning hours.

G. Citizen Comment and Programming

The Peoples Channel currently has one soap box program, *Feedback Loop Live*. The program focuses on local current affair issues, and gives the community the opportunity to call in with their thoughts on the particular subject. With a new programming policy, TPC will offer both this program and an open studio night, where any community member can speak on air.

H. Live Programming

The comments above address this topic.

I. Priority for Chapel Hill Residents in Public Access Services Funded through the Town

As reflected in our course fees, we give priority to Chapel Hill residents. Residents outside of the Franchising area pay \$10 more per course.

J. Non-Involvement of the Town in Programming Decisions

To this date, TPC has had no programming suggestions or demands from the Town of Chapel Hill. We have cooperated with the Town when citizen complaints about TPC's programming have been directed to the Town.

K. Other Agreements Regarding Public Access Services in Orange County and the Triangle Region

Currently, The Peoples Channel has no other agreements to provide the same services we provide to Chapel Hill. We still maintain a contract with the Board of Orange County Commissioners to cover their meetings. However, Orange County has finished franchise negotiations with Time Warner and will have their own equipment and Government Access channel. It is the hope of TPC, that Orange County will still contract with us to manage the operations of that channel.

We are still working to get The Peoples Channel cablecasting in Carrboro. We have had a few conversations with various officials in Carrboro, and we are hopeful that we can develop a working relationship with the Town of Carrboro.

L. Fees

As of January 1, 2005, The Peoples Channel instituted a \$25 annual fee for anyone who uses equipment, produces a show in the facilities, or submits programming. This fee helps to defray the costs of depreciated equipment and helps us better manage our database with updated member information.

M. Coordination with Time Warner Cable

TPC has made every effort to work with Time Warner Cable (TWC) as needed. We find that responsiveness from TWC is slow and arduous. The facility has not had a cable drop for over a year, which TWC has verbally promised on numerous occasions. Without a cable feed, we are, in many ways, flying blind. We have no way of monitoring our signal after it leaves the station. When we receive complaints about signal quality, we are forced to call a Head End Technician, which is not always an easy process.

TPC has also on numerous occasions asked for a map of where we cablecast. When we asked for a map of the cable system, we were told they could not provide us with that information due to "competitive issues." We are often asked by members of the community where TPC can be seen, and we only have educated guesses to go on. TPC supports TWC by providing local programming and encouraging people to subscribe to cable.

N. Signal Quality on Public Access Channel(s)

TPC makes reasonable efforts to ensure that community producers submit broadcast quality programs, however because we do not pre-screen programs there is no absolute guarantee of program standards. We will pull programs after they are aired if there is a technical or content issue.

Conclusion

The Peoples Channel is proud to serve Chapel Hill and Orange County. We have strong ties to the community and hope to keep open spaces for area citizens to communicate through television and media. We hope that our mission can change as the technology

changes. In the next five to ten years, television will change drastically and TPC needs to change with it. Whether it is community broadband, podcasting, cable television or video streaming, The Peoples Channel wants to be the organization that provides the educational resources to these technologies.

We can't do this by ourselves though. TPC needs the continuing support from the Town and its citizenry. With more access to community technology, the more our citizens participate in a democratic dialog. The more citizens understand how to create their own media and tell their own stories, the less power media has over them. They stop being passive viewers, who are only treated like consumers, and become active agents who use the media to promote a diverse marketplace of ideas. Again, thank you for your support and we will see you next year.

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Attachment B

ORIENTATION – Offered twice a month
\$50 Chapel Hill Resident/\$60 non-resident (free if courses taken)
1 session (Thursday)
2nd and 4th Thursday, 7-8pm
Minimum Class Size = 1
Maximum Class Size = 20

STUDIO – Offered once a month
\$80 Chapel Hill Resident/\$90 non-resident
3 four-hour sessions (Monday, Tuesday & Friday)
1st Monday, Tuesday, and Friday, 6-10pm
Minimum Class Size = 4
Maximum Class Size = 10

FIELD/EDIT – Offered twice a month
\$80 Chapel Hill Resident/\$90 non-resident
3 four-hour sessions (Wednesday, Thursday & Saturday)
1st and 3rd Wednesday & Thursday 6-10pm & Saturday 12-4pm
Minimum Class Size = 3
Maximum Class Size = 10

ADVANCED COURSES* –

Including PhotoShop, Flash, Advanced Lighting/Studio, AfterEffects and PowerPoint will be scheduled, for 3 three-hour sessions, falling on Fridays 6-9pm as needed. We will make every attempt to make this at least 2 people per class. When a producer is interested in taking an Advanced Course, the instructor will advertise via signage, email, and/or listserv for at least one week in an attempt to draw more producers into the course. After one week, the instructor, regardless of numbers, may then schedule the dates for the course. **THIS APPLIES TO ADVANCED COURSES ONLY.** Other courses must meet the minimum requirement.

***INDIVIDUAL COURSES** – If an individual wishes to take a course outside of the times listed, or wants personal instruction, the fee for that course will rise in order to pay for the instructor's time. Please ask a staff member if you are interested in taking an individual course.

PREMIERE – Offered once a month
\$80 Chapel Hill Resident/\$90 non-resident
3 three-hour sessions (Wednesday)
Starts 2nd Wednesday 6-9pm
Minimum Class Size = 2
Maximum Class Size = 6

FINAL CUT PRO – Offered once a month
\$80 Chapel Hill Resident/\$90 non-resident
3 three-hour sessions (Tuesday)
Starts 2nd Tuesday 6-9
Minimum Class Size = 2
Maximum Class Size = 6

ANIMATION – Offered every 10-12 weeks
(call to see when the next session begins)
\$160 Chapel Hill Resident/\$185 non-resident
8 four-hour sessions (Saturday)
Saturdays 12-4
Minimum Class Size = 2
Maximum Class Size = 8

Attachment B**TPC Courses and Hours Offered**

Course	Frequency	Hours Offered per Month	Hours Offered per Year
Adobe Premier Editing	2 times a month	2	104
Advanced Concepts	2 times a month	24	1248
Animation	2 times a month	24	1248
Arts Center Course	1 time a month	9	468
Field/Edit	1 time a month	9	468
Final Cut Pro Editing	1 time a month	9	468
Orientation	Every 12 weeks	4	208
Studio Production	2 times a month	24	1248
Total Hours Offered			5460

6pm to Midnight

Monday

February 06, 2006

06.00 pm	Insight NC #040
06.30 pm	Speak Out! #016 <i>"The Death Penalty"</i>
07.00 pm	Democracy Now!
07.30 pm	
08.00 pm	Daily Living <i>"Visions and Dreams"</i>
08.30 pm	
09.00 pm	Restoration
09.30 pm	"Transitions" & "Beast Wrangler II"
10.00 pm	Steel City Video Mix #001
10.30 pm	
11.00 pm	Underground Video Television
11.30 pm	



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6pm to Midnight

Tuesday

January 31, 2006

06.00 pm	Retrospective <i>"Rebecca Clark"</i>
06.30 pm	Free the Mind 101 #002 <i>"Walden Now"</i>
07.00 pm	Democracy Now!
07.30 pm	
08.00 pm	Islam & Muslims
08.30 pm	
09.00 pm	Hot Off the Press
09.30 pm	Imam W. Dean Muhammed Speaks
10.00 pm	Bar Chords #021
10.30 pm	chanz.tv #015
11.00 pm	Animal Rights TV #002
11.30 pm	Independent Voices #007



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6pm to Midnight

wednesday

February 01, 2006

06.00 pm

Pure Heart, Clear Mind #165

06.30 pm

07.00 pm

Democracy Now!

07.30 pm

08.00 pm

Access Update

08.30 pm

Bush in 30 Seconds

09.00 pm

09.30 pm

10.00 pm

10.30 pm

Phillip's Band Concert

11.00 pm

Access Update

11.30 pm

The Mr. Baer Show #007

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6pm to Midnight

thursday

February 02, 2006

06.00 pm

WILPF #013 "Racism at UNC"

06.30 pm

07.00 pm

Democracy Now!

07.30 pm

08.00 pm

Jewish Sparks #030 "Eli Evans" Part I

08.30 pm

Nehemiah Christian Center

09.00 pm

The Video Lab #003

09.30 pm

Living By the Word "Personality Transplant"

10.00 pm

Perils for Pedestrians #111

10.30 pm

Carolina Week

11.00 pm

Atheist Viewpoint #524 "AIF Event" Part I

11.30 pm

Athiests' Alliance "A Visit with a Closet Atheist"

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6am to Noon

Friday

February 03, 2006

06.00 am

WILPF #013 "Racism at UNC"

06.30 am

07.00 am

Living Faith Christian Church

07.30 am

08.00 am

Jewish Sparks #030 "Eli Evans" Part I

08.30 am

Nehemiah Christian Center

09.00 am

The Video Lab #003

09.30 am

Living By the Word "Personality Transplant"

10.00 am

Perils for Pedestrians #111

10.30 am

Carolina Week

11.00 am

Atheist Viewpoint #524 "AIF Event" Part I

11.30 am

Athiests' Alliance "A Visit with a Closet Atheist"

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6pm to Midnight

Saturday

February 04, 2006

06.00 pm

TPC Weekly #017 "Special Discoveries"

06.30 pm

Almanac "Hillsborough's Old Town Clock"

07.00 pm

Omuteko TV

07.30 pm

In Praise of Age "The Autumn 2005 RSVP Banquet"

08.00 pm

Prem Rawat: Words of Peace #018 "The Art of..."

08.30 pm

World Tribunal on Iraqi Speeches #004 "Ayse Gul..."

09.00 pm

Game Masters #005

09.30 pm

Bandelirium #014

10.00 pm

K-TV

10.30 pm

11.00 pm

whoa. v3.06

11.30 pm

Planet of Flash #002 "Mike the Pod" Part II

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Attachment D

The peoples Channel Annual Totals 2005

Month	Volunteers	Visitors	PSA's	Studio Usage	New Programs		Equipment	Equipment	Edit Suites	Edit Suits
					Local (L)/Non-Local (NL)	Reserved	Check-Out	Reserved	Check-Out	
January	0	95	21	16	27	21(L) 6(NL)	18	79	38	4
February	36	126	53	18	44	32(L) 13(NL)	0	25	52	6
March	60	118	19	23	38	33(L) 5(NL)	0	25	52	8
April	0	160	35	28	37	33(L) 3(NL)	28	194	46	0
May	41	94	55	25	31	22(L) 9(NL)	50	140	79	4
June	20	73	36	20	34	31(L) 3(NL)	6	111	34	0
July	47	0	19	25	25	20(L) 5(NL)	46	19	16	0
August	60	102	49	13	33	28(L) 5(NL)	80	25	29	0
September	20	69	26	32	29	25(L) 4(NL)	123	41	30	0
October	54	64	54	28	34	28(L) 6(NL)	114	1	20	0
November	63	8	31	21	33	28(L) 5(NL)	0	0	0	0
December	38	31	45	16	43	39(L) 4(NL)	157	17	0	0
	439	940	443	265	408	340(L) 68(NL)	622	677	396	22