

PEOPLE TV Membership Commitment

2012 - Season I

People TV and its supporters were successful in getting additional funding for 2012 which is the final year of the current contract with the City. Let's not let it be the last.

In order for People TV to be successful and have a future beyond 2012, the City is expecting us to raise our profile in the community and raise funds that will sustain People TV in the future. This is a huge task but so much can be accomplished if everyone participates and works diligently towards these goals every season.

To get started, the People TV Membership is being revamped to create opportunities for everyone to participate. Please read below the commitment we are asking of every member in order to help increase awareness and make People TV stronger.

Residents & Nonprofits within the City of Atlanta and Non-Residents

One time slot on Channel

Residents - \$75 per season

Non-Residents - \$100 per season

Two time slots on Channel

Residents - \$100 per season

Non-Residents - \$150 per season

Membership Benefits

- One or two program time slots on People TV
- One People TV email newsletter per season
- Show streamed Live at www.peopletv.org
- One VOD posting for a minimum of one week per season

PEOPLE TV Membership Application

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Membership Responsibilities for Producers with weekly and biweekly programs:

- Residents participate in a committee of your choice from the list below. (Nonresidents may participate through free conference calls if you would like to be on a committee).
- To help with increasing awareness and to fund raise, a minimum of 30 minutes during one of your shows will be dedicated to promoting the importance of People TV and asking viewers for donations. You will be provided the proper information for your graphics and a sample script that can be used when asking for donations. (Monthlies will be 15 minutes in one of your episodes)
- Provide a minimum of two 30 second promotional announcements during the season. (If you paid for two shows, provide 2 promos for each time slot) These will be used throughout the schedule to promote your show.
- Residents agree to attend meetings, events and activities to the best of your ability.

Signature: _____

Date: _____

PEOPLE TV Committees

1. Fund Raising / Underwriting

We who care about People TV must realize that for People TV to continue most, if not all of the revenue provided by the City must be replaced by money we raise in the community. Major Fundraising through charitable donations is the responsibility of the People TV Board of Directors and supporters. This committee will help generate funds by organizing and participating in projects like:

- Fundraising community events – pancake breakfasts, fish fries, selling items etc.
- Program underwriting - commercial advertisers can support programming and time periods, days, website in return for logo visibility and institutional underwriting mentions and billboards
- On Air pledge campaigns
- Other viable methods of raising money in the community

2. Community Outreach

For People TV to stay relevant and succeed in Atlanta, more people have to know who we are, how important we are to the community and how they can become involved in public access television. This committee will be responsible for raising the profile and reputation of People TV in Atlanta by organizing and participating in projects like:

- Creating and distributing emails with simple information about People TV
- Setting up booths and handing out information at community events
- Attending community meetings - charities, organizations, government
- Producing and distributing a quarterly newsletter about People TV
- Other activities that make more Atlantans aware of People TV

3. Promotion / Marketing

People TV must be supported by an organized, basic campaign in the media, especially on our own air, that gets more people to watch People TV. This committee would assist in developing promotion and marketing concepts, as well as produce and edit as needed to achieve the goal of increasing viewership and participation in People TV through projects like:

- Promotional announcements to be on the channel about our programs
- On channel announcements to generally promote People TV and the opportunities it provides
- Commercials to run on other media
- Maintain profile on social media - Facebook, Twitter, and YouTube
- Arrange for media interviews or appearances by People TV managers and committee chairs

PEOPLE TV Committees

4. *Production / Programming*

In order for People TV to remain relevant, our programs and productions must maintain the "public access" concept while providing a good variety of topics with necessary production values. This committee will be responsible for coordinating and helping with the technical aspects of People TV through projects such as:

- Shooting and/or editing promotions, programs or field events for use on People TV
- Develop a standard for studio productions and helping other producers to maintain that standard
- Advise People TV managers on equipment needs
- Advise People TV managers on programming ideas

5. *Maintenance / Repairs*

People TV facilities and equipment must be maintained so that producers can effectively and efficiently produce their programs. This committee is responsible for occasionally keeping the building clean and organized as well as keeping equipment operating through projects such as:

- Periodic clean-up of the studios, control rooms and editing areas
- Keeping the prop room and equipment storage areas organized
- Locating props for use on sets
- Advise People TV managers on conditions of equipment and help with basic repairs
- Willingness to provide services within your professional expertise such as plumbing, electrical, floor and carpet cleaning etc.

6. *IT/Computers / Website*

People TV relies heavily on technology, especially computers, to keep the station on the air as well as support the station on the internet. This committee will be responsible for organizing and taking care of computer operations as well as maintenance of our website and Community Bulletin Board - www.peopletv.org through projects such as:

- Understand how the software for computers in our master control work
- Helping to capture content
- Software support, as qualified, for editing, office computers and servers
- Weekly updates on the People TV website and Community Bulletin Board