

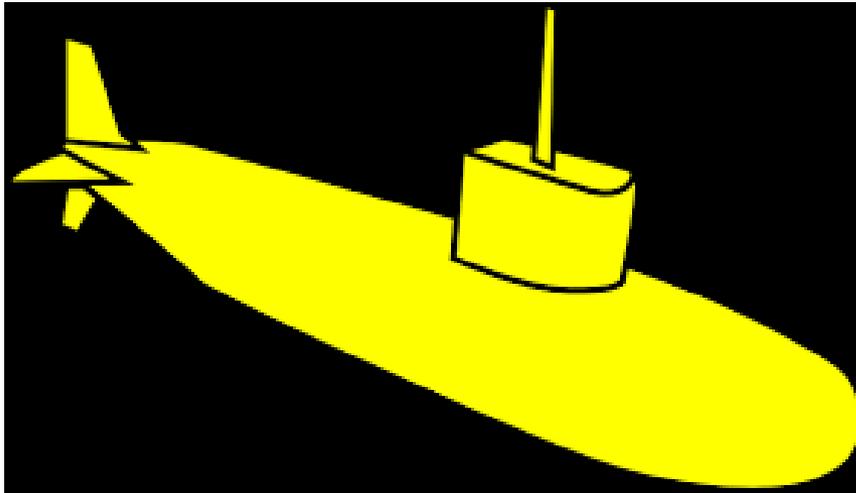


TMVT (Television Montana)

Update for Legislative Council

February 9, 2016





The Vessel:
A view from
the bridge

- The Capitol “Plant” is a Complex system.

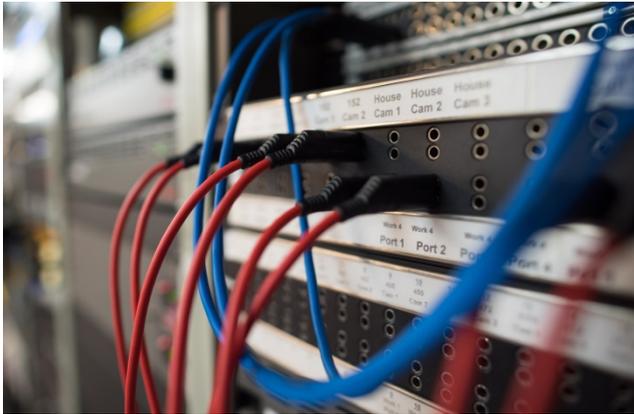


Above the Surface,

miles and miles of wires and cables, racks and stacks of electronic components, dozens of cameras and hundreds of microphones, power surges and power outages...and lots of people too.

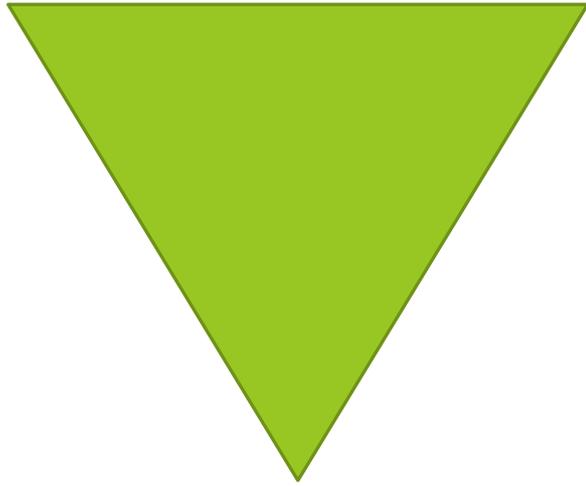
Down Under

2/9 Leg. Council
LIVE/big/40-46/quad



Cables, keyboards, buttons, knobs,
sliders, screens, computers,
controllers, timers, discs, gremlins...
and a big white board





TVMT is a unique construct

- Legislative Services, providing oversight, streaming services, infrastructure and financial support
- HCTV as non-profit community access operation providing production and programming services + connection to statewide network
- Charter, providing cable TV carriage
- MT PBS as over-the-air broadcast carrier
- Other vendors & agencies supplying technology and archival resources

**TVMT is a
public-private
partnership**

Measures of Output/Efficiency

Annual number of original, first-run programming hours & staff size

CT-N (Connecticut)	2K; 38 FTE
Florida Channel	>2K; 50 FTE
TVW (Washington)	>2K; 25-35 FTE
PCN (Pennsylvania)	>2K; 36 FTE+6PT
Alaska	<2K; 30 FTE
Colorado	<1K; 6FTE
TVMT	>2K; 4 FTE+2PT

Budget Comparisons: production only

- CT-N \$2.8 mil./yr.
- Florida \$3.8 mil./yr.
- TVW \$2.5 mil./2yr
- PCN \$5 mil./yr.
- Alaska \$725,000/yr.
- Colorado \$250,000/yr.
- **Montana -- \$275,00/2yr.**

The Big Picture

TVMT in a National Perspective



Trends in the Industry

❑ 50 States, 50 Networks

<http://www.napan.org/state-civic-networks/the-case-for-state-civic-networks/>

- ❑ High Definition Production
- ❑ Ubiquity via multiple video platforms
- ❑ Less reliance on satellite distribution

The United States



Produced by the Dept. of Geography
The University of Alabama

**HD
TV**





Major Concerns

- ❖ Disinterested Youth
- ❖ Decline in the quantity and quality of press coverage at the state level
- ❖ Budget deficits



**Back to
Home Base:
What's On
TVMT?**



PROGRAMMING CATEGORIES

■ REQUIRED

All Interim Committees;
Multiple Committees & All
Floor debates during
Sessions

■ SOFT MANDATE

Task Forces, Commissions,
Advisory Councils, et. al.

■ DISCRETIONARY

Conferences, trainings,
documentaries, imports

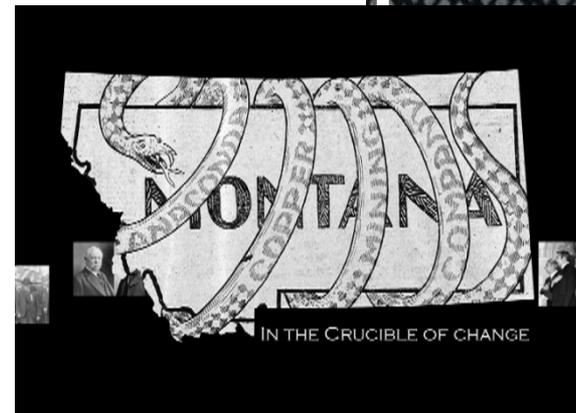


Programming Vistas: A Closer Look

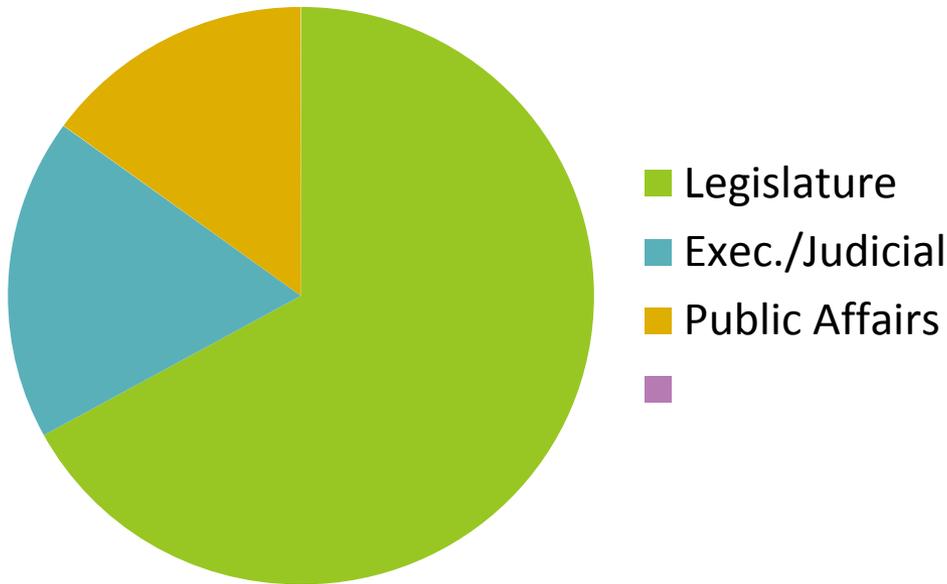
The Interim Calendar is primary source of content information.

What's NOT on the calendar includes:

- Boards, Commissions, Supreme Court; Rotunda Events
- Imports from University system, sister stations, province of Alberta
- HCTV/TVMT public affairs



TVMT in the Interim



Programming Proportions

Legislative proceedings:
67% (approx. 5630 hrs.)

Other state government:
18% (approx. 1512 hrs.)

Public Affairs programs
of statewide interest:

15% (approx. 1260 hrs.)

APPROX. 8400 Total hrs.



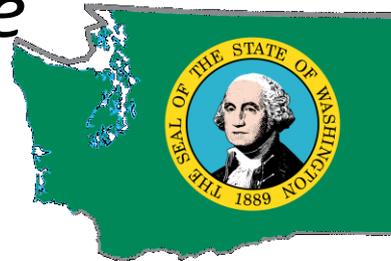
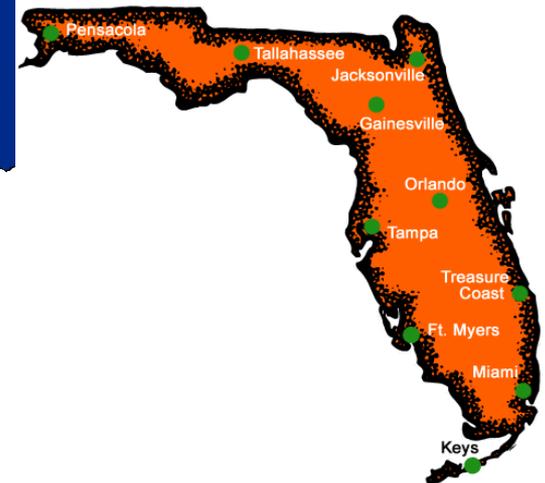
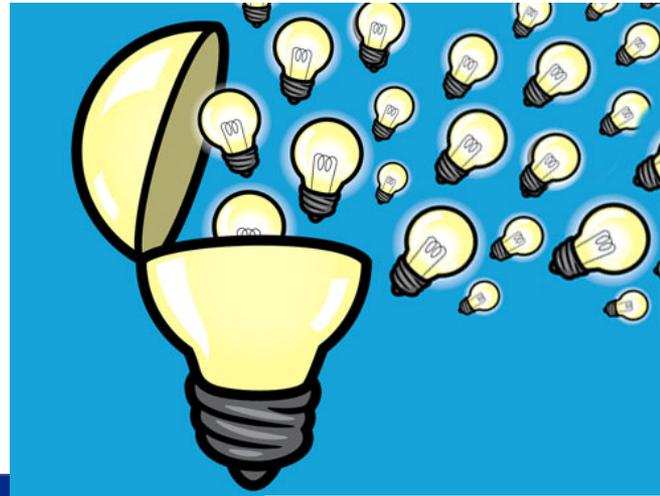
On the Horizon: Ideas for fresh programming

The Jazz Session
Trip, Stumble & Fall
Capitol's Friendly Ghosts
The People's Palace



Ideas from other states

- *How to run for office*
- *How to testify in Committee*
- *Weekly Capitol Update*
- *Veterans' programs*
- *Journalists' Roundtable*
- *State Fair & Manufacturing plants*
- *Classroom Civics Curricula*



Shooting and Editing Video is time consuming. Produced television is considerably more expensive than gavel-to-gavel coverage.

There is no reliable rule of thumb for estimating production costs—too many variables.

Real World Examples: time expended per program length

<i>Montana Heritage Tour</i>	40hrs/30 min.
<i>Vintage Helena</i>	19hrs/20 min.
<i>Legislative Digest</i>	20hrs/60 min.
<i>Leg. Training Video</i>	35hrs/30min.
<i>Holter Museum Artist profile</i>	9 hrs/3min.

COST CONSIDERATIONS





OPTIONS & VENUES

Montana Historical Society Craney
Studio Facility

Meet the Leaders production—
Charter Communications

In-House staff productions

Establish an educational video
production unit (like TVW & CT-N)



A CONCLUDING OBSERVATION

The citizen legislature realizes a tremendous value from making its proceedings transparent and accessible to the public. Over the course of 15 years, this institution has taken bold and decisive steps to build an effective system, improve its quality, and broaden its reach in order to ensure an informed, engaged citizenry and the legitimacy of state government.



**UNITING PEOPLE
AND GOVERNMENT
THROUGH THE
POWER OF
TELEVISION**



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