

ITS Strategic Roadmap – FY20 Planning

PEG Studio

Author: *Chris Singleton*

Date last updated: *December 27, 2018*

Background

Per Federal Communication Commission (FCC) regulations and in accordance with Metro Government's local cable television franchise agreement as governed by the Cable Television Special Committee (CATV), Metro Nashville has been granted four public, educational and government (PEG) television channels.

Metro Government's PEG Studio is located on the campus of Nashville State Community College, and is managed by Metro ITS staff. The studio hosts the offices of the Metro ordinance-chartered non-profit group Nashville Education Community Access Television (NECAT). NECAT is responsible for the programming of Metro's education (iQTV), community access, (Access Nashville) and arts (Music City Arts TV) channels. Per FCC regulation, government cannot direct the programming of channels with these purposes under franchise agreement, thus NECAT was formed for this purpose.

The ITS PEG Studio staff is responsible for the day-to-day operations of the production studio and teaching television production classes using Metro's assets in the studio to community producers, who in turn create television programs that feed as content to these three PEG channels. The ITS staff at PEG studio is also responsible for inventory management and oversight of the studio and Metro's property.

PEG Studio key stakeholders include:

- Cable TV Special Committee (CATV)
- NECAT staff and board members
- NECAT's 253 current community members
- State and local cable TV franchise holders:
 - Comcast
 - Google Fiber
 - AT&T
 - Iris Communications
- Nashville State Community College
- Metro Nashville & Davidson County Residents



Current Strategic Drivers

1. **Partnership with NECAT (High)** – Metro wants to continue our mutually beneficial working relationship with the Metro Council-chartered NECAT.
2. **Nashville State Community College Partnership (High)** – Per the studio lease agreement, NECAT and the PEG Studio staff work with Nashville State Community College on the upkeep and maintenance of the studio facility. Additionally, the new administration of Nashville State is very interested in exploring partnerships and facility uses that have not been options for years.
3. **Nashville State Community College Lease Expiration (High)** – The current lease with Nashville State Community College is set to end in January 2020.
4. **Technology Change: Digital High Definition as Standard (High)** – PEG Studio now produces an HD digital signal; Comcast does not provide a single HD channel for Metro, per the franchise agreement. Google Fiber receives the PEG channels from a third party vendor's 480i distribution feed and rebroadcasts them in lower quality.
5. **Studio Participation (High)** – Keeping the studio utilization as high as possible is a primary goal of NECAT.
6. **Television Industry Changes (Medium)** – The ability to view content “anywhere and at any time” continues to drive massive changes in our industry. The Cable Model continues to change, with traditional cable television losing viewers to emergent on-demand media services similar to Hulu, Netflix and Amazon Prime. Content from the NECAT channels should be readily available on popular platforms, confluent with consumer trends.

On the Horizon Strategic Drivers

1. **Changes in the way Franchise Agreements are Structured (High)** – The current cable franchising draft FNPRM (Further Notice of Proposed Rulemaking) that has been submitted by the FCC calls for the request that all in-kind cable contributions can be treated as franchise fees and would be subject to the same 5% gross revenue cap. This would affect ROW (right of way) cost and could affect Metro's four PEG channels.
2. **Expiration of Comcast Franchise Agreement (High)** – The current cable franchise agreement with Comcast will expire in May 2023.



Short Term Goals (0-6 months) 7/1/19 – 12/31/19

#	Goal/Objective	Est. Start	Est. Duration
1.	If a new lease agreement is not already in place, renew the land use lease with Nashville State Community College for an additional 5-year extension	11/2019	1 month
2.	Continue cross-training PEG staff and MNN staff.	7/2019	Ongoing

Medium Term Goals (6-18 months) 1/1/20 – 12/31/20

#	Goal/Objective	Est. Start	Est. Duration
1.	Develop and present to CATV Special Committee a plan for investment of PEG Support funds from local and state cable franchisees.	5/2020	6 months
2.	Expand PEG Studio's footprint by exploring alternative platforms to deliver PEG channels to all citizens of Nashville.	1/2020	Ongoing
3.	Begin preparation for renegotiation of the Comcast franchise agreement and report findings to ELT	5/2020	24 months

Long Term Goals (18-36 months) 1/1/21 – 6/30/22

#	Goal/Objective	Est. Start	Est. Duration
1.	Develop and present to CATV Special Committee a plan for investment of PEG Support funds from local and state cable franchisees.	5/2021	6 months
2.	Begin research of higher quality (4K) and innovative video (360 degree) recording equipment.	1/2021	Ongoing
3.	Working with General Services and our NECAT partners, identify a potential new location for the PEG Studio to be ready no later than 2025.	5/2022	TBD
4.	Identify and develop plan, using existing and/or new equipment, to outfit a new PEG Studio location	5/2022	TBD

Related Roadmaps

- MNN

Related Resources

- <http://www.necatnetwork.org/>
- Metro Government's Local Franchise Agreement with Comcast (Effective: 2013 to 2023)
- State of Tennessee Franchise Agreement with AT&T
- State of Tennessee Franchise Agreement with Google

