



REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: February 5, 2008

SUBJECT: Consideration of Urgency Funding for Woodland Access Visual
Enterprises

Report in Brief

In mid January staff was formally notified that Woodland Access Visual Enterprises (The WAVE) needed an urgent funding request for \$35,000 in order to maintain its existing level of community access programming that serves Woodland residents who subscribe to cable television service. This request is in addition to the \$34,000 annual contribution to the WAVE provided by the City's General Fund. In response to this request, staff met with Executive Director Linda Henigan in order to review the justification associated with this request in detail and determine if the request should be considered by the City Council. As a result of this meeting, staff determined that this matter should be presented to the City Council for consideration of an urgency request for additional funds.

Staff recommends that the City Council approve an urgency funding request of \$35,000 for Woodland Access Visual Enterprises (WAVE) for community access programming through June 30, 2008 subject to the conditions described herein.

Background

In 1992 a public access television station was established to serve Woodland residents who subscribe to cable television service. The station, known as Woodland Access Visual Enterprises, or The WAVE, was created through the negotiation of the City's cable franchise agreement. The primary purpose of The WAVE was to provide a forum for residents to view local events and present issues that impact Woodland. Through the establishment of The WAVE, residents had access to resources to produce and air programs that presented valuable information and other aspects of community life unique to Woodland and the surrounding Yolo County area. The WAVE operated as a non-profit organization dependent on the financial support of the City, local business community, individual residents, grants and income generated by advertising and services provided to local organizations.

In June 2005 The WAVE reorganized under new leadership and accepted \$40,000 from the City with the expectation that programming from the station would improve and additional sources of

funding to sustain the service would be created. In 2006 and 2007, The WAVE raised \$60,219 and \$69,499 respectively that was used, along with the City's annual contribution of \$34,000, to significantly expand community access programming. The WAVE maximized the use of these funds by using volunteers to provide technical support and seeking grants to purchase equipment that would enable the station to offer expanded programming.

Since 2005, The WAVE has actively sought partnerships to extend its programming and present a wide range of subjects and issues. Through partnerships with the Daily Democrat, Woodland Police Department, Woodland Healthcare Foundation, Woodland Chamber of Commerce, League of Women Voters, Woodland Public Library, United Way and Woodland Community College, issues such as public safety, higher education, ballot initiatives, public education, civic engagement, family and personal health and community business features are presented on The WAVE. Community events are a major element of The WAVE programming. Favorite events include the high school graduations, Yolo County Fair, Holiday Parade, Chili Cook-off and community youth sports. One of the station's latest endeavors involves the establishment of a Homework Hotline in collaboration with the Woodland Joint Unified School District. This program will provide updated information to parents and students on homework and resources that can be used to facilitate completion of the assignments. The WAVE is in the process of securing funding for the Homework Hotline through educational grants.

Unfortunately, The WAVE's ability to generate funds from the community has become more challenging in the present economic climate. In December 2007, staff met with Executive Director Linda Henigan and Board President Angie Roddan regarding the cable franchise transfer request and other related issues. During this discussion, Ms. Henigan and Ms. Roddan expressed concern regarding The WAVE's ability to maintain their present level of service given the challenges with generating community financial support. In January, the situation grew worse and Ms. Henigan presented a formal request for assistance in a January 17 letter to the City Manager (Attachment No. 1). The Administrative Services Director, Finance Director and City Manager met with Ms. Henigan on January 24 to review the funding request in more detail. The purpose of this meeting was to determine if the need for the funding request was legitimate or was the result of mismanagement. Staff determined that the request was legitimate and scheduled the City Council's consideration of this item for the February 5 meeting.

Discussion

Staff reviewed The WAVE's past two years operating budget, including revenues and expenditures in detail with Ms. Henigan on January 24. This review showed that support from community contributions generated by fundraisers and memberships has declined by 51% from \$18,054 in 2006 to \$8,863 in 2007. The WAVE's expenses only increased by approximately \$2,500 during that time which staff believes is as a result of the station's efforts to maintain their existing level of high quality community programming. Ms. Henigan provided Attachments Nos. 2 and 3 as evidence of The WAVE's commitment to quality programming. Attachment No. 2 is the WAVE schedule in 2005 prior to the station's commitment to increasing the quantity and quality of the programming. Attachment No. 3 is The WAVE's schedule for the week of January 21-27, 2008. The present day

programming offers a wider variety of programs and a schedule that begins at 6AM and continues through 8:30PM.

A comparison of The WAVE's operation to the community access station that serves Davis was performed to further evaluate this request. This comparison led staff to conclude that The WAVE's approximate \$100,000 annual operating budget compares favorably with a similar community access program offered in a neighboring community. As an example, the Davis community access station, DCTV, has an operating budget of \$400,000 and receives annual financial support from city cable franchise fees of \$125,000. Therefore, staff believes that The WAVE is offering high quality public access programs at a very economic cost and that mismanagement is not a factor in The WAVE's present situation. The comparison further suggests that regional and local economic conditions are limiting The WAVE's ability to generate the income it did in 2006.

Staff believes that the policy issue is whether or not the City should be burdened with meeting the additional financial obligation created by the present situation at this point in time. It is clear that The WAVE provides a very valuable service; however, as the Council is well aware, the City has its own financial challenges. In reviewing possible options, staff has determined that the best option available is for the City to provide one-time "urgency" funding for the remainder of the present fiscal year through a loan against the City's cable equipment account. This funding will provide The WAVE with additional time to find alternate funding or reduce its programming to meet the reduced level of resources presently available from the community. The loan against the cable equipment account will not impact the General Fund and will allow staff and The WAVE to develop a repayment plan over an appropriate period of time such as 3-5 years. If the Council approves the request for urgent funding, staff will work diligently with Ms. Henigan to develop a workable repayment plan.

An alternate option is for the City to deny funding to The WAVE and allow the station to immediately reduce its programming or cease offering programs altogether. Ms. Henigan stated that the station may be close to generating grants that will, along with the requested City funds, support the present level of programming and add the Homework Hotline previously referenced herein. If the City denied funding and the station significantly reduced its programming or ceased operating, staff believes that community reaction would not be favorable. By providing urgency funding, The WAVE and the community are placed "on notice" that this valuable community asset is in danger of ceasing to exist or being significantly reduced if community support is not available.

Fiscal Impact

The request of \$35,000 can be funded by a loan against the City cable equipment account. This account is funded by grants from Charter Communications, the City's former cable franchise. A total of \$150,000 in grants for equipment was provided by Charter Communications as part of their Public, Educational and Government (PEG) commitment under the agreement. Approximately \$84,000 remains in this account. If \$35,000 is used to meet this urgent funding request, over \$50,000 would remain available to the City and The WAVE for cable equipment.

Public Contact

Posting of the City Council agenda. A copy of the agenda and report was provided to The WAVE Executive Director Linda Henigan.

Alternative Courses of Action

1. Approve an urgency funding request of \$35,000 for Woodland Access Visual Enterprises (WAVE) for community access programming through June 30, 2008 subject to the conditions described herein.
2. Cease further consideration of the WAVE funding request.

Recommendation for Action

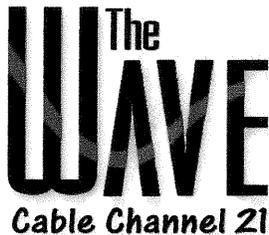
Staff recommends that the City Council approve Alternative No. 1.

Reviewed by: Sue Vannucci
Administrative Services
Director

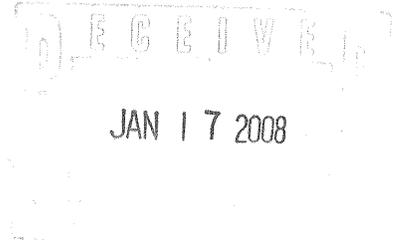
Reviewed by: Joan Drayton
Finance Director

Mark G. Deven
City Manager

Attachment No. 1 – Letter dated January 17, 2008 from Linda Henigan
Attachment Nos. 2 & 3 – Comparative Programming Schedules



1125 G East Street
P O Box 1352
Woodland, CA 95776
530.669.1550
www.wavetv.org



Board

Angie Roddan, President
Michael Jansen, IPP
Janet Carrere, Treasurer
Art Pimentel, City Representative
Stephen Blakeman
Darlene Gray
Linda Gutierrez
Jerry Harris
Al Smith

Linda Henigan, Executive Director
Randy Russell, Technical Advisor
Fred Bailard, Fund Development
Michael O'Donahue, Fund Dev.

Services

Dotty Huber, Anchor
De Bathe, Bookkeeper
Carli Allen, Programming
Tuan Doan, Anchor
Travis Church, Videographer
Cliff Gamble, Videographer
Matt Kitchens, Videographer
Zeina Marrush, Videographer
Zachary Richard, Videographer

January 17, 2008

Mr. Mark Deven
City Manager
City of Woodland
300 First Street
Woodland, CA 95695

Mark:

On behalf of the Board of Directors, The Wave is requesting \$35,000 from the City of Woodland in order that we can continue to provide Woodlanders with 24/7 programming.

It was two years ago that a number of dedicated volunteers, a small Board, and I came to City Council believing that Woodland's public access television station was worth saving. The Council supported our vision.

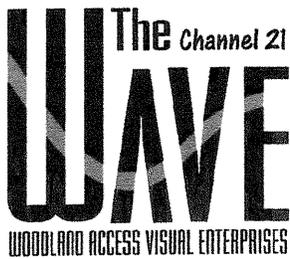
Now in 2008, the Wave has become an integral partner with the City and its departments, Yolo County and its departments, the schools and the District, Woodland Community College, UC Davis, the business community, the Woodland Chamber of Commerce, non-profit organizations, musicians, the newspaper, the arts, churches, museums, and the major events throughout Yolo County.

In keeping with the City's mission for communicating with its constituency, the Wave has become a primary tool to disseminate information, cover and broadcast local events, and provide the equipment and training for the community to produce and air local programs. Yes, the Wave is now everywhere and folks are watching!

Our goals for 2008 will be to offer students and their parents televised math help in collaboration with Woodland Joint Unified School District, a live daily broadcast of the news with the Daily Democrat, and a new media partnership with Woodland Community College.

We greatly appreciate the City's investment in this station and are happy to provide letters of support from our community partners.


Linda Henigan, Executive Director



Local TV Schedule

(530) 669-1550
info@wavetv.org
http://wavetv.org
415 5th Street
Open M-F, 4-10pm

WAVE TV, Cable Channel 21, is made possible with support from the City of Woodland, Charter Communications & local members.

Tuesday, March 9

- 6:00pm Discussions with Larry Wilson
- 7:00 Arbuckle Community Church
- 7:30 Key to the Kingdom
- 8:00 Calvary Baptist Church Service (Sunday, 3/7)
- 9:00 People for Truth, Universe of Yahweh
- 10:00pm Amazing Facts

Wednesday, March 10 (Government theme)

- 6:00pm Town Hall Meeting #2 with Frank Sieferman, Jr.
- 8:00 Yolo County Public Authority Public Service Message
- 8:15 U.S. Department of Labor GovBenefits.gov video
- 8:30pm Sacramento Area Council of Governments Blueprint Workshop for the Future of Yolo County

Thursday, March 11 (Educational theme)

- 6:00pm WHS Volleyball Award Banquet
- 7:00 Pioneer High School Dedication Ceremony
- 8:00 Concilio Scholarship Awards Dinner & Dance, 2003
- 10:00pm WJUSD Board of Trustees meeting (from earlier tonight)

Friday, March 12 (Arts & Music theme)

- 6:00pm Music of the Scottish Games
- 7:00 Country Gospel Singers
- 8:30 Church on the Rock Praise Team
- 9:00pm Gospel Stage -- Local Music Performances

Saturday, March 13



10th Anniversary Gala Celebration
Woodland Opera House, 7pm

"The WAVEys"

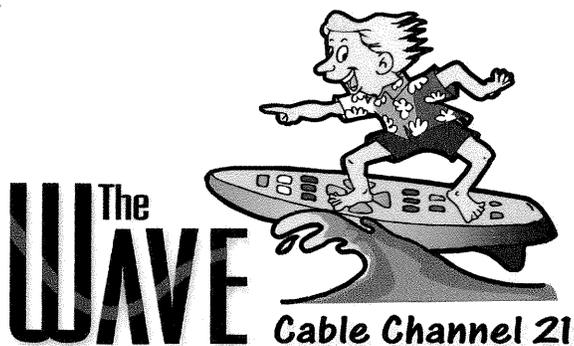
Tickets available (\$10/\$5): 530.669.1550

All day WAVE 10th Anniversary Highlight Promo

Sunday, March 14

- 6:00pm WJUSD Board of Trustees meeting (Thursday, 3/11)

Check <wavetv.org> & Ch. 21 for schedule updates



The WAVE Channel 21

Week of January 21 - January 27, 2008

Monday - January 21, 2008

- 6:00a.m. The Community Calendar
- 8:00a.m. UCTV Programming
- 8:55a.m. Yolo County Animal Shelter Adoptions
- 9:00a.m. The Daily Democrat Weekly Review
- 9:15a.m. Sit & Be Fit!
- 10:00a.m. Heidrick Ag. History Tour
- 10:30a.m. California Country
- 11:30p.m. Sex Gender Differences & Discoveries
- 12:30p.m. Re-Refined Motor Oil In Agribusiness
- 12:45p.m. Therapy! Summer Concert Series
- 2:15p.m. Yolo County Dist. Attorney - Workers Comp. Fraud
- 2:55p.m. Yolo County Animal Shelter Adoptions
- 3:00p.m. The Daily Democrat Weekly Review
- 3:15p.m. Sit & Be Fit!
- 4:00p.m. Heidrick Ag. History Tour
- 4:30p.m. California Country
- 5:30p.m. Sex Gender Differences & Discoveries
- 6:30p.m. Re-Refined Motor Oil In Agribusiness
- 6:45p.m. Therapy! Summer Concert Series
- 8:15p.m. Yolo County Dist. Attorney - Workers Comp. Fraud
- 8:25p.m. Yolo County Animal Shelter Adoptions
- 8:30p.m. The Daily Democrat Weekly Review

Tuesday - January 22, 2008

- 6:00a.m. The Community Calendar
- 8:00a.m. UCTV Programming
- 8:55a.m. Yolo County Animal Shelter Adoptions
- 9:00a.m. The Daily Democrat Weekly Review
- 9:15a.m. Sit & Be Fit!
- 10:00a.m. 2003 - Matt Rexroad's Return From Iraq/Kuwait
- 10:45a.m. WLWV - Proposition Forum
- 12:00p.m. WJUSD Board of Trustees 1/10
- 2:55p.m. Yolo County Animal Shelter Adoptions
- 3:00p.m. The Daily Democrat Weekly Review

4:00p.m. 2003 - Matt Rexroad's Return From Iraq/Kuwait
4:45p.m. WL WV - Proposition Forum
6:00p.m. WJUSD Board of Trustees 1/10
8:55p.m. Yolo County Animal Shelter Adoptions
9:00p.m. The Daily Democrat Weekly Review

Wednesday - January 23, 2008

6:00a.m. The Community Calendar
8:00a.m. UCTV Programming
8:55a.m. Yolo County Animal Shelter Adoptions
9:00a.m. The Daily Democrat Weekly Review
9:15a.m. Sit & Be Fit!
10:00a.m. Heidrick Ag. History Tour
10:30a.m. California Country
11:30p.m. Sex Gender Differences & Discoveries
12:30p.m. Re-Refined Motor Oil In Agribusiness
12:45p.m. Therapy! Summer Concert Series
2:15p.m. Yolo County Dist. Attorney - Workers Comp. Fraud
2:55p.m. Yolo County Animal Shelter Adoptions
3:00p.m. The Daily Democrat Weekly Review
3:15p.m. Sit & Be Fit!
4:00p.m. Heidrick Ag. History Tour
4:30p.m. California Country
5:30p.m. Sex Gender Differences & Discoveries
6:30p.m. Re-Refined Motor Oil In Agribusiness
6:45p.m. Therapy! Summer Concert Series
8:15p.m. Yolo County Dist. Attorney - Workers Comp. Fraud
8:25p.m. Yolo County Animal Shelter Adoptions
8:30p.m. The Daily Democrat Weekly Review

Thursday - January 24, 2008

6:00a.m. The Community Calendar
8:00a.m. UCTV Programming
8:55a.m. Yolo County Animal Shelter Adoptions
9:00a.m. The Daily Democrat Weekly Review
9:15a.m. Sit & Be Fit!
10:00a.m. 2003 - Matt Rexroad's Return From Iraq/Kuwait
10:45a.m. WLWV - Proposition Forum
12:00p.m. WJUSD Board of Trustees 1/10
2:55p.m. Yolo County Animal Shelter Adoptions
3:00p.m. The Daily Democrat Weekly Review
4:00p.m. 2003 - Matt Rexroad's Return From Iraq/Kuwait
4:45p.m. WL WV - Proposition Forum
6:00p.m. WJUSD Board of Trustees 1/10
8:55p.m. Yolo County Animal Shelter Adoptions
9:00p.m. The Daily Democrat Weekly Review

Friday - January 25, 2008

6:00a.m. The Community Calendar

8:00a.m. UCTV Programming
 8:55a.m. Yolo County Animal Shelter Adoptions
 9:00a.m. The Daily Democrat Weekly Review
 9:15a.m. Sit & Be Fit!
 10:00a.m. Heidrick Ag. History Tour
 10:30a.m. California Country
 11:30p.m. Sex Gender Differences & Discoveries
 12:30p.m. Re-Refined Motor Oil In Agribusiness
 12:45p.m. Therapy! Summer Concert Series
 2:15p.m. Yolo County Dist. Attorney - Workers Comp. Fraud
 2:55p.m. Yolo County Animal Shelter Adoptions
 3:00p.m. The Daily Democrat Weekly Review
 3:15p.m. Sit & Be Fit!
 4:00p.m. Heidrick Ag. History Tour
 4:30p.m. California Country
 5:30p.m. Sex Gender Differences & Discoveries
 6:30p.m. Re-Refined Motor Oil In Agribusiness
 6:45p.m. Therapy! Summer Concert Series
 8:15p.m. Yolo County Dist. Attorney - Workers Comp. Fraud
 8:25p.m. Yolo County Animal Shelter Adoptions
 8:30p.m. The Daily Democrat Weekly Review

Saturday - January 26, 2008

6:00a.m. The Community Calendar
 8:00a.m. UCTV Programming
 8:55a.m. Yolo County Animal Adoptions
 9:00a.m. The Daily Democrat Weekly Review
 9:15a.m. Sit & Be Fit!
 10:00a.m. Yolo County Board Of Supervisors 1/15
 12:00p.m. 2003 - Matt Rexroad's Return From Iraq/Kuwait
 12:45p.m. WLWV - Proposition Forum
 2:55p.m. Yolo County Animal Adoptions
 3:00p.m. The Daily Democrat Weekly Review
 3:15p.m. Sit & Be Fit!
 4:00p.m. Yolo County Board Of Supervisors 1/15
 6:00p.m. 2003 - Matt Rexroad's Return From Iraq/Kuwait
 6:45p.m. WLWV - Proposition Forum
 8:25p.m. Yolo County Animal Adoptions
 8:30p.m. The Daily Democrat Weekly Review

Sunday - January 27, 2008

6:00a.m. The Community Calendar
 7:55a.m. Yolo County Animal Adoptions
 8:00a.m. The Daily Democrat Weekly Review
 8:15a.m. Sit & Be Fit!
 9:00a.m. Calvary Baptist
 10:00a.m. Gospel Stage
 11:30a.m. Sacramento Apostolic Church
 12:30p.m. Outreach Church of Christ

1:30p.m. Calvary Chapel
2:55p.m. Yolo County Animal Adoptions
3:00p.m. The Daily Democrat Weekly Review
3:15p.m. Sit & Be Fit!
4:00p.m. Calvary Baptist
5:00p.m. Gospel Stage
6:30p.m. Sacramento Apostolic Church
7:30p.m. Outreach Church of Christ
8:30p.m. Calvary Chapel

Attention Sunday viewers! We are excited to have a new member, the Sacramento Apostolic Church with Evangelist Loami Diaz. Please note the change in the Sunday schedule line-up.

The Wave TV 21 makes every effort to ensure an accurate program schedule. Occasionally, The Wave will override posted programming for a time-sensitive piece. Thank you in advance for your patience. We want to hear from you! If you like a program, let us know and we'll include your testimonial on the air! We'll post it even if you don't like something! Call us or email us at (530) 669-1550 programming@wavetv.org.