

Public Access Channel Proposal for TV 61 & TV 62 PEG channels

TO:

The Office of the City Controller
City Hall 2nd Floor
340 North Washington Ave
Scranton, PA 18503

SUBMITTED 1/22/08 BY :

Co Founders Chris Balton / John Darcy
Electric City Television
933 Prescott Avenue
Scranton, PA 18510

Electric City Television (ECTV) will be a community resource, facilitating public dialogue and democracy through citizen access.

Electric City TV –61 will provide open and equitable access to residents and non-profit organizations, providing the training, expertise, and tools needed to express their varied interests, concerns, needs, and identities.

Electric City TV –62 will serve as an economic development tool for the greater Scranton community by providing visitors, residents and prospective residents with an opportunity to view the accomplishments and resources of the area via the station’s programming.

ECTV will create opportunities for artistic and cultural expression, promote cooperation with those who serve the public interest, and facilitate open, unbiased communication through community access.

Our plan involves a complete revamping of the station’s programming structure, currently based on repeating the same shows every six hours for four days in a row. Electric City TV will be based on a 12-hour schedule with new programming featured each and every day.

Overhauling the schedule line-up will allow a wider range of programming and encourage the public to create their own shows.

Due to the popularity of “the Office” Scranton has nation-wide recognition, Electric City TV will network with other public access channels throughout the nation in a “program exchange”. This will enhance our channel with fresh ideas & shows – while showcasing the city of Scranton throughout the United States as a tourist destination.

ECTV would continue to utilize Channel 61 to provide unedited live and taped coverage of the meetings of Scranton City Council, Scranton Sewer Authority, Scranton Planning Commission, Scranton City Zoning Board, Scranton Redevelopment Authority, Scranton School Board, as well as educational and cultural events occurring within the community. We would also like to televise association meetings of the 12 neighborhood groups in Scranton

Channel 62 would be used for original programming such as “Chefs of Scranton”, creating recipes for favorite dishes shot on location in the kitchens of Scranton’s Restaurants. “Back Stage” at the Scranton Cultural Center. The Lackawanna Heritage Association “Electric City Time Machine”. In addition to special events such as upcoming Office Conventions, St. Patty’s Day Parade coverage as seen from inside the parade. In addition we will create original behind-the-scenes shows shot at The Electric Trolley Museum, Steamtown National Historic Site as renovation is carried out on various projects, Behind the scenes peek at the Everhardt Museum and local art galleries.

ECTV will also take advantage of newly emerging internet applications to create a fully functional presence on the worldwide web, featuring podcasts, streaming videos, a blog, and an electronic bulletin board covering community meetings and events.

Citizens can learn video production at their own pace with online interactive video training to gain knowledge to produce and submit programs for airing on ECTV. Easy downloading PDF files of operation manuals of every piece of equipment ECTV will be using, As well as COLTS bus maps, and google directions to the Studio.

Outline the equipment to be used.

The Government countdown clock to DTV can be found at:

<http://www.dtv.gov/>

So now is the perfect time to upgrade TV61 & 62 to Digital High Definition cameras and switcher.

Electric City TV will utilize portable remote Hi-Def PTZ cameras, switched live in the SONY Anycast HD “all-in-one” Studio for content creation in. Enabling us to cablecast all municipal meetings in High Definition video so TV61 will broadcast the format & resolution soon mandated by the FCC. We will also have two ENG Hi-Def remote cameras for remote shoots including performances, lectures and cultural events throughout the city.

Additionally, several small lightweight Hi-Def consumer camcorders will be utilized for video workshops, held each month to teach the citizens of Scranton how to light, shoot and edit so that the public truly has access to their “channel of communication”.

We will phase in the equipment over a three year period to full production strength;

Phase One – Four HD PTZ cameras / 1 Anycast Switcher / 1 XD-CAM EX

Phase Two - three HD PTZ cameras / 1 XD-CAM EX

Phase Thre - three HD PTZ cameras / 1 Anycast Switcher

CITY COUNCIL & STUDIO CAMERAS - Sony BRC-H700 1/3-Inch 3-CCD HDTV Communications Camera, 12x Optical Zoom, Optical Image Stabilizer, Optional HD and SD-SDI Cards

To learn more watch the enclosed DVD or visit this link:

<http://bssc.sel.sony.com/BroadcastandBusiness/DisplayModel?id=82573>

REMOTE FIELD CAMERAS - Sony PMWEX1UC PMW-EX1 XDCAM EX SxS Pro Flash Memory High Definition Camcorder, 3x 1/2" Exmor CMOS Sensors, HD-SDI Interface

To learn more watch the enclosed DVD or visit this link:

http://bssc.sel.sony.com/BroadcastandBusiness/markets/10014/xdcamEX_index.sht

PRODUCTION SWITCHER - Sony AWSG500HD High Definition Anycast Station Live Content Producer

To learn more watch the enclosed DVD or visit this link:

<http://broadcastengineering.com/newsrooms/sony-hd-anycast-station/>

TIGHT ROPE HEAD-END EQUIPMENT –

The Cablecast CG 250 Bulletin Board - A bulletin board providing program and community information between programs and during other blocks of time when full motion video programming is not scheduled.

Cablecast automation programming software, creates a schedule for playout, promote shows on the ECTV bulletin board, publishes them to ECTV web site, generated your programming reports, transcoded your files, and offered them live and on-demand for the web.

To learn more watch the videos here

http://www.trms.com/broadcast/cablecast_in_action

Describe the studio

The production facility space at 933 Prescott has been offered to us rent-free by the owner, and has plenty of room to house both the equipment and personnel required for the operation of both PEG channels, with plenty of room for future growth. After Phase three the studio will be outfitted with full time HD video production and post-production areas, as well as a master control room.

The Five-year plan will see creation of a hard cyclorama backdrop, a voiceover narration booth an automated video duplication center, and a sound recording studio. The ten-year plan will include live remote microwave feeds from an ECTV Microwave Van, with a microwave receiver high on the existing tower of the Hill Section facility.

The studio space at 933 Prescott will be a dedicated space used as a fulltime studio, It will have clearly marked signage on the outside of the building so the public will have easy access to their studio, which is served by the County of Lackawanna Transit System #18 Petersburg Bus Route (Ash & Prescott Bus Stop).

Who is the staff?

The current two-member staff of TV61 will be asked to continue to operate the station along with Chris Balton who has served as a volunteer with Melissa Marks and Mark Migliore since moving to Scranton in March '07. Together the three will operate with a 5-member board of directors, to perform all programming, pre-production, production, and post production, will manage day-to-day functions, and equipment maintenance. As well as keeping the new website fresh with streaming video, to inform the public of the latest PEG news. We will also offer interactive training in television production so that the public will be able to conduct their own shoots, both on-location and in the studio.



BOARD OF DIRECTORS

Lee Ann Munley
John Darcy
Joe Caputo
Dianne Boone

Financial resources to run the channel

Each month a 5% Franchise fee is added to every Comcast bill estimated to be nearly \$750,00000 by members of the Scranton Cable Consumer Advisory Panel. In order to operate, ECTV is asking for twenty-five percent of the Cable Franchise Fee each year.

Several other possibilities exist to provide start up funding for ECTV:

- Donations from Lackawanna County, The School Board
- A no interest loan (provided by the City) to be paid back when franchise fees are collected in 2009
- Private benefactors and contributors through Fund Raising
- Corporate Underwriting

ECTV is prepared to operate in as lean a manner as necessary for its transition year before the contract provides a steady funding stream to allow for operation and growth.

The entity submitting the proposal must be clearly identified.

Chris Balton
Electric City Television
933 Prescott Avenue
Scranton PA18510

All principals of the submitting entity must list all experience they have in running a television production company or TV channel.

Chris Balton (Resume Attached)
Mark Migliore (Resume Attached)

Indicate a time frame in which the entity could be operational with both channels

Electric City TV will be fully operational with both channels TV61 and TV62 running at 933 Prescott Avenue Office & Studio, within three months of being informed of the Committees announcement and receiving Phase 1 funds for equipment and operational expenses.

DETAILS ABOUT THE EQUIPMENT CHOICES

After Phase Three we will be using 2 Anycasts, with ten PTZ cameras, with a setup like this and five cameras can be used with one anycast to cover School Board, Sewer Authority or City Council meetings live, While five cameras can be used with the second Anycast to cover a variety show in the ECTV Studio, a talk show at the Steamtown Mall or a cultural event at the Scranton Cultural Center.

Sony AWSG500HD High Definition Anycast Station Live Content Producer

This new model, based on the original AWS-G500 platform, is a simplified configuration for those customers needing HD capability only. The AWS-G500HD is preconfigured with (1) BKAW-560 HD Analog Component interface Module, and (1) BKAW-590 HDSDI Interface Module. The third interface module slot is left empty to allow for flexible configuration by the user based on their particular needs. This empty slot can be configured with any of the available modules, such as the BKAW-550 PC RGB Module, BKAW-560 HD Analog Component Module, BKAW-570 SD Video Interface Module, BKAW-580 SDI Interface Module, or the newly introduced BKAW-590 HDSDI Interface Module. With the AWS-G500HD, customers willing to start their HD operation can keep their running costs low by avoiding the SD modules they may not need. Professional HDV camcorders can be connected to the HD Analog Component inputs of the BKAW-560, while HDSDI sources can be used via the new BKAW-590 HDSDI I/O module.

SONY BRC-H700 High Definition Color Video Cameras

The SONY BRC-H700 HD Color Video Camera with three 1/3-inch type

HD CCDs boasting 1,070,000 effective pixels each for high resolution and high sensitivity. The BRC-H700 is an all-in-one compact robotic color video camera system, which achieves high accuracy and wide-range Pan/Tilt/Zoom performance without complicated cable connections and installation. With the optional Sony RM-BR300 Remote Control Unit, featuring an ergonomically designed joystick, the BRC-H700 can be precisely controlled via the camera's control interface (RS-422 or RS-232C) using the VISCA™ protocol.

When using the optional BRU-H700 HD Optical Multiplex Unit and optional BRBK-H700 HD Optical Multiplex Card in the camera, this system allows users to control the cameras and transmit digital image data and audio signals from a distance of up to 1,000 meters away via optional CCFC-M100HG Optical Fiber Cables*1.

In this configuration, up to seven cameras can be controlled with a single RM-BR300 by daisy chaining the BRU-H700 HD Optical Multiplex Units via the control interface using VISCA protocol. The BRC-H700 comes equipped with a card slot that accepts a variety of optional interface cards, making it compatible with a number of different systems. The interfaces supported with these optional cards include HD-SDI, SD/SD-SDI (down converted), i.LINK™ for use with HDV™ systems, and computer XGA. Other features include an "Image Flip" function for installation flexibility and up to 16 presets for operational ease of use.

With these exceptional features, the BRC-H700 is ideal for a wide range of high-definition shooting applications. It is also highly suitable for remote shooting in which images are displayed on large-screen displays, such as in houses of worship, in auditoriums of teaching hospitals, in corporate boardrooms, and at sporting events, tradeshow, and concerts. The BRC-H700 can also be used for distance-learning applications in which clear, high definition images are required, for example, when presenting on chalkboards or white boards. Furthermore, it is an excellent choice for broadcast applications, such as the recording of television programs or as a weather camera.

Featuring:

- . Superb picture quality - three 1.07 megapixel HD CCDs
- . High-performance Pan/Tilt/Zoom mechanism
- . 12x optical zoom plus 4x digital zoom
- . RS-232C/RS-422 remote control (VISCA protocol)
- . Versatile video outputs
- . Flexible installation - ceiling mount or flat surface
- . Sixteen presets
- . Multi-function IR remote commander unit

RM-BR300 Remote Control Unit For Sony PTZ Cameras

Control up to 7 Sony cameras (in a daisy chain configuration) with the RM-BR300. All camera settings including the Pan/Tilt/Zoom function and six preset patterns can be controlled from the Sony RM-BR300 Remote Control Unit. The ergonomic joystick design and feature-rich control panel provide superb operability in various remote-shooting applications.

RM-BR300 Specifications:

Camera control interface RS-232C (VISCA protocol) / RS-422 (VISCA protocol)

External control Contact closure

Power requirement DC 10.8 to 13.2 V

Power consumption 2.4 W

Dimensions (WxHxD) 391.3 x 185 x 145.9 mm (15 1/2 x 7 3/8 x 5 3/4 inches)

Mass 950 g (2 lb 1 oz)

Supplied accessories AC adaptor (1), AC power cable (1), RS-232C cable (3 meter, 8-pin Mini Din to 8-pin Mini Din) (1), Terminal connector (2), Operating instructions (1)

Sony XDCAM EX

PMW-EX1 HD Solid State Compact Camcorder

For most remote production we will continue to use a single-camera shooting style, but migrate to solid-state tapeless recording, with the new Sony EX1 High Definition camera. With its superb picture quality, state of the art media interface and interoperability, Sony brings the best HD workflow solution to the compact camcorder market

The PMW-EX1, offers all the benefits of tapeless workflow, selectable bit rates and outstanding picture performance that users have come to expect with XDCAM HD, coupled with new creative recording features and lens features which will redefine the standard for the professional compact camcorder market.

The PMW-EX1 is a highly compact, robust and high-performance camcorder that uniquely uses newly developed flash memory cards, the SxS PRO(tm), as its recording medium.

The SxS memory card, which realizes 800Mbps high-speed data transfer, enables non-linear capabilities such as instant random access and file-based operation. Equipped with two SxS memory card slots, the PMW-EX1 can record 140 minutes at 25Mbps using two 16-GB SxS memory cards.

The image sensor used in the PMW-EX1 camcorder is a newly developed three x 1/2 type Exmor(tm) CMOS sensor, each with an effective pixel count of 1920 x 1080, which produce images in full HD resolution. The low-light capabilities of this new sensor will be of particular interest to all those who need to be able to capture footage in limited lighting applications.

It is switchable between 1080i and 720P with multiple frame recording capability such as 50i, 59.94i, 50p, 59.94p and native 25P, 29.97p and 23.98P. What's more, the PMW-EX1 camcorder offers a "Slow & Quick Motion" capability, which is also commonly known as "overcranking" and "under-cranking" in the traditional film world, allowing users to create unique looks or special effects of slow and fast motion. Having these functions, PMW-EX1 is on the product line of Sony CINEALTA(tm).

Mark M. Migliore
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EDUCATION:

Point Park College, Pittsburgh, PA

B.F.A. in Film and Video Production, (2000), GPA: 3.2/3.5

Pittsburgh Filmmakers, Pittsburgh, PA

Certificate of completion in Film Production, (1997), GPA: 3.5

WORK EXPERIENCE:

Scranton Today! TV 61, Scranton, PA: Production

October 2004 – Present

- **Produce, Direct and Edit television shows**
- **Videotape archiving, scheduling**

Universal Printing Company, Scranton, PA: Shop Assistant

January 2002 – January 2004

- **Medical billing coordinator**
- **Proofread print jobs, book printing and binding**

Price Chopper Supermarkets, Kingston, PA: Frozen Food Manager

January 2001 – December 2001

- **Accounted for accurate billing records**
- **Controlled inventory levels and maintained backroom**

Blockbuster Video, Pittsburgh, PA: Assistant Store Manager

September 1999 – December 2000

- **Supervised and delegated responsibilities to crew**
- **Responded to and resolved customer concerns**

Price Chopper Supermarkets, Wilkes-Barre, PA: Dairy Manager / Receiving

June 1993 – August 1999

- **Maintained store appearance and assisted customers**
- **Coordinated delivery transactions with vendors**

RELATED EXPERIENCE:

- **Worked as PA, Location Manager, Boom Mic Operator, Camera Operator, Lighting, Writer, and Director on student productions**
- **Production Assistant on local television commercials**

SKILLS:

- **Software: Final Cut Pro, Microsoft programs**
- **Extensive customer service background**

<p>VIDEO DIRECTOR</p> <p>The Who’s “Tommy”</p> <p>“Guys & Dolls”</p> <p>Millie Jackson live - NHK Japan</p> <p>“Mouseterpiece Theater” .George Plimpton</p> <p>Sylvia Porters Personal Finance</p> <p>New Years Eve WNEW Rock & Roll Ball</p> <p>Calvin Klein Women’s Wear Daily</p> <p>Bill Blass Women’s Wear Daily</p> <p>NBA Inside Stuff with Ahmad Rashad</p> <p>Fashion In A Flash</p> <p>PRODUCER / DIRECTOR</p> <p>Sisters In The Name Of Rap</p> <p>Queen Latifah, Salt N’Pepa,MC Lyte,Ice Cube</p> <p>Jackie The Jokeman</p> <p>Connie Francis an American Treasure</p> <p>“When The Musics Over”</p> <p>Football Flashbacks with Len Dawson</p> <p>PRODUCER / DIRECTOR / CAMERAMAN</p> <p>Ted Nugent “No, No, No”</p> <p>Donna Summer “State Of Independence”</p> <p>Al Green“Lift Every Voice and Sing”</p> <p>Ted Nugent“Bound & Gagged</p> <p>Carly Simon“Why”</p> <p>Alisha “BabyTalk”</p>	<p>Fox TV - St. James Theater NYC</p> <p>Fox TV - Martin Beck Theater NYC</p> <p>The Apollo Theater - NYC</p> <p>Disney Channel</p> <p>Lifetime Cable TV</p> <p>Live TV show / Times Square</p> <p>(WWD) KTV / John Fairchild</p> <p>(WWD) KTV / John Fairchild</p> <p>NBA Entertainment (wraparounds)</p> <p>Man in the Moon Productions</p> <p>Polygram Pay-per-view</p> <p>Rascals Comedy Club</p> <p>Polygram Special Projects</p> <p>HBO - Home Box Office Special</p> <p>TVS Television Sports - Don Ellis</p> <p>Atlantic Records</p> <p>Atlantic Records</p> <p>Mingo Jones Advertising</p> <p>Atlantic Records</p> <p>WEA International</p> <p>Vanguard Records</p>
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<p>CAMERAMAN</p> <p>Interior Design: The New Freedom Barbaralee Diamonstien (host)</p> <p>Sesame Street – CTW Children Television Workshop Public Broadcasting</p> <p>Pinwheel</p> <p>Don Kirschner’s Rock Concert ABC TV Late Night concert wraparounds</p> <p>Watkins Glen Formula One Race</p> <p>New York City Marathon</p> <p>From Raquel with Love</p> <p>The Jack Gilford Special Anita Gillette</p> <p>Night Of 100 Stars</p> <p>Look Back In Anger with Malcolm McDowell</p> <p>Olivia Newton-John Physical tour</p> <p>Hall Of Fame Basketball</p> <p>Begin / Sadat Peace Summit Cairo, Egypt</p> <p>Panama Canal Treaty Signing Balboa</p> <p>Son Of Sam Capture New York City</p> <p>Live from CBGBs NYC June 1979</p> <p>“In Search Of” Series Alan Lansburg</p>	<p>A&E cable network David Gordon ABC Video Enterprises</p> <p>PBS CTW Walt Rauffer producer</p> <p>Nickelodeon Mike Bernhaut director</p> <p>Video Performance Studio George Harrison producer</p> <p>ESPN Fred Dukes director</p> <p>ABC TV</p> <p>ABC / Racquel Welsh</p> <p>CBS Sonny Fox Prods</p> <p>Radio City Music Hall Alexander Cohen</p> <p>PBS Great Performances directed by Lindsay Anderson</p> <p>HOME BOX OFFICE Ogden Utah</p> <p>TVS Television network</p> <p>ABC Evening News - Peter Jennings</p> <p>ABC Evening News - Geraldo Rivera</p> <p>ABC Evening News - Barbara Walters</p> <p>Annie Golden Shirts/Karla DeVito Orchestra Luna</p> <p>Leonard Nimoy (wraparounds)</p>
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DIRECTOR OF PHOTOGRAPHY	
Saturday Night Live	Mitchell Kriegman “Heart to Heart”
Saturday Night Live	Mitchell Kriegman “Memories of a Room”
Saturday Night Live	Mitchell Kriegman “Someones Hiding in my Apartment”
Saturday Night Live	Bill Irwin The Dancing Man
Black Sabbath / Blue Oyster Cult “Black & Blue” 35mm feature rockumentary	“Black & Blue” Jay Dubin Productions

If you’re looking for someone qualified to run the local PEG Station, Chris brings a wide-range of experience in both live action and animation to service the communication needs of some of the worlds largest businesses. He has a knack of getting a clear message across to the audience with his interesting, innovate style, using state of the art technology.

Chris draws from a strong artistic and technical background, having studied drawing and painting at Pratt Institute School of Art & Design, Mr. Balton gained extensive experience as a cameraman for ABC Evening News in the Middle East with Peter Jennings, with Barbara Walters in NYC, and on assignment with Geraldo Rivera in Central America. In 1979 Chris became a director of photography shooting hundreds of television commercials in New York City as well as a few low budget features. Always seeking a new challenge, Balton turned to directing in 1980 with a one hour HBO special “When The Music’s Over”, followed by a series of music videos for Atlantic Records WEA .

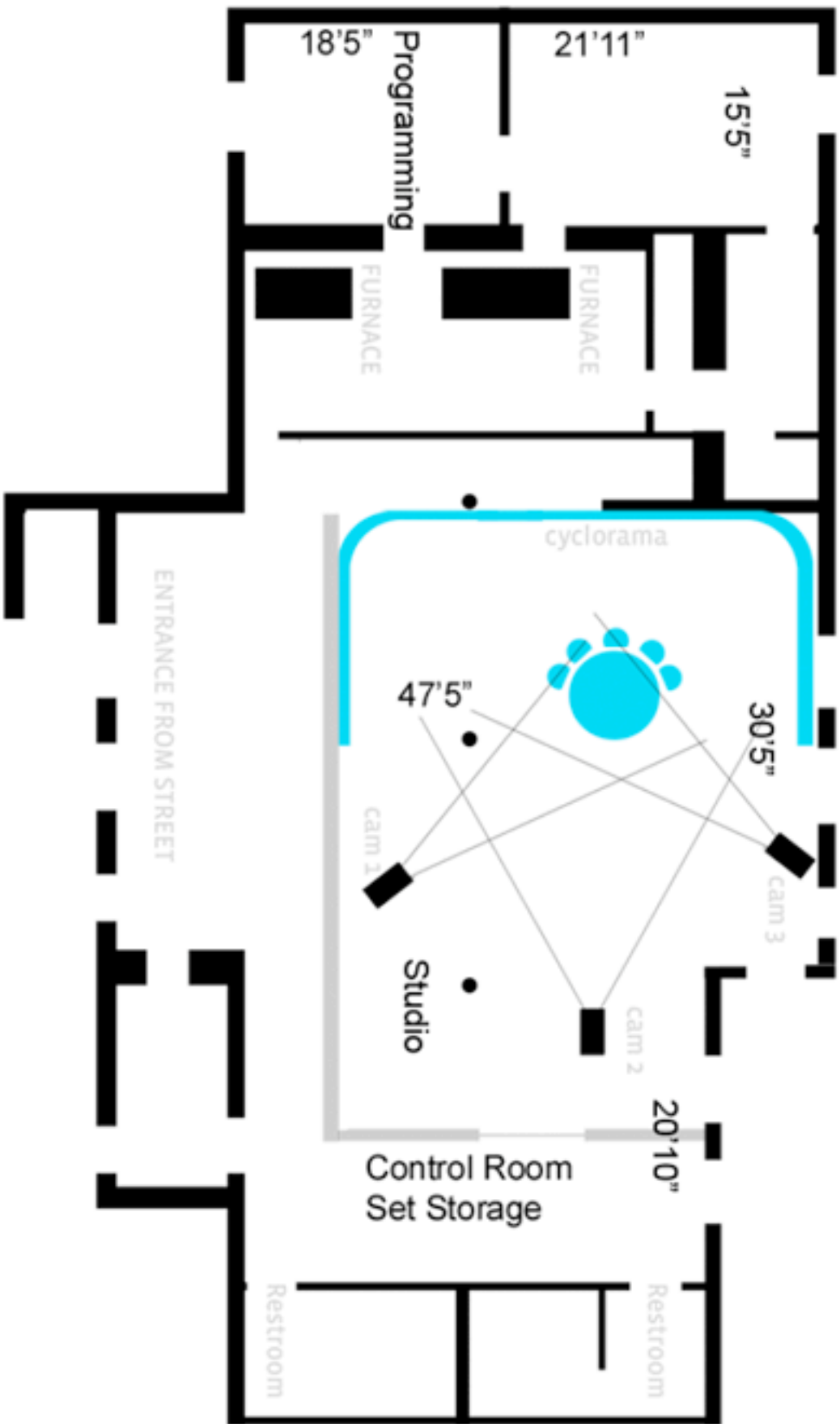
In 1987 Chris developed a strong relationship with SONY by creating computer graphics driven programming for the Jumbotron screen high above Times Square. Always eager to try new ideas, Balton was an early adopter of desktop non-linear editing, and 3D animation. As a manager, Chris' complete familiarity with all phases of live production, digital compositing and non-linear editing make him adept at keeping projects on-schedule and on-budget.

A consummate communications professional Chris’ expertise has won him critical acclaim with numerous awards, including two Emmy Awards, and several gold and silver awards in the International Film and Television Festival of New York. Chris has built an enviable reputation by delivering an exceptional product at an exceptional value.

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Please visit our website at :

<http://www.electriccitytv.com/>



Vision Statement

Electric City Television (ECTV) will be a community resource, facilitating public dialogue and democracy through citizen access.

ECTV will provide open and equitable access to residents and non-profit organizations, providing the training, expertise, and tools needed to express their varied interests, concerns, needs, and identities.

ECTV will serve as an economic development tool for the greater Scranton community by providing visitors, residents and prospective residents with an opportunity to view the accomplishments and resources of the area via the station's programming.

ECTV will create opportunities for artistic and cultural expression, promote cooperation with those who serve the public interest, and facilitate open, unbiased communication through community access.

Funding

In order to operate, ECTV is asking for \$.25 per cable subscriber per month to be included in the 2009 franchise agreement with Comcast cable, for a total of \$3.00 per subscriber per year.

In 2008, several possibilities exist to provide start up funding for ECTV:

- A one-time only donation from the City and the County
- A no interest loan (provided by the City or the County) to be paid back when franchise fees are collected in 2009
- Private benefactors and contributors

ECTV is prepared to operate in as lean a manner as necessitated for its transition year before the contract provides a steady funding stream to allow for operation and growth.

Board of Directors

ECTV will consist of a relatively small, business-based Board of Directors, yet to be determined, from the City and the County, including but not limited to those in the fields of education, law, banking, politics, television and other media, and social service organizations.