



The Minneapolis Telecommunications Network

Business Plan

Ways and Means Committee

March 17, 2008



MTN Commission

12 Member Commission
Creating action plan for non-profit

Program Based Initiatives
Due May 2008



Health of the Non-Profit

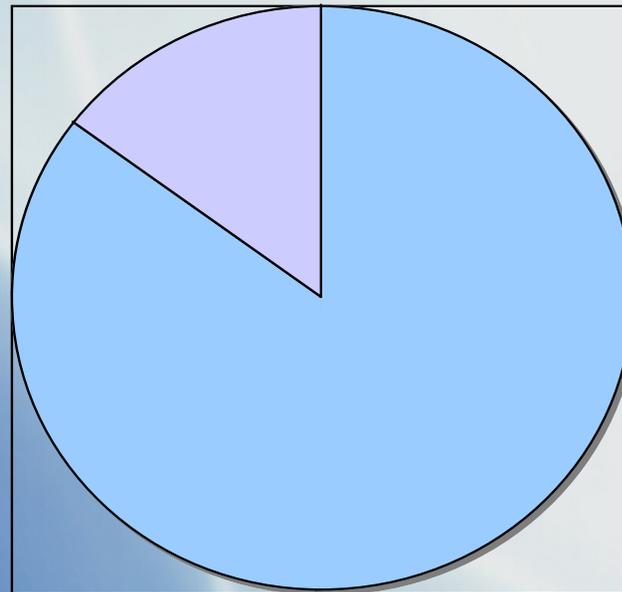
The MTN Board of Directors believes that it is a critical time for the organization to develop new and diverse revenue streams.



2007 Income \$791,260

Comcast/City \$687,800

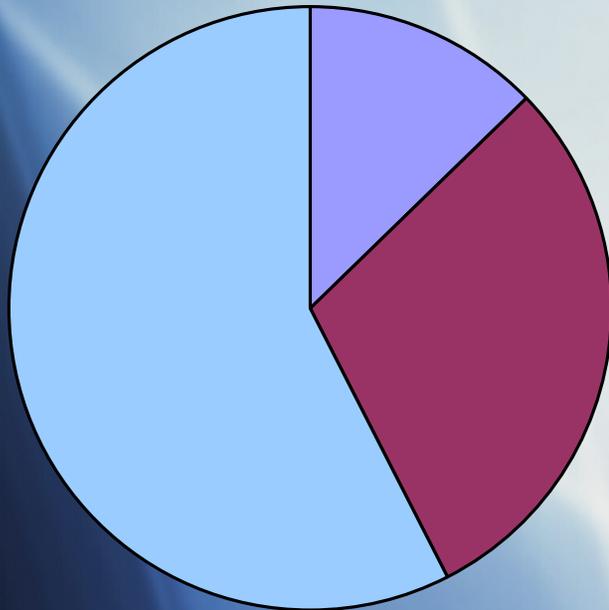
Earned Income \$119,300



■ Comcast/City
■ Earned income



2007 Expenses \$819,506



Administration	\$105,474
Organizational	\$243,012
Program	\$471,020

•2007 Audit in Process



MTN Mission

The Minneapolis Television Network provides community access to television, and to communication and information networks.

MTN strengthens community by encouraging creation of and access to programs and information using electronic technology.

MTN supports freedom of expression for all.



Program Submission Policy

- Producer is responsible for content
- Producer is responsible for copyright
- MTN can not pre-screen
- MTN has an obligation to play one time
- MTN can place program in late night slots
- MTN educates producers
- Policy based on Public Access legal opinions through-out the U.S.



Programming Channels 16,17 and 75

	All	Monthly Average
Channels		
First Run Programs		287
Hours Programmed		744
Hours Programmed in a Foreign Language		116+
Programs Produced at MTN		120
Programs Produced in the Twin Cities Area		58
Programs Produced in MPLS not at MTN		46
Programs Produced Out of TCA In MN		26
Programs Sponsored Production Unknown		11



Studio
Use
Based
on
MTN
Producer
Survey's
First Six
Month's
2007

Six month snapshot	Total Hours
White Male	1210.5
White Female	464.5
Black Male	818
Black Female	301
Native American Male	12
Native American Female	10
African Born Male	818
Latino Hispanic Male	84
MTN Production Services	60
MTN Adult Training	150
MTN Youth Training	162
MTN Live Shows	342
Total Hours of Use	4432
Total Hours for available	6464
Studio Repair/ Maintenance	28



Total Adult Class Attendees 418

- Free Introductory Workshop
- Beginning Field Production
- Basic Studio Production
- A/B Roll Editing Seminar
- Basic Edit Cuts
- Advanced Video Production - Digital
- P.P.U. (Portable Production Unit)
- Final Cut Pro Color Correction
- Get Moving with Motion
- Put Your Video on the Internet



Voices of YOUTH

111 Students

- South High Voices
- Girl Scouts
- ACM Youth Media Camp
- Plymouth Christian Youth Center
- North High





Access to Art

30-Minute Magazine Show

Featuring Minneapolis Arts Organizations

**Bedlam Theater, Ritz Theater, Burning House Group
Gallery 13, Kwanzaa Community Church, Lit Kids Publication Group
The Bean Scene, Rosy Simas Dance Projects, Mizna,
MacPhail Center for the Arts, Spout Press, Cartoonists Conspiracy,
Art Shanty Projects, Perpich Center for Arts Education
Fast Horse Inc. (MacPhail), Kulture Klub Collaborative
Juxtaposition, Shooting Stars, Walker Art Center Teen Programs
Off-Leash Area: Contemporary Performance Works
Homewood Studios, mnartists.org, Radio mnartists
Young Dance, Minnesota Stories, access + ENGAGE e-journal
Outsiders and Others, Magers and Quinn, McKnight Foundation
Rogue Buddha Gallery, What Light, Walker Art Center
Gallery 360, Native Pride Productions, Pangea World Theater
Minneapolis Theater Garage, Soo Visual Arts Center, DEMO
Kingfield Neighborhood Association**



Community Events 2007



- 36 hours of programming
- Featuring Community Celebrations
- Now available online



Staying Current Changing Technology

Digital Based Server for Playback
Of Channels 16 17 75

Networked Media Center for Digital Sharing

New File Sharing Program
for tracking equipment, producers, programs



Challenge Area

Loss of equipment dollars
mandated in former franchise

Develop new funding
alternatives for equipment



Current Audience

74,000 Subscriber Households
receive PEG channels

700,000 Subscriber Households
Receive MCN Regional Ch. 6



Requests for Comcast

- Fiber hook-up to MTN
- ‘Public’ interactive (on demand) channel
- Live signal feeds from Minneapolis locations



Online Partners

Twin Cities Media Alliance/
The Daily Planet

Swarmcast is beta-testing
Internet channel using MTN
content



Reaching new audience

Upgrade Web site to
2.0 for push/pull media

All MTN produced
content available online

Work with MTN producers
For online sharing



Current Initiatives

- Twin Cities Public Television
Program sharing
- KFAI Community Radio
Live feed to MTN from
Studio Five
- Twin Cities Media Alliance
tcdailyplanet.net
National Conference on
Media Reform- June 6-8