

Start-up Access Plan, Implementation and Going on Line

Phase 1: Access Plan Development

Research and develop a comprehensive plan for the creation of a new Public Access entity to serve the City/Town/County of _____

This Access Plan will provide a guideline for public access governance, structure and development. It may also serve as documentation for a proposal to the City/Town/County to establish a new Public Access entity.

The creation of the Public Access Plan can include the steps detailed below:

1. Meetings with appropriate municipal officials and the municipal cable committee members as well as other relevant parties and organizations to develop: direction, governance structure, finances, etc. for the new Public Access entity.
2. Research of existing Public Access entities in comparable communities in other areas of the country that could be used as models.
3. Additional research and interviews to establish scope of present and future Public Access needs and interests in the franchise area.
4. Review of any past and current public, educational or governmental access operations.
5. Drafting of the Public Access Plan containing:
 - Mission Statement
 - Public Access Philosophy
 - Goals and Objectives including benefits to the communities served
 - Governance and management structure
 - General Operating Rules and Procedures
 - Projected operating and capital budgets for years one, two and three
 - General facility needs

- General equipment and upgrade needs
 - Staffing needs and job descriptions
 - Community outreach plans
 - Training plan and goals
6. Review of the Access Plan draft with appropriate Committee members or other designees
 7. Submission of the final version of the Access Plan to the Cable Committee, Council, Commission or Select Board or other selection entity.
 8. Appearances before any boards, councils or commissions, as needed, to address plan, access funding or structure.

Phase II: Access Start-up Implementation

Implementation of the Access Plan will include initiator board development, the establishment of both short-term and standing committees, and guidance in establishing 501(c)(3) nonprofit status.

Work of the initiator board and committees may include:

- Board: Refine first year Access Operating Plan
- Finance Committee: Refine operating and capital budgets based on the first year Operating Plan and develop and oversee fundraising efforts.
- Government Relations Committee: Define and maintain an informational relationship with the municipal government(s) and the public educational entities.
- Public Relations and Membership Committee: Establish access membership structure and basic community outreach plan.
- By-law Committee: Create By-laws and review and refine Operating Rules & Procedures.
- Personnel Committee: Develop and implement a national Executive Director's search, create initial job descriptions, design employee benefit package and create personnel policies.
- Facility and Equipment Committee: Discuss facility needs and location(s) in general, determine leasehold or renovation processes and establish basic equipment needs and parameters.

Phase III: Facility Design and Renovation Oversight, Equipment Selection, Bidding and Installation, Going on Line

Search for an appropriate facility site, negotiate terms of site and lease or by/sell agreement, create full architectural design plans and specifications, conduct negotiations with contractors and oversee the physical renovation.

Design, bid out, negotiate for and install access equipment packages.

Go on the air with the Community bulletin board, play programming coming from other centers and new programming coming from the new center. Hire the rest of the staff. Ready all paper work (forms) and certification standards, scheduling books or boards, begin outreach, have your opening and sign-up for orientation and production classes, implement training programs.