

Worksession

MEMORANDUM

September 18, 2012

TO: Government Operations and Fiscal Policy Committee  
FROM: Dr. Costis Toregas, Council IT Adviser   
SUBJECT: New PEG launch and program development support

Expected to attend:

Members of the Public, Education and Government (PEG) Governance Board  
Merlyn Reineke, Chair, and Executive Director, MCM  
Donna Keating, MCG  
Donna Bigler, MCG  
Neil Greenberger, County Council  
Melissa Pace, MC  
Dr. Dick Lipsky, MCPS  
Mitsuko R. Herrera, Cable and Broadband Administrator, DTS (non-voting)  
Richard Wells, Chair of the Cable Communications Advisory Commission

Staff Recommendations:

1. Receive PEG Governance Board FY13 Work Plan and engage in a dialogue with PEG Governance Board members to highlight areas of Committee priority for FY14 and beyond.
2. Suggest ways to improve the Work Plan and to integrate the Plan outcomes in needed communications strategies.

**Background**

The Committee has encouraged the members of the PEG network to develop “new mechanisms for allocating and managing Cable Plan resources, self governance of the PEG network and the development of strong leadership that can change the PEG direction and tangible outcomes”. The PEG leaders have indeed done just that and developed a strong governance mechanism (the PEG Governance Board or PGB) that has worked over the last few months to organize priorities, participate in the budget process with a single voice, and define a way forward. They have developed an FY13 Work Plan that

organizes their activities over the next 12 months in a collaborative manner. This work plan is transmitted to the Committee (©1-5) for information and discussion purposes.

### **Staff Suggestions for Discussion**

1. The FY13 Work Plan on ©2 identifies six tactical goals that include Youth and Spanish – language programming and the initiation of annual measurement processes, both long term interests of the Committee. These goals should be discussed and supported by the Committee as they align with individual priorities and community needs.
2. New areas for PEG collaborative programming are identified in ©1 and ©4. They include:
  - a. World War II Veterans commemoration
  - b. 2012 Elections
  - c. Earth DayThe Committee may want to discuss additional priorities that may merit similar attention and support through programming efforts of the PEG members.
3. The PGB has supported the development of a collaborative portal, [www.mymcmedia.org](http://www.mymcmedia.org), which organizes county resources and information in one space. The Committee may want to visit the site in advance of the session and comment on the applicability and desirability of the content and delivery strategies of this portal.
4. On ©1, the top level summary of the Work Plan includes the suggestion that the Board “explore the consolidation of shared technology resources and activities”. This is certainly an important and worthwhile goal, and staff would suggest that in FY13, the PGB may want to go beyond exploring to actually implementing some specific steps in this direction.
5. On ©3, the detailed work plan calls for the commitment of resources to plan a four-part training series on new media for Council Staff and other key decision makers, and deliver the first such Tech Training in September, with subsequent offers in later time slots throughout the year. Although ambitious in its timing, the direction of this initiative is definitely welcome given the expertise of PEG members in the field and the need for continuous training in the rapidly changing area of social media and similar communications technologies.
6. The PGB suggests another presentation of a draft Strategic plan '14 to the Committee in the October timeframe; discussions with individual Councilmembers may be equally effective, given calendar difficulties, and provide opportunities for candid exchange of views in anticipation of the formal budget program coming together in the winter months.

September 14, 2012

**From: The PEG Governance Board**  
**To: Councilmember Nancy Navarro (GO Committee Chair)**  
**Councilmember Valerie Ervin**  
**Councilmember Hans Riemer**  
**Re: PEG Governance Board's FY '13 Work Plan**

As we move through Fiscal Year '13 and prepare for FY '14, the Montgomery County Public, Education & Government (PEG) Governance Board is excited to share its current year Work Plan. The Plan, developed in close collaboration with all PEG Board members, details a number of innovative new projects and approaches to on-air, online and on-demand programming:

- Through collaborative productions, the PEG Network will generate programming only available via the PEG, such as COUNTY REPORT THIS WEEK, the World War II Veterans commemoration and support for the County Executive's initiative to expand the county's recycling goal to 70%
- Working in collaboration, PEG members will partner to double the number of council worksessions available to the public in FY '13, enhancing the County Government's goal of Open Government and transparency. Funds for this activity have been generated through a newly-created NDA as part of the Cable Communications Plan
- Drive online and on-demand programming beyond individual PEG constituencies by aggregating content to the new community content portal, mymcmedia.org
- Explore the consolidation of shared technology resources and activities
- For the first time, perform an annual audience survey to assist in establishing collaborative PEG production goals and programming priorities
- Leverage the PEG's collective Social Media expertise to train council and executive staffs to better communicate with their constituents

As the GO Committee prepares for the FY '14 budget process, the PEG Governance Board will present its draft FY '14 Strategic Plan to the Committee in October, in advance of the submission of the Cable Plan to the Office of Management and Budget. In this way, the GO Committee and the entire council can have the opportunity to add additional ideas on how the PEG Network can enhance County Government priorities and overall communications through the multiplatform efforts of the PEG.

Respectfully submitted:

The PEG Governance Board

- Montgomery County Gov't, Media Services Branch: Donna Keating
- County Cable Montgomery: Donna Bigler (County Executive), Neil Greenberger (County Council)
- Montgomery College: Melissa Pace
- Montgomery Community Media: Merlyn Reineke (Chair)
- Montgomery County Public Schools: Dr. Dick Lipsky
- Cable Office: Mitsi Herrera (non-voting)

## PEG Governance Board FY13 Work Plan

### Executive Summary:

Based on feedback from Montgomery County residents as well as key council staff, the PEG Governing Board has established the following six tactical goals for FY '13:

1. Ensure that Montgomery County residents can access government, education and community-generated programming on multiple media platforms, with high-impact events available same-day online.
2. Help strengthen the Comcast negotiating team's goal of carriage of PEG in High Definition by accelerating the PEG transition to HD programming.
3. Research and develop a work plan to consolidate shared technologies, including media storage and archiving systems, as well as a shared PEG master control.
4. Expand Youth and Spanish-language programming on-air and online, including partnering with other content-generating organizations throughout county.
5. Measure the communities that PEGs serve through annual audience measurements.
6. Assist County leaders in communicating with the community by providing on-site New and Social Media training to interested Council members and staff, including the County Executive's office.

### Overall Focus of the Board's Efforts:

- Budgetary recommendations to the County Executive and the County Council for FY13 and FY14 Cable Fund allocations.
- Coordination of technological innovation and resource-sharing among the members.
- Communication strategies for the PEGs with County and community stakeholders.
- Collaborative programming initiatives to enable coverage of major events and the production of certain programming that could not be done by a single entity.

### Vision:

Our vision is a community that is truly "The Digital County," where unique locally produced media reflecting the great diversity of Montgomery County is available to residents anytime, anywhere. Bound together by geography, the communities of Montgomery County (as identified by language, culture, and common interests, as well as by municipality, where applicable) will utilize content facilitated by the PEG organization that provides for open government, lifelong learning, respect for diversity, appreciation of the arts, programming to underserved audiences, and becomes a conduit for effective communication across all technological platforms. The PEG organization will strive to facilitate resident training in the use of new media technologies, helping residents bridge the digital gap and understand how media can improve their families, homes and work places. Through content creation and distribution, the PEG organization will become part of the fabric of Montgomery County and serve as a key component of the best informed and best connected county in America.

### Members:

Montgomery County Gov't, Media Services Branch: Donna Keating

County Cable Montgomery: Donna Bigler (County Executive), Neil Greenberger (County Council)

Montgomery College: Melissa Pace

Montgomery Community Media: Merlyn Reineke (Chair)

Montgomery County Public Schools: Dr. Dick Lipsky

Cable Office: Mitsi Herrera (non-voting)

**Meetings:** Monthly and as needed

**PEG Governance Board  
FY13 Work Plan**

**Work Plan, by Quarter:**

**First Quarter (July-September)**

*Budgetary recommendations*

- Submit PEG Governance Board's Future Fiscal Impact (FFI) for FY14. Line items to include: PEG warranties (PEG Operating), Youth and Arts Community Media, Multi-Language Production Services, Closed Captioning, Mobile Production Vehicle, Viewer Survey Services.
- Draft PEG Governance Board's FY14 Cable Fund budget request.
- Develop and implement process for FY13 Youth Media line item spending.
- Develop and implement process for FY13 Multi-Language Programming line item spending.

*Technology and resource-sharing*

- Establish New Media and Technology Committee. Committee's FY13 tasks per the future HD transition:
  - Review consultant (CEI) study recommendations and develop plan for future phase-in of scheduling tools for uploading programming data;
  - Explore a central video digital media storage/archiving system for MC, MCPS, MCM, and CCM
  - Develop infrastructure for digital media storage and shared master controls. Present plan to ITPCC for consideration.

*Communication strategies*

- Quarterly communications/meeting/lunch with GO Committee Chiefs of Staff.
- Plan four-part Tech Training series on new media for Council Staff and other key decision makers. Deliver first of four Tech Training in September.
- MCTV to continue airing PEG and County info on 24/7 news ticker.
- Per the commitment to support from all PEG agencies to support the MCM website as a substitute to the watchlocaltv.org website:
  - Develop workflow for digital content sharing between organizations and drive traffic to MCM website.
  - Re-direct watchlocaltv.org URL to MCM website.
- Support MCM's efforts to mine more PEG channel data for listing on mymcmmedia.org

*Collaborative programming initiatives:*

- Joint programming of weekly County Report This Week (CRTW), available on-air and online.
- Produce coverage of the Montgomery County Agricultural Fair in August.
- Sponsor an event in September to recognize the 70th anniversary of WWII veterans. Provide coverage to produce a Veterans/WWII documentary.

**Second Quarter (October-December)**

*Budgetary recommendations*

- Submit PEG Governance Board FY14 Strategic Plan and Budget request.

*Technology and resource-sharing:*

- Engineering review of MC, MCPS, MCM, and CCM equipment requests to drive cost-savings and resource sharing.

**PEG Governance Board  
FY13 Work Plan**

*Communication strategies*

- Deliver second of four Tech Training series on new media in December.
- Develop process for emailing regularly scheduled PEG updates of key videos/links to Council/staff.
- MCTV to continue airing PEG and County info on 24/7 news ticker.
- Quarterly communications/meeting/lunch with GO Committee Chiefs of Staff.

*Collaborative programming initiatives*

- Air Veterans/WWII documentary.
- Joint programming of weekly CRTW.
- Develop and implement annual viewer survey to assist in establishing goals and collaborative projects for FY '14.
- General Election Joint Coverage Vote 2012 and Promos about coverage.

**Third Quarter (January-March)**

*Budgetary recommendations:*

*Technology and resource-sharing:*

*Communication strategies :*

- Deliver third of four Tech Training series on new media in March.
- MCTV to continue airing PEG and County info on 24/7 news ticker.
- Create one Media Guide which lists all PEG resources, contacts, methods of making requests, request timelines for County departments and residents.
- Quarterly communications/meeting/lunch with GO Committee Chiefs of Staff.

*Collaborative programming initiatives:*

- Joint programming of weekly CRTW
- Develop PEG-wide content to raise interest and awareness in County's 70% recycling goal

**Fourth Quarter (April-June)**

*Budgetary recommendations:*

*Technology and resource-sharing:*

*Communication strategies:*

- Deliver fourth of four Tech Training series on new media in June.
- MCTV to continue airing PEG and County info on 24/7 news ticker.
- Quarterly communications/meeting/lunch with GO Committee Chief of Staff.

*Collaborative programming initiatives:*

- Joint programming of weekly CRTW.
- Produce Earth Day event in April, with a run-up of programming that highlights recycling that aligns with County's expanded goal for residents and businesses.

## PEG Governance Board – FY13 Work Plan

|                                   |   |  |   |   |
|-----------------------------------|---|--|---|---|
| Core Communications & Innovations | <ul style="list-style-type: none"> <li>• New media &amp; social media training for Council and staff (NEW)</li> <li>• Expand distribution and cross-promotion of information and programs across PEG platforms (NEW)</li> <li>• Same-day multiplatform delivery of high-impact events (NEW)</li> <li>• Deliver weekly program, County Report This Week (cable, Internet, and Spanish versions)</li> <li>• Establish multilingual communications priorities (NEW)</li> <li>• Expand Constant Contact Quarterly Updates (NEW)</li> <li>• Develop single portal for communications requests (NEW)</li> </ul>   |  |   |   |
| Collaboration & Community Focus   | <ul style="list-style-type: none"> <li>• Audience measurements through Internet analytics, web polls and surveys (NEW)</li> <li>• Expand single portal media guide (NEW)</li> </ul>   |  |   |   |
|                                   | <u>SUMMER</u><br>--Mont Co Agricultural Fair<br>--MCPS Back to School Fair  | <u>FALL</u><br>--WWII Veterans Event (NEW)<br>--2012 Elections                   | <u>WINTER</u><br>--WWII Veterans Documentary (NEW)                              | <u>SPRING</u><br>--Earth Day (NEW)  |
| Technology                        | <ul style="list-style-type: none"> <li>• Continue expansion of cable programming to Internet and mobile platforms</li> <li>• Continue implementation of HD transition plan                             <ul style="list-style-type: none"> <li>• Consultant advice Peer review</li> <li>• Shared procurement</li> </ul> </li> <li>• Establish working groups re (ALL NEW)                             <ul style="list-style-type: none"> <li>• Media storage and archive retrieval systems</li> <li>• Editing software replacement solution</li> <li>• Equipment maintenance contracts</li> <li>• Shared studio and master control planning</li> </ul> </li> <li>• Develop shared IT video applications and solutions to present to ITPCC (ALL NEW)                             <ul style="list-style-type: none"> <li>• Shared networking of video files</li> <li>• Uploading of programming schedules</li> <li>• Administrative access to County-hosted web sites</li> </ul> </li> </ul> |  |   |   |
|                                   | <u>SUMMER</u><br>--Review HD consultant transition advice   | <u>FALL</u><br>--Shared procurement  | <u>WINTER</u>   | <u>SPRING</u>   |
| Management                        | <ul style="list-style-type: none"> <li>• Support Comcast and RCN renewals (NEW)</li> <li>• Quarterly meetings with GO Committee staff (NEW)</li> </ul>  |  |   |   |
| Budget                            | <u>SUMMER</u><br>--Submit Future Fiscal Impact information and review NDA priorities with GO Committee  | <u>FALL</u><br>--Discuss PGB and Council Cable Fund priorities with GO Committee | <u>WINTER</u><br>--Submit Cable Fund budget recommendations to County Executive | <u>SPRING</u><br>--Review PBG FY14 Strategic Plan and County Executive budget recommendations with County Council |
|                                   | FY14 Budget Development Issues <ul style="list-style-type: none"> <li>• Expansion of multilingual staff</li> <li>• Expansion of youth media</li> <li>• Open Government initiatives</li> <li>• Growth of MyMCMedia.org</li> </ul>  |  |   |   |