

# ITS Strategic Roadmap – FY16

## PEG Studio

Author: *John Ferguson*

Date last updated: 4/22/2015

## Background

The PEG Studio is responsible for the broadcast and operation of all equipment for three television channels that run programming 24 hours a day, 7 days a week on Comcast cable in Davidson County and AT&T Uverse channel 99 in 19 middle Tennessee counties. These channels represent community access (Access Nashville), education (iQTV), and arts (Music City Arts TV).

The PEG Studio is also responsible for day-to-day operation of the production studio that allows community producers to take television production classes (taught by PEG Studio Staff) and create television programs that feed the content of these TV stations. This includes management of inventory and oversight of the studio property.

The primary stakeholder is the Nashville Education Community Arts Television (NECAT) staff and board who has responsibility to select content for air on these three channels. Other stakeholders include NECAT's 230 current community members, the Nashville State Community College on whose campus the PEG Studio exists, Metro's cable providers (currently Comcast and AT&T, with Google Fiber announced), and the citizens of Nashville and Davidson County.

## Current Strategic Drivers

1. **NECAT's financial condition** (high) – NECAT struggles to become financially stable under the terms of the recent Comcast local franchise agreement and the change in NECAT's former funding model under that agreement. The future of NECAT's model of operation is in jeopardy.
2. **Studio Usage** (high) – Keeping the studio usage percentage as high as possible.
3. **NECAT board/executive director direction/priority** (medium) - NECAT's Executive Director's direction for broadcast content may change to accommodate fund raising efforts.
4. **Nashville State studio property lease** (medium) – Nashville State's stance on how to interpret the PEG Studio lease agreement drives PEG Studio policies.
5. **Cable Television Industry Change** (Medium) – The cable television industry model is rapidly changing, with traditional cable losing viewers to other on demand media such as Hulu and Netflix.
6. **Working with independent operators** (medium) - NECAT's membership is made up almost exclusively of amateur producers. Educating these producers is a challenge.

## On the Horizon Strategic Drivers

1. **Pending Administrative Change** – (High) A different administration potentially brings with it a different set of expectations for the PEG Studio.



2. **Technology Change to High Definition (HD)** – (Medium) The industry standard moved from Standard Definition to High Definition more than 5 years ago. The industry is currently transitioning into 4K.
3. **Google Fiber in High Definition (HD)** (High) – Google Fiber will transmit Metro Government Television in HD from the onset of service availability, assumed sometime in 2016 or early 2017 based on news reports.
4. **Comcast/AT&T moving PEG channels to “digital Siberia”** (medium) – Comcast is eventually going to move NECAT channels to areas other than the current 9,10,19. NECAT and PEG Studio need to be aware of this eventual switch and be prepared to adjust to it. What does this mean for viewership?

### Short Term Goals (0-6 months) 7/1/15 – 12/31/15

#	Goal/Objective	Est. Start	Est. Duration
1	Develop plan to integrate Tightrope Streaming / VOD Equipment with current PEG Studio operating procedures	07-15	1 month
2	Develop plan to educate NECAT Producers on ways new post-production workstations installed at PEG Studio can allow them to improve production quality	8-15	1 month
3	Work with NECAT to aid in plan to bring in new members to studio from local area high schools/colleges.	8-15	2 months
4	Update PEG Studio physical inventory using PEG Inventory Process	9-15	1 month
5	Create plan for teaching more professional based editing class (Adobe Premiere, Final Cut Pro, etc)	12-15	2 months

### Medium Term Goals (6-18 months) 1/1/16 – 12/31/16

#	Goal/Objective	Est. Start	Est. Duration
1	Expand advanced curriculum for post-production classes at PEG Studio	1-16	6 months
2	Develop a plan to increase the amount of original HD content for NECAT Channels	7-16	12 months
3	Investigate and develop plan for update of PEG Studio equipment and infrastructure to allow recording and broadcast of NECAT programming in high definition to cable service providers by July 2017.	7-16	12 months

### Related Roadmaps

- Metro 3

### Related Resources

- Metro Government’s Local Franchise Agreement with Comcast
- State of Tennessee Franchise Agreement with AT&T
- State of Tennessee Franchise Agreement with Google
- NECAT Website: [www.necatnetwork.org](http://www.necatnetwork.org)

