

COMMUNITY SEVEN TELEVISION BUSINESS PLAN FOR FUTURE LIVE REMOTE PRODUCTION

1. PURPOSE

Community Seven Television made a substantial capital investment this year to upgrade its broadcast equipment to better handle live remote productions. The goal of the investment is to bring in more diverse programming for the community and additional revenue for the station. The staff and board of directors recognize these services to be an area of our business to be marketed to the public moving forward.

A. Service Area

- i. Billings and the outlying areas within Yellowstone County.
- ii. Cablecasting to the Billings area on Charter/Spectrum and TDS Fiber.

2. REMOTE PRODUCTION GUIDELINES

Any community organization is eligible to apply for our remote production services.

A. Qualifications

- i. Event coverage must be for airing on Community Seven's cable TV station on Spectrum channel 507 and TDS Fiber channel 7 as well as our website Live Stream.
- ii. Advertisements or endorsements of products is not allowed. The content should be for informational purposes only.
- iii. Event sponsorships will be allowed and can be given credit in a lower third graphic including an organization's branded logo.

3. PRODUCTION RATES

The following rates will apply for live production services. The rates below were established in 2022 and will be reviewed annually by the Community Seven board of directors to be competitive within our existing market.

A. Standard 3- Camera Live Production Package with Graphics

- i. Package includes live streaming to Community Seven's Facebook organization page, Cablecasting to Charter Spectrum HD Channel 507, Digital Archiving for Video-on-Demand and a Digital File Copy of the final program.
- ii. Events up to two hours in length - \$1,250. Additional hours will be charged at \$250 per hour.
- iii. Discounted day rate at a single location - \$1,850 per day (up to 8 hours)

B. Billings Public Library – Royal Johnson Community Room

- i. Package includes live streaming to Community Seven's Facebook organization page, Cablecasting to Charter Spectrum HD Channel 507, Digital Archiving for Video-on-Demand and a Digital File Copy of the final program.
- ii. Events up to two hours in length - \$625. Additional hours will be charged at \$125 per hour.
- iii. Discounted day rate at a single location - \$925 per day (up to 8 hours)

4. RECORD OF PRODUCTION

Community Seven Television will log and maintain hours of all remote production services provided in a spreadsheet available in the public records binder in the station lobby.