

# AUSTIN COMMUNITY ACCESS CENTER, INC.

## WORKPLAN 2004

### Table of Contents

Introduction .....	1
A. Outreach .....	3
B. Technology .....	5

C. Community Access Center .....	6
D. Training .....	8
E. Production and Customer Services .....	10
F. Resources .....	11
G. Programming .....	14
H. Information Systems .....	17
I. Facility Management .....	19
J. Financial .....	20
K. City of Austin Contract Compliance, Personnel, and EEO .....	21
L. Promotion .....	23
M. Board of Directors .....	26

In 2003, **Austin Community Access Center, Inc. (ACAC)** celebrated 30 years of service to the Austin area. During this time, ACAC diligently worked to provide services supporting our mission: "To promote a free exchange of ideas, community dialogue and individual artistic expression through cable television and other media." The programming produced at ACAC enriches our community by illustrating the rich diversity of people, cultures, and ideas found in Austin.

Our excellent facility, "prosumer" digital equipment, and extensive training opportunities enable our customers to produce broadcast quality video productions. ACAC producers are widely diverse, representing all ethnic backgrounds, women's groups, disability groups, churches, schools, local clubs, local music shows, and more. To maintain this diversity, it is imperative that we promote our services and conduct outreach to populations and groups that are underrepresented in the mainstream media to encourage as much community participation in ACAC's services as possible.

In addition to assisting producers, ACAC also assists local organizations in publicizing their missions to the Austin Community by providing outreach productions. This function provides another avenue for ACAC to foster awareness about our community.

ACAC manages limited resources. Our funding from the City of Austin continues to be steady, but during the current recession, we have experienced a drop in community financial support. Because our expenses are increasing, we must reorganize our services to ensure that all customers have equal access. During the first quarter of 2004, the ACAC Board of Directors and staff will embark on a strategic planning exercise to help us identify and address our current and future needs.

ACAC must update technology to keep up with industry trends. Computer-based, non-linear editing is becoming more common, and some of our customers use their home-units for this type of editing. Presently, ACAC is unable to provide this equipment; however, based on the constraints of equipment procurement through the cable companies, we hope to address this trend within the next two fiscal years. Also, our outreach equipment needs to be converted from analog to digital format.

The challenge for ACAC has continually been to keep community access truly democratic with equal access for everyone in Austin. The 2004 Workplan reflects the many activities ACAC conducts to fulfill our commitment to the Austin Community.

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

### A. Outreach

<b>Goal: Engage participation of the entire Austin area in community access activities.</b>			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>A.1 Analyze program clients based on geographical distribution, ethnicity, gender, and other demographic criteria, and develop services and promotional activities to engage the entire Austin community.</p>	<ul style="list-style-type: none"> <li>• Identify organizations and individuals for outreach and promotion.</li> <li>• Utilize multimedia in promotion.</li> <li>• Promote ACAC using a variety of media: radio stations, television stations, civic and community-based organizations, and community leaders.</li> <li>• Develop a target list for community programming showcases using input from producers, the Board of Directors, and the Austin community.</li> <li>• Conduct facility tours, community group presentations, Open Studio staff-assisted productions, non-profit organizations productions, public service announcements (PSAs), training workshops and seminars, and general orientation seminars.</li> <li>• Obtain funding for a community outreach van.</li> </ul>		

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>A.1 (cont.) Analyze program clients based on geographical distribution, ethnicity, gender, and other demographic criteria, and develop services and promotional activities to engage the entire Austin community.</p>	<ul style="list-style-type: none"> <li>• Produce a public information commercial describing our services.</li> <li>• Explore the possibility of a music fest.</li> </ul>		
<p>A.2 Seek funds for Youth Alternative Training Program.</p>	<ul style="list-style-type: none"> <li>• Seek funding and support resources through state and local Arts Commission.</li> <li>• Continue to solicit corporate/community resources.</li> <li>• Continue participation of college students in group projects.</li> <li>• Schedule special multimedia events, if project is funded, for video productions.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

B. Technology

<b>Goal: Keep abreast of current communications technologies.</b>			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>B.1 Continue research into alternate and inclusive media systems.</p>	<ul style="list-style-type: none"> <li>• Contact key persons in the local telecommunity regarding new technologies.</li> <li>• Develop strategies for inclusion into the public/education/government (P.E.G.) access environment.</li> <li>• Coordinate and promote technological mediums for inclusion into ACAC community.</li> <li>• Develop and submit funding requests for mediums to be utilized in collaboration with other P.E.G.s.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

C. Community Outreach Center

Goal: Maintain community access customer base.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
C.1 Distribute training catalogs detailing all courses.	<ul style="list-style-type: none"> <li>• Publish “customer friendly” narratives for each course description through input from producers, Board of Directors, and community volunteers.</li> <li>• Distribute catalogs to customers.</li> </ul>		
C.2 Develop monthly training flyers detailing current course offerings.	<ul style="list-style-type: none"> <li>• Refine general format for workshop promotional materials using input from producers, the Board of Directors, and other volunteers.</li> <li>• Coordinate production of workshop flyers with Training Coordinator and workshop schedule.</li> </ul>		
C.3 Promote revenue-generating activities to encourage maximum customer participation.	<ul style="list-style-type: none"> <li>• Negotiate with vendors to obtain best wholesale prices.</li> <li>• Offer videotapes and commodities for sale at competitive prices.</li> <li>• Send out monthly renewal reminders to producers whose IDs are expiring.</li> <li>• Develop program-related proposals linked to corporate support.</li> </ul>		

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
C.4 Create new revenue initiatives to support the community access project (if funded).	<ul style="list-style-type: none"> <li>• Create community-based production programs for individuals and community organizations.</li> <li>• Plan and implement specialized productions for community organizations such as talk shows, documentaries, forums, and speakers.</li> <li>• Maintain tracking system for production and community programming.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

**D. Training**

<b>Goal: Create awareness of community access training workshops, and educate producers and the community about the responsibility and use of community access resources.</b>			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
D.1 Develop training programs oriented toward community outreach priorities and community interests including standardized curriculum, training manuals, video tutorials, and other support materials. <i>(annually)</i>	<ul style="list-style-type: none"> <li>• Incorporate community production as required for producer certification.</li> <li>• Schedule and present production workshops as outreach to underserved populations.</li> <li>• Incorporate information regarding video legal issues, copyrights, and other contractual responsibilities into weekly orientation sessions for producers.</li> </ul>	<p>Certify 110 new community producers.</p> <p>Present 60 training workshops for development of technical and artistic skills.</p> <p>Graduate 300 (total) students from all media workshops.</p>	<p>annually</p> <p>annually</p> <p>annually</p>
D.2 Evaluate and improve training program to focus on quality programming, client satisfaction, producer responsibility, acquisition of new skills, outreach to new groups and individuals, and use of producer volunteers.	<ul style="list-style-type: none"> <li>• Include workshop evaluation forms with each class to elicit client feedback.</li> <li>• Track data for contractual infractions of legal issues and violations for care of equipment and facility, and adjust training to address these areas.</li> <li>• Encourage producers to participate in continuing media education to improve program quality.</li> <li>• Plan and publish monthly class schedules.</li> </ul>	Offer training workshops based on customer feedback and technology changes.	as needed

Objective	Activities	Contract Performance Criteria	Criteria Timeline
D.2 (cont.) Evaluate and improve training program with a focus on quality programming, client satisfaction,	<ul style="list-style-type: none"> <li>• Incorporate producer volunteers into classes and track data of names, hours contributed, and functions performed for community service requirements.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

<p>producer responsibility, acquisition of new skills, outreach to new groups and individuals, and use of producer volunteers.</p>	<ul style="list-style-type: none"> <li>• Conduct outreach to community groups on a scheduled basis to obtain information regarding needed workshop training and production topics.</li> </ul>		
<p>D.3 Offer tutorials and other specialized training to meet the training needs of individuals and small groups.</p>	<ul style="list-style-type: none"> <li>• Individualize approach for beginning, intermediate, and advanced skill levels.</li> <li>• Use sign-up sheets to develop regular times available for tutoring sessions.</li> <li>• Schedule classes to meet the needs of working clients.</li> <li>• Coordinate tutoring opportunities for producers and the community.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

**E. Production and Customer Services**

Goal: Educate the Austin community about video production opportunities.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
E.1 Provide opportunities to community persons who are not currently access producers to use production facilities. <i>(weekly)</i>	<ul style="list-style-type: none"> <li>• Facilitate equipment use goals.</li> <li>• Plan, implement, and market the “Open Studio” Project to community organizations and corporate sponsors.</li> <li>• Devise an equitable system for participation consistent with goals of the project.</li> <li>• Continuously utilize client feedback for improvement.</li> <li>• Develop and implement a strategy to utilize this program as an outreach vehicle for increased revenues.</li> </ul>	Provide five studio production opportunities for community persons who are not access producers.  Provide one opportunity for participation in field-based community outreach productions in the "electronic soapbox" format for persons who are not access producers.  Maintain an average producer base of 475.	weekly   monthly   quarterly
E.2 Develop and implement strategies with community-based organizations and volunteer producers to recruit volunteers. <i>(annually)</i>	<ul style="list-style-type: none"> <li>• Identify volunteer positions within the organization and create appropriate job descriptions.</li> <li>• Seek volunteers from the Austin community to develop production and professional skills.</li> <li>• Assist producers in creating venues for producer recognition.</li> </ul>		

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>E.3 Continue to develop new and existing showcases emphasizing the participation of diverse groups in the areas of senior adults, minorities, the arts, media literacy, and persons with disabilities. <i>(ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Schedule monthly showcases emphasizing multiculturalism and diversity.</li> <li>• Utilize target list for diverse groups' showcases based on community demographics.</li> </ul>	<p>Coordinate 10 multicultural showcases per year.</p>	<p>annually</p>
<p>E.4 Provide customer service by listening and responding to each producer's request in a timely, cordial, and professional manner. <i>(ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Implement strategies for addressing diverse producer needs.</li> <li>• Emphasize staff customer service initiatives.</li> <li>• Emphasize the use of customer feedback forms as a method for continuous improvement.</li> </ul>	<p>Provide tutoring support sessions.  Solicit customer service feedback for examination and recommendations.</p>	<p>ongoing  ongoing</p>
<p>E.5 Administer the use of resources in a fair and equitable manner according to <i>The Rules and Procedures for Use of the Access Resources</i>, and review the rules and procedures to recommend changes needed to meet the new community communications' operations.</p>	<ul style="list-style-type: none"> <li>• Document and report all complaints regarding equitable administration of resources.</li> <li>• Review violations criteria regularly.</li> <li>• Record and respond to producer feedback about equipment and facility use.</li> <li>• Monitor all violations of program content and coordinate with programming.</li> <li>• Institute fee structure to encourage equitable and fair use of resources.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

F. Resources

Goal: Schedule allocation of ACAC facility resources.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
F.1 Schedule certified customers requests for use of acquisition and editing facilities and perform transactions to allow production of access television programming. <i>(ongoing)</i>	<ul style="list-style-type: none"> <li>• Implement systematic process for reservation of editing, studio, field equipment, and production equipment.</li> <li>• Revise forms to reflect changes in operational policy, additions of new equipment, or new procedures for use of field equipment and reservations.</li> </ul>		
F.2 (cont.) Maintain all resources to allow optimal use by clients to produce programming to the fullest potential of their technical ability.	<ul style="list-style-type: none"> <li>• Maintain regularly scheduled and preventive maintenance on all equipment.</li> <li>• Monitor overall facility use time to equal 60% or above.</li> <li>• Monitor field checkouts to equal minimum 60 per week.</li> <li>• Track and process usage data for monthly and quarterly reporting.</li> </ul>	<p>Maintain average monthly use of all studio and editing resources at a level of 60%, or 3000 hours per month.</p> <p>Perform 60 field checkouts per week.</p>	<p>monthly</p> <p>weekly</p>

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>F.3 Provide technical assistance to clients as needed.</p>	<ul style="list-style-type: none"> <li>• Establish departmental and telephone procedures for effectively handling complaints, reservations, and queries about gear.</li> <li>• Consult regularly with resource staff about customer service improvement.</li> <li>• Implement service procedures for "emergency" situations.</li> <li>• Conduct staff development sessions for updates on new equipment. <i>(as needed)</i></li> <li>• Listen and respond to each client's request in a timely, cordial and professional manner.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

G. Programming

Goal: Provide access to channels 10, 11, and 16 in an equitable manner.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
G.1 Schedule all time on the community access channels including taped programming, live telecasts, and electronic text messages and schedules. <i>(monthly)</i>	<ul style="list-style-type: none"> <li>• Block schedule channels: 10 - Public Access; 11 - Inspirational; 16 - Community/Arts.</li> <li>• Block schedule programs with similar content such as community issues, children's story hour, and self-help issues; create appropriate time-slots for mature-audience programs.</li> <li>• Schedule a minimum of 1200 hours of programming per month, including 300 hours of original programming.</li> <li>• Schedule a minimum of 1200 hours of programming per month, including 300 hours of original programming.</li> <li>• Schedule community bulletin board for messages, community events, access program listing, and PSAs for both general and specific information about Austin's community access program.</li> <li>• Schedule multimedia productions in conjunction with community radio, video and the Internet.</li> </ul>	<p>Broadcast 1200 hours per month on 3 channels.</p> <p>Broadcast 300 hours per month original, first-run programming.</p> <p>Maintain current the text display services.</p>	<p>monthly</p> <p>monthly</p> <p>daily</p>

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>G.2 Intake all taped programming from the community and provide required logging, time, and tracking in a media library. <i>(daily)</i></p>	<ul style="list-style-type: none"> <li>• Develop and monitor procedures for customer intake for program scheduling.</li> <li>• Record, respond to, and report customer feedback about programming and procedures.</li> <li>• Process and log programs as required.</li> </ul>		
<p>G.3 Maintain accurate tracking of channel use time, including total programs and hours, amount of new versus repeat programming, and amount of local versus non-local programming. <i>(monthly)</i></p>	<ul style="list-style-type: none"> <li>• Analyze programming policy for data input and contract specifications monthly.</li> <li>• Coordinate with producers to implement priorities regarding community programming.</li> </ul>		
<p>G.4 Ensure compliance with programming section of <i>The Rules and Procedures for Use of Austin Community Access Resources</i>, and monitor the need for changes. <i>(ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Provide oversight for program agreement contract conditions.</li> <li>• Monitor all violations of program content.</li> <li>• Make recommendations for needed changes of <i>Rules and Procedures</i> based on customer feedback and changing programming conditions.</li> <li>• Coordinate changes in programming policy with needs of customer base.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>G.5 Present a report to the Telecommunications and Office of Regulatory Affairs on recommended changes to <i>The Rules and Procedures for Use of Austin Community Access Resources</i>. <i>(as needed)</i></p>	<ul style="list-style-type: none"> <li>• Compile data from staff and customer feedback and report recommendations.</li> <li>• Analyze total rules package annually.</li> </ul>		
<p>G.6 Schedule an average of 25% original programming weekly. <i>(annually)</i></p>	<ul style="list-style-type: none"> <li>• Update statistical tally of local, non-local, original and repeat programming.</li> <li>• Adjust scheduling as needed to provide 25% original programming each week.</li> </ul>	<p>Schedule 25% original, first-run programming on 3 channels.</p>	<p>weekly</p>

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

H. Information Systems

Goal: Provide efficient delivery and tracking of organization services.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>H.1 Track all services through centralized data shared all departments. <i>(ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Monitor system use and report results.</li> <li>• Assess staff computer and related materials needs for improvements.</li> <li>• Assess current database systems network to facilitate system support for budgeting, employee training, departmental needs, and long range planning.</li> <li>• Record difficulties and malfunctions of hardware and software.</li> <li>• Submit recommendations and bids for maintenance and repair.</li> </ul>	<p>Compile reports in a useful format.</p> <p>Operate system with minimal lag time.</p> <p>Keep all hardware and software functional.</p>	<p>ongoing</p> <p>ongoing</p> <p>ongoing</p>
<p>H.2 Provide statistical analyses based on data tracking and recommendations for staff training. <i>(ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Solicit computer-related feedback from staff, and schedule staff training on use of software.</li> <li>• Identify specialized training needs and add to staff training program.</li> <li>• Implement safeguards and back-up from data.</li> <li>• Monitor system use and report results.</li> </ul>	<p>Maintain security of system.</p> <p>Maintain daily back-ups of data records.</p> <p>Make reports available on a regular basis.</p>	<p>monthly</p> <p>ongoing</p> <p>quarterly</p>

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
H.3 Analyze future needs and forecast demands based on current trends. <i>(annually)</i>	<ul style="list-style-type: none"> <li>• Analyze software use and create custom applications if needed.</li> <li>• Analyze software use to optimize file structure.</li> <li>• Stay abreast of emerging multimedia applications.</li> <li>• Recommend purchase of hardware and software based on community needs and incorporation of alternate media.</li> </ul>		

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

### I. Facility Management

Goal: Manage city facility per City of Austin contract.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
I.1 Manage building and facilities to operate programs in compliance with contract, interfacing with city departments for maintenance and renovations. <i>(as needed)</i>	<ul style="list-style-type: none"> <li>• Keep data on needed repairs.</li> <li>• Maintain log of activities.</li> <li>• Keep abreast of new technology infrastructures.</li> <li>• Negotiate equipment replacement package with Telecommunications and Regulatory Affairs Office.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

J. Financial

Goal: Provide financial tracking for the organization and services.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
J.1 Keep books for all program accounts using standard practices.	<ul style="list-style-type: none"> <li>• Coordinate financial information with the City of Austin and professional consultants as needed.</li> <li>• Review purchase order system and propose amendments as needed.</li> <li>• Keep ledger up-to-date.</li> </ul>	<p>Meet all contract financial terms and conditions.</p> <p>Provide financial summaries as to expenditures and program income.</p>	<p>ongoing</p> <p>quarterly</p>
J.2 Provide financial services to meet payroll, and service accounts needed to conduct program services. <i>(bi-weekly)</i>	<ul style="list-style-type: none"> <li>• Complete bi-weekly payroll for project staff.</li> <li>• Maintain organization of bank accounts.</li> <li>• Keep bank accounts of community access, general services, and umbrella grants current.</li> </ul>	Issue checks bi-weekly to keep current on all payables.	bi-weekly
J.3 Track all inventory and program activities. <i>(monthly)</i>	<ul style="list-style-type: none"> <li>• Monitor use of community access resources, training and workshop activities, producer certification and contract compliance issues for program account.</li> <li>• Ensure completion of program reports and annual independent financial audit.</li> </ul>	Complete monthly billings to assure receipt of all receivables.	monthly

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

K. City of Austin Contract Compliance, Personnel, and EEO

Goal: Provide accountability to the City of Austin Contract.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>K.1 Manage all personnel in accordance with internal policies and accepted EEO polices in conformity with city guidelines. <i>(ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Enforce current personnel policies. <i>(Ongoing)</i></li> <li>• Hire staff in accordance with annual budget and operation needs.</li> <li>• Plan annually for personnel needs and changes.</li> <li>• Monitor and update personnel records, work hours, and leave balances.</li> <li>• Monitor all job advertisements for EEO consistency.</li> <li>• Solicit feedback from employees about job description functions.</li> </ul>	<p>Perform annual staff evaluations and track all personnel records.</p> <p>Assure security on all holidays through staff or contract security.</p> <p>Maintain and make available all records as required by internal and statutory policies.</p>	<p>annually</p> <p>10 per year</p> <p>ongoing</p>
<p>K.2 Monitor programming on the community access channels, use of the community access resources, training and workshop activities, and contract compliance issues.</p>	<ul style="list-style-type: none"> <li>• Complete quarterly reports and analysis of performance criteria as required by contract.</li> <li>• Maintain and monitor customer and program feedback forms to include input on total access services.</li> <li>• Make recommendations based on customer survey feedback.</li> </ul>	<p>Provide reports as to progress toward meeting program goals and objectives, EEO workplace composition, and other contractual requirements.</p>	<p>quarterly</p>

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>K.3 Evaluate personnel annually and review job descriptions for all positions regularly.</p>	<ul style="list-style-type: none"> <li>• Revise personnel evaluation forms for consistency and to reflect employee input.</li> <li>• Solicit feedback from staff concerning relevant job performance items.</li> </ul>		
<p>K.4 Provide training for all staff members.</p>	<ul style="list-style-type: none"> <li>• Implement staff development training as needed.</li> <li>• Provide technical skill development workshops and seminars for all-inclusive media.</li> </ul>	<p>Provide comprehensive staff development training.</p>	<p>as needed</p>

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

L. Promotion

Goal: Provide citywide visibility for the community access project.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
L.1 Create an annual report that presents 12 months of accomplishments and provides the public with a cross section of community access organizational activities.	<ul style="list-style-type: none"> <li>• Analyze all statistical data for inclusion in the report.</li> <li>• Collect and compile data into annual report for promotion and contract compliance.</li> </ul>		
L.2 Promote available services, including individual telecast programs, that illustrate the mission and intent of the public access program. <i>(Ongoing)</i>	<ul style="list-style-type: none"> <li>• Produce organizational news updates for print, radio, video and Internet formats.</li> <li>• Create promotional video and printed packets for potential sponsors and client organizations.</li> <li>• Coordinate production of community and organizational public service announcements for cablecast production.</li> <li>• Distribute news releases for significant activities on a timely basis.</li> </ul>	<p>Produce regular news updates (print, video and other media) about information on services and activities of clients.</p> <p>Produce promotional segments for appearance in major local publications.</p>	<p>ongoing</p> <p>weekly</p>

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
<p>L.2 (cont.) Promote available services, including individual telecast programs, that illustrate the mission and intent of the public access program. <i>(Ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Schedule tours to potential client groups.</li> <li>• Perform organizational presentations.</li> <li>• Supplement press releases with talk radio, and possibly Internet announcements.</li> </ul>	<p>Perform 32 orientations for the community at the central facility.</p> <p>Attend 12 community events to represent the program.</p> <p>Perform 10 presentations to community groups.</p> <p>Produce targeted news releases for dissemination to minority or special interest media.</p>	<p>annually</p> <p>annually</p> <p>annually</p> <p>ongoing</p>
<p>L.3 Create and implement community promotional campaign for refined access project. <i>(Ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Promote new inclusive and diverse media opportunities.</li> <li>• Emphasize community media mission.</li> <li>• Create ongoing PSAs for new programs.</li> </ul>		
<p>L.4 Review all current promotional materials and revise to present a unified image of community access. <i>(Ongoing)</i></p>	<ul style="list-style-type: none"> <li>• Create promotional materials for workshops, particularly for marketing media arts workshops and specialty seminars.</li> <li>• Create and distribute promotional packets to key groups and organizations.</li> <li>• Maintain communication with community organizations via phone, e-mail, and personal contact.</li> </ul>		

Austin Community Access, Inc.  
Fiscal Year 2004 Workplan

M. Board of Directors

Goal: Provide efficient management of the City of Austin Contract.			
Objective	Activities	Contract Performance Criteria	Criteria Timeline
M.1 Recruit and maintain a motivated and effective ACAC, Inc. Board of Directors. <i>(Ongoing)</i>	<ul style="list-style-type: none"> <li>• Schedule and conduct regular business meetings including the annual meeting of the corporation, and schedule additional meetings and work sessions as needed. <i>(Monthly)</i></li> <li>• Notify Office of Telecommunication and Regulatory Affairs of all official business meetings of the corporation.</li> <li>• Coordinate with staff to prepare monthly board packets.</li> <li>• Post all official corporation notices.</li> <li>• Keep staff informed about corporate business relating to staff issues.</li> </ul>	Keep minutes up-to-date and available per Open Meetings Act.	Monthly
M.2 Elect officers and appoint committees annually.	<ul style="list-style-type: none"> <li>• Elect officers as state in the bylaws.</li> <li>• Select an appropriate replacement for any office that is vacated, to maintain a minimum of seven (7) members.</li> <li>• Select committees for operations of community television.</li> </ul>		

## Austin Community Access, Inc. Fiscal Year 2004 Workplan

Objective	Activities	Contract Performance Criteria	Criteria Timeline
M.3 Maintain working committees as specified by bylaws. <i>(Ongoing)</i>	<ul style="list-style-type: none"> <li>• Hold regular committee meetings with staff representatives.</li> <li>• Analyze committee activities according to operations and City of Austin contract.</li> </ul>		
M.4 Conduct orientation of all new board members. <i>(As needed)</i>	<ul style="list-style-type: none"> <li>• Prepare board introductory packets.</li> <li>• Prepare and compile board contact directory.</li> </ul>		
M.5 Serve as a review board for staff and producer appeals.	<ul style="list-style-type: none"> <li>• Conduct citizen communication sessions at board meetings.</li> <li>• Hold public hearings as needed.</li> <li>• Provide hearings for all staff grievances.</li> </ul>		
M.6 Perform funding development activities as coordinated by staff. <i>(Ongoing)</i>	<ul style="list-style-type: none"> <li>• Outreach to potential financial contributors and provide education about ACAC, Inc.</li> <li>• Develop contacts by targeting outreach to diverse communities.</li> <li>• Contact potential corporate sponsors.</li> </ul>		