

We Broadcast the Community!™



Community Telecast, Inc.
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Community Telecast, Inc. (CTI22), [IRS 501 (c)(3)] has been the only broadcast cable television company in the metro Omaha area and within 18 states to focus on the community. For our general operations we receive NO tax support from the federal government, State of Nebraska, City of Omaha, or Franchise Fees from the cable provider. We are supported only through membership fees and donations.

May 10, 2011



Sarah Smith, President
& General Manager



Chris Sehring, VP
& General Manager



Jeff Miller
General Manager



WOWT · OMAHA

Charlie Petersen
General Manager

Hello:

I'll be direct and ask that you think outside-of-the-box. No, really, when it comes to broadcasting "community events" I really need you to think outside-of-the-box. As you know, CTI22 is the only community access television station in Omaha, and by definition, anyone in our broadcast community is eligible to broadcast on CTI22, which includes – YOU! Each of you are members of the broadcast community we serve, but unlike CTI22, the local commercial television stations (LCTS) cannot and will not produce and broadcast content from or for the immediate benefit of the citizens of Omaha because:

1. Each of you have network affiliations that contractually prohibit airing non-network content (i.e., local content) during morning, afternoon, and evening "prime time" hours; and
2. There's not enough potential revenue - in Omaha - that would enable all of Omaha's commercial television stations to collectively make enough "profit" from "ordinary citizens" and businesses (small, medium or large).

Given the aforementioned broadcast limitations, LCTS functions only as obligatory media partners, broadcasting spot announcements during new programs, or occasional PSAs to promote 5K runs, health fairs, business news, etc. **WE CAN DO MORE** to showcase the greater Omaha community by working together! *What if you had regular access to additional "prime time" television to demonstrate your role as a good "corporate citizen" to the greater Omaha community?* Of course, we realize that LCTS have a distinctly different broadcast paradigm from CTI22 and community/public access, which is not better or worse, but different. CTI22 is open to sharing our original content and partnering with the local commercial stations to produce and broadcast programs for the *immediate benefit of Omaha citizens*, which also include local businesses and media.

As I publicly reported on May 10, 2011 at the Omaha City Council meeting, ". . . *there's a demand for what we (CTI22) offer because the citizens of Omaha consistently tell us, which is why we're telling you!*" In the last month alone I personally filmed for broadcast the Omaha National Martial Arts Championship, Nebraska Invitational Dance Championship, a Benefit Fundraiser for Turning Point and more, and each will be broadcast in "prime time." It's extremely easy for me to acquire broadcast content from/for the greater Omaha community, but unfortunately, CTI22 does not have the staff or resources to meet this demand, which is why I'm contacting each of you.

1.	LCTS generate most of their non-network revenue from commercials broadcast during local news programs.	ACCESS: CTI22 can enable LCTS to tap into CTI22's morning, afternoon and evening "prime time" schedule to broadcast non-commercial "community events," which could include the cross-promotion of LCTS local news programs, other non-commercial content, and recognition as a good "corporate citizen" for supporting citizens of Omaha via community access. [Content could be provided to CTI22 via DVD or LCTS might tap directly into CTI22's fiber optic feed to Cox Communications.]
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<p>2.</p>	<p>LCTS have content, but not enough available airtime to broadcast such content.</p> <ul style="list-style-type: none"> ■ Town hall meetings ■ Investigative news reports ■ Community Interest stories 	<p>CONTROL (YOU'LL HAVE IT): CTI22 could provide a block of broadcast time – which would <u>not</u> conflict with your primary broadcast schedule – to be contractually controlled by a designated LCTS. CTI22 would be credited as a “media partner” with copyright and related broadcast rights held by the LCTS and/or your business partner(s). The LCTS and their client(s) would determine the “look and feel” and related branding of the broadcast time.</p>
<p>3.</p>	<p>The clear majority of community organizations and events do not strategically coalesce and maximize all marketing and branding campaigns (print, billboard advertising, radio, web site / social media, press conferences) with television <u>because the cost of using television is typically prohibitive</u>. Television spots are typically limited to 15-to-60 seconds, with an occasional 2+ minute segment on local news program, or a one-time 15-to-30 minute “spotlight” on a local community affairs program.</p>	<p>COST: LCTS and business partners could coalesce all of marketing and branding campaigns through a block of dedicated broadcast time on CTI22, via CTI22’s significantly less expensive rate card, while also creating greater awareness and financial support for community organizations and events. Your clients/business partners would be subject to your rate card/schedule for production, and subject to CTI22’s 100% tax-deductible rate card for broadcast.</p>

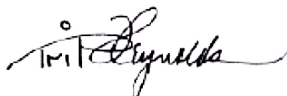
In summary, it’s the greater Omaha community that should benefit from community access television, which again, includes you, each of you, which is why I elected to contact each of you at the same time! Frankly, some of you have had challenges working with Cox Communication, and Cox has publicly stated on numerous occasions that it does not support the existence of community access or the PEG (public, educational, and governmental) broadcast concept. However, I believe that we (LCTS and PEGs) all share a desire to broadcast news and events of particular interest to the greater Omaha community. **Don’t you? Again, I’m asking you to think outside-of-the-box:**

"Some men (and women) see things as they are and say, 'Why?'
I dream things that never were, and say, 'Why Not?' "
In tribute to Senator Robert F. Kennedy
by Senator Edward M. Kennedy
St. Patrick's Cathedral New York City • June 8, 1968

I’d really like to meet with each of your together or individually and detail how the implementation of this proposal would succeed! **Must broadcast operations in Omaha only mirror the usual-and-customary we’ve seen everywhere else?** I challenged members of the Omaha City Council on May 10, 2011 to spend an afternoon with me, the only person in Omaha that actually interacts with citizens of Omaha on a daily basis about broadcasting their content! You’re welcome to do the same.

Would you please follow-up with me [cell 402-517-5112] at your earliest convenience?

Have a great day!



Trip Reynolds
General Manager

c: Dr. Everett S. Reynolds, President/CEO, Community Telecast, Inc.

CTI22 is public-accessible to all of Omaha!

DID YOU KNOW? As reported in April 2010 to the Omaha City Council [<http://www.cti22.org/franchise.htm>], at any given time CTI22’s broadcast audience ranges from 13% to 20% of Cox subscribers! CTI22 broadcasts more of the following content than all other metro area TV stations combined: public service announcements promoting metro Omaha community-based organizations, events, and businesses; more original programming involving elected officials; more original, Omaha-based programming for African-American, Latino, Native American, Asian, and other ethnic groups; and more original, Omaha-based religious programming.