



COMMUNITY TELECAST, INC.
P. O. Box 11558
OMAHA, NEBRASKA 68111
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COMMUNITYTELECAST.COM
402-934-1100

We Broadcast the Community!™

REQUEST FOR QUALIFICATIONS

**City of Omaha Cable Television Access Corporation
Public, Education, and Government Access Cable Television Services**

SUBMITTED BY

Community Telecast, Inc.
2724 N. 24th Street
Omaha, Nebraska 68110

Contact Person:
Trip Reynolds, President, CEO

Prepared
January 16, 2013

Submitted to:
Office of the Omaha City Clerk, LC 1 Civic Center,
1819 Farnam Street
Omaha, Nebraska 68183



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1. FULL VIDEO PRODUCTION STUDIO:

EQUIPMENT FOR PRODUCTION, EDITING, AND DISTRIBUTION: CTI22 has all necessary equipment for video production, editing, and distribution into an existing fiber line (partial list only).

MANUFACTURER	MODEL	FUNCTION
NEWTEK	TRICASTER 100	Switcher
NEWTEK	TRICASTER STUDIO	Switcher
PortaCom	PC-100	A/V Communication Hub
Quickset Hercules	4-54504-2	Pedestal Mobile Camera Stand
Quickset Hercules	4-54504-2	Pedestal Mobile Camera Stand
Quickset Hercules	4-52217-3 QHH-4 Head-Geared with Large Platform	Head-Gear for Pedestal
Quickset Hercules	4-52217-3 QHH-4 Head-Geared with Large Platform	Head-Gear for Pedestal
Samsung	720N	Monitor
Allen & Heath	ZED-14	Soundboard
Soleus	Halogen Heater / Model MS-10R	Halogen Heater
Sony	CCU-M5A	Camera Control Unit
Sony	CCU-M5A	Camera Control Unit
Sony	DXC-D35	Digital Video Camera
Sony	DXC-D35	Digital Video Camera
Sony	DXC-D35	Digital Video Camera
Lowel	FLS-250DM - Lowel Flou-Tec 250 and 450	Pro Studio Fluorescent Light Kit
Lowel	FLS-250DM - Lowel Flou-Tec 250 and 450	Pro Studio Fluorescent Light Kit
Lowel	FLS-250DM - Lowel Flou-Tec 250 and 450	Pro Studio Fluorescent Light Kit
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Lowel	FLS-250DM - Lowel Flou-Tec 250 and 450	Pro Studio Fluorescent Light Kit
Lowel	Tota-Light	Portable Light
Lowel	Tota-Light	Portable Light
Lowel	Tota-Light	Portable Light
Manfrotto	Model 3433	Camera Tripod
Manfrotto	Model 3433	Camera Tripod
DBX	DBX 1046	Sound Compressor / Quad
DBX	DBX 1066	Sound Compressor
JVC	SR-DVM700	Digital miniDV, HD, and DVD Recorder
Mackie	1402-VLZ PRO	Soundboard

Additionally, with this award, the Community Telecast, Inc. Network (CTIN) will install HD wireless technology to enable broadcasting anywhere in metro Omaha through our member network.

OFF-STREET PARKING: Off-street parking is available at all CTIN locations, and all locations are adjacent to a bus line.

STAFFED BY ONE EMPLOYEE OF THE CORPORATION: The employee of the corporation is welcome to function as a member of the CTIN team, and rotate between CTIN facilities. This should be necessary because of the likelihood of little demand for in-house use of an editing

booth. Please note the following exhibit:

2010	CHANNEL 109 EDITING BOOTH SESSIONS	2011	CHANNEL 109 EDITING BOOTH SESSIONS	2012	CHANNEL 109 EDITING BOOTH SESSIONS
Jan-10	6	Jan-11	3	Jan-12	8
Feb-10	4	Feb-11	3	Feb-12	4
Mar-10	7	Mar-11	4	Mar-12	3
Apr-10	4	Apr-11	4	Apr-12	3
May-10	7	May-11	5	May-12	2
Jun-10	4	Jun-11	3	Jun-12	0
Jul-10	3	Jul-11	4	Jul-12	0
Aug-10	6	Aug-11	4	Aug-12	0
Sep-10	3	Sep-11	3	Sep-12	0
Oct-10	2	Oct-11	3	Oct-12	0
Nov-10	2	Nov-11	2	Nov-12	0
Dec-10	3	Dec-11	3	Dec-12	0
TOTAL	51	TOTAL	41	TOTAL	20
			24.39% USE REDUCTION		105% USE REDUCTION

SOURCE: CHANNEL 109

ALTERNATIVE TERMS AND CONDITONS: In summary, the three-(3) editing booths provided by Cox for Channel 109 public access “users” are in a constant state of declining disuse, they have not been used in nearly eight-(8) months, and based on Cox’s public access web site that has not been updated in nearly three years (cox.com/omaha/community/publicaccess.asp), no effort has been made by Cox to promote the use of such equipment. Plus, the hardware and software available for use is nearly twenty-(20) years old. Yes, CTIN can meet the threshold of providing an editing booth, but as previously stated, this business model is out of step with a highly mobile society that uses audio/video technologies common to cell phones, laptops, iPads, camcorders, etc. Higher quality audio/video software such as Final Cut Pro is typically far to difficult and expensive for the novice program producer to become proficient, and FCP requires more time to master than reasonably available through these proposed resources. A greater value should be placed on current and emerging audio/video technologies.

HOURS OF OPERATION: CTI22 is responsible for recording, producing, and broadcasting content 24/7/365, and accordingly, must staff its operations 24/7/365, and will continue to do so unless a contract is not awarded. In addition to CTI22’s robust availability, CTIN satellite locations (La Case Del Pueblo, The New BLK) operate 10:00 AM to 4:00 PM, Monday through Friday, and Saturdays from 11:00 AM to 4:00 PM. However, without regard to the aforementioned hours, production and broadcast time is also available “as needed” for the mutual convenience of citizens through CTIN’s roster of audio/video professionals (AA Professional Video, Skyline, Inflight, etc.), from throughout metro Omaha.

“Live” programming is and can continue to be distributed from the current CTI22 location; and with this award, “live” programming can be distributed from CTIN’s satellite locations (La Case Del Pueblo, The New BLK, and from throughout metro Omaha.

VIDEO PRODUCTION SETS: As presented below, CTI22 has three-(3) standard or physical video production sets, which can be configured into over one-hundred-(100) different presentations. Additionally, CTI22 and its network partners can employ green-screen/chroma key technology (via TriCaster Studio and TriCaster Pro) to produce unlimited virtual sets.



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STUDIO SETS

**HUNDREDS OF VIRTUAL
 BACKGROUNDS
 & VIRTUAL SETS ARE ALSO AVAILABLE**



DEDICATED SEATING FOR 1 TO 3



OPTIONAL VANITY LOGO PLACEMENT



OPTIONAL VANITY LOGO PLACEMENT



**OPTIONAL VANITY LOGO PLACEMENT
 WITH SOFA CHAIRS AND OPAQUE BACKGROUND**



OPTIONAL VANITY LOGO PLACEMENT



DEDICATED SEATING FOR UP TO 5

WITH TABLE, CHAIRS AND OPAQUE BACKGROUND



OPTIONAL THREE-(3) HIGH CHAIR SET-UP WITH TABLE AND COLORED LIGHTING

WITH OPTIONAL VANITY LOGO PLACEMENT



OPTIONAL DIMMED OR COLORED LIGHTING WITH VANITY LOGO PLACEMENT



OPTIONAL VANITY LOGO PLACEMENT WITH TABLE / HIGH BACK CHAIRS



OPTIONAL SOFA CHAIRS WITH VANITY LOGO



OPTIONAL VANITY LOGO PLACEMENT SOFA WITH SOFA CHAIR



OPTIONAL VANITY LOGO PLACEMENT WITH DESK AND SOFA



INFORMAL SITTING ON STOOLS



DEDICATED SEATING FOR UP TO 5
WITH OPTIONAL VANITY LOGO PLACEMENT

CONTRACTOR WILL PROVIDE ALL EQUIPMENT FOR PRODUCTION, EDITING, AND DISTRIBUTION:

COMPANY PROFILE:

(a) whether your firm is local, regional, national or international;

Community Telecast, Inc. is a local broadcast company, but the scope of our broadcast content also includes regional, national and international content:

SCOPE	OVERVIEW
Local	<p>CTI22 broadcasts a more robust tapestry of content than all other metro area TV stations combined: more public service announcements promoting metro Omaha community-based organizations, events, and businesses; more original programming involving elected officials; more original, Omaha-based programming for ethnic groups; and more original, Omaha-based religious programming. We Broadcast the Community!TM</p> <p>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, local government, or revenue based on Franchise Fees from the cable provider. We are supported only through program producer fees and donations.</p>
Regional	Broadcast Agreements for the broadcast of content from the Nebraska Commission on Indian Affairs (Lincoln, NW), Nebraska Sports Council (Lincoln, NE), Republic of Lakotah (Porcupine, SD), etc.
National	Broadcast of "live" content from Boston, MA; Kansas City, KS; Naples, FL; San Francisco, CA;
International	Broadcast of original content from and for the People's Republic of China, Southern Sudan Community Association, Sudanese Civil Society, Consulado de Mexico en Omaha y Secretaria de Relaciones Exteriores. Plus, prior to the transferring content from Channel 109 to Channel 22, Community Telecast had pending agreements to broadcast original content from twelve additional nations, including Japan, India, Great Britain, and Brazil.

- No other print or broadcast media companies in metro Omaha or Nebraska duplicate our

services, or our scope of operations, or our immediate access to as great or as diverse an audience. CTI22 proudly recognizes the achievements of all citizens of metro Omaha and has consistently broadcast the most robust tapestry of content – more than all other metro area TV stations combined:

100 is Kept (UNMC)	Omaha Blue Waves Martial Arts presents “Just for Kicks: Martial Arts for Everyone”
Afghanistan at a Crossroads (Creighton University)	Omaha Cultural Showcase: Juneteenth
Afternoon Sermons	Omaha Cultural Showcase: Cinco de Mayo
Apostolic Holiness Temple	Omaha Cultural Showcase: Asian Heritage
Asian World Center (Creighton University)	Omaha Cultural Showcase: Native American Pow Wow
Battle for White Clay (Native American)	Omaha Cultural Showcase: Serbfest
Bethesda Ministries International	Omaha Cultural Showcase: Omaha Pipes and Drums at St. Andrews Episcopal Church
Bible Holiness Deliverance Hour	Omaha Health Kids Alliance
Black History Quiz	Omaha Housing Authority
Black Men United presents Real Talk	Omaha Symphony with Thomas Wilkins
Breaking the Chains with Tariq Al-Amin & Marvin McClarty, and Charles Parks & Gannie Clark	Only A Look Benefit Concert
Brotherhood of the Cross and Star	Open Door Mission’s “Inside the Open Door with Candace Gregory”
Brotherhood of the Midwest Guardians	People Talking with Cheryl Weston
Charles Drew Health Center	People’s Mission Missionary Baptist Church
Church of God In Christ	Peter Kiewitt Institute / UNO College of Information Science and Technology
Cinco de Mayo Parade Celebration (15+ years of “FREE” prime time broadcast coverage)	Planned Parenthood
Clair Memorial United Methodist Church	Pleasant Green Baptist Church
Cleaves Temple C.M.E. Church	Positive Havoc with William King
Coalition Against Injustice	Special (Prime Time) Broadcast: Public Safety Auditor
Congressman Lee Terry	Special (Prime Time) Broadcast: The Ward Connerly Interview - Ending Affirmative Action in Nebraska
Bicycling in Omaha on the Keystone Trail	Special (Prime Time) Broadcast: Earned Income Tax Credit (EITC)
Democracy Now!	Special (Prime Time) Broadcast: Franchise Agreement
Dr. Jesse’s Place (UNMC)	Special (Prime Time) Broadcast: Political Debates
El Grito Hispano de Omaha	Special (Prime Time) Broadcast: River City Theatre Organ Society
El Perico presenta Sabor a Omaha	Special (Prime Time) Broadcast: Cinco de Mayo dance from the Kroc Center
Exodus Community Choir	Special (Prime Time) Broadcast: Omaha Roller Girls
Frank Brown Hour	Special (Prime Time) Broadcast: Golden Gloves Boxing
Gethsemane Baptist Church	Special (Prime Time) Broadcast: Thomas Wilkins, Music Director, Omaha Symphony
God In My Corner with Eileen Waites	Special (Prime Time) Broadcast: Jesse J. Otto presents, “Black Orchestras In Omaha Before 1950”
The Great Indian Wars	Special (Prime Time) Broadcast: An Omaha Exclusive: The Ward Connerly Interview
Greater New Hope Baptist Church	Special (Prime Time) Broadcast: Malcolm X Foundation T-Shirt Event
Community Health (Pharmacy, Smoking Cessation, Cardiology)	Special (Prime Time) Broadcast: Chief Standing Bear Awards Luncheon
Healthy Choices 101 with Mark Patten	Special (Prime Time) Broadcast: Nation of Islam presents “Extreme Weather: Are You Prepared?”
Sexual Partners: Risks of HIV/AIDS/STD	Special (Prime Time) Broadcast: Heartland Family Service presents “How to Help Sudanese Youth Stay Out of Juvenile Court”
Howie Corbaley presents Karaoke Throwdown	Special (Prime Time) Broadcast: 2010 U.S. Census
Indigenous Voices (Native American)	
Interdenominational Ministerial Alliance	
Jim Nelson Media Services	
Jook Joint Blues with E.C. Scott	
Joy of Gospel	
Kickin’ It With Kenyon	
La Voz Latina de Omaha	
Let the Record Show with Attorney Timothy Ashford	
Malcolm X Foundation	
Malik Jihad	
Omaha Business Showcase: Maria Bonita Restaurant	
Omaha Business Showcase: Mort Sullivan’s Community Information Service	
Omaha Business Showcase: Club Mex Mexican Restaurant	
Omaha Business Showcase: T.D. Sanders and More	
Omaha Business Showcase: Film Streams	
Omaha Business Showcase: Omaha Performing	

Arts
 Omaha Business Showcase: Prouty Place
 Omaha Business Showcase: John Beasley Theater
 Omaha Business Showcase: Rebecca's Indian Trading Post
 Omaha Business Showcase: Krypton Comics
 Omaha Opportunities Industrialization Center
 Midnight Sermon
 Ministry of Bethesda
 Nation of Islam
 Nebraska Chapter AARP
 Nebraska Commission on Indian Affairs
 Nebraska Health and Human Services
 Nebraska Sports Council: Top Flight Badminton
 Nebraska State Senators: Information on Representative from metro Omaha
 NeighborWorks Omaha

Real Solutions with Dr. Saidi Liwaru
 Republic of Lakotah with Russell Means
 Reverend Luk's Ministries
 Second Baptist Church
 Senator Brenda Council
 Senator Emeritus Ernie Chambers, LCCC
 St. John Baptist A.M.E. Church
 St. Mark Baptist Church
 Sudanese Civil Society
 Tabernacle Baptist Church
 Timothy Ashford, Attorney at Law
 Urban League of Nebraska
 The View From Omaha
 The Wonder of Tap: Tap Dancing
 Plus, dozens and dozens of special programs.

Presented below is a brief look at CTI22's commitment to broadcast content from or for citizens of Omaha:

 <p>"PRIME TIME" BROADCAST OF BICYCLE TOURING THROUGHOUT METRO OMAHA</p>	 <p>"PRIME TIME" BROADCAST OF AWARD WINNING ORGANIST ROB RICHARDS FROM OMAHA'S ROSE THEATER</p>	 <p>"PRIME TIME" BROADCAST OF OUR AWARD WINNING OMAHA ROLLER GIRLS</p>	 <p>"PRIME TIME" LECTURES FROM AREA PROFESSORS AT UNO, CREIGHTON, ETC.</p>	 <p>"PRIME TIME" BROADCASTS OF KARAOKE SINGING FEATURING CITIZENS FROM MANY METRO OMAHA CLUBS</p>
 <p>"PRIME TIME" BROADCASTS OF NATIVE AMERICAN POW WOVES AND DOCUMENTARIES</p>	 <p>"PRIME TIME" BROADCASTS OF COMMUNITY FOCUSED CALL-IN TALK SHOWS LIKE "PROTECTING THE VILLAGE"</p>	 <p>"PRIME TIME" BROADCASTS SHOWCASING SCHOOLS SUCH AS THE PETER KIEWITT INSTITUTE / UNO INFORMATION SCIENCE & TECHNOLOGY</p>	 <p>"PRIME TIME" BROADCASTS FEATURING INTERNATIONAL MUSICIANS FROM ASIA, AFRICA, MEXICO, ETC.</p>	 <p>"PRIME TIME" EXPOSURE OF OMAHA'S AWARD WINNING HIGHLAND BAGPIPE BAND "OMAHA PIPES & DRUMS"</p>
 <p>"PRIME TIME" BROADCASTS OF POLITICAL DEBATES</p>	 <p>"PRIME TIME" BROADCASTS OF HOW CITIZENS CAN HELP THE COMMUNITY BY HELPING OPEN DOOR MISSION</p>	 <p>KIDS LOVE DR. JESSE</p>	 <p>"PRIME TIME" BROADCASTS OF COMMUNITY FOCUSED SPANISH LANGUAGE PROGRAMS</p>	 <p>"PRIME TIME" BROADCASTS OF INFORMATION FOR ALL CITIZENS ABOUT EARNED INCOME TAX CREDIT</p>

 <p>Rajmohan Gandhi</p> <p>"PRIME TIME" BROADCASTS SHOWCASING CULTURAL ICONS SUCH AS MAHATMA GANDHI'S GRANDSON</p>	 <p>DEMOCRACY NOW! THE WAR AND PEACE REPORT</p> <p>"PRIME TIME" SAME DAY, BROADCASTS OF UNFILTERED, INDEPENDENT NATIONAL NEWS.</p>	 <p>SPOTLIGHT ON THE PRESIDENCY (BUSH, OBAMA, ETC.)</p>	 <p>"PRIME TIME" OMAHA BOXING</p>	 <p>"PRIME TIME" BROADCASTS OF FEATURING ELECTED OFFICIALS</p>
 <p>"PRIME TIME" BROADCASTS OF RELIGIOUS PROGRAMS</p>	 <p>"PRIME TIME" BROADCASTS SHOWCASING OMAHA BUSINESSES SUCH AS "FILM STREAMS"</p>	 <p>"PRIME TIME" AND 24/7/365 BROADCASTS OF PUBLIC SERVICE ANNOUNCEMENTS AND COMMUNITY EVENTS ON THE COMMUNITY CALENDAR</p>	 <p>"PRIME TIME" BROADCASTS SHOWCASING THE CORNHUSKER STATE GAMES</p>	 <p>"PRIME TIME" BROADCASTS FROM OMAHA BLUE WAVES NATIONAL MARTIAL ARTS CHAMPIONSHIP AND PROGRAMS PROMOTING FITNESS, HEALTH, AND WELLNESS</p>
<p>DJ Howie</p>  <p>"KARAOKE THROWDOWN" WITH DJ HOWIE</p>	 <p>"LATINO PERSPECTIVE" WITH BEN SALAZAR</p>	 <p>"TIMOTHY ASHFORD P.C.L.L.O. ATTORNEY AT LAW</p>	 <p>"ASIAN WORLD CENTER" WITH DR. MAORONG JIANG</p>	 <p>"INDIGENOUS VOICES" & NATIVE AMERICAN POW WOVES WITH RICH BAREA</p>
 <p>"EYES WIDE OPEN" WITH SUSAN SMITH</p>	 <p>"SABAR A OMAHA" WITH MARINA ROSADO</p>	 <p>"PEOPLE TALKING" WITH CHERYL WESTON</p>	 <p>"101 EAST" WITH FAUZIAH IBRAHIM</p>	 <p>"Chief Standing Bear Awards Luncheon" WITH JUDY M. gaiashkibos</p>

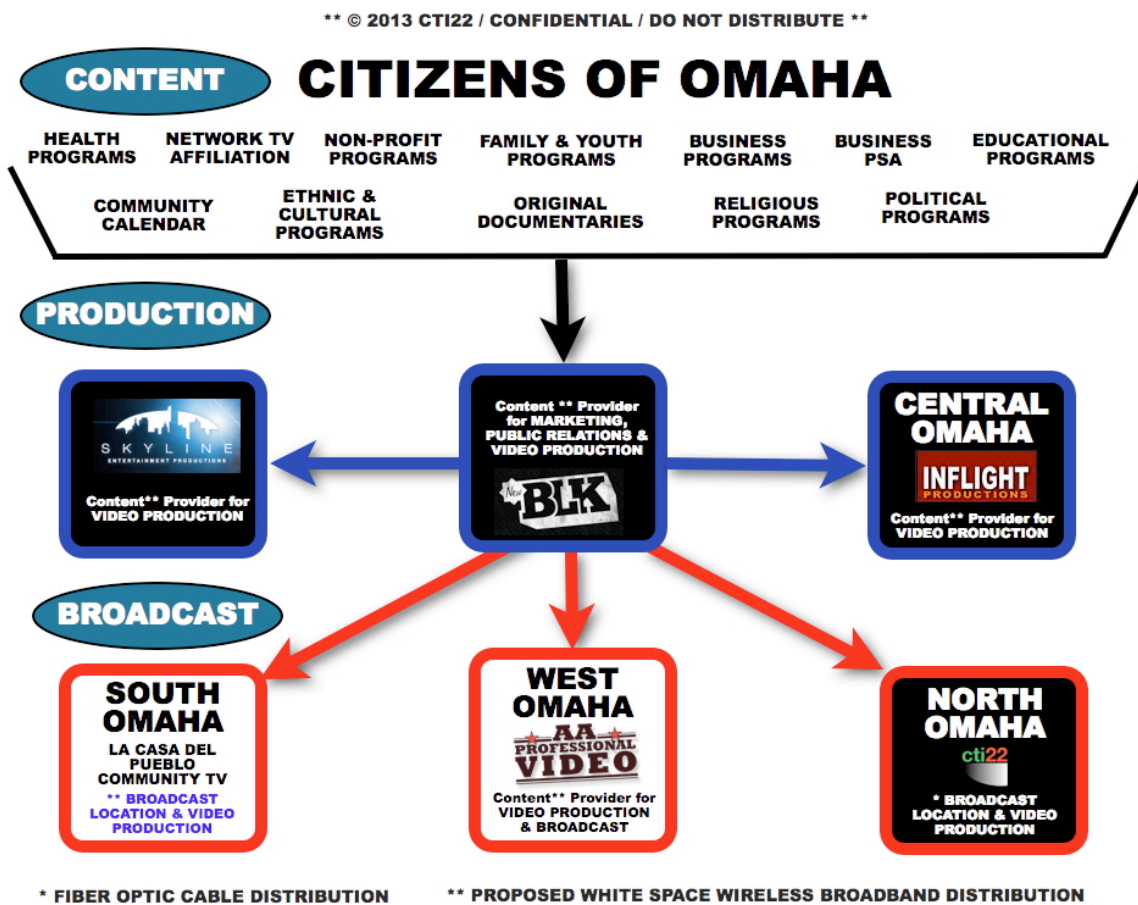
- CTI22 is the only broadcast entity in metro Omaha to regularly produce and broadcast weekly “prime time” content featuring a White woman, Latina woman, Black woman, Asian Woman, and a Native American woman.
- CTI22 is the only broadcast entity in metro Omaha to regularly produce and broadcast weekly “prime time” content featuring a White man, Latino man, Black man, Asian man, and a Native American man.
- For the 2010 U.S. Census, CTI22 is the only broadcast entity in metro Omaha to regularly broadcast ALL seven-(7) public service announcements produced by the U.S. Census Bureau targeted for all ethnic groups: White, Black, Asian, Pacific-Islander, Hispanic/Latino, Native American, and the general public. Plus, CTI22 is the only broadcast entity to produce and broadcast, at no cost, an original PSA for the Omaha-based Latino population.
- CTI22 is the only television station in metro Omaha to consistently provide instant information to and from citizens of Omaha through numerous “live” talk-back programs – programs broadcast throughout metro Omaha!
- We believe it’s a good thing to inform and educate persons who ultimately wield ownership or control of every facet of American society - that all people share a commitment to success!
- CTI22 has consistently complied with all reporting and operating requirements established by Cox Communications and the City of Omaha.

(b) the location of the office from which the selected service is to be performed and a brief narration of the number of professional staff (i.e. partners, managers, supervisors, etc.) employed at that office, if any;

- CTI22 is the only broadcast entity that initiates and interacts with citizens of Omaha on a daily basis about recording (in-studio or remotely), producing (in-studio or remotely), and broadcasting their content (“live” or recorded) on community/public access television in Omaha. Given our proprietary insight, CTI22 does not support the legacy PEG model of a stand-alone location, because a stand-alone location:
 1. cannot be immediately and concurrently responsive to multiple clients at the same time;
 2. the stand-alone broadcast model is *anchored to old technologies* that are hardware specific instead of being *software specific and mobile*, and consequently, will continue to anchor PEGs to an uncompetitive relationship with commercial broadcast entities; and
 3. the dynamic broadcast needs and expectations of all citizens of Omaha (individuals, groups, non-profits, businesses, corporations, religious organizations, etc.) are not being vetted and serviced by a higher caliber of video production professionals – who can provide more services and a better broadcast product, and such interaction will significantly improve the overall quality and scope of content broadcast on community/public access.
- As represented by the exhibit below, CTI22 will create a network of providers, with multiple locations, including broadcast capability. The Community Telecast, Inc. Network (CTIN) is unique because:
 1. CTIN will be immediately and concurrently responsive to multiple clients at the same time;
 2. CTIN is not a stand-alone broadcast model anchored to old technologies that are hardware specific. CTIN will feature HD wireless technology, to be deployed at multiple broadcast locations (South Omaha - La Casa Del Pueblo Community Television, Plaza Latina, 4938 South 24th Street, 68107; West Omaha - AA Professional Video, 8319 Chicago St, Omaha 68114; and North Omaha – CTI22, 2724 N. 24th Street, 68110), and this technology is mobile to enable CTIN to broadcast content “live” or recorded from *anywhere* in metro

Omaha. Given its existing fiber optic link into the Cox cable system, CTI22 will function as the hub for the CTIN HD wireless link into the Cox cable system; and

- To improve the overall quality and scope of content produced and broadcast by CTIN on Channel 22, experts in marketing and public relations, The New BLK, will function as the primary interface between citizens of Omaha and CTIN. Current and potential clients will be presented a wealth of broadcast service options and video production standards that have never been provided before to community/public access content providers. CTIN services will be tiered into three distinct functions: content, production, and broadcast. Citizens of Omaha will be presented with options tied directly to (1) the character and scope of their broadcast needs and (2) their budgetary requirements. CTIN will enable citizens of Omaha, and especially non-profits and the business community, access to higher caliber video production professionals, who will offer video production and broadcasting services at their discretion and at their rate card. CTIN is a network of content, production and broadcast professionals who can provide more services and significantly better broadcast content. Again, such interaction will significantly improve the overall quality and scope of content broadcast on community/public access, Channel 22.



As required, all CTIN locations are available for use - now, and no interruption in service delivery will occur as a result of any proposed build-outs or modifications occurring before or after March 1, 2013.

(c) a listing of any other similar governmental entities that are provided similar services by your firm;

- No other governmental entities in metro Omaha provide similar services. No other print or broadcast media companies in metro Omaha or Nebraska duplicate our services, or our scope of operations, or our immediate access to as great or as diverse an audience.
- No other governmental broadcast entity (i.e., The Knowledge Network) or commercial entity (ABC, NBC, CBS, or FOX) has broadcast any original content produced by Community Telecast, Inc. [NOTE: Channel 109 was previously solely administered by Cox Communications, which is not a governmental entity]. However, Community Telecast, Inc. has routinely broadcast content from or for the following governmental entities:
 1. City of Omaha, Omaha Public Library
 2. United States Department of Commerce, Census Bureau
 3. University of Nebraska Medical Center – Health Disparities
 4. University of Nebraska Medical Center – MOTAC
 5. University of Nebraska at Omaha, College of Information Science and Technology
 6. Omaha Housing Authority
 7. Douglas County
 8. Consulado de Mexico en Omaha
 9. People’s Republic of China
 10. Omaha Public Schools
 11. Metropolitan Community College

(d) the experience of key personnel involved with the services;

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Eric Gautschi
The New BLK
 1213 Jones St
 Omaha, NE 68102
 402-403-5619

Ben Salazar
La Casa Del Pueblo
Community Television
 c/o Plaza Latina
 4938 South 24th Street
 Omaha, Nebraska 68107

MISSION STATEMENT - Realizing the importance of the total community, Community Telecast, Inc. seeks to provide education, social and economic information, and entertainment by, to and for all people.

The New BLK is an ad agency, art gallery and creative think tank. Our mission is to champion innovation, nurture creativity and promote progress and social justice.

La Casa Del Pueblo's mission is to assist members of the Latino community of Omaha with social services, youth projects including street murals, youth activities, etc., and to empower members of the Latino community for self-determination success.

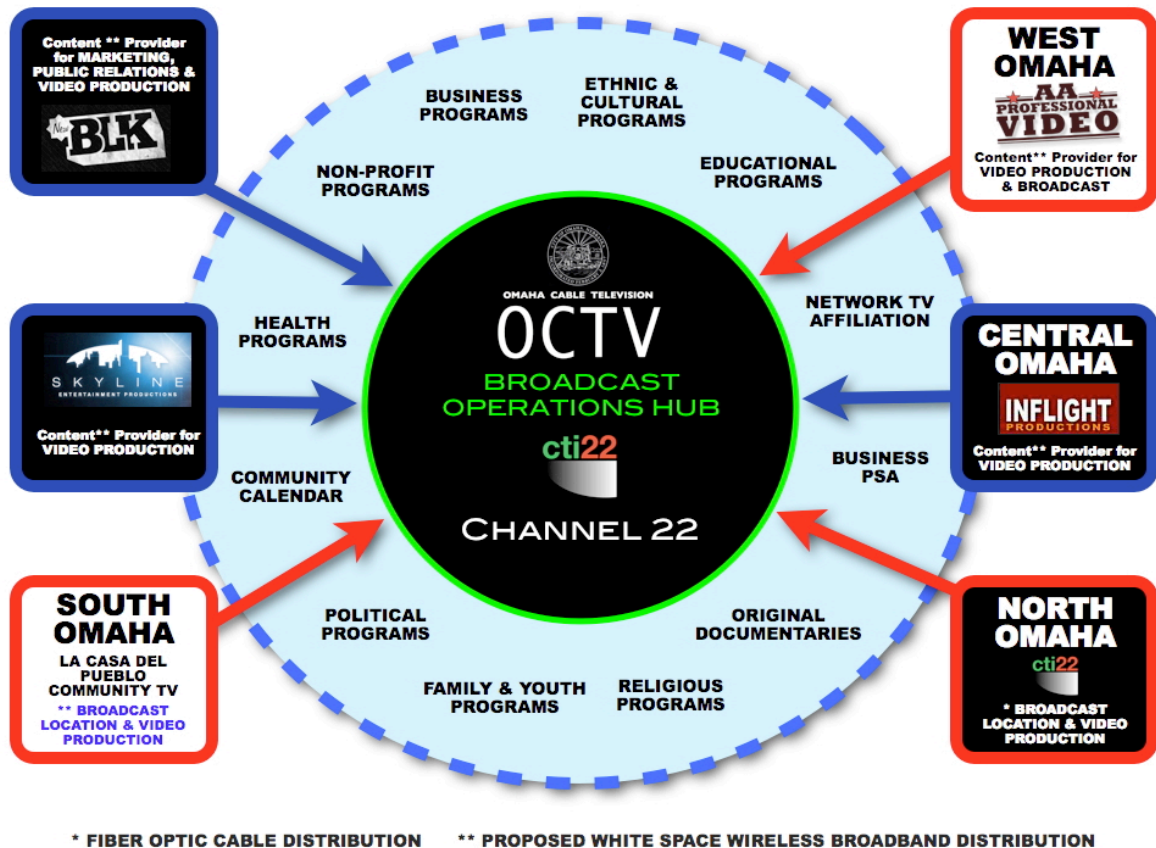
CTI22 is staff by one-(1) regular full-time volunteer, and one-(1) regular part-time volunteer. CTI22 is an IRS 501 (c)(3)] broadcast cable television company.

The New BLK, staffed by eleven-(11) to fifty-(50) employees, is a marketing and advertising agency.

LCDPCTV is staff by one-(1) regular full-time volunteer, and one-(1) regular part-time volunteer. La Casa Del Pueblo is a 502 (c) 3 non-profit organization.

(e) how the responder firm organized to assist the Corporation;

Simply put, CTI22 organized CTIN to provide greater access to community/public access and to improve the overall quality and scope of content broadcast on community/public access. Again, as represented by the exhibit below, (1) CTIN is content driven; (2) CTIN is organized with a expanding roster of audio/video professionals from throughout metro Omaha with a demonstrated history of being business oriented, culturally sensitive and inclusive, and adept in current and leading-edge audio/video technologies; and (3) CTIN is not anchored to a stand-alone facility that cannot respond to the dynamic needs of a highly mobile society with vast audio/video technologies common to cell phones, laptops, iPads, camcorders, etc.



(f) all compensation methods and requirements;

FULL VIDEO PRODUCTION STUDIO - GENERAL OVERVIEW:

Requirement: In summary, bulk of compensation occurs during the first year of award, with CTIN becoming financially self-sustaining by year three of award, if not sooner. Payment should occur within thirty-(30) days of award, and annually thereafter.

Requirement: Consistent with usual and customary broadcast practices, CTAC Board involvement will be limited to development of general PEG administration policy. However, in order to attract, develop, and retain a more robust demographic and eliminate ongoing financial support, and to quickly respond to an expanding client base, CTIN must have authority over all station operations, including program scheduling, rates, broadcast hours, branding, and broadcast technologies for the duration of the award. As validated by the exhibit below, program content on Channel 22 has dramatically changed since December 4, 2012. Religious broadcasts have increase from 20% of content on Channel 22 to almost nearly 40% of all content. Consequently, robust demographics achieved by CTI22 is lost.

CHANNEL 22 CONTENT DEMOGRAPHICS 12-03-12

M-Time	Time	Saturday 22-Dec	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	TOTAL #	TOTAL %	DEMOGRAPHICS
	DEMOGRAPHICS	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	CTI22 12-03-12	DEMOGRAPHICS
	WHITE		2		1	1	1	1	6	7.69	WHITE
	BLACK	1		3	3	1	1	1	10	12.82	BLACK
	HISPANIC				1	2	4		7	8.97	HISPANIC
	ASIAN	1		1	1	2	1	1	7	8.97	ASIAN
	NATIVE AMER		1	1		1	1		4	5.13	NATIVE AMER
	RELIGIOUS	1	15						16	20.51	RELIGIOUS
	NON-ETHNIC	5	1	4	5	3	4	6	28	35.90	NON-ETHNIC
		8	19	9	11	10	12	9	78	100.00	

CHANNEL 22 CONTENT DEMOGRAPHICS 12-04-12

M-Time	Time	Saturday 22-Dec	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	TOTAL #	TOTAL %	DEMOGRAPHICS
	DEMOGRAPHICS	22 & 109	22 & 109	22 & 109	22 & 109	22 & 109	22 & 109	22 & 109	22 & 109	22 & 109	DEMOGRAPHICS
	WHITE	6	2	3	2	2	2	4	21	16.94	WHITE
	BLACK	5	0	3	3	2	4	3	20	16.13	BLACK
	HISPANIC	1	0	0	1	2	4	0	8	6.45	HISPANIC
	ASIAN	0	0	1	0	0	0	1	2	1.61	ASIAN
	NATIVE AMER	0	0	0	0	1	0	0	1	0.81	NATIVE AMER
	RELIGIOUS	13	22	3	2	4	0	4	48	38.71	RELIGIOUS
	NON-ETHNIC	2	1	4	5	5	3	4	24	19.35	NON-ETHNIC
		27	25	14	13	16	13	16	124	100	

CTIN is appropriately content driven to capture and showcase the greater diversity of metro Omaha, giving greater focus to culture, business *and especially entertainment* to drive traffic to the channel. CTIN scheduling will mirror usual-and-customary broadcast practices by creating regularly scheduled “anchor programs” limited to a traditional 22-to-26 week season, with 13 programs launched between September and December, and 10-to-13 programs launched between January and May; and rotate a variety of content between May and September. Plus, to prompt viewership, CTIN will establish that planned “special programs” can be broadcast in place of regularly schedule programs. As presented below, CTIN is strategically designed to be financially self-sustaining.

DESCRIPTION	DETAIL	COST 2013	COST 2014	COST 2015	COST 2016
Program Management	<ul style="list-style-type: none"> ■ Development and production of patron/sponsor campaigns ■ Audio/video production ■ Development of targeted membership campaigns in alignment with broadcast content ■ Development and production of web-based ancillary content ■ Development and implementation of independent measures to track viewership/ratings ■ Development of “anchor” content ■ Development of program schedules 	\$50,000	\$25,000	\$10,000	SELF-SUSTAINING
Hardware	<ul style="list-style-type: none"> ■ A/V and computer equipment upgrade (\$25K) ■ HD Wireless install (\$35K) ■ Facility build-outs and modifications (\$25K) ■ Tightrope Channel Automation System (\$60K) 	\$145,000	\$35,000	\$10,000	SELF-SUSTAINING

NOTE: Given CTIN's objective to become financially self-sustaining by building its own revenue streams, the inclusion of employee compensation in our proposal is counterproductive to our strategic business objectives.

(g) a summary of your qualification and qualification of any provided personnel;

TRIP REYNOLDS - President/CEO and General Manager, CTI22
 Resume: <http://www.reynos.com/bio.htm>

SCOPE	NUMBER
Number of broadcast programs independently produced since December 2008	8,060
Number of original broadcast hours independently produced since 2008	43,800
Number of original Broadcast Agreements executed since 2008	175
Number of programs terminated for failure to comply with Broadcast Agreements since 2008: Black = 21 / 84%, Latino = 2 / 8%, White = 2 / 8%	25
Number of audio/video production jobs created, upgraded, and/or recruited for in public and private sector environments since 1976	500+

Reynolds has extensive experience [1] conducting diverse and robust organizational analysis (human capital, programmatic, strategic customer business development and sales, and technology integration and evolution), [2] establishing organizational development, and [3] most importantly, building strategic business unit performance. **In order to accurately assess both the operational and staffing requirements necessary to effectively design and manage cable television franchise operations, subject matter expertise in workforce planning is required, and Reynolds possesses this expertise.** In this regard, the average employee population assessed by Reynolds is 9,611, and has ranged from less than 100 to over 60,000. Notably, Cox and other cable system operators easily fall within this demographic. Plus, Reynolds has created, recruited for, designed organizational structures and reporting relationships, and designed compensation systems for nearly 100% of the positions that work within a cable television franchise environment.

Reynolds has evaluated over 7,000 jobs, written over 7,200 job descriptions, conducted over 3,500 job audits, created over 2,500 salary schedules, designed/participated in over 4,000 salary/workforce design surveys, established job standards and reviewed performance appraisals for over 30,000 employees, created and/or recruited for over 50,000 jobs in private/public sector, profit/non-profit, union/non-union, multi-site/multi-state, U.S. domestic and international environments. From high tech “leading edge” environments (aerospace to health care) to extremely heavy users of broadband and broadcast services such as K-12 urban schools districts and municipal government, Reynolds has created positions and related business operations that mirror the character and scope of cable television-based operations that are less than, equal to, and greater than metro Omaha’s PEG system.

Reynolds holds a tremendously diverse reservoir of knowledge about work, all kinds of work, in highly diverse economic, cultural, and technological environments. Instead of allowing CTI22 to be pigeon holed as a “minority affairs” channel by Cox Communication, Reynolds has successfully used his job knowledge to expand CTI22’s broadcast base to encompass all citizens of Omaha, and *CTIN continues an egalitarian approach to team building and achieving strategic business objectives.* Using his business acumen, without financial support from the City of Omaha, or revenue based on franchise fees from Cox Communications, or receipt of any grants, Reynolds increased CTI22’s annual revenue from \$37,000 to \$79,000 in less the two years.

Most importantly, Reynolds is accustomed to successfully completing similar and even greater projects in extremely highly charged, deadline-oriented environments where both politics and commercial interests typically conflict, but ultimately benefit from a subject matter expert in *organizational dynamics and strategic business unit performance.*

BEN SALAZAR - Ben is a native of Scottsbluff, Ne. He graduated from Scottsbluff High in 1963. Worked in several blue-collar jobs until he was drafted into the U.S. Army in 1966. He served one year in Vietnam. He was honorably discharged in 1968. Ben began his education at the University of Nebraska-Lincoln, in 1969. He graduated with a BA in Sociology in 1973. He was accepted into the University of Nebraska's Law School in 1971. He graduated with a JD in 1976. He worked as an attorney between 1978 and 1986, in Phoenix, Arizona. He returned to Nebraska in 1987, and

started his bilingual newspaper, Nuestro Mundo Newspaper, in 1990. His newspaper continues to this day on a website, nuestromundonewspaper-nebraska.com. Ben has been an advocate for the Latino community since 1969. He is one of the co-founders of the Mexican American Student Association, at the University of Nebraska at Lincoln, now celebrating its 41st year of existence. Ben was also selected as Wayne State College's Commencement Speaker in 2002. Ben continues to this day as a community advocate and activist, assisting members of his and other communities with a variety of causes and issues.

ERIC GAUTSCHI - Ad man, creative director, web guy, entrepreneur, dot-com veteran, university instructor, journalist, writer, editor, blogger, speaker, thinker, jokester. In web years, I'm like 137 years old. Running and playing soccer, cooking, goofing around with my two little daughters, and consuming lots of brown, caffeinated beverages are what keep me from feeling like it.

Eric's specialties include creative direction, writing, brand strategy, digital strategy, integrated advertising campaigns, branded content, video storytelling, online community development, information architecture, usability, use case/persona development. Eric holds a MA in Mass Communication at University of North Carolina at Chapel Hill.

As Managing Partner/Creative Director at The New BLK, Eric grows brands by telling their stories. Every great brand is, at its core, a great story. Told with simplicity, honesty, and genuine emotion, these narratives connect the dots, set the strategy, and frame the topic for the public. The New BLK focuses on the components of storytelling that bring the best return on investment for our clients – Brand Immersion to uncover the essence of the brand and the central themes behind the story; strategic consulting to translate the story into long-term planning; branded content to bring the story to life organically; and advertising campaigns to extend the narrative into specific tactics tied to measurable objectives. Our clients include: The University of California at Irvine, Lucky Bucket Brewing Company, Proxibid, Energy Pioneer, UNeMed, Fontenelle Forest, and Justice for Our Neighbors.

3. LOCATION FOR A VIDEO PRODUCTION AND DISTRIBUTION FACILITY OPERATED BY THE CORPORATION:

CTI22 will sublet its broadcast facility to the Corporation, including use of all broadcast equipment for a flat \$2,000 per month through 2020.

INSURANCE: If submitting a proposal for services other than just renting a location to the Corporation, the successful Contractor shall provide a certificate of insurance indicating (1) adequate workers' compensation for all persons employed by the Contractor at the location; (2) public liability in an amount not less than \$1,000,000.00 for injuries including accidental death to any person and subject to the same limit to each person in an amount not less than \$5,000,000 where more than one person is involved in any one accident; (3) property damage insurance in an amount not less than \$500,000; and naming the Corporation and the City of Omaha as additional insured.

RESPONSE: CTI22 will provide all required certificates of insurance upon notification of contract award.

COMMUNITY TELECAST, INC.
P. O. BOX 11558
OMAHA, NEBRASKA 68111
comments@communitytelecast.com
cti22.org

Understood, agreed and represented by the duly authorized representatives:

Trip Reynolds
President/CEO
Community Telecast, Inc.

P. O. Box 11558

Address

Omaha, Nebraska 68111

City, State and Zip Code

402-934-1100

Phone

402-934-1100

Fax

trip@communitytelecast.com

Email

A handwritten signature in black ink, appearing to read "Trip Reynolds". The signature is written in a cursive style with a small circle above the letter 'i' in "Trip".

Trip Reynolds / Date