

# PEG programming

CITY OF COLORADO SPRINGS PEG CHANNELS OVERVIEW  
AND COMCAST FRANCHISE NEEDS

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# City of Colorado Springs PEG Channels

- City of Colorado Springs currently has 3 PEG channels
  - SpringsTV Channel 18
  - 2 CSFD restricted access training channels
  - All channels are Standard Definition



# SpringsTV Background

- Prior to 2008: full staff and significant local programming
- Circa 2008 significant cutbacks to staff and equipment
- 2012 upgraded facility to digital HD-SDI
  - Installation work done in-house with a limited budget
- Today- enjoy a full production studio and virtual set
  - Local programming to engage citizens, document our history and enhance public safety
  - Closed caption many public safety PSAs and other short length programs (currently web viewing only)

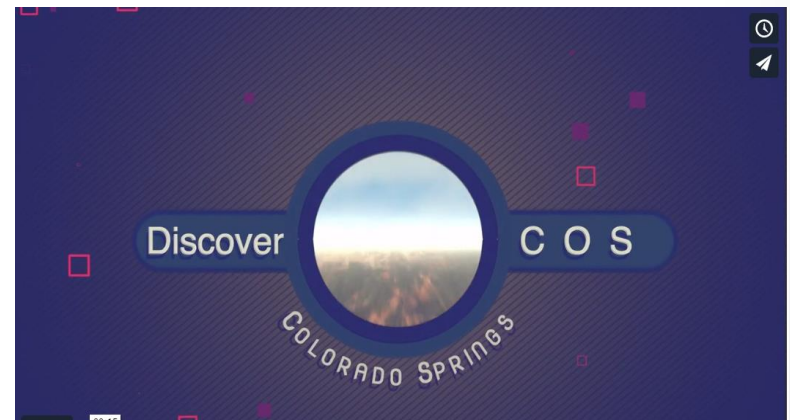
# SpringsTV Programming Priorities

- Emergency public information
- City Council sessions and other Chambers meetings
- Public safety messaging- year round themes
- City issues/programs/services
- City sponsored events



# SpringsTV connects with community

- Council, Planning, Liquor and CSU Board meetings
- Local programming
- Public safety information
- Info about city events/programs
- Produced 150+ productions to date this year
- Launched 2 new program series- YourCOS and DiscoverCOS



# Reaching people where they are

- Goal: City Communications strives to reach people where they are regardless of their ability or disability.
- To communicate effectively writing/speech must be as clear and understandable to people with disabilities as it is for those without disabilities.



# Demographics & Demand

- 41<sup>st</sup> largest city- 440,000 pop
- Colorado has 42K Deaf ASL speakers
- In 2012 ACS Survey for El Paso County 19, 931 self – identified as Deaf or Serious Hearing Difficulty
- Colorado Springs home to CO School for Deaf & Blind
- The Independence Center: COS needs closed captioning



# ADA Guidance for PEG Channels

**Title II of ADA** – Programs, services, & activities of local government must be accessible to people with disabilities

- Ensure effective communication with people with disabilities, using auxiliary aids & services where necessary – 28 CFR § 35.160 (a)(b)
- Open & closed captioning is an auxiliary aid that promotes effective communication
  - 28 CFR § 35.104
- PSAs funded with federal money must be captioned
- Emergency communications generally must be captioned





# HD/Closed Captioning on SpringsTV

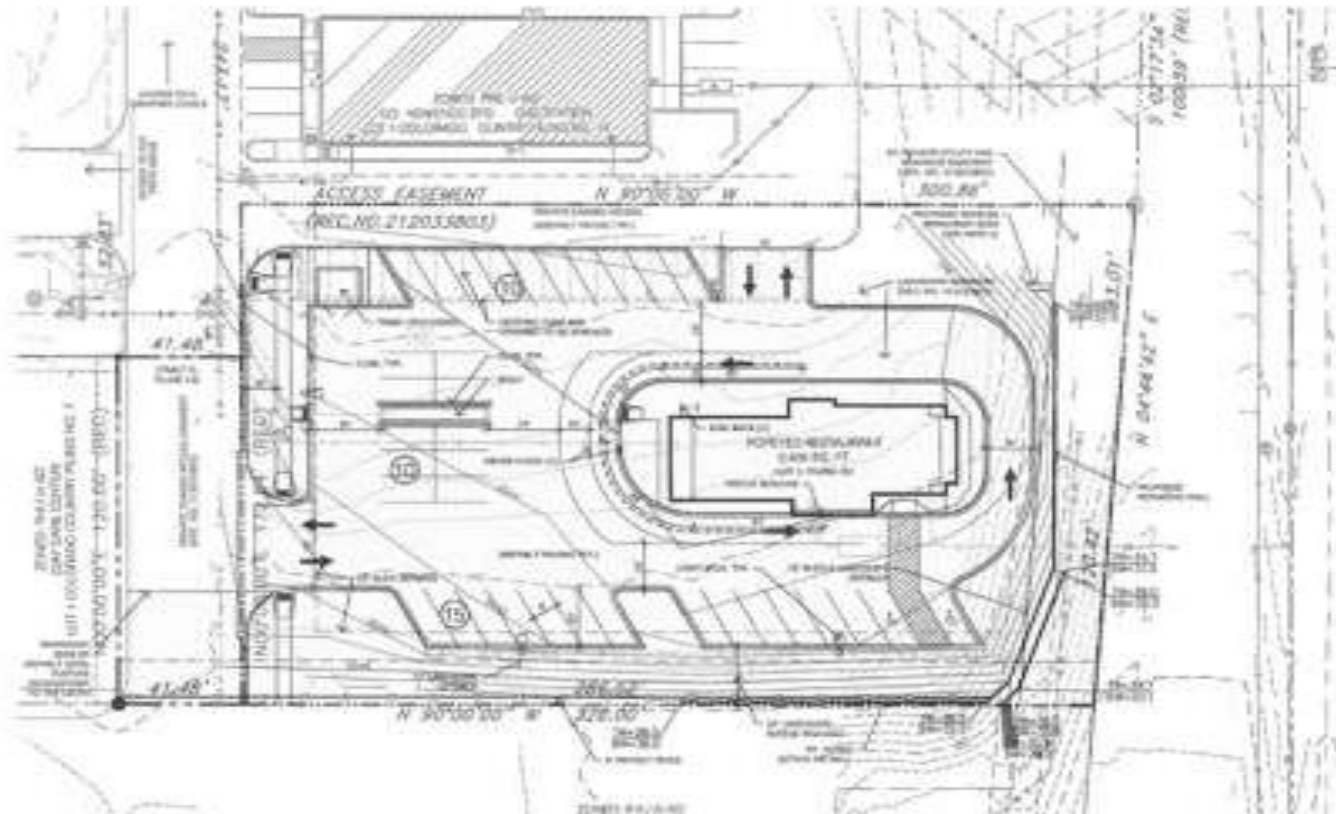
- SpringsTV has capability to broadcast in HD today
- Closed Captioning ability requires some investment
  - Caption inserter hardware/software solution
  - Captioning software
  - Staff labor for syncing post captions
  - Hardware/Software cost approx.  
\$6000 – \$12,000
  - Captioning services.  
(approx. \$2.20 per min.)
  - Minor captioning services  
can be done in-house





# 480i SD

## Development Plan Drawings



# FDC-TV History

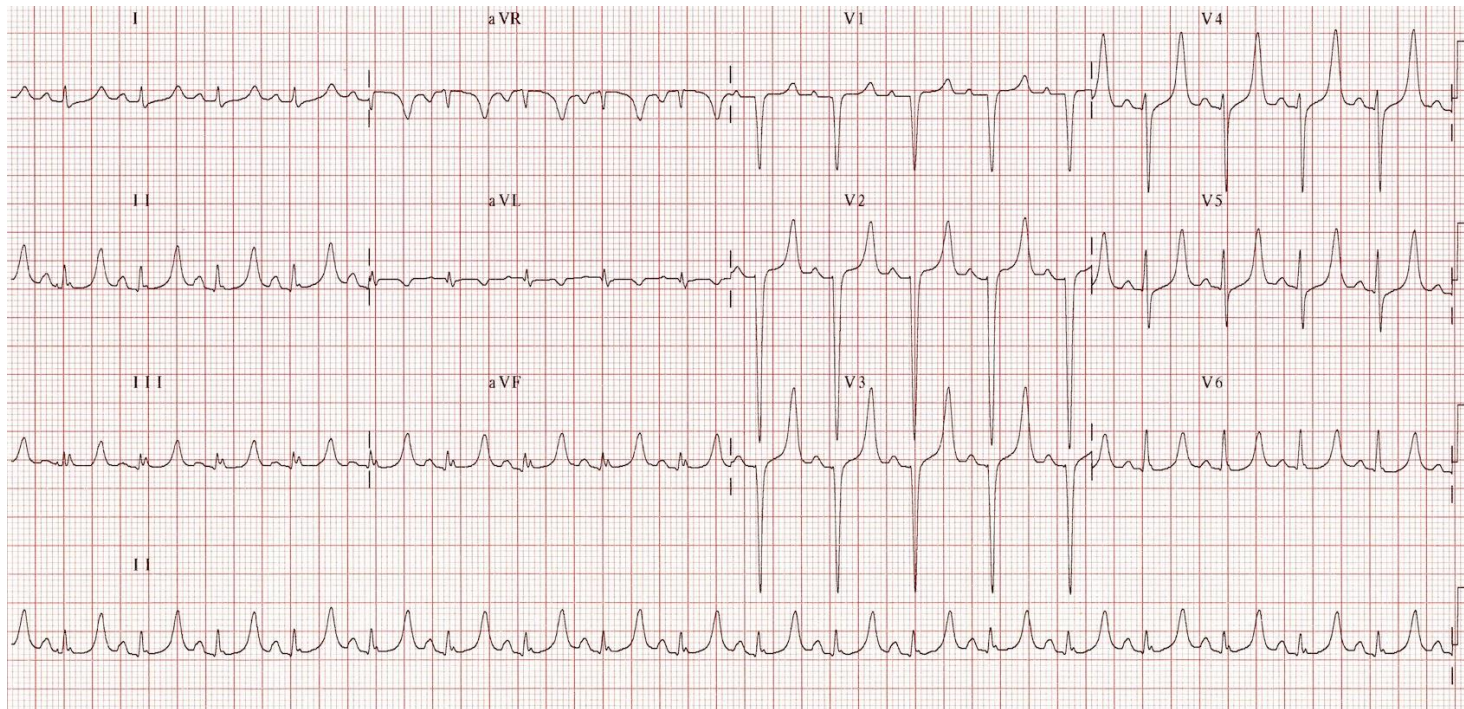
- Studio established in 2002 with \$100K one time Comcast grant funds
- Saves \$78,000 per year in fuel and maintenance
- Reduces CSFD training time delivery
  - 6wk/class reduced to 3 day/class
- Broadcast training ultimately reduces response times

# FDC-TV History

- 2 Private access channels (590 & 591)
- Our programs are seen by:
  - CSFD
  - CSPD
  - City of Colorado Springs
  - UC-Health
  - Penrose Hospital
  - AMR
  - PFFFA (27 fire &EMS)
  - Memorial Star
  - State Chaplin Corp
- FDOC LIVE Broadcasts



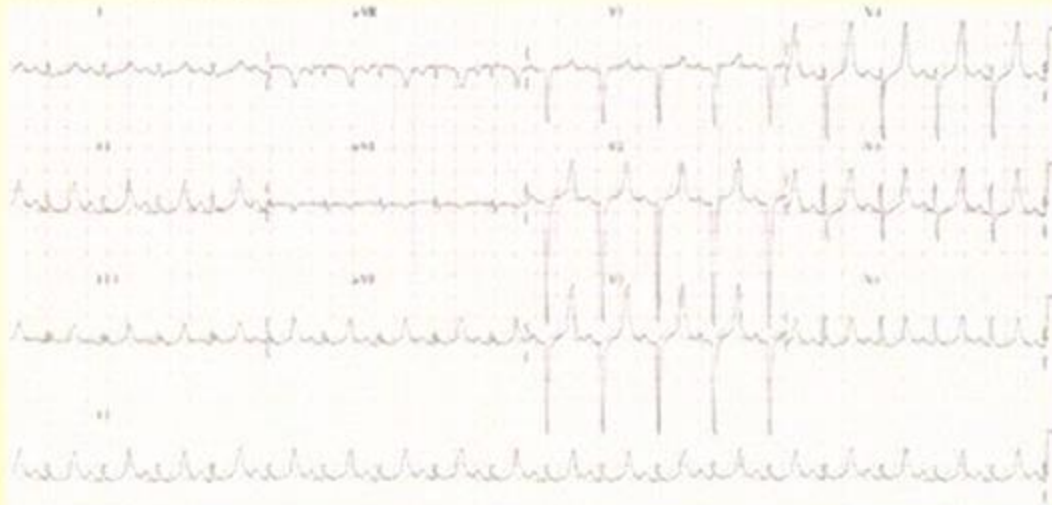
# EKG Sample – High Definition



- Tall, symmetrically peaked T waves.
- *This patient had a serum  $K^+$  of 7.0.*

# EKG Sample- Standard Definition

## EKG EXAMPLE #2



Tall, symmetrically peaked T waves.  
This patient had a serum  $K^+$  of 7.0.

# FDC-TV: where we need to be

- Transition from SD to HD
  - Costs
- Transition requires additional FTE
  - Costs
- What you see is what you get
- Want to air Emmy award-winning programming in HD





# A nationwide look at HD for PEG

City	Population	HD capability
Vancouver, WA	169,000	3HD, 3 more w/in 3 yrs
Edina, MN	47,941	1 HD channel
Longmeadow, MA	15,784	1 HD channel
Lexington, MA	31,394	1 HD channel
Portland, OR	619,000	2 HD, up to 6 more w/in 3 yrs

# A local look at HD for PEG

City	HD Capability
Denver	1 active HD, 2 more available
Aurora	1 active HD, 1 more available
Lakewood	1 active HD
Castle Rock	1 HD, not active
Pueblo	1 HD slated for 2015



# Summary

- HD is the new standard for today's TV
  - 81% of U.S. households have at least 1 HD TV (March 2015)
  - 89% of HD TV households subscribe to a pay TV service
- Significant benefit to our citizens
- Provide emergency responders quality broadcast capability to match their quality training