

● Longmont ● Observer

Public. Access. Media. Makerspace.

Media Makerspace – Public Access.



Video

- Recording Equipment
- Editing Software
- Processing Hardware



Audio

- Recording Equipment
- Podcast Studio
- Software



Photography

- Cameras
- Editing Bay

Media Makerspace – Public Access.

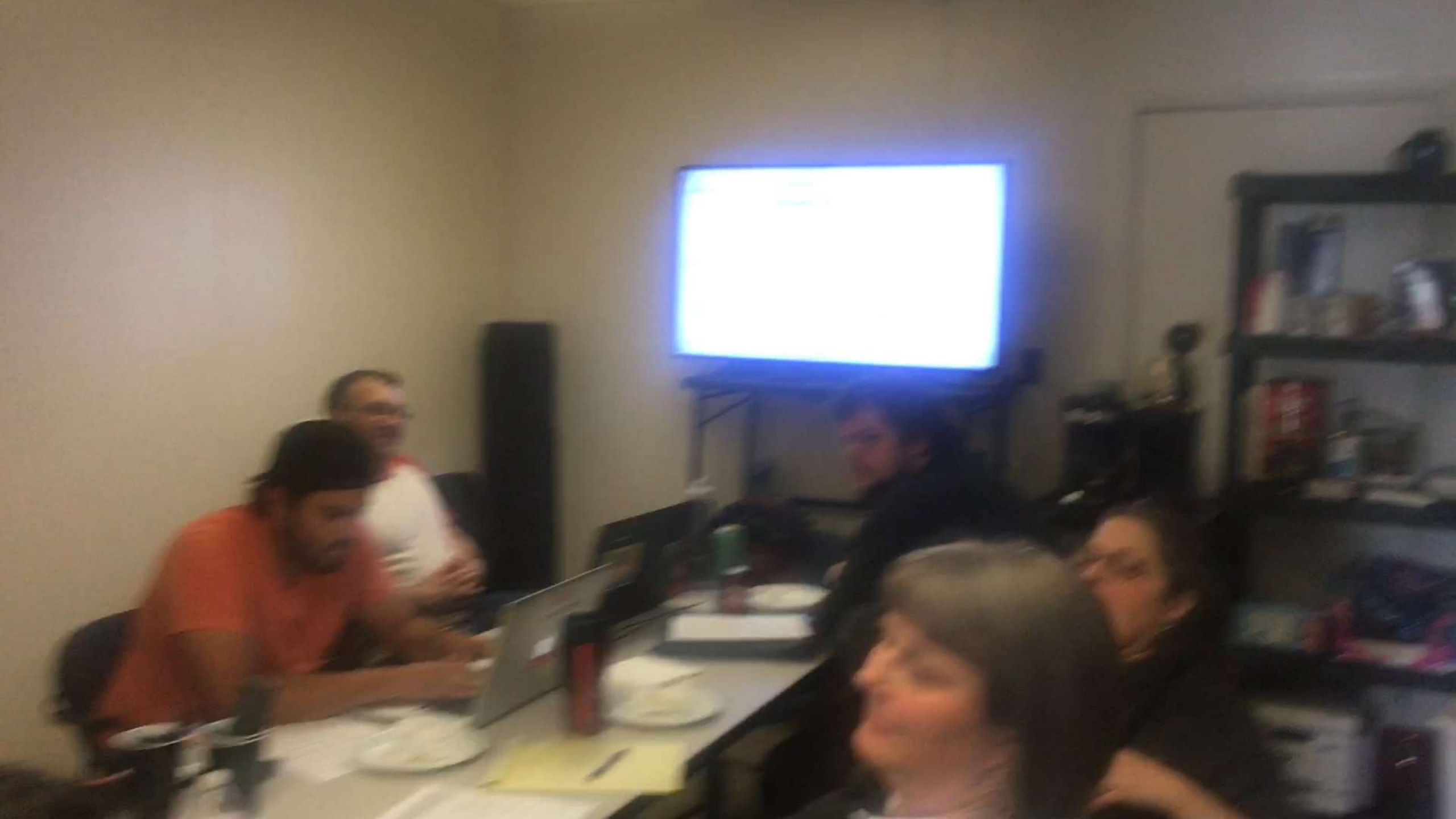


- Meetings and Classrooms
- Member and Staff Taught Classes
 - How to use equipment
 - Media production best practices
 - Writing classes
- Current Observer volunteers serve as the first group of members
- Everything we do and our resources are open to the public

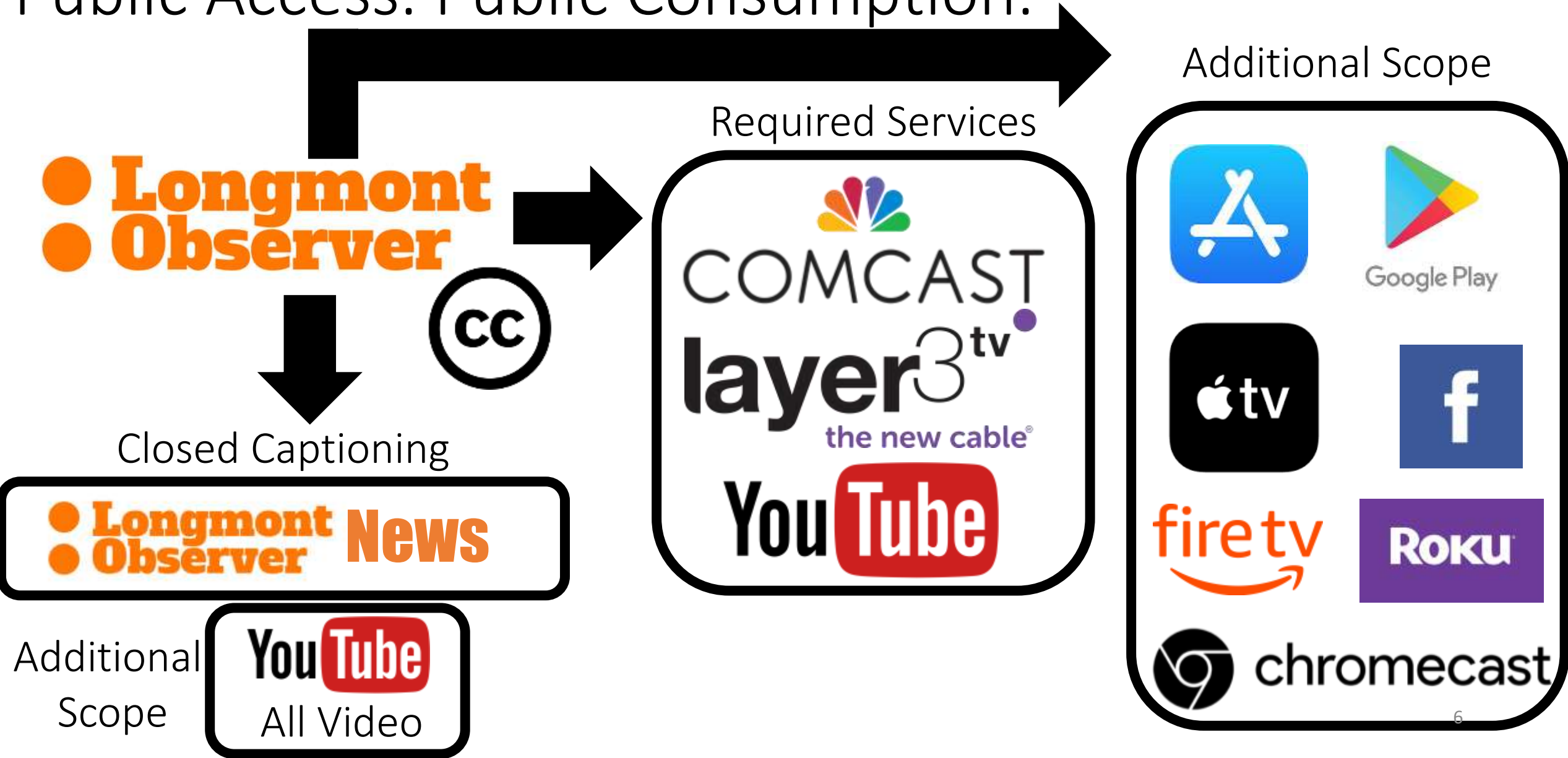
Programming – Public Access. Public Creation.

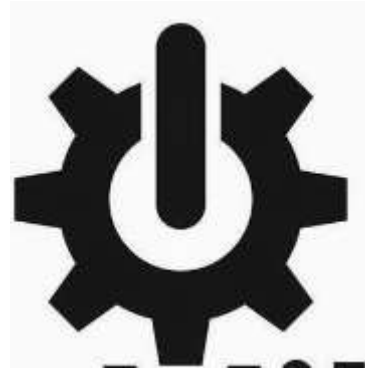


- Created by staff, contractors and members
- Supervised by the media organization
- Content generated in the media makerspace
- Accessible to anyone
- Modern technology means anyone can do it

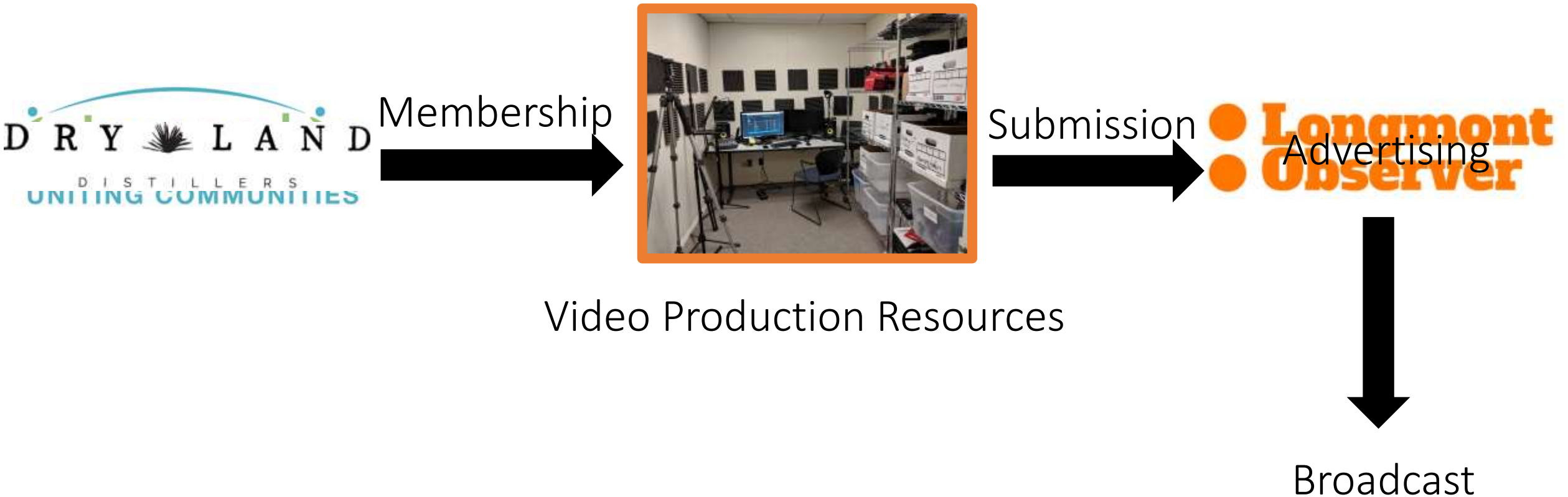


Broadcasting – Public Access. Public Consumption.





Community Outreach – Public Access. Public Use. Public Benefit.



Community Outreach – Public Engagement.



- 52 total volunteers since March 2017
- 22 currently active volunteers
- 4,142 published articles
- Over 10,000 volunteer hours per year
- Equivalent of 5 full time employees per year

Marketing – Public Communication.

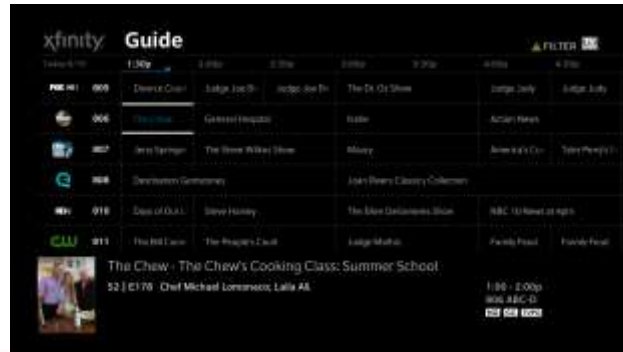


- The Longmont Observer is already the best media platform in town.
- LongmontObserver.org
 - 21,000 unique visitors per month
 - 43,000 pageviews per month
 - 900 new readers per month
 - 86,000 unique readers over the past 6 months
- Twitter 85,000 Impressions last 28 days
- Facebook
 - 93,000 Impressions last 28 days
 - 1,000 unique people daily
 - 73,800 minutes spent watching Longmont Observer live streams
- YouTube
 - 91,100 lifetime views
 - 1.3 million minutes spent watching Longmont Observer videos

Marketing – Public Communication.

- Using the Longmont Observer brand, public access can be a powerful marketing resource for the community.
- Promotion of Content Generated for this RFP:

- Longmont
- Observer



**LONGMONT
COMMUNITY
SERVICES**
Get more from life.

Metrics – Public Accountability.



- Unique Viewership Counts Across Platforms
 - Currently 20,000+ unique viewers per month
 - 43,000 page views per month
- Civic Engagement
 - Attendance at city run public information meetings
 - City council debate attendance
 - Number of people running for office
 - Number of votes cast in elections
 - City-suggested metrics to measure civic engagement

Conclusion – Public Benefit



- Awarding this contract to the Longmont Observer will create the next TinkerMill – a Media Makerspace
- Using our community connections, we'll grow a robust and active membership base
- Using the latest technology, the Longmont Observer and members of the media makerspace will generate community focused, publicly available content.
- The result will be an agile, self-sustaining model for locally focused media and set an example for the state and country.

Governance

- Principals
 - Macie May, Editor-in-Chief
 - Sergio Angeles, President
 - Scott Converse, Publisher
- Board of Directors
 - Sarah Pheral
 - Shakeel Dalal
 - Anthony Maine
 - Macie May, Secretary
 - Sergio Angeles, President
 - Scott Converse, Vice President

Included in \$165,000:

- City Council: 50 meetings/year
- Planning and Zoning: 12 meetings/year
- SVVSD Board Meetings: 25 meetings/year (School Board Currently Pays for Camera Operator)
- Member Created Communication Pieces (history/documentary/how-to/public interest/performing arts) – 20+ hours/mo
- Weekly News Show
- Council Wrap Up
- Paid Staff Shows:
 - Public Safety Show
 - Longmont Based Events
 - Show Hosted By SVVSD Superintendent & Teachers
 - Local Sports
 - Local Special Interest Events
 - Mayor's Book Club
 - City Staff Video Services
- We may in addition:
 - Record other 17 boards and commissions (Programming Additional Scope #1)
 - Publicly Accessible AI Assisted Video to Text transcription of all recorded video (Not in RFP)
 - Searchable, Publicly Accessible Database of All Video (Not in RFP)

Long-Term Funding Model

- 1% of people interacting with a platform create all media
- LongmontObserver.org has 85,000 unique users over the past 6 months.
- 1% would be 850 people.
- 500 members at \$50/month, is \$300,000/year.