



**To:** Valerie Scott, CPPB

**From:** Scott Converse, Longmont Observer Publisher/Co-Founder

This is a response to your letter titled "Re: VS-19065, Written Clarification Request Letter" and the question in that letter stated as 'we are interested in written clarification about what is included in the current funding level'.

To ensure clarity and because it will be considered as an original contract document, we are directly referencing the original RFP and, as needed, our original RFP response/proposal and appropriate addendums. Everything referenced here can be found in our original RFP response/proposal, per your directions in your clarification request letter.

Our understanding of the current funding level is:

- 1) About \$165,000 per year from Cable Franchise fees. (original RFP Section I. A. Background).
- 2) Full use of the building at 457th 4th Ave at very similar terms currently in place for the current provider. (per Addendum 3; question #11).
- 3) Full access to the PEG fees of approximately \$101,464 per year for capital expenses. (per Addendum 3; question #9).

After a re-examination of what's possible with current funding, this is our response to what's included in the current funding level.

All required services from the original RFP:

- 1) **Broadcasting listed in the original RFP.** This is defined as "professional quality programming on the current cable stations (8, 14, 16, 888), on Layer 3 TV, YouTube and on their own website. Some programming should be streamed on social media (Facebook Live)."
- 2) **Programming listed in the original RFP.** This is defined as "produce a variety of programming in a modern setting and in various locations and with various durations (30 seconds – several hours), including at a minimum:
  - a) Recorded City Council meetings, St. Vrain Valley School District Board meetings, Planning and Zoning meetings and a short, Council wrap up video which describes the outcomes of the Council meeting during the same week as the meeting.
  - b) High-quality local shows, including sports, arts, history and entertainment programs.

- c) Regular news program with breaking news, traffic, local events and hot topics. Any news programming requires closed captioning. (<https://www.fcc.gov/general/self-implementingexemptions-closed-captioning-rules>).
  - d) "Around the town" style entertainment-style programs and documentary-style programs about local issues.
  - e) How-to classes – e.g. language classes (English and Spanish), cooking classes, painting classes, how to install a router, how to build a shelf.
  - f) Performing arts programs – poetry, music, cultural events.
  - g) Videos at the direction of City staff to assist with outreach and engagement. This includes up to 20 hours per week of videography time (as referenced in Addendum No. 3, Question No. 26.)
- 3) *Although, not in the original RFP's required services:* We will **record the cities 17 advisory boards and commissions** (video or audio only dependent on the circumstances of that board or commission) as referenced in our original RFP response/proposal under Section 6. Additional Scope Programing -Additional Scope 1 - Suggested Alternative Option and make it available to the general public via a website - see 9) b) below.
  - 4) *Although, not in the original RFP's required services:* We will, using specialized AI assisted voice to text software, **convert all the government (City Council, Planning and Zoning, School Board, 17 boards and commissions meetings) to searchable text**, as referenced in our original RFP response/proposal under Section 6. Additional Scope Broadcasting-Additional Scope. These will all be made available to the general public via a website - see 9) b) below.
  - 5) *Although, not in the original RFP's required services:* We will **create regular audio podcasts** of community interest as referenced in our original RFP response/proposal under Section 6. Additional Scope Programing -Additional Scope 4 (new idea) - Provide regular podcasts.
  - 6) *Although, not in the original RFP's required services:* We will create an open to the **public podcast studio** as referenced in our original RFP response/proposal under Section 6 Additional Scope 6 (new idea).
  - 7) *Although, not in the original RFP's required services:* We will create **a live-streaming radio station** (internet only) as referenced in our original RFP response/proposal under Section 6 Additional Scope 7 (new idea).
  - 8) **Community Outreach listed in the original RFP.** This is defined as "coordinate a public access program, train residents on publicly-owned equipment and run appropriate programming produced by any video group in Longmont (Senior Center Film Group, Student Film Center, etc.) The offeror will work with various information outlets in partnership for innovative programming/involvement."
    - a) All of section 7. "Innovative Collaborations with Other Community Groups" from our original response/proposal to the RFP.
  - 9) **Marketing listed in the original RFP.** This is defined as "develop an ongoing marketing plan to communicate the programming created and broadcasted, including regular advertisement on social media platforms, with traditional and electronic news media,

through electronic subscription and reminders for the public on various programming and other innovative strategies deemed appropriate by the offeror.”

- a) All “Marketing Strategy” outlined in our original response to the RFP
  - b) A ‘New Simple And Easy To Navigate Website’ outlined in our original response to the RFP.
- 10) **Metrics listed in the original RFP.** This is defined as “appropriate metrics to measure success. This may include measures such as public knowledge of important issues and amount of civic engagement. The offeror will propose/define the measures, collect the data, measure success and provide a quarterly report to the City Council.”
- a) All Metrics outlined in our original response to the RFP

Thank you for your consideration. If we are awarded this contract, we enthusiastically look forward to working with the City, and the community, for many years to come.

A handwritten signature in black ink, appearing to read 'Scott G. Converse', with a long horizontal flourish extending to the right.

**Scott G. Converse**

**Publisher & Co-Founder** | Longmont Observer  
356 ½ Main St #6, Longmont CO 80501  
[www.longmontobserver.org](http://www.longmontobserver.org)  
scott@longmontobserver.org  
(direct) 303-875-1243