



NEW EYE

EXECUTIVE SUMMARY

When communities in Brown County partner together to raise awareness, provide better government, and develop the local economy, the region as a whole benefits. The NEW EYE initiative takes existing localized frameworks for communication known as Public, Education, and Government (P.E.G) television and maximizes their potential in the community. By uniting together, the communities of Brown County will be able to better promote their areas, increase their economic base by recruiting businesses and creating jobs, and provide greater government transparency for their taxpayers.

The Purpose

- The mission of the NEW EYE program is to unite the P.E.G. channel resources of Brown County to:
 - Save a method of communication that could otherwise be eliminated
 - **Increase** the economic base by marketing the county and municipalities to new businesses and markets
 - **Promote** the area's events to draw tourism
 - **Offer** greater government transparency to constituents
 - **Showcase** Brown County communities to current and new families as great places to live, work, and play
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The Benefits

- NEW EYE will have a significant effect on all municipalities whether through Cost Savings, Community Investments, or Communication Opportunities
 - NEW EYE will showcase Brown County communities and assets to economic markets across the state and nation to attract new businesses to the area and create family-supporting jobs
 - NEW EYE will provide municipalities unprecedented access to high-quality production facilities at deeply discounted rates
 - NEW EYE will give constituents increased access to their local governments by offering on-demand and live viewings of municipal meetings options, as well as PSA's highlighting municipal services for residents
 - NEW EYE will restore local involvement and programming in community television
 - NEW EYE will assist communities by acting as a media and marketing resource
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The Operations & Funding

- NEW EYE is projected to cost approximately \$140,000 annually for operations, including most costs of video production.
 - Primary Funding Source: Municipal Funding (Cable Franchise Fees)
 - The primary coverage of the NEW EYE program will come from a contribution by municipalities from the Cable Franchise Revenues
 - Remaining costs will be covered by a combination of corporate sponsorships, grants, private donations, and self-generating revenue
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Abstract

1. Introduction

2. Methodology

3. Results

4. Discussion

5. Conclusion

6. References

7. Appendix

8. Acknowledgements

9. Author Biographies

10. Contact Information

11. Declaration of Interest

12. Funding Sources

13. Data Availability

14. Ethics Approval

15. Supplementary Materials

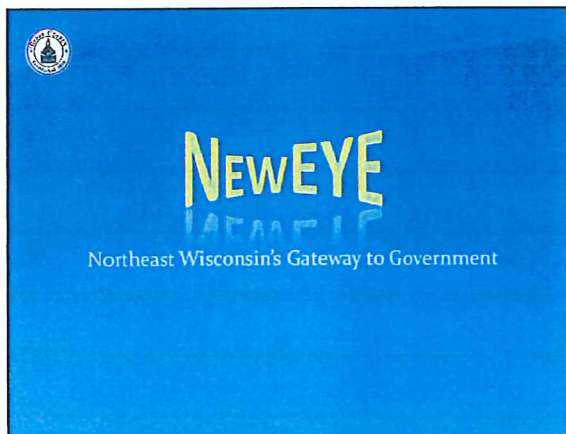
16. Correspondence

17. Peer Review

18. Publication History

19. Copyright




20. Terms and Conditions



What is NEW EYE?

NEW EYE Purpose: To unify local government communication throughout Brown County by providing a centralized, non-profit management of municipal Public, Education and Government (P.E.G.) TV channels, while still maintaining each community's individuality.

NEW EYE Mission: To increase Government Transparency, promote Local Culture, and provide municipalities with an additional Economic Development Tool for business recruitment and job creation.



- The "C-Span" of Northeast Wisconsin 
- Promotes local activities such as parades, festivals, cultural events, historical reenactments, etc 
- Economic Development
 - Create high-quality affordable economic development videos
 - Showcase Brown County communities as great places to live, work, and play


What is P.E.G. TV?

What is P.E.G.?


- Every community in Wisconsin that has at least one cable provider has the ability to have a P.E.G. station shown on local cable
- Brown County currently has four (4) known stations providing service

Channels in Brown County

- Green Bay Public Television
 - Time Warner Ch. 4
 - Green Bay
 - Howard
 - Sunco
 - Spectrum
 - FOX Cities
- De Pere TV
 - Time Warner Ch. 4
 - De Pere
 - Abnare
 - Ledgerwood
 - Bellevue
- Ashwaubenon Government TV
 - Time Warner Ch. 4
 - Ashwaubenon
 - Lawrence
- Pulaski Government TV
 - Night Cable Ch. 1
 - Pulaski




Why is **NEWVEYE** Needed?



The image shows two maps of the state of Texas. The left map, titled 'Separated Channels', is labeled 'Limited Coverage, Less Content, More Expensive'. It shows a fragmented distribution of colored dots representing content. The right map, titled 'NEWVEYE', is labeled 'Wider Access, More Content, Less Cost'. It shows a much denser and more uniform distribution of colored dots across the state. A legend at the bottom left includes icons for 'Open Box', 'Newspapers', 'No Coverage', 'Public', and 'No Fee'. A star icon at the bottom right is labeled 'NEWVEYE ACCESS'.

Online Outreach


- Citizens will be able to access content through online & digital methods
- Facebook
- Twitter
- Pinterest
- And Many More!



A cluster of social media icons including Google+, Twitter, LinkedIn, WordPress, Facebook, YouTube, Digg, and Blogger.

YouTube: On-Demand & Streaming Access


- YouTube as hosting service for On-Demand content
- Communities receive one managed channel for government broadcasts
- Can also provide live-streaming if technology is purchased



The YouTube logo with the tagline 'Broadcast Yourself' underneath.

NEWWEYE's Expanded Coverage

- **Myth:** P.E.G. programming is only available to those within a municipalities borders
- **Fact:** NEWWEYE's content will be promoted via cable television to other PEG stations across the state and country.
- In addition, the hosted online formats will allow those who do not have cable television to still view the content from anywhere in Brown County and around the world.




Funding & Organization



- Non-Profit Management
- Five Methods of Funding
 - Municipal Funding
 - Donations
 - Sponsorships
 - Grants
 - Self-Generating Revenue

How is the NEWWEYE Organized?

- Non-Profit 501(c)3 Structure
 - Brown County Innovation (BCI)
- Governed by a Board of Directors



What are the Costs?

- Operational costs are figured at approximately \$140,000 annually
 - The primary coverage of this cost will come from a contribution of by municipalities from their Cable Franchise Fee revenues
 - Remaining costs will be made up from a combination of corporate sponsorships, grants, private donations, and self-generating revenue.
- Unlike most P.E.G. stations, **NEWEE** will have a special contract with a local production station that will provide heavily discounted rates to **NEWEE** member municipalities

Why Should Municipalities Participate?



The Benefits of Cooperation (SIPOS)

- By pooling local resources into a central non-profit we:
 - Save a method of communication that could otherwise be eliminated
 - Increase our economic base by creating jobs by marketing our area to new businesses and markets
 - Promote our area events to draw tourism
 - Offer greater government transparency to our constituents
 - Showcase our communities to current and new families as great places to live, work, and play

Cost Savings & Community Investment Opportunity

- For those municipalities that DO have their own P.E.G. channels, they will see significant cost savings when partnering with **NEW EYE**
- Municipalities that DON'T currently have P.E.G. access, they will still have the opportunity to advertise their events and showcase their communities and services to other Brown County communities and beyond

Questions?

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