

Brad Lange

From: NEWEYE Media Partnership <Lueth_bb@co.brown.wi.us>
Sent: Thursday, January 14, 2016 3:16 PM
To: Brad Lange
Subject: NEWEYE Partner Update 1/14/2016



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Greetings All!

This is the first part of an effort to enhance communication between NEWEYE and its Partners. I am planning to submit to you bi-weekly reports and information on the status of the NEWEYE program. This is simply an informational bulletin, and should **NOT** be expected to supplant any need you may have to contact me or have me appear before your boards; you are always free to contact me whenever you need. As we move forward, please let me know if there are specific items that you would like to keep informed on that I can include in these notices.

Best,

Brian B. Lueth

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STATUS UPDATES

PEG Installation

*Time Warner has been notified, and construction of the network will begin in January 2016 and is expected to be completed in April 2016

*Time Warner Cable PEG will be located on Channel 4 for the majority of communities

*AT&T has been notified of the PEG Channel creations and we are moving forward to create channel access on AT&T U-Verse Channel 99 for each community

*All PEG Programming will officially launch in April/May 2016

WebSite/WebTV

*The NEW EYE Website will be made available at the end of January 2016 pending reviews by the Advisory Commission, at that time, municipal content and other information can start

running via the individual WebTV portals and be placed on demand for later viewing. This does not have to include government meetings if boards have decided not to record or broadcast their meetings.

*Each municipality will have its own NEWEYE webportal that will stream the content that is available on the PEG stations once activated in April 2016. In the meantime, informational bulletin boards, and other content forms can be shown as determined by the municipality.

Terrestrial/Antenna Broadcast

*NEWEYE's Antenna broadcast is pending due to a unique and rare FCC Broadcast Band Auction. The FCC is currently not granting any new FCC license applications. In lieu of receiving its own station designation, NEWEYE has had offers to partner with two possible local broadcast entities after the auction concludes and the frequency repackaging has occurred.

*In mid-year 2016, NEWEYE is slated to be live on the air as a digital substation (ex. 2.2, 2.3,11.3) accessible from any home television with an antenna, until such a time when the FCC reopens the application process.

Roku Channel/Streaming Service

*Ongoing software evaluation has narrowed our choices for a vendor for set-top streaming homes.

*NEWEYE is seeking opportunities to expand its content to both AppleTV and Amazon Fire homes as well as Roku

*Expected launch date of a streaming service is set for February/March 2016

Satellite-Based Homes

*Satellite Reception of NEWEYE is pending due to the same FCC auction affecting the Terrestrial/Antenna station license.

*NEWEYE's plan to receive a FCC Non-Commercial Educational license will activate "Must Carry" rules that will mandate that satellite providers such as Dish & Directv carry the over-the-air NEWEYE content to their customers.

Upcoming Opportunities

Local Creative Meetings/Filming Requests

We have begun the process of meeting with the different partners of NEWEYE to discuss what types of content they would like to exhibit on their channels. If you haven't been contacted yet, you will be shortly. Now that we have acquired the necessary equipment, we can begin the process of filming content.

Don't forget that as part of your municipalities contribution, you are entitled to a certain number of free 30sec - 2Min PSA's from professionally produced sources dependent on your contribution level. You also have the option to stack your number if you wanted to create a longer programming piece. You will receive unlimited free access to any NEWEYE produced media and significantly reduced pricing from our two vendors: Aphrodite Videography & ETP-NEW.

If you would like quotes on any content creation, please let me know!

Municipal Appointees Needed

Municipal appointees are needed to fill the vacant positions on the NEWEYE Advisory Commission. The Commission is made up of a representative from each municipal partner, and is tasked with advising the Executive Director on programming, activities, and content production regarding the NEWEYE program. Meetings will take place on a monthly basis unless otherwise determined by the commission.

Our first meeting will be scheduled in February, once appointments are made. Please let Brian know when each appointment is made, and who your community has selected as its representative.

Additional Information

Harpo Auction Results

NEWWEYE recently participated in the Harpo Studio auction that occurred the first week of January. Oprah Winfrey has moved her studios to LA and auctioned off all the technology and assets from the Chicago based location. We were able to acquire a significant amount of technology and equipment for far less than retail or commercial pricing. This will allow the NEWWEYE Network to serve you in new and innovative ways in terms of content creation and delivery.

We will be picking up the equipment on Wed, January 13th and are anxious to get it up and running.

Grant Funding Received!!

It is with great pleasure that I tell you that we have been awarded a grant from the Wisconsin Public Service Foundation in the amount of \$25,000. Thank you to all who were able to contribute letters of support. Without your participation this program could not be moving forward.

Memorandum of Understanding

The M.O.U. is pending its final legal review by BCI counsel before being submitted for review by each municipality. We expect that the MOU shall be distributed within the coming weeks. Our apologies for the delay.

Questions/Comments/Concerns

If you should have any Questions/Comments/Concerns, please feel free to contact Brian Lueth at any time.

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