

NOTICE OF PROPOSED CHANGES

PCTV invites you to comment on the following proposed changes to membership and underwriting.

PCTV is currently facing a very difficult financial situation. PCTV has traditionally been funded by the city's cable agreements. That funding source is in deep decline due to city residents cutting the cord. **PCTV's funding has declined by more than 30% in the last two years and the decline is expected to continue.** In order to help make up for some of the lost revenue, PCTV is proposing the following changes to membership and underwriting:

Summary:

In order to help PCTV offset some of its funding loss, PCTV proposes to make the following changes:

- Set membership for all new and renewing members at \$250/year or \$21/month for city residents and \$350/year or \$30/month for Allegheny County residents (**Note: These are the current rates for Plus members, standard rates would be eliminated**) (January 1, 2023)
- Set studio (Studio A, Studio B, Studio Stream C) use fee of \$50/hour with a two hour minimum beginning as voluntary on January 1, 2023 and becoming mandatory on July 1, 2023.
- Allow PCTV members to use a revised underwriting policy and an ongoing fundraising mechanism (ex. Team 21 campaign) to raise funds to pay for PCTV membership and the \$50/hour studio fee. (January 1, 2023).

Details of the Proposed Changes:

Membership:

- Effective January 1, 2023
 - Eliminate standard membership option for new and renewing members. Make current Plus memberships standard at \$250/year or \$21/month for city residents and \$350/year or \$30/month for Allegheny County residents. Monthly payment requires autopay. Memberships at the new standard rate include all classes and workshops.
 - PCTV begins requesting a voluntary payment of \$50 per hour, two-hour minimum for studio use.
- Effective July 1, 2023
 - Members of PCTV will be charged \$50/hour two hour minimum for the use of Studio A, Studio B, and Studio C, except new producers who will get one free use of the studio to do a pilot, one off program or PSA.
 - Any studio program that produces at least one show a month will get its own page on PCTV's website and will be featured on PCTV's YouTube page as long as they do not include adult content.

Underwriting/Fundraising:

- Effective November 1, 2022
 - PCTV will create an account for each PCTV member into which any funds raised through underwriting or fundraising are credited.
 - Any funds raised by a member of PCTV through the Team 21 Campaign or any other fundraiser are eligible to be used towards future payment of \$50 per hour studio fee and/or membership and will be added to a member's account for this purpose.
- Effective December 1, 2022
 - PCTV's existing underwriting policy will be suspended.
- Effective January 1, 2023
 - New underwriting policy will be put in place for the purpose of allowing producers to get underwriters to cover membership fees and the \$50 per hour studio fee.
 - Producers are responsible for getting their own underwriters but PCTV will provide materials, training, and assistance. **Underwriters are not required. Fees can be paid by the member if desired.**
 - Programs are allowed up to a 30 second acknowledgment (also known as underwriting credit) of underwriters at the beginning and end of each program with logo or image. Ex. "Support for [Program Name] is provided by (or in part by)..."
 - Working with community producers, PCTV staff will produce all underwriting credits.
 - Before seeking underwriters for a studio program, new producers must do a pilot.

You can send your feedback in writing to john@pctv21.org, call him at 412-322-7570 ext. 302. You can also attend a Zoom feedback session on [November 15th at 6 pm](#). All producers will receive an invitation to the Zoom meeting by email.