

**URGENT!**  
**PLEASE READ THIS LETTER!**

Dear PCTV Community Producer:

I hope this letter finds you well. As you may have heard, PCTV is facing an unprecedented funding challenge caused by reduced funding from Comcast and Verizon **that could require us to severely curtail our services to the community if we don't take immediate action. Please don't worry! We are not asking you to personally pay more for your use of PCTV. We want to keep the cost of PCTV services low for the community. That will always be our goal.** As a producer/contributor of programming to PCTV, you are a cherished part of what makes PCTV work. Without you and your efforts to produce programming there would be no PCTV. We want you to be able to continue to produce and distribute programming. We want your voice to be heard. **In order to make that happen, we are asking for your participation in our Team 21 fundraising campaign this fall.**

So, what is the Team 21 Campaign? I'm glad you asked.

The Team 21 Campaign is a fun and easy way for supporters of PCTV to raise money by asking the people that love them to support something they love. The Team 21 Campaign features:

- 1.) An easy to use website for all participants to collect donations for PCTV. Set a goal and then watch your total rise!
- 2.) Prize incentives for all who participate (everyone is a winner)!
- 3.) A big party at the end where we will celebrate our success.

If you haven't raised money before, don't worry! We will provide all the training and support you need. We will do this together as a team! In order to help you understand the Team 21 Campaign, we have scheduled two orientation sessions. Please join us at one of the following sessions. Sign up at the links below or by calling 412-322-7570.

August 23<sup>rd</sup>, 5-6 pm on Zoom. Sign up here: <https://www.pctv21.org/event-details/team-21-fund-raising-orientation>

August 30<sup>th</sup>, 5-6 pm on Zoom. Sign up here: <https://www.pctv21.org/event-details/team-21-fund-raising-orientation-aug-30>

Can't wait for the orientation sessions and want to sign up for the Team 21 Campaign? Head directly to the Team 21 site for more info and to sign up: <https://secure.qgiv.com/event/team21campaign/>

I look forward to seeing you at one of the upcoming meetings. Together we are going to keep PCTV alive and strong!

Sincerely,

John H. Patterson  
Executive Director

P.S. I've also enclosed a list of frequently asked questions along with some information on our funding situation. Read on for more detail.



Team 21

**READ FOR MORE INFO**  
**Frequently Asked Questions**  
**Team 21 Campaign**

**Do I have to be a PCTV community producer or member to participate in the Team 21 Campaign?**

No! Anyone who wants to support PCTV can participate.

**What is the Team 21 Campaign?**

The Team 21 Campaign is a group fundraising effort designed to help raise the funds needed to keep PCTV open to the community. Individuals will sign up to raise money for PCTV through donations. Participants will set a goal and compete to win prizes and recognition. PCTV will give you everything you need to ask for donations including your own donation site.

**What's in this for me?**

Lots! Number one, by helping us raise money you will be able to continue taking classes, utilize equipment, and produce your show. Secondly, we will be offering some pretty cool incentives for members who meet their fundraising goals. More details on this will be announced.

**Why is PCTV doing this?**

To keep PCTV open for you and for the community! PCTV is experiencing an urgent funding crisis due to a decline of over 30% in funding from Comcast and Verizon. The Team 21 campaign is designed to help us solve the problem in an ongoing and sustainable way.

**Are you raising my membership fees?**

No! Our goal is to keep PCTV affordable for the community.

**Do I have to participate in the Team 21 Campaign?**

Participation is completely voluntary but highly encouraged. If you love PCTV and want to save it, we hope you will participate.

**What are the market rates for PCTV services?**

PCTV has published a rate sheet that lists the market rate for all our services and classes. To give you an example, however, producing one show in our studio and having it aired on PCTV is valued at \$900.

**Will PCTV help me with my fundraising?**

Yes! We will provide all of the training, coaching and materials necessary to raise the funds. All of this will be provided free to you. You will be an expert fundraiser in no time.

**Can you send fundraising letters out for me?**

Yes! We just need names and addresses. And of course, your signature on the letters.

**Can I use PCTV's phone to make fundraising calls?**

Yes! You are more than welcome.

**What if I don't reach my fundraising goal?**

Don't worry. We realize that this will be a learning curve for all of us. All we ask is that you put serious and diligent effort into meeting your goal. If you don't meet it the first time then we are confident you will do better next time.

**Is the amount of the fundraising goal completely up to me?**

Yes! We will suggest a goal for each participant but it is up to you to set a goal that you are comfortable with.

**Is there a minimum goal amount?**

No! We want to choose a goal that is comfortable for you. That said, we want to encourage you to be ambitious. The more money we raise, the better!

**How am I supposed to raise the money?**

By asking people you know to support you. They could be friends, family, neighbors, or business owners. Our fundraising training will be chock full of ideas so be sure to attend.

**How will I get the money to PCTV?**

For the Team 21 Campaign, PCTV will be using a dedicated website to collect and track donations. You will have your own fundraising site. Donors and sponsors who want to pay by credit card can be directed there. Funds coming in by cash and check can be submitted to PCTV and will be added to your total.

**Is this a one-time campaign?**

No! If this is successful, we plan on doing it annually.

**READ FOR MORE INFO**

PCTV Funding

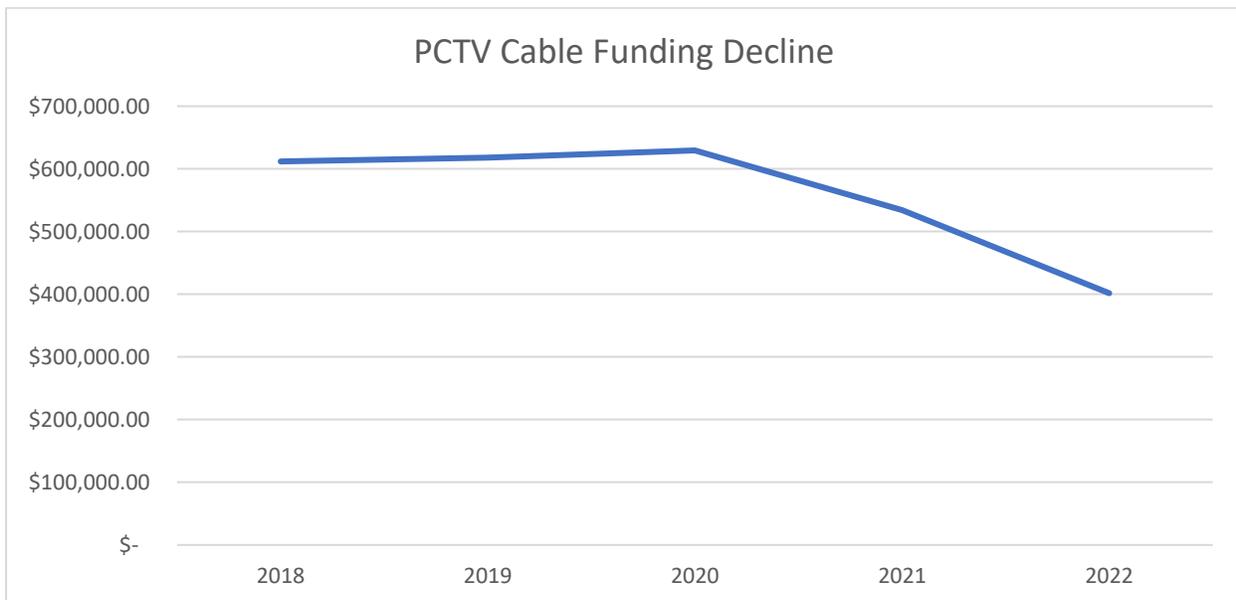
How PCTV Funding Works

PCTV has a contract with the City of Pittsburgh that is funded by the city’s cable agreements with Comcast and Verizon. Each cable subscriber within the City of Pittsburgh pays a small fee on their cable bill every month. Comcast and Verizon send that money to the city at the end of each year and then the city pays PCTV a portion with the rest going to City Channel Pittsburgh.



Why there is a Problem

Because our funding is based on the number of cable subscribers, when people drop cable television, PCTV’s funding drops. Unfortunately, people are dropping cable in ever increasing numbers. **In the last two years, PCTV’s funding has declined by over 33% due to people cutting the cord.** To put it in real terms, in 2020, PCTV received about \$618,000 in funding. In 2022 we received about \$400,000. To make matters worse, the amount of funding is expected to be even lower in 2023 and continue to rapidly decline in the years that follow. **The situation is urgent, and to keep PCTV available and open to the community, we need to take immediate action.**



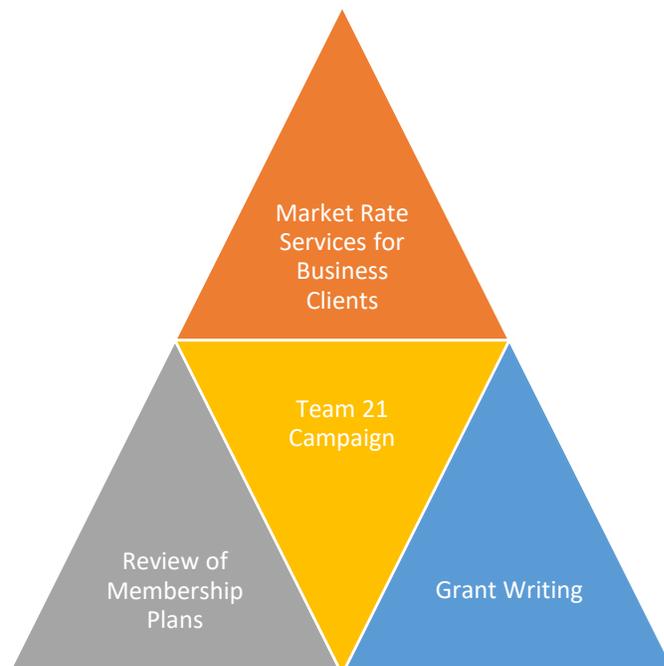
**READ FOR MORE INFO**  
**How PCTV is Responding**  
**To the Funding Crisis**

The unprecedented funding crisis has prompted PCTV to take action.

In late May and early June, we held two urgent stakeholder meetings designed to gather fundraising and revenue generation ideas. **PCTV producers and others responded to the call, contributing over 250 fundraising ideas!** The love and concern in the room for PCTV was evident and we truly appreciate our community's participation in helping us come up with a new model of funding for a treasured community asset.

In June, PCTV's Board of Directors held two strategy sessions to look at the ideas that were generated and to begin formulating action plans. Some immediate action items emerged from those meetings, including the following:

- 1.) PCTV will create a market rate sheet that shows the fair market value of all of PCTV services and classes. PCTV will use this rate sheet to price services for business clients and others who have the resources to pay more. The rate sheet is now available on our website at [www.pctv21.org](http://www.pctv21.org).
- 2.) PCTV will launch a fundraising campaign this fall called the Team 21 Campaign designed to get community producers and others involved in raising money for PCTV. And having fun along the way!
- 3.) PCTV will establish an ongoing grant writing program to fund PCTV's work with nonprofits and youth.
- 4.) PCTV will review all of its memberships plans to look for ways to increase value and revenue.



**READ FOR MORE INFO**  
**The True Cost of PCTV**

**What it Costs to Run PCTV**

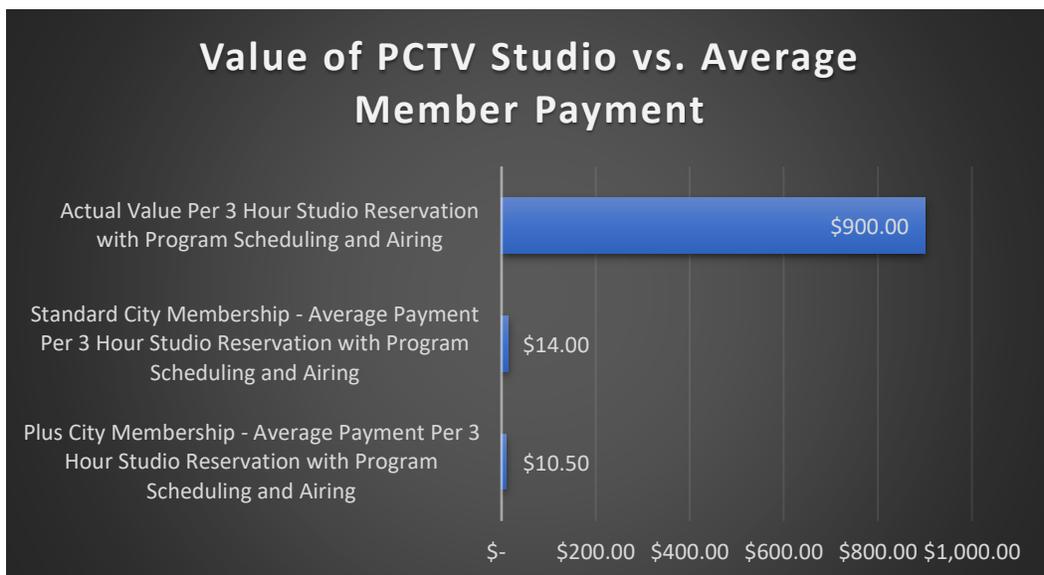
For 36 years, community use of PCTV has been subsidized by the funding received through the city cable television agreements. That has allowed PCTV to keep the fees it charges the community low and affordable.

But what is the true cost of PCTV? Put another way, what does it really cost to provide our services to the community? We run on a lean budget but it still takes money to keep our doors open. Based on a bare bones budget of \$625,000, **it costs about \$250/ hour to keep PCTV open and operating.**

**\$250/Hour**

**Market Rate for Services**

If PCTV didn't exist and you had to pay market rate for everything you do at PCTV, what would it cost? To answer that question, we created a rate sheet based on the market rate that for-profit businesses like PCTV charge. Let's take studio use as an example. For a three-hour studio reservation to produce a show that is then scheduled and aired it costs a PCTV Plus member \$10.50 on average and a Standard member pays \$14. This assumes the member does two shows a month, which is what we currently allow. **If you had to pay market rate for this service, it would cost you \$900.**



So, you can see what a great value PCTV is for what you pay. You can also see there is a big gap between what we charge and what you'd have to pay if PCTV were not around.