



CITY OF LIMA, OHIO

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RFP for GTV-2 Station Operator

The City of Lima is seeking to contract for GTV-2 station operations. Contractor would be responsible for management, operation, production and marketing for a local government sponsored informational cable channel and for providing a station manager to direct fulfillment of contract specifications. Contractor will directly report to the Lima City Administration.

Contract Duties and Responsibilities -

- Develop and follow a time-line for implementation of 24 hour programming.
- Develop, maintain and cablecast a schedule for 24 hour programming for a government channel.
- Develop media for broadcasting that includes:
 - community calendar
 - video programming
 - character generation
 - power point presentations
 - live broadcasts
- Develop, produce and edit programming along specific guidelines of content.
- Organizes, schedules, produces and monitors productions for efficiency, effectiveness and quality.
- Coordinates live cablecasts with various groups.



RFP for GTV-2 Station Operator (cont.)

- Able to operate and maintain editing, production and cablecasting equipment such as: computer, video camera, editing equipment, character generating equipment, transmission equipment, etc.
 - Utilizes basic audio and video engineering skills.
 - Ability to maintain and repair various production equipment.
 - Ability to use various tools to troubleshoot and repair various production equipment.
- Provide, procure and develop talent for announcements, introductions and voice overs.
- Demonstrates creative thinking processes for program development and improvement.
- Maintains good public relations with local community, government and businesses.
 - Ability to perform good public relations with a diverse community.
 - Utilizes excellent verbal, written and interpersonal communications.
- Performs outreach to the community
 - Provides technical assistance and training to other community groups for recording programs for broadcast on GTV-2.
- Possess good organizational, communication skills.
- Ability to archive raw footage and edited tapes. Develop and maintain a database of film.
- Able to work independently without close supervision.
- Ability to handle a variety of detailed tasks simultaneously.
- Act as the principal point of contact between potential and actual underwriters and GTV-2 and as contracting entity on behalf of the City of Lima with respect to potential and actual underwriters.
- Develop price and non-price terms and conditions for underwriters identified on GTV-2 broadcasts that will maximize the operating revenues for GTV-2.
- Design and maintain the protocols for identifying underwriters on GTV-2 broadcasts.
- Bear responsibility for the scheduling and other technical details regarding the on air identification of underwriters on GTV-2 broadcasts.
- Bill and collect donations from underwriters identified on GTV-2 broadcasts.

- Monitor GTV-2 broadcasts to ensure that underwriters are properly identified on GTV-2 in accordance with all contracts and agreements.
- Be solely responsible for the content of identification of underwriters on GTV-2 broadcasts.

Interested parties should submit a detailed proposal that addresses:

- **Business Plan to Include:**
 - Applicants Experience in TV Operation
 - Programing Plan
 - Plan for accomplishment of station operating duties listed above.
 - Marketing Plan and Financing Plan for non commercial PEG station
 - Identify all required funding for station operations and sourcing for those funds.
 - Examples of proposed underwriting design protocols
 - Proposed percentage of underwriting fees required for Operators profit. Balance of funds to be deposited in a special account for Community TV Operations. Account to be established by City of Lima.
 - Note: Contractor will submit annual operating and capital budget to City of Lima for GTV-2 operations for City of Lima review and approval. All expenditures for TV operations will be funded from the Community TV Operations Account and as authorized in the annually approved budget. City of Lima will perform annual audit and review of TV operations with any incurred costs for the audit to be funded from Community TV Operations Budget Account. Annual Operating Budget submission will include planned programming schedules and activities.
 - Proforma Income statements and Financial Statements
 - Start up schedule to continuing normal operations
 - Existing manpower available to start up operations
 - Name, area of responsibility, position title, experience and duties to be performed in start up operation.

- **Manpower requirements for ongoing station operations**
 - **Name (if currently available), area of responsibility, position title, required job qualifications and duties to be performed**

- **Capital Equipment Requirements and replacement schedule. Costs to be included in proforma financials and income statements.**

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