

Cassidy Flynn

From: Bob Kelly <bobk@newtv.org>
Sent: Monday, June 13, 2022 4:59 PM
To: Cassidy Flynn
Subject: NewTV PEG Funding
Attachments: NewTV PEG Revenue Decline due to Cable TV Cord Cutting.docx

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Dear Esteemed City Councillors,

The Mayor has requested an appropriation from the PEG Enterprise Fund in the amount of \$200,000.00 to supplement NewTV's annual operating budget. This is a similar request to the one that was submitted to you on June 21, 2021 prior to the end of the fiscal year.

NewTV continues to experience declining PEG (Public, Education and Government) revenues from cable television subscribers due to cord cutting. More and more consumers are vacating their cable packages and converting to streaming internet services which do not pay into the PEG Enterprise Fund. NewTV relies on funding derived from cable subscriptions to operate its facility and provide top quality services to Newton residents.

From 1992 to 2019 this funding was appropriate and sufficient. However, in the past 3+ years our funding has taken a substantial hit. Should the Finance Committee and City Council as a whole approve this request, NewTV will be able to maintain its studios and the proper staffing to continue on as the Best Community Media Center in the nation for yet another year.

Attached is a graphic that clearly shows the impact cord cutting has had on NewTV over the past 7 years.

Thank you for your consideration and support of NewTV.

Respectfully,

Robert S. Kelly
Executive Director