

REQUEST FOR PROPOSALS FOR OPERATION OF A PUBLIC, EDUCATIONAL, GOVERNMENTAL CHANNEL ON CABLE TELEVISION

The City of Marshall is seeking proposals from non-profit public institutions to operate a local public, educational, and governmental (PEG) channel.

BACKGROUND The City of Marshall grants to Charter Communications the right to operate cable television service in the city under a franchise agreement. Section 19 of the agreement states that Charter shall provide one channel in its basic service for public, educational, and governmental information free of cost to the city. The City of Marshall operates this channel as a government information channel on Cable Channel 20. The franchise agreement also states that Charter Communications shall provide a second public and educational information channel at the request and expense of the City or other approved non-profit public institution from non-basic tiered service. The City does not have funds available to operate the second channel, therefore, the City of Marshall is seeking proposals for the operation of the second channel.

The franchise agreement states that the channel may not be used for any commercial purpose. This provision will prevent the sale of advertising as a source of revenue to operate the channel and any fees charged for air time shall be limited to an amount necessary to cover the cost of providing the air time.

Entity operating channel shall be a non-profit public institution organized and existing under the laws of the State of Texas, including, but not limited to public schools, colleges or universities, or other approved non-profit public institutions.

Proposers should be prepared to incur costs associated with the start-up and operation. Proposer shall be prepared to enter into an agreement with the City of Marshall for the operation of the cable television channel.

Proposer should plan to begin operations within 30 days of approval of agreement by Marshall City Commission.

PROPOSAL CONTENTS Proposals must include the following:

1. **Experience and Qualifications.** Description of Proposer's relevant experience which would enable the City of Marshall to make a determination that the Proposer has the experience and competence required;
2. **Non-profit Public Institution.** Proposer shall provide evidence of status as non-profit public institution.
3. **Terms.** Proposer shall consider the capital investment necessary to start operations of the channel and propose a lease term which shall then be negotiated with the City;

4. **Plan.** A detailed description of the Proposer's plan to manage and operate the channel including, but not limited to, a) funding available for the purchase of necessary equipment along with other start-up costs and proposed date to start operations; b) concept for operations; c) management and staffing; d) projected revenue and expenditure budget (Note: the channel may not be operated for any commercial purpose which is interpreted as meaning that advertising cannot be sold to cover the cost of operations and any fees charged for air time shall be limited to an amount necessary to cover the cost of providing the air time); e) proposal for programming content that addresses the broad types of content to be broadcast such as educational, church services, local sports; community calendar, etc.; f) process for accepting requests for access to channel, criteria for evaluating requests, and, criteria for allocation of air time; g) days and hours of operation; h) other relevant information; and,

5. **Financial Ability.** Any financial statements or other financial information that will substantiate the financial capability of the Proposer.

PROPOSAL SUBMISSION/EVALUATION/SELECTION. All proposals must be submitted in sealed envelopes marked "Cable Channel Operator Proposal". Proposals must be received no later than 5 p.m., Friday, April 4, 2008, in the office of the City Manager, City of Marshall, 401 South Alamo, Suite 205, Marshall, Texas 75670. Proposals submitted through the U. S. Postal Service shall be addressed to City Manager, City of Marshall, PO Box 698, Marshall, Texas 75671. Proposals will not be accepted by e-mail.

The City of Marshall will review all proposals received and determine which proposals shall receive further consideration. The City reserves the right to negotiate further terms and conditions with any or all of the prospective parties. The City reserves the right to reject any and all proposals, to waive technicalities, to amend proposals prior to selection, and to take all other such actions which facilitate acceptance of that proposal deemed to be in the best interest of the city.

Any questions regarding the proposal may be directed to Janet Cook, Assistant City Manager, at 903-935-4419 or jcook@marshalltexas.net.