

**FairTV Operational Audit Recommendations
Distribution Platforms & Audience Experience**

November 10, 2015

INTRODUCTION

The FairTV Commission unanimously agreed to conduct an operational audit on August 19, 2015. A subcommittee was established to assess the effectiveness of FairTV's operations and to identify opportunities to improve the quality of FairTV service.

FairTV Operational Audit Subcommittee

MacKay Jameson, Chairman

James Quinn, Vice Chairman

Stuart Strelzer, Secretary

Tracy Minsky

This report includes the FairTV Operational Audit Subcommittee's findings and recommendations.

FINDINGS

Audience Size, Composition and Feedback

Finding No. 1: Cable providers do not make viewership, ratings, or other memberships available for public access television.

Finding No. 2: FairTV domain host is not using digital analytics to measure use of the FairTV website.

Finding No. 3: Town elected officials are regular users of FairTV, many watching on a weekly basis.

Finding No. 4: A majority of town elected officials watch FairTV both on the cable channel and online.

Finding No. 5: Fairfield elected officials believe the town should have gavel-to-gavel coverage of town meetings and believe FairTV is doing a good job.

Finding No. 6: FairTV is meeting or exceeding the expectations of town elected officials when it comes to covering the important meetings.

Finding No. 7: Quality of the broadcast receives mixed reviews, with some survey respondents complaining about sound.

Finding No. 8: FairTV ranks among the highest value sources for local news and information.

Finding No. 9: Several elected officials suggested increasing coverage of committee meetings for the Board of Education and Representative Town Meeting.

Finding No. 10: Seven out of ten survey respondents would like to access FairTV on their mobile device or tablet.

*Note: The FairTV Commission issued a survey to Fairfield elected officials between September 25 - November 8, 2015. The survey received 18 respondents and provided feedback on the quality of FairTV's service.

Inventory of Equipment and Systems

No Findings at this Time

1. DIGITAL & MOBILE

Recommendation No. 1: Consolidate all FairTV websites into one simple domain.

FairTV currently has three websites - fairtvonline.org; fairtv.pegcentral.com; fairfieldct.org/fairtv. To simplify the experience for the user, FairTV should have one destination website.

Recommendation No. 2: Use digital analytics of FairTV website to measure use of content and develop metrics of success.

Only by measuring can the FairTV Commission know if the content provided is of value to resident of the town. While FairTV will probably not receive metrics for the cable channels, many of our users go online for FairTV content. This will likely increase and it is important that FairTV measure our digital channels to understand what users value.

Recommendation No. 3: Invest in technology to watch FairTV on mobile devices and tablets.

Use of mobile platforms has increased dramatically. The relevance of FairTV relies on being available through the technology valued by our residents.

2. EXPAND CONTENT

Recommendation No. 1: Increase coverage of secondary content, particularly of the Board of Education and Representative Town Meeting committees.

The town of Fairfield has been generous in providing a small budget for FairTV's operations. Through the audit, FairTV received feedback that additional secondary content would be valued by the town. To finance this expansion of content, must put every town funded dollar into covering government or education meetings. This means that private organizations must cover the costs of broadcast coverage to help FairTV provide a diverse range of high quality content.

Recommendation No. 2: Establish a rate card.

For FairTV to expand content, private parties will be expected to cover the operational costs of FairTV. The FairTV Commission must establish a rate card to provide third parties quotes at fair market value.

Recommendation No. 3: Identify areas of content creation and cost sharing with other town entities.

Fairfield has many town funded entities that are already creating content and/or programs that could be supported or supplemented by FairTV coverage. Working with the libraries, schools, and other organizations, opportunities for cost savings and improved programming could form.

3. THIRD PARTY PARTNERS

Recommendation No. 1: Identify patrons to support Fairfield's public access programming.

Public access broadcast is currently in transition. More users are moving online and many cable customers are cutting the cord. The future of funding for public access broadcast is uncertain, but that certainty can be improved by forming partnerships with private third party organizations that share the mission of FairTV.

Recommendation No. 2: Establish events and forums of interest to town residents that can supplement FairTV's budget through sponsorship and fundraising.

The recent election is an example of one community activity that FairTV can play a larger role. By working with community organizations, FairTV could be an excellent platform for candidate forums. These forums would require the financial support of third parties and could help FairTV expand the operational budget and diversify content.