

EXHIBIT A – Option 1
CURRENT SCOPE OF SERVICES MODIFIED FOR 2021

Longmont Public Media (Contractor) shall provide the following services at the indicated funding level from the City:

1. **Broadcasting.** Broadcast professional quality programming on the current cable stations (8, 14, 16, 888), on Layer 3 TV, YouTube and on Contractor’s own website. Some programming should be streamed on social media (Facebook Live).

2. **All required programming.** Produce a variety of programming in a modern setting and in various locations and with various durations (30 seconds – several hours), including at a minimum:
 - a. Record City Council meetings, St. Vrain Valley School District Board meetings, Planning and Zoning meetings and a short, Council wrap up video which describes the outcomes of the Council meeting during the same week as the meeting.
 - b. High-quality local shows, including sports, arts, history and entertainment programs.
 - c. Regular news program with breaking news, traffic, local events and hot topics. Any news programming requires closed captioning.
 - d. “Around the town” style entertainment-style programs and documentary-style programs about local issues.
 - e. How-to classes – e.g. language classes (English and Spanish), cooking classes, painting classes, how to install a router, how to build a shelf.
 - f. Performing arts programs – poetry, music, cultural events.
 - g. Videos at the direction of City staff to assist with outreach and engagement. This includes up to 20 hours per week of videography time.

3. **The following additional scope items.**
 - a. Record the City’s 17 advisory boards and commissions (video or audio only dependent on the circumstances of that board or commission).
 - b. Using specialized artificial intelligence (AI) assisted voice to text software, convert all the government (City Council, Planning and Zoning, School Board, 17 boards and commissions meetings) to searchable text.
 - c. Create regular audio podcasts of community interest.
 - d. Create an open to the public podcast studio.
 - e. Create a live-streaming radio station (internet only).

4. **Community Outreach listed in the RFP.** Coordinate a public access program, train residents on publicly-owned equipment and run appropriate programming produced by any video group in Longmont (Senior Center Film Group, Student Film Center, etc.) Work with various information outlets in partnership for innovative programming/involvement. Includes all of section 7. “Innovative Collaborations with Other Community Groups” from Contractor’s Proposal.

5. **Marketing.** Develop an ongoing marketing plan to communicate the programming created and broadcasted, including regular advertisement on social media platforms, with traditional and electronic news media, through electronic subscription and reminders for the public on various

programming and other innovative strategies deemed appropriate by the Contractor. This will include:

- a. All “Marketing Strategy”.
 - b. A “New Simple and Easy to Navigate Website”.
- 6. Metrics.** Appropriate metrics to measure success. This may include measures such as public knowledge of important issues and amount of civic engagement. The Contractor will propose/define the measures, collect the data, measure success and provide a quarterly report to the City Council. Metrics include (but may not be limited to):
- a. Number of sessions
 - b. Number of users/viewers
 - c. Times a video has been loaded
 - d. Times video has been (fully) viewed
 - e. Drop off time if viewer didn’t finish the video (minutes viewed and % of video viewed)
 - f. Page views of associated articles
 - g. Most popular videos/shows
 - h. Least popular videos/shows
 - i. Ranked lists of shows
 - j. Feedback from users (via built-in feedback mechanisms) on videos/shows
 - k. Viewership numbers of usage on the various broadcast channels (Comcast and Layer3 TV) will be provided in a similar fashion, assuming the data is available
- 7.** The City of Longmont’s Communications Manager (or designee) shall attend LPM production meetings, as needed, to help strategize future programming.