



Connecticut Network

Your State. Your Government. Your Network.

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March 17, 2014
Finance, Revenue & Bonding Committee
Connecticut General Assembly
Legislative Office Building
Hartford, CT 06106

Re: SB469, AN ACT CONCERNING TELEVISION COVERAGE OF STATE GOVERNMENT DELIBERATIONS AND DISTRIBUTION OF PROCEEDS FROM NEW LOTTERY GAMES

Members of the Finance, Revenue & Bonding Committee:

I hereby submit the attached conceptual plan for CT-N 2.0 as testimony in support of SB469, referenced above. This is to supplement oral testimony that CPAN Board Chairman Pat Sheehan and I will offer at today's public hearing.

While an increase to the revenue intercept funding CT-N pursuant to section 2-71(x) of the Connecticut General Statutes will be necessary this year in order for the Connecticut General Assembly to maintain ongoing operational commitments for the network at current levels, the attached plan articulates the vision for CT-N's future that the proposed increase from \$2.5 million to \$6 million annually contained in Section 1 of this bill will make possible. I have met with many representatives from all three branches over the past several weeks and have been met with wide enthusiasm for this concept.

Pat and I look forward to discussing this with you today. Thank you for your consideration.

Sincerely,

Paul Giguere
President & CEO
Connecticut Public Affairs Network, Inc.

CT-N 2.0

The Next Generation State Public Affairs Network for the 21st Century Citizen

Connecticut Public Affairs Network, Inc. (CPAN)

March 2014

v 3.10.14

CT-N's Guiding Principle

Meaningful and effective citizen participation in our democracy depends on full, free and reliable access to the deliberations and decisions of state government, using the tools of the digital age to overcome the barriers of time, distance and complexity that separate government from the governed. CT-N 2.0 is the next generation state public affairs network designed to revolutionize the way in which citizens and state government interact.

Introduction

CT-N was developed by the Connecticut Public Affairs Network (CPAN), a nonprofit corporation formed in 1997 with a commitment to strengthening civic engagement by providing comprehensive and unbiased educational programming and outreach on state government, civics and citizenship.

Since the launch of CT-N in 1999, technology has changed the world. CT-N went on the air for the first time on March 10, 1999, before the introduction of innovations such as broadband internet, high-definition TV, DVRs, mobile devices, smartphones, tablets, social media, YouTube, Netflix, Hulu, Roku, Apple TV or Google TV. Over that same time period, people's viewing habits have changed along with technology. Today's viewers favor DVRs over "appointment TV", compress prime time viewing to 3 hours at maximum, use TV, Internet and Mobile media interchangeably, integrate surfing, social media into their viewing activity and are less likely than ever to watch an entire gavel-to-gavel proceeding on TV.

CT-N today covers:

30% of the legislative process

15% of Supreme Court oral arguments

Smaller proportion of the executive branch agencies

After having been a national leader in providing citizens with access to information about the workings of state government for the past decade, Connecticut's public affairs network is no longer on the cutting edge. Today, other states are using technology and programming options to enable their citizens to access the information about state government they want, when and how they deem most efficiently.

Connecticut's Challenge:

In light of technological advances and changes in public viewing habits, how can CT-N be redesigned to enhance the ability of citizens to be informed about and engaged in the democratic process.

This CT-N 2.0 vision builds on the emerging best practices of the most successful state public affairs networks across the country and takes advantage of recent advances in technology to dramatically increase transparency in all three branches of Connecticut government.

Program Scope and Details

Legislative Branch

CPAN will increase the CT-N production capacity, infrastructure and staff in order to provide complete gavel-to-gavel coverage of all official legislative meetings occurring on the Capitol campus. Current technology, staff and availability of production space in the LOB generally limit CT-N's ability to record and live stream more than two events at a time, one of which is selected to air live on the CT-N cable channel. This limitation results in the capacity for CT-N to televise approximately 25% of the legislative events taking place during a typical legislative session.

CT-N 2.0 will record, live web-stream and archive *every* committee meeting, *every* committee hearing and *every* House and Senate session. Each event will be available in a real-time web-stream accessible on the CT-N website and across all current and future mobile device technologies. In addition to the live web-streams, each event will be accessible on the State Capitol Complex's in-house cable system and CT-N staff will select events for live broadcast and re-broadcast on the CT-N cable channel. Once each event has concluded, CT-N staff will quickly make publicly available the on-demand video file designed with citizen access "search and share" tools, along with a user interface that consolidates all relevant publicly available documents (agenda, bill info, amendments, fiscal notes, testimony) into one easy to use viewer experience. The array of web-streams and archive will be designed with cloud-based architecture to handle citizen access demand fluctuations with a permanent archive maintained through a partnership with the State Library, the Dodd Center at the University of Connecticut or other state-based digital storage repository.

To accomplish this, each of the 10 hearing rooms in the Legislative Office Building, the House and Senate Chambers and several meeting rooms in the State Capitol will be coupled with a remote "production pod" work space to be located at the CPAN/CT-N Production Center currently under construction across the street at 21 Oak Street. Each pod will accommodate a two person crew, (one technician and one producer) and will be equipped with robotic controls, switcher, character generator and audio interface. The current control room located in LOB room 1702 will be utilized solely as a production equipment and distribution hub with all production staff consolidated into the CPAN/CT-N Production Center. Pool feeds and video files will be available to all media upon request.

Judicial Branch

CPAN will increase the CT-N production capacity, infrastructure and staff in order to provide complete gavel-to-gavel coverage of all Supreme Court and Appellate Court oral arguments. Current 1999 technology, insufficient staff and infrastructure severely limit the frequency of CT-N's Court coverage and generally results in the capacity for CT-N to televise approximately 15% of the Supreme Court oral arguments scheduled per year.

CT-N 2.0 will record, live web-stream and archive every Supreme Court Oral Argument and every Appellate Court Oral Argument permissible under the Judicial Branch Practice Book rules. Each case will be available in a real-time web-stream available on the CT-N website, the Judicial Branch website, and accessible from all current and future mobile device technologies. CT-N staff will select events for live broadcast and re-broadcast on the CT-N cable channel. Once each case has concluded, CT-N staff will quickly make publicly available the on-demand video file designed with citizen access “search and share” tools, along with a user interface that consolidates all relevant publicly available documents (legal briefs, decisions as they become available, etc.) into one easy to use viewer experience. The web-streams and archive will be designed with cloud-based architecture to handle citizen access demand fluctuations with a permanent archive maintained through a partnership with the State Library, the Dodd Center at the University of Connecticut or other state-based digital storage repository.

To accomplish this, remotely-controlled cameras will be installed in the Supreme Court and Appellate Court chambers interconnected with a remote production pod work space to be located at the CPAN/CT-N Production Center currently under construction at 21 Oak Street. Each pod will accommodate a two person crew, (one technician and one producer) and will be equipped with robotic controls, switcher, character generator and audio interface. The current utility room located in Supreme Court will be utilized solely as a production equipment hub with production staff consolidated into the CPAN/CT-N Production Center. Pool feeds will be made available to all media upon request.

Executive Branch

CPAN will increase the CT-N production capacity, infrastructure and staff in order to provide complete gavel-to-gavel coverage of Executive Branch agency meetings, hearings and events. Current 1999 technology, insufficient staff and infrastructure severely limit the frequency of CT-N’s coverage of state agencies and generally results in the capacity for CT-N to televise less than 15% of events occurring around the State.

CPAN staff will work with agency heads and commissioners to document location and frequency of Executive Branch public meetings and hearings that are appropriate for gavel-to-gavel coverage. CT-N 2.0 will record, live web-stream and archive these events occurring in state office buildings around the state. Each event will be available in a real-time web-stream accessible on the CT-N website, the agency website and across all current and future mobile devices technologies. CT-N staff will select events for live broadcast and re-broadcast on the CT-N cable channel. Once each event has concluded, CT-N staff will quickly make publicly available the on-demand video file which will be designed with citizen access “search and share” tools, along with a user interface that pulls all relevant publicly available documents (agendas, minutes, supporting materials) into one easy to use viewer experience. The web-streams and archive will be designed with cloud-based architecture to handle citizen access demand fluctuations with a permanent archive maintained through a partnership with the State Library, the Dodd Center at the University of Connecticut or other state-based digital storage repository.

To accomplish this, remotely controlled cameras will be installed in commonly used meeting rooms in the designated state office buildings, interconnected to remote production pod work spaces to be located at the CPAN/CT-N Production Center currently under construction at 21

Oak Street. Each pod will accommodate a two person crew, (one technician and one producer) and will be equipped with robotic controls, switcher, character generator and audio interface. With the state's recent acquisition of office buildings in Hartford and the proposed renovation of the State Office Building at 165 Capitol Ave, all efforts should be taken to install the necessary infrastructure and cables into these sites as they are being readied for occupancy. And to better facilitate coverage of agency hearings occurring in communities around the state, CPAN will work with the Executive Branch to identify meeting spaces at state university and community college sites around the state where the infrastructure could be put in place.

Public Policy Events around the state

Recognizing the role of citizens and non-governmental groups in the deliberative public policy process, CT-N 2.0 will provide increased capacity to cover events happening around the state that are not official government meetings but are an important part of the public debate. This will be accomplished through the use of multiple camera units transported to sites around the state with live signals being transmitted back to the CPAN/CT-N Production Center through the use of mobile backpack video transmitters.

Live from Connecticut's Old State House – With CPAN also responsible for the educational and community programs at Connecticut's Old State House, a natural extension of the civic engagement goals of both CT-N and OSH is realized. Lectures, public forums and Live Town Hall meetings produced by the Old State House staff and televised by CT-N provide opportunities to debate and discuss issues of importance while expanding the audience well beyond the walls of the original State Capitol.

Electoral Process Coverage

At its most fundamental level, we live in a democratic society whereby the laws we all agree to live by are crafted by us, the citizenry. We choose from our neighbors the people we believe will act in our best interest to develop, implement and enforce those laws. But in order for this system to work effectively, we all need to better understand the electoral process and the perspectives of candidates wishing to represent us at the Capitol. CT-N 2.0 provides opportunities for citizens to make informed choices in a manner free from paid political advertising through coverage of:

State Conventions – Live coverage of the state party nominating conventions

Debates – Working with local broadcasters for coverage of “top of the ticket” debates for Governor and the state's congressional seats. Working with community partners such as League of Women Voters to organize debates for the underticket.

Newspaper Editorial Board Interviews - Offering an inside view of the interviews by newspaper editorial boards with candidates seeking endorsement.

On-Line Video Voter's Guide - 3 – 5 minute vignettes featuring brief presentations from both incumbents and challengers for General Assembly races and Constitutional Officers.

Educational Programs

CPAN will design, equip and manage a production studio which will be used to supplement CT-N's gavel-to-gavel coverage with educational studio-based programs specifically produced to demystify the governmental process and provide additional context for citizens to better understand the issues. Programs to be produced will include:

Capitol Report: Week in Review - An updated approach to CT-N's current weekly program summarizing activities of state government in a format designed for the "non-expert" viewers – a general audience of Connecticut citizens.

Capitol Report Morning Update - Building on the successful 2010 pilot program, a regularly scheduled live program produced daily during the legislative session that reviews what has happened and previews what is coming up

Across the Aisle - Studio-based discussions with officials from Connecticut's three branches and public policy stakeholders on current events and policy issues.

Media Services

State agencies have a need to produce high quality multi-media productions for their own communications needs or to more efficiently manage in-house or inter-agency training. As a future business opportunity, these "production services-for-hire" would be made available with a competitive rate card to address video, audio, projection and other production needs within the three branches but would *not* appear as CT-N productions.

Closed Captioning Services

Accessibility regulations from the Federal Communications Commission are keeping pace with societal expectations that all video productions should be fully accessible to the deaf and hard-of-hearing community through closed captioning. CPAN has been a leader in this regard with an established cadre of experienced closed captioners on staff. CPAN intends to expand its staff and acquire the latest speech recognition technology in order to meet the closed captioning needs of CT-N 2.0 as well as the future possibility to offer this service-for-hire to other state public affairs networks in need of closed captioning for their own state government coverage. This future business opportunity has the potential to bring new jobs to Connecticut.

Management and Operations

In order to undertake the programming changes contemplated in the CT-N 2.0 plan, the current management and contractual relationship between CPAN and the General Assembly must change along with it. Under this new relationship, CPAN is proposing to fully manage CT-N 2.0 as a turn-key operation, with complete responsibility and accountability for all aspects of the project. Through a renegotiated contract with the Office of Legislative Management, CPAN staff will manage all day to day operations, staffing, equipment, (ownership/management, acquisition,

maintenance and replacement), financial management, distribution and carriage agreements, marketing of services and strategic planning. Overseeing it all, the CPAN Board of Directors will be charged with fiduciary and policy oversight of the entire operation with annual reporting and accountability requirements to the Legislative, Executive and Judicial Branches.

It is anticipated that full implementation of CT-N 2.0 will require a significant increase in staffing, creating at least **25 new jobs** here in Connecticut.

Key Collaborative Relationships

State Library

Imagine being able to watch today video coverage of the Connecticut Constitutional Convention of 1818 when delegate Stephen Mix Mitchell took to the floor at the Old State House and made the case for opening the Senate sessions to the public for the first time. Although the House of Representatives sessions were always open to the public, the State Senate or Governor's Council as it was called, always met behind closed doors. "The doors shall be opened" was his proclamation, which began the debate on transparency in government that continues even today, 196 years later.

Through a collaboration with the Connecticut State Library, Thomas J. Dodd Research Center at the University of Connecticut or other state-based digital storage repository, a complete, permanent, searchable and accessible archive of Connecticut state government history is proposed as one of the keystone elements of CT-N 2.0.

STEP UP for Vets

As the next phase of its long-standing commitment to workforce diversity, CPAN anticipates working closely with The Unemployed Armed Forces Member Subsidized Training and Employment Program to hire returning veterans into a significant portion of the new positions that will be created through the implementation of CT-N 2.0. The likelihood of transferrable skills, particularly the technical skills associated with television production, and CPAN's core commitment to civic duty and public service make this an ideal fit for the rapid staff expansion that will be necessary.

Connecticut's Community Colleges

CPAN will explore the feasibility of a community college work study program, providing college students with unique co-curricular opportunities for on-the-job training in video production and journalism while being immersed in the democratic process. This work study program may also qualify for federal eligibility to pay for a portion of salary costs for certain students.

Funding

CT-N 2.0 Funding Model

CT-N is funded through an annual revenue intercept from the Gross Receipts Tax on cable television. Each year, \$2.5 million is segregated from the revenue generated by the tax and deposited in an off-budget account administered by the Office of Legislative Management. In order to accomplish the 3-year implementation of CT-N 2.0, the statute must be amended in the 2014 legislative session to increase funding amounts from the current \$2.5 million per year to \$6 million.

Sec. 2-71x. Television coverage of state government deliberations. For the fiscal year ending June 30, [2007] 2014, and each fiscal year thereafter, the Comptroller shall segregate [two million five hundred thousand] six million dollars of the amount of the funds received by the state from the tax imposed under chapter 211 on public service companies providing community antenna television service in this state. The moneys segregated by the Comptroller shall be deposited with the Treasurer and made available to the Office of Legislative Management to defray the cost of providing the citizens of this state with Connecticut Television Network coverage of state government deliberations and public policy events.

Financial Projections

	2014	2015	2016	2017
Salaries and Benefits	\$2,100,000	\$3,000,000	\$3,500,000	\$4,700,000
Management Expenses	\$225,000	\$300,000	\$350,000	\$440,000
Production Expenses	\$89,000	\$250,000	\$300,000	\$350,000
Education and Outreach	\$110,000	\$200,000	\$200,000	\$260,000
Capital Expenses	\$60,000	\$2,250,000	\$1,650,000	\$250,000
Total	\$2,578,000	\$6,000,000	\$6,000,000	\$6,000,000

Timetable

(Subject to Change)

TASK	START	FINISH
Due Diligence meetings with state officials	1/2/2014	2/5/2014
Prepare strategic business plan	1/2/2014	2/5/2014
Legislature/state officials consider CT-N 2.0 Plan	2/5/2014	5/7/2014
Develop technical plan, equipment specs	2/28/2014	5/22/2014
Renegotiate contract to include three branches	2/28/2014	5/22/2014
RFP for first round of equipment buildout	5/22/2014	7/1/2014

Legislative/Judicial/Studio buildout	7/1/2014	12/30/2014
Staff recruiting and training	9/1/2014	1/6/2015
Ramp up coverage of Legislature	1/7/2015	6/10/2015
Ramp up coverage of Supreme Court	3/2/2015	6/30/2015
Issue RFP for second round of equipment	7/1/2015	9/1/2015
Executive Branch buildout	9/14/2015	2/26/2016
Staff recruiting/training	1/1/2016	3/31/2016
Ramp up coverage of Executive Branch	3/1/2016	12/30/2016
CT-N 2.0 fully operational	1/2/2017	6/30/2017

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