

HCTV's Partnership with ISD 200

-Hastings Community TV is the small 501(c)(3) non-profit that is located on the third floor of the High School. We have been serving the Hastings community since 1983 and are thankful for the partnership we have with the Hastings school district.

-Our funding primarily comes from the number of Comcast cable TV subscribers there are in Hastings. We do not receive revenue through internet subscribers.

-As people switch to video streaming services like Netflix, Hulu, and Amazon Prime video, Hastings residents are cutting cable TV at an alarming rate. This means our funding is dropping rapidly.

-The vast majority of our views come via our Youtube Channel and Facebook page... *not* through Comcast Cable TV subscriptions, our source of revenue. Online viewing allows families not only in Hastings but throughout the country to watch and support their students activities and accomplishments.

-Due to these circumstances, our organization is facing a more than \$30,000 shortfall on a less than \$290,000 annual budget. This budget already includes as many cuts as currently feasible and is the second year in a row of utilizing past savings to balance the budget.

-Prior to 2014, HCTV did not pay rent because of all of the school video coverage we provide the district, free of charge. We are now producing more content than ever before for the school district, while our budget is smaller than it has ever been. We are asking you to consider going back to the rent-free structure because of the vast amount of video coverage we provide ISD 200.

Here are Some Examples of HCTV's School Video Coverage:

*-Film and Livestream **65-70 High School Sporting Events a Year**. This costs HCTV approximately \$560 a game: This breaks down to \$36,400 to \$39,200 a year. [Note: A Live multi-camera sports setup with a production crew from most companies would cost \\$4,000 to \\$6,000 or more per event. The figures I am giving you for HCTV costs are for staff and contractors pay only and do not include equipment costs.](#)*

-Assist a HHS educator with teaching the high school video class (formerly known as the Ekko, now called Raiders in Action). We currently have 40 students signed up for the class which is the biggest group we have ever assisted with! Teach students how to operate cameras and edit video. Assist with anchor shoots at the HCTV studio. Provide tech support to students as needed. Cost is difficult to calculate due to a vast amount of responsibilities, and the class going through an evolution this year.

-Produced the **Hastings Public Schools Promotional Video** for ISD 200 with future annual revisions as requested by ISD 200. This plays on the homepage of the Hastings Public Schools website. This cost HCTV approximately \$5,000 to produce. *A video in this style would have cost over \$9,000 from most video production companies.*

-Film and Livestream annual **Graduation Ceremony**. This costs HCTV approximately \$888 to produce. *Note: A Live multi-camera setup with a production crew could cost anywhere from \$1,800 to \$6,000 or more from most video production companies.*

-Film and Livestream **Prom**. This costs HCTV approximately \$430 to produce.

-Film and Livestream **High School Awards Night**. This costs HCTV approximately \$430 to produce.

-Film and Livestream additional annual school programs like the **Homecoming and SnoWeek Coronations, Veterans Day program, ISD 200 Retirement program, Native Graduate Honoring Ceremony, Senior Awards Night, Middle School Tug of War Fundraiser, Raider Sports Awards Program, Author visits, and other school speakers**. This costs HCTV Approximately \$350 per event to produce.

-Film and Livestream **monthly School Board meetings** plus additional school board meetings that arise from time to time. We also provide tech support for any camera or audio issues. We also saved the school district money by providing the Tricaster, which is the required Live-streaming device that costs approximately \$16,000. Had we not provided this it would have needed to be purchased by the school district. To film school board meetings this costs HCTV approximately \$100 a meeting from testing to filming.

-Film **Marching Band Preview Show** each year. This costs HCTV approximately \$630 to produce.

-Film **High School Parent Athlete Video** each year with Trent Hanson. This costs HCTV approximately \$500 to produce.

-Film **High School Athlete Letter Signings**. This costs HCTV approximately \$340 to produce.

-Film **Raider Sports Updates** on the school bridge with coaches. This costs HCTV approximately \$250 a year.

-Film **Educator of the Year video**. This last year the video featured Kyle Kreuser. This cost HCTV approximately \$2,000 to produce.

-Producing new **Pathways Promotional Video** for students and parents releasing in February from the school district. This will cost HCTV approximately \$1,000 to produce.

HCTV is also a Pathways partnering business, giving Broadcast Journalism job shadowing opportunities to HHS students.

Total: HCTV provides over \$55,318 worth of video services to ISD 200 annually. This does not include the services we provide for the new “Raiders in Action” class.

Additional Notes:

*-Produce, Film, and Livestream **School Board Candidate Forums** that I believe all of you have been a part of.*

*-Provide **job opportunities for High School students** interested in video production work. Students serve in a contractor role primarily for filming sporting events.*

-The costs to HCTV mentioned above only include what we pay HCTV staff and contractors. It does not include equipment costs.

-There are other school programs that we do that are not listed above.

-Note: HCTV also produces two other tiers of programming: GOVERNMENT & PUBLIC but approximately 80% of what we produce is school related.

Final Notes:

*-Ideally we will receive some form of **state funding** for Community TV Stations as early as 2026. We are trying to survive until additional funding arrives by pulling money from our savings.*

The exchange of rent for the services provided to Hastings Public Schools has been imperative to our ability to retain quality staff and equipment to provide the content we do for Hastings. If rent were to be imposed on our already negative budget we would be forced to induce further cuts, jeopardizing our content and the longevity of HCTV. Thank you for your consideration!