

# **ATTACHMENT B**

**PEIG**

# **Pilot Program**

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**Progress report on the  
PEG Video On Demand and  
Online platforms**

.....

**July 28, 2011**



# Our P|E|G Trial Communities



**FRESNO**  
California

.....



**HIALEAH**  
Florida

.....



**HOUSTON**  
Texas

.....



**PETERBOROUGH**  
New Hampshire

.....



**PHILADELPHIA**  
Pennsylvania

.....

**+ MEDFORD**  
Massachusetts



# PEG Pilot Program

July 28, 2011

This report describes the progress of Comcast's pilot platform to host PEG [Public, Educational and Governmental] content on Comcast's Video On Demand ("VOD") and On Demand Online ("Online") platforms.

## Scope of the Commitment

Over the next three years, Comcast will work with community, political and PEG leaders in each of the five communities selected for this pilot program to see how best to make local programming available on VOD and Online platforms.

## Pilot Communities

On February 28, 2011, Comcast submitted a letter to the Federal Communications Commission announcing the five municipalities selected to participate in the PEG pilot program.<sup>1</sup> The five participating municipalities are:

- The City of Fresno, California;
- The City of Hialeah, Florida;
- The Town of Peterborough, New Hampshire;
- The City of Philadelphia, Pennsylvania, and;
- The City of Houston, Texas.

In addition, Comcast decided to work with a sixth community—the City of Medford, Massachusetts—as a “laboratory” to trial implementation approaches before launching Online and VOD platform programs in the five PEG pilot communities.

## Preliminary Work and Consultations with the Pilot Communities

Comcast approached the mayors of these six municipalities with an idea designed in part to inspire each community to begin thinking about its PEG programming needs. The goal was to engage the relevant stakeholders to define each community's media requirements and kick-start each community's effort to define strategic goals for their hyper-local programming, by engaging in a first step, “new media” project.

We branded this initiative **Project Open Voice**. Comcast worked with the mayors' offices in each municipality to develop a public service campaign consisting of a public service announcement (“PSA”) and an associated website designed to promote an issue of interest for the community. The

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<sup>1</sup> See Letter from Lynn R. Charytan, Vice President, Legal Regulatory Affairs, Comcast Corporation, to Marlene H. Dortch, Secretary, FCC, at 1 (Feb. 28, 2011).

PSA theme chosen by each community is featured on the Project Open Voice website ([www.projectopenvoice.com](http://www.projectopenvoice.com)), a copy of which is attached hereto as an Exhibit.

Subsequently, between April and June, Comcast went back to each pilot community as well as Medford and began discussions focused specifically on the pilot projects involving PEG distribution on VOD and Online. As required by Section XIV.4.b of Appendix A to the Comcast-NBCUniversal Order,<sup>2</sup> Comcast held community “forums” with local leaders, including city officials, community leaders and PEG programmers in each of the trial communities to get direction on which PEG programming would most benefit residents by being placed on VOD and Online.<sup>3</sup>

The information provided by the participants in these meetings has guided the development of the on demand models —particularly for Online— for delivery of locally-produced content catered to each community’s needs and interests.

Each community will have a customized website to serve as the online portal to the community’s Online PEG content. Among other things, PEG forum participants were shown a prototype of the Online web portal that Comcast had presented for Medford’s consideration (shown below), to illustrate one possible approach.



<sup>2</sup> In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. For Consent to Assign Licenses and Transfer Control of Licensees, Memorandum Opinion and Order, MB Docket No. 10-56, 26 FCC Rcd 4238 (2011) (the “Order”).

<sup>3</sup> Of course, as required by the Order and consistent with Comcast’s own practice, all decisions regarding the PEG content ultimately to be provided for the VOD and Online projects are ultimately within the full discretion of the communities. Comcast does not exercise editorial control over those decisions, and will support whatever content the communities decide to include.

In addition, Comcast prepared a brief video presentation to explain the functionality of the sample Medford Online site. The video is available at [youtube.com/watch?v=ZvkGxHI2518](https://www.youtube.com/watch?v=ZvkGxHI2518).



Our local teams have been in regular contact with the communities since the forums were held. Each community will be engaged throughout the months of August and September to identify existing PEG content for placement on VOD in October.

### **Ongoing Work in Support of VOD and Online Platform Deployment**

Comcast has been taking various steps to ready the VOD platform in each pilot community in order to meet the October 28, 2011 launch date for the PEG VOD trials. Among other things, Comcast has worked with local VOD content managers and engineers in the Comcast system for each community to confirm that each cable system has facilities that can support delivery of PEG content to subscribers and to verify that each system has allocated capacity to host PEG programming on its VOD storage sites. Comcast is also working with local VOD content managers to identify the appropriate on-screen menu placement of new PEG content for customers.

Comcast has also had both in-person and telephonic meetings with community leaders, PEG programming personnel and local government officials in each pilot community to discuss which programming should be placed on VOD.

To date, good progress has been made on Comcast's and the communities' sides, and no issues have been identified that should hamper placement of PEG programming on VOD in the pilot communities by the October 28, 2011 deadline.

Development of the PEG Online pilot is similarly ongoing and on track to meet the January 28, 2012 deadline. Comcast has engaged the services of an interactive platform developer to build the Online foundation and functionality which will be deployed across all six local Online portals. The developer was chosen primarily for its breadth of experience in

developing the hardware and software architecture used by Comcast in other Online and streaming platforms.

Comcast is also making progress in the design of the local Online websites. After issuing a request for proposals, in mid-July Comcast selected three web design vendors to trial different creative design concepts (i.e., the look-and-feel, graphics and other multimedia components) based on each community's feedback. Each web developer has been assigned two of the six communities. Relying on three different web designers allows Comcast to experiment with three distinct creative approaches to the Online user experience with the objective of choosing the best elements from each for future Online development.

In addition, Comcast has engaged local consultants in each community to provide guidance regarding community needs and interests that the community, in turn, can use in developing PEG Online content. The consultants will work with local officials, and Comcast's local teams, so that the sites reflect each community's unique needs.





project  
open  
voice

Comcast®



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**Welcome to Project Open Voice!**

Good local TV programming connects a community's residents. As part of Comcast's continuing support for public, educational and governmental (PEG) programming, we launched an initiative to explore new and innovative ways that this local programming can be made available in a community. The name of this initiative is Project Open Voice.

Over the next three years, we will work closely with community, political and PEG leaders in six communities to see how best to make local programming available. Our community partners are Fresno, California; Hialeah, Florida; Peterborough, New Hampshire; Philadelphia, Pennsylvania; Houston, Texas; and Medford, Massachusetts. These communities represent a cross-section of American culture and diversity. Working together with our city partners, we hope to develop and test exciting new online and On Demand models for better delivery of locally produced content. We want to help residents get the kind of information that really connects them with what's going on around their hometowns -- the places where they live, work, learn and play. We look forward to exploring new ideas, and learning from our local partners.

**Why is this important?**

Local TV programming serves and enriches local communities by promoting diversity, a free market of ideas, and an informed and well-educated citizenry. PEG programming provides cable subscribers with locally oriented educational information as well as a window into the operation of their state and local government, and provides local citizens with a forum for public discussion and expression. This programming helps to inform community members and improves the quality of their lives. We need to ensure that as technologies change, and the way people watch TV change, local programming keeps pace.

**Why do a public service campaign?**

Once we selected the pilot communities, we wanted to learn more about them. Our project team focused on the different histories, cultures and current affairs of each place. We wanted to understand how the people who live there used their local media. How do they watch TV? Where do they prefer to go to follow local news, sports, entertainment? How do they connect with the world around them?

We spoke with residents, city officials, PEG teams and our local staffers who live in each area. Then, we developed a unique public service announcement (PSA) campaign around an issue or objective of importance for each community -- issues like parks, pet adoption, environmentalism and volunteerism. We used various new and traditional methods to spread the word about these campaigns, allowing us to explore the relationships that could develop by integrating typical TV content with the convenience of online and On Demand services.

**Innovate=Collaborate**

We will collaborate with our partners (including elected officials and their staffs, PEG channel coordinators and residents) to plan how we can build customized online portals that each community can use to launch and stream digital programming and other helpful and entertaining resources to their residents. In addition, we want to help our partners reach out more effectively to attract new audiences.

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Sign up for automatic email dispatches or *join the journey* by sending your ideas and suggestions to [Project\\_Open\\_Voice@Cable.Comcast.com](mailto:Project_Open_Voice@Cable.Comcast.com).

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**FRESNO, CA**  
Parks and Recreation  
ADOPT-YOUR-PARK



### Putting down some new roots

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March 29, 2011

The fifth largest city in California, Fresno means "ash tree" in Spanish and the tree's leaf is symbolized on the city's flag. Fresno is the economic hub for the nation's most bountiful agricultural region, the San Joaquin Valley. Fresno is also the largest community located on the 2012 first phase of an eventual 800-mile high speed rail project that will stretch from San Francisco/Sacramento to San Diego with trains that travel over 220 mph between destinations.

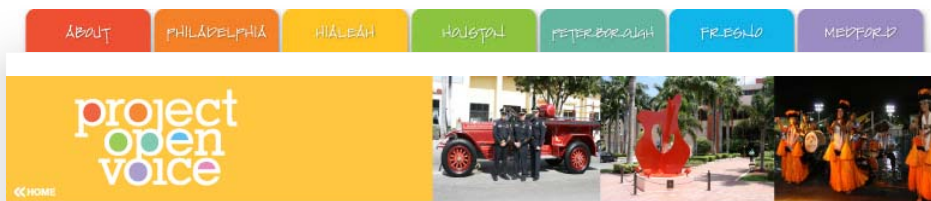
The "Best Little City in the U.S.A." is proud of its agricultural heritage and values the benefits of the beautiful green spaces woven throughout in its vibrant community of historical and modern neighborhoods.

For our pilot project here, folks at the City of Fresno asked if we could help them build awareness for their Adopt-A-Park initiative. The city has a total of 75 parks – including regional parks, neighborhood parks, action sports facilities, play structures and golf courses.

The Adopt-A-Park program was designed to gain public support to preserve and beautify the City's urban green spaces. Individuals and groups are encouraged to sign up to "adopt" a park, assisting with the care and restoration of these great spaces. The campaign we developed consisted of a PSA that directed residents to a new Adopt-A-Park website we created about the program.

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**HIALEAH, FL**  
After School Programs  
CREATIVE LEARNING & PLAY



### Post time Hialeah

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March 29, 2011

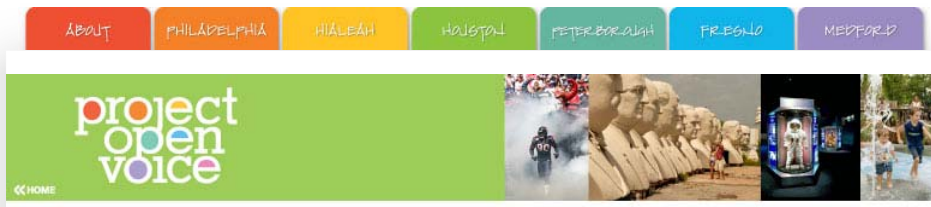
Sunny Hialeah, Florida, is celebrated for its large Hispanic and Latin community makeup, and is home to a vibrant business community mix of national retailers and family owned shops. Telemundo, the second largest Spanish language TV network in the United States is headquartered here. The city is also home to Hialeah Park Racetrack, one of the oldest existing recreational facilities in southern Florida. The beautiful park surroundings have also been officially designated a sanctuary for the American Flamingo by the Audubon Society.

Mayor Julio Robaina and the City put a special emphasis on making quality after-school activities available for children and youth. So after talking with local leaders, we partnered with the City to encourage more kids to get involved in the "Creative Learning & Play" (CL&P) K-8 after-school program that is held at 11 park locations throughout Hialeah. The program provides children with affordable, high quality activities in a safe, fun, and encouraging environment. Activities include reading, tutoring, homework assistance, social skills development, nutrition, fitness, recreation and special interest classes.

Working with the City, we created a bilingual promotional campaign around the CL&P programs using 30-second public service TV announcements (shown above) featuring Mayor Julio Robaina and a cast of very happy young participants. The PSA directs families to go online to the CL&P pages on the city's website to get more information about the program.

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**HOUSTON, TX**  
Responsible Pet Ownership  
BARC



**Helping everyone's best friends in Texas**

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March 29, 2011

Houston has friendly people, a ready-to-go business infrastructure, affordable housing costs, beautiful sports venues, a first-class symphony and health care system – even a nearby national forest. The city is one of the fastest-growing metropolitan areas in the U.S.

Like many major cities, Houston faces challenging circumstances for its animal population and control. The City is committed to promoting responsible pet ownership through spaying/neutering, microchipping, vaccinations, and training classes. So we sat down with people in the city administration and Animal Shelter and Adoptions Department to help them find a way to curb the number of animal abuse, neglect, and stray incident reports in the city.

Together, we crafted a campaign to educate the city's residents about responsible pet care and what the city's Animal Shelter and Adoption facility calls the "four Ls": License, Leash, Latch and Love activities.

The campaign consisted of a traditional TV PSA featuring Mayor Annise Parker and some furry friends (see above) that directs residents to a new website we created for the newly named BARC animal information center. We also made available Video On Demand content that showcased pets available for adoption through the center, and created special BARC t-shirts to promote the program.

"These guys give us a lifetime of happiness," Mayor Parker states in the PSA. "Shouldn't we do the same for them?"



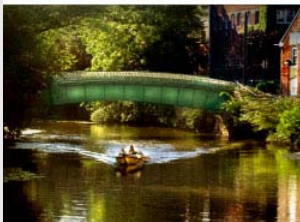
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**MEDFORD, MA**  
Environmentalism  
GOOD JOB MEDFORD



### On the go in Massachusetts

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March 29, 2011

Next stop Medford, Massachusetts – an historic community bustling with citizens who are working together to create a bright future. The city was settled in 1630 as part of the Boston neighborhood of Charlestown. Its name is thought to have come from the meaning “ford by the meadow” or “Meadford” acknowledging the importance of the fordable part of the Mystic River located just west of present-day Medford Square. It is also home to Tufts University.

This is a great town of active sports fans, history buffs, philanthropists, college students and movers and shakers of all kinds. James Plimpton invented the roller skate here in 1863, Fannie Farmer started a cooking movement (hers were the first recipes with accurate measurements), and Amelia Earhart spent time here as a social worker.

Medford also is the first city in Massachusetts to draft a Climate Action Plan and install a commercial-scale wind turbine at a municipal school in the state. Citizens of Medford just knew that this was an important step that they needed to take together to help preserve community resources and be responsible stewards of their environment.

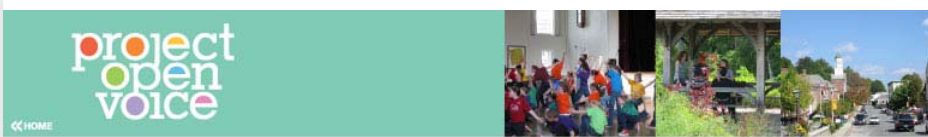
The city works closely with its residents to promote energy sustainability as a responsible way of life. Through its many demonstrated and promotional efforts, Medford hopes to inspire other communities to adopt similar programs.

City leaders asked if we could help them get the word out about their Go Green Medford umbrella program of environmentally positive services and activities. Our pilot project with them included a public service announcement (see it above) that aired on local TV stations, development of the Go Green Website and the distribution of branded, reusable water bottles.

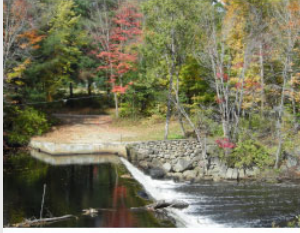
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**PETERBOROUGH, NH**  
Tourism  
CATCH UP ON LIFE



**Curries & Ives come to life**

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March 29, 2011

Peterborough, New Hampshire, is the quintessential American small town. The town is notable for its beautiful country village setting, arts and cultural treasures (it's the home of the famous McDowell Colony of working artists), galleries and crafts shops. The town is rich early American history and home to 6,000 permanent residents. Peterborough also inspired the setting for the play *Our Town*, written by Thornton Wilder.

Tourism is important to the economic vitality of this charming community, tucked away in the quiet countryside of southern New Hampshire.

As a rural community, Peterborough faces a unique challenge – how to communicate about its activities and events, not only with its residents but also throughout New England. We worked with the people of Peterborough to come up with a campaign using a locally placed PSA and an online promo site, [CatchUpOnLife.com](http://CatchUpOnLife.com), that tout the beauty and amenities of the area and its relative ease of access – “Just a short 90-minute drive from Boston....”

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**PHILADELPHIA, PA**  
Volunteerism  
SERVE PHILADELPHIA



### The Journey Begins

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March 29, 2011

We kicked off our Project Open Voice journey of discovery in Philadelphia, our hometown, and a vibrant city steeped in history, beautiful neighborhoods, great dining and nightlife, and a trend-setting arts and cultural scene that is one of the highlights of the eastern seaboard. It's known as the City of Brotherly Love, and Philadelphians have a natural willingness to give back to their community in meaningful ways.

When we met up with Mayor Nutter and Philadelphia city folks in February, they told us they were looking for new ways to expand volunteerism — there are many volunteer opportunities in the city that suit just about any age or interest. Working together with the city administration, we created a public service campaign that could help them get the word out about new and existing volunteer positions open around town. The "SERVE Philadelphia" campaign was designed to contribute to community vitality by making it easier for citizens of every age to volunteer.

The campaign consisted of a traditional PSA (watch it above) designed to air on local TV stations, paired with grassroots marketing activities, including website development, T-shirts and post card distributions, that directed Philadelphians to the volunteer information website, [ServePhiladelphia.com](http://ServePhiladelphia.com).

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