



OFFICE OF MAYOR VIRG BERNERO
124 W. MICHIGAN AVENUE – NINTH FLOOR
LANSING, MI 48933

TO: ALL OFFICERS, EMPLOYEES, AGENCIES, BOARDS, AUTHORITIES, AND DEPARTMENTS OF THE CITY OF LANSING

RE: EXECUTIVE ORDER 2010-01 – ESTABLISHMENT OF THE OFFICE OF COMMUNITY MEDIA AND TRANSFER OF CITY TV

Changes in state law governing local cable franchise agreements established a new framework for the operation and funding of the City's Public, Educational, and Government television channels and related digital media (PEG Network). Significantly, video service providers are no longer required to operate facilities that enable members of the public to produce television programs for broadcast on the Public Access channel of the City's PEG network.

The revenues received from the new uniform video service franchise agreements are statutorily dedicated to funding the City's PEG network, making it possible for the City to establish a new Public Access production and broadcasting facility and make improvements in the operations, management, and oversight of the City's seven PEG channels.

A review of the City Charter reveals that operation and management of the City's government television channel is an executive function. Whereas the staff and equipment associated with the operation and management of City TV has historically been physically located in proximity to City Council and City Council has overseen its budget, the administration has chosen, in its budget proposal for FY-11, to restructure City TV under a new Office of Community Media. This restructuring will more properly reflect City TV's Charter role as an executive function and will allow for greater budgetary and operational efficiency as a result of consolidation of all of its functions into a more cohesive unit. Consequently, all functions, staff, and appropriations associated with City TV will be transferred to the Office of Community Media.

Therefore, pursuant to Section 4-301.7 of the Lansing City Charter, I hereby issue the following Order:

EXECUTIVE ORDER

1. The Office of Community Media is hereby established. The functions of the Office of Community Media will include:
 - a. Administration of the City's PEG network, including but not limited to the operation and management of City TV and oversight of PEG channels designated for use by entities other than the City of Lansing;
 - b. Development and enforcement of all policies and procedures necessary to ensure the lawful and orderly use of Public Access facilities by Lansing area residents;
 - c. Purchase, maintenance, and oversight of any equipment necessary for the production and broadcasting of the City's PEG programming and related digital media.
2. With the exception of elected officials, and except as provided in this Order, all employees engaged in the day-to-day management and operations of City TV; all personal property associated with the operation of City TV; and all functions related to the operation and management of City TV are hereby transferred to the Office of Community Media.
3. Nothing contained in this Order is intended to affect the City Council's authority to control the broadcast of the regular and special meetings of the City Council and its committees.

This Executive Order, signed on this 29th day of March, 2010, shall remain in effect until it is rescinded or superseded.



Virg Bernero, Mayor of Lansing