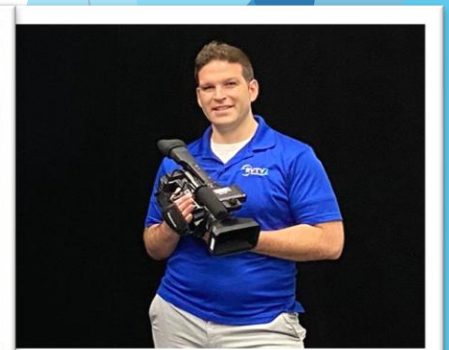
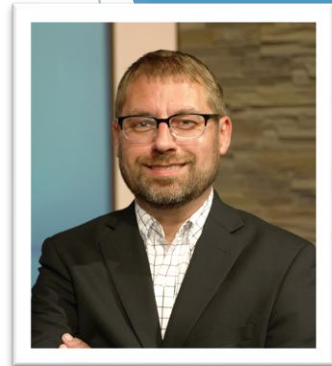




Our Staff

- ▶ **Scott Ramsburg (Director)**
 - ▶ Manage organization operation and direction
 - ▶ Media content creator and producer
 - ▶ 25 years experience including marketing, government communication, video production, print publication and graphic design
- ▶ **Lacy Stinnett & Allen Francis (Multimedia Producer II)**
 - ▶ Manage cable operations and technical operations
 - ▶ Media content creator and producer
 - ▶ Decades of video production experience at local media organizations
- ▶ **Preston Seaman & Trevor Fair (Multimedia Producer I)**
 - ▶ Media content creator and producer
 - ▶ Decades of video production experience at local media organizations





Governance

- ▶ Regional Cable Television Committee
 - ▶ Three representatives from each locality (Elected, Citizen and Employee)
 - ▶ Meets every other month to guide operations
 - ▶ Roanoke County serves as fiscal agent
- ▶ Annual RVTV budget developed by director
 - ▶ Cost shared as a percentage of population
 - ▶ Budget consists mostly of staffing costs
 - ▶ Capital expenses funded by cable franchise grants
- ▶ Virginia Communications Sales & Use Tax
 - ▶ Cable providers pay 5% sales and use tax in place of franchise fees to localities. Additional \$0.20 per subscriber EG fee passed to support PEG.

Making Our Community Stronger, More Engaged & Better Informed

- ▶ Working as an extension of public information departments
- ▶ Funded by and exclusively serving our partners in the City of Roanoke, Roanoke County and Town of Vinton
- ▶ Serving communications needs of our two public school systems
- ▶ Also serving regional partners such as RCACP, Visit VBR, RVRA





Capabilities

- ▶ 1,500 Square Foot Studio Space in Jefferson Center
- ▶ Cinema Quality Video Cameras
- ▶ Gimbal Stabilized Cameras
- ▶ Podcast Studio
- ▶ Drone Services with FAA Certified Pilot
- ▶ Graphic Design & Animation Expertise
- ▶ Combined 100 Years of Experience

Service Value (Calendar Year 2024)



Creative Media Production

2,215 minutes (37 hours)

Estimated at \$800 per finished minute, value \$1,772,000



Live Meetings

Estimated at \$1,000 per meeting, production value is \$91,000



Drone and Photography Services

Estimated at \$300 per hour event, production value \$52,800



Graphic Design and Animation Services

Estimated at \$500 per project, production value is \$5,500



Total Estimated Service Value

Approx. \$2 Million

By the Numbers

6,580 HOURS



Amount of RVTV Content Watched on YouTube in past year

1,303,300 VIEWS



Of RVTV content on Facebook and Instagram in past year

91 MEETINGS

Including Board/Council & Remote Live Streams

476 PROJECTS

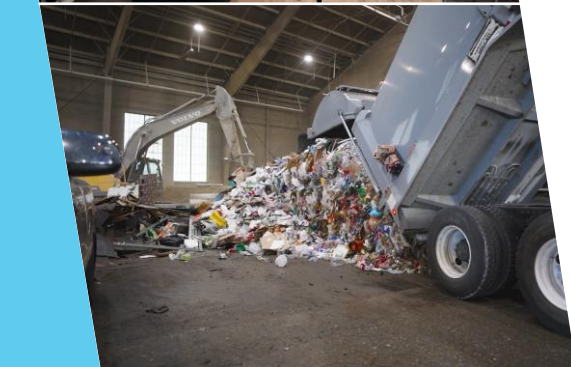
For our government and educational partners





Regional Highlights

- ▶ RCACP Adopt-a-Bowl
- ▶ Visit Virginia's Blue Ridge
- ▶ US Cycling Races
- ▶ Let's Talk Trash
- ▶ Roanoke Valley Then & Now
- ▶ BUZZ4good
- ▶ Regional Commission Projects
- ▶ Police & Fire Academy Graduations



Content Distribution

- ▶ Live Stream 24/7 Video Feed
 - ▶ RVTV Website www.RVTV.org
 - ▶ Cox Cable - Channel 3
 - ▶ Comcast Cable - Channel 3
 - ▶ GloFiber TV - Channel 7

Are You Following?

- ▶ YOUTUBE: @RoanokeValleyTV 
- ▶ SOCIAL MEDIA:   
- ▶ NOTIFICATIONS: RVTV.org/subscribe
 - ▶ Text or Email





RVTV.org
afrancis@rvtv.org

