



THE FUTURE OF COMMUNITY MEDIA



METROEAST INVIGORATES CIVIC ENGAGEMENT, INSPIRES DIVERSE VOICES, AND STRENGTHENS COMMUNITY LIFE

through high quality, low-cost media
training to the public and media support
to schools, government and non-profit
organizations.

CABLE SUBSCRIPTIONS

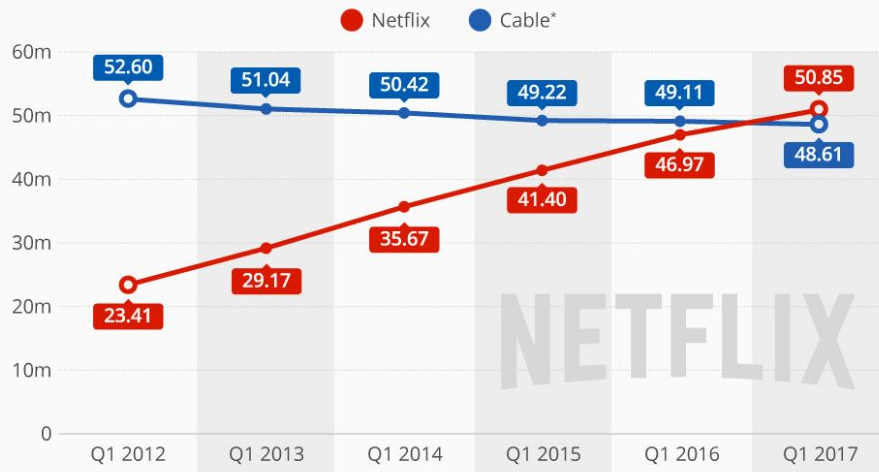
Cable subscriptions are declining as online streaming are increasing.

FCC

The FCC has proposed a policy that could eliminate a major source of funding from MetroEast and could result in community media centers closing their doors in every community across the country.

Netflix Surpasses Major Cable Providers in the U.S.

Number of Netflix subscribers vs. cable pay-TV subscribers in the U.S. (in millions)



* includes major cable providers accounting for roughly 95% of cable subscribers and slightly less than half of all multichannel pay-TV subscribers



@StatistaCharts

Sources: Netflix, Leichtman Research Group

statista

METROEAST PROGRESSIVE WEB APP

How is a web app different than a website?

Progressive web applications are web applications that load like regular web pages or websites but can offer the user functionality such as working offline, push notifications, and device hardware access traditionally available only to native applications.



P
E
G

Trading content with other stations

Continuing education

Interactive live government meetings

ON MISSION



MAJOR BUSINESS AND MISSION GOALS

- Tell the MetroEast story in new and engaging ways
- Have our internet presence reflect our physical presence.
- Promote MetroEast's fee-for-service production with an online portfolio
- Improve member engagement
- Promote original community video content
- Create online "channels" to refine our content strategy
- Explore additional fee-for-service possibilities, eg. paywalled content, online classes, and partnership with MHCC

OPERATION OUTCOMES

- Increased support for fundraising campaigns
- Increased revenues from fee-for-service productions
- Increased sponsorship and underwriting opportunities
- Increased original content
- Increased viewership
- Increased analytics will mean increased revenues





REVENUE

Fee for Service

Increase sponsorship &
underwriting opportunities

Grants

Continuing education

Studio rentals

Click-through (YouTube/Vimeo)

MasterClasses

Stock footage licensing

Consulting

Membership exclusive content

Merchandise etc.



ALLIANCE FOR COMMUNITY MEDIA
2019 ANNUAL CONFERENCE

PORTLAND, OREGON | JULY 10-12

DEMO

We will showcase our demo at the ACM
2019 Conference in PDX this summer and
ask for others to participate

ROCKWOOD

DIY

POWERED BY METROEAST 





DIGITAL INLCUSION & YOUTH

MetroEast provides access to broadband connectivity, computers, and training in the heart of one of the most diverse communities in Oregon.

ROCKWOOD RISING



PROJECT PLAN

- Project Training & Entrepreneurship
- Market Hall
- Mixed-Used Village
- Community Plaza

MASTERCLASS

The background of the entire graphic is a grayscale photograph of a film set. In the foreground, a man in a dark shirt is pointing towards the right. Behind him, another man wearing a baseball cap and sunglasses is looking in the same direction. To the left, a boom microphone is visible. The overall scene suggests a professional film production environment.

Feature Film Directing Online MasterClass
with Hollywood Director, Darin Scott

- Pre-production
- Production
- Post Production
- Financing

MASTERCLASS.METROEAST.ORG

A grayscale photograph of a man with a beard wearing a VR headset, looking upwards. The image is dark and serves as the background for the text.

VR IN FILM

"VR is offering great ancillary experiences for traditional film projects and growing as a category in film festivals and awards."

-Alton Glass



Connect your art
and your audience
with real creative
control.



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METROEAST SPONSORS



FOUNDATIONAL GRANTS

- City of Gresham
- East Metro STEAM
- Google
- Multnomah Bar Foundation
- ninety-nine girlfriends
- The Collins Foundation
- US Bank Foundation
- V&B Philanthropy



ROCKWOOD DIY



METROEAST HQ



QUESTIONS...