

# Going Beyond Cable Funding

Sustainability,  
Relevance, and  
the Assets You  
Already Have

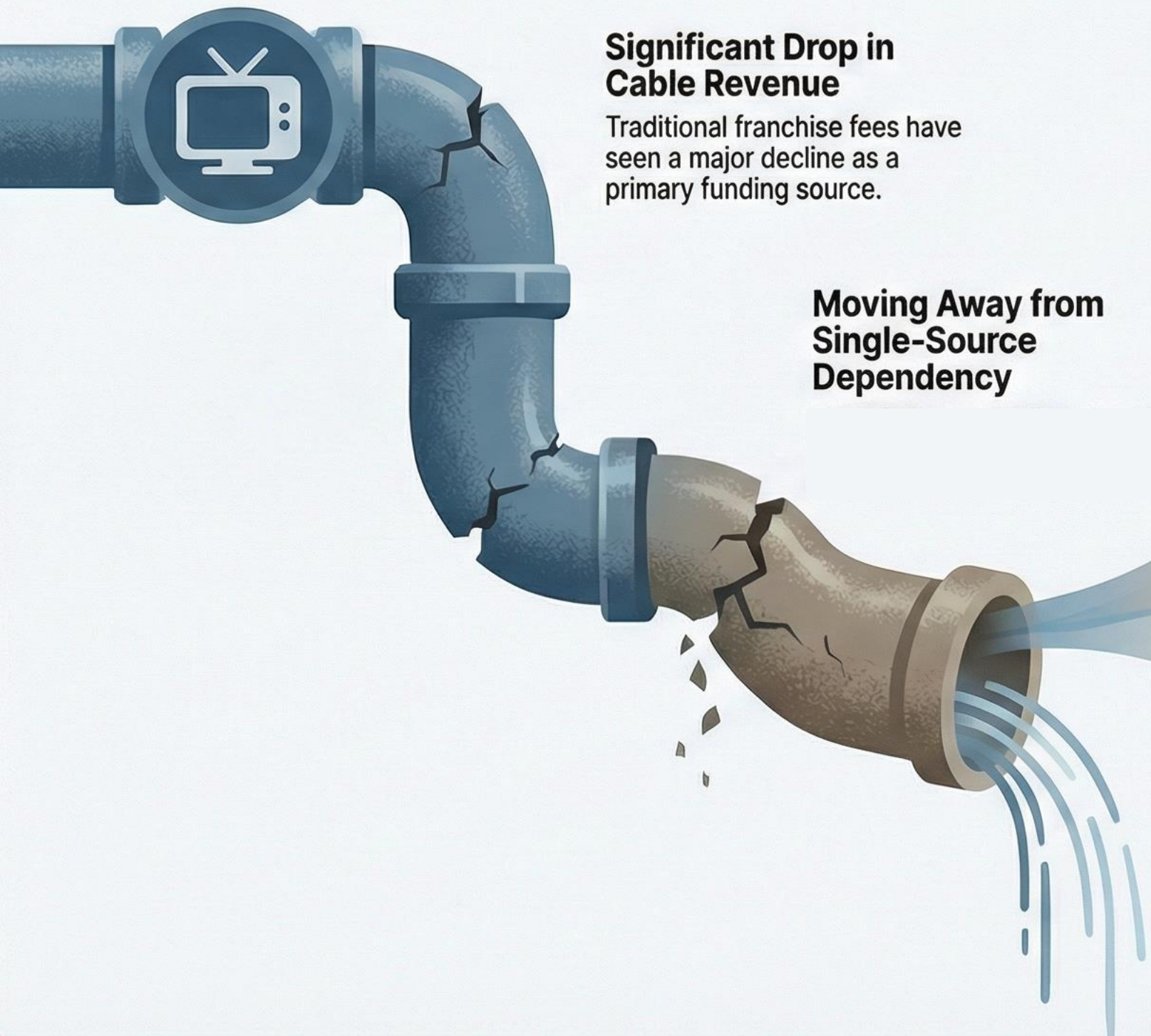
Alliance for Community Media – Western States Region



# Beyond the Cord: The Evolution of Community Media Revenue

Visualizing the strategic shift from a cable-dependent funding model to a diversified revenue portfolio

## 2016: The Decline of Legacy Revenue



### Significant Drop in Cable Revenue

Traditional franchise fees have seen a major decline as a primary funding source.

Moving Away from Single-Source Dependency

## 2025: The Rise of a Diversified Portfolio

### Emerging Community & Service Income

New growth in professional services, donations, grants, and memberships.

### Growth in Operational & Passive Income

Significant increases in training fees, investment returns, and services

New Revenue Streams Activated



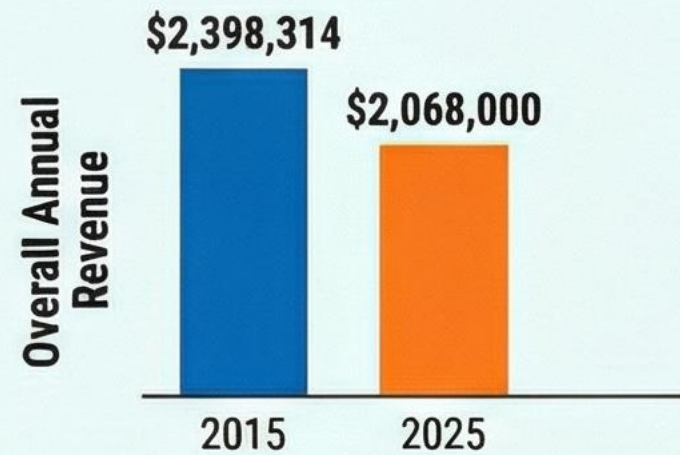
# CREATV San Jose: A Decade of Financial Evolution (2015-2025)

A significant shift in revenue sources, highlighting the decline in traditional cable funding and the growth of diversified income.

## 2015: DOMINANCE OF CABLE FUNDING

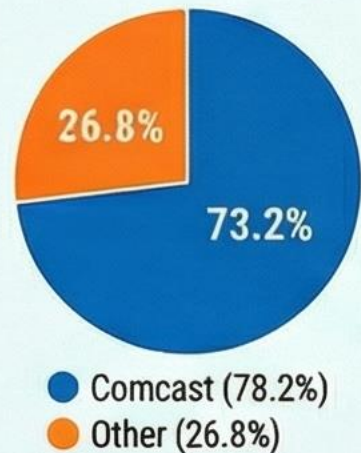
### The Funding Shift

**31% Decrease in PEG Funding**  
Comcast contributions dropped from \$1.75 million in 2015 to \$1.21 million by 2025.

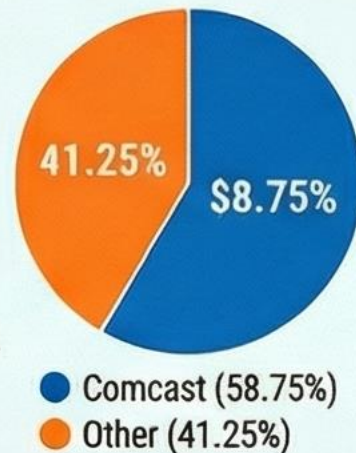


**Shrinking Total Revenue**  
Overall annual revenue fell from \$2,398,314 to \$2,068,000 over the decade.

### Growing Reliance on "Other" Revenue



Non-Comcast funding grew from 26.8% to 41.25% of the total budget.



## 2025: DIVERSIFIED REVENUE STREAMS

### Revenue Diversification



**232% Surge in Grants and Contributions**  
Funding from grants rose from \$87,314 to \$290,000.



**New Revenue Stream: Facility Rentals**  
Facility rentals emerged as a vital source of income, generating \$187,000 by 2025.



**Decline in Fundraising Events**  
Revenue from events saw a sharp decline from \$90,000 to just \$23,000.

### Revenue Source Changes (2015 vs. 2025)

Revenue Source	2015 Amount	2025 Amount
Comcast (PEG)	\$1,755,000	\$1,215,000
Contributions/Grants	\$87,314	\$290,000
Fundraising Events	\$90,000	\$23,000

# Nevada County Media (aka NCTV) established 1992

## Exploration & Repair

Total Budget \$50K  
 PEG/Franchise Income \$50K  
 Other Income \$0  
 Active Participants 0

New Business plan  
 Repair Bookkeeping  
 Established a membership model  
 Established an Internship Program

2017

## Execution

Total Budget \$170K  
 PEG/Franchise Income \$128K  
 Other Income \$42K  
 Active Participants 150

Established Base Programs  
 Upgrade 1st Gov Location  
 Locate and Build New Studio  
 Began Building Internal Projects  
 Continue to Rebuild Trust

2019

## The 2nd Exploration

Total Budget \$150K  
 PEG/Franchise Income \$133K  
 Other Income \$97  
 Active Participants 120

Re-establish Core Programs  
 Revamped Nonprofit Packages  
 Established Signature Events  
 Continued our Studio Build

2023

## Paving the Path for Growth

Total Budget \$271K  
 PEG/Franchise Income \$133K  
 Other Income \$138  
 Active Participants 200

Moved from a membership model  
 Expanded Services & Facility Use  
 Expanded Internship Program  
 Expanded Nonprofit Packages  
 Expanded Signature Events  
 Expanded News Program  
 Began to Expand Distribution  
 Added All-Access Subscription

2025

## Base Building

Total Budget \$130K  
 PEG/Franchise Income \$128K  
 Other Income \$2K  
 Active Participants 80

Explore Base Programs  
 Concept Studio Build  
 Improve Programming  
 Began Building Up YouTube  
 Began to Rebuild Trust

2018

## The Dark Years

Total Budget: \$150K ea year  
 PEG/Franchise Income \$128K  
 Other Income \$22K  
 Active Participants 50

Upgrade 2nd & 3rd Gov Locations  
 Expand Virtual Capabilities  
 Continued to Improve Programming  
 Built Local News Program  
 Focused on Gov Support  
 Post Covid Rebuild

2020-2023

## The 2<sup>nd</sup> Execution

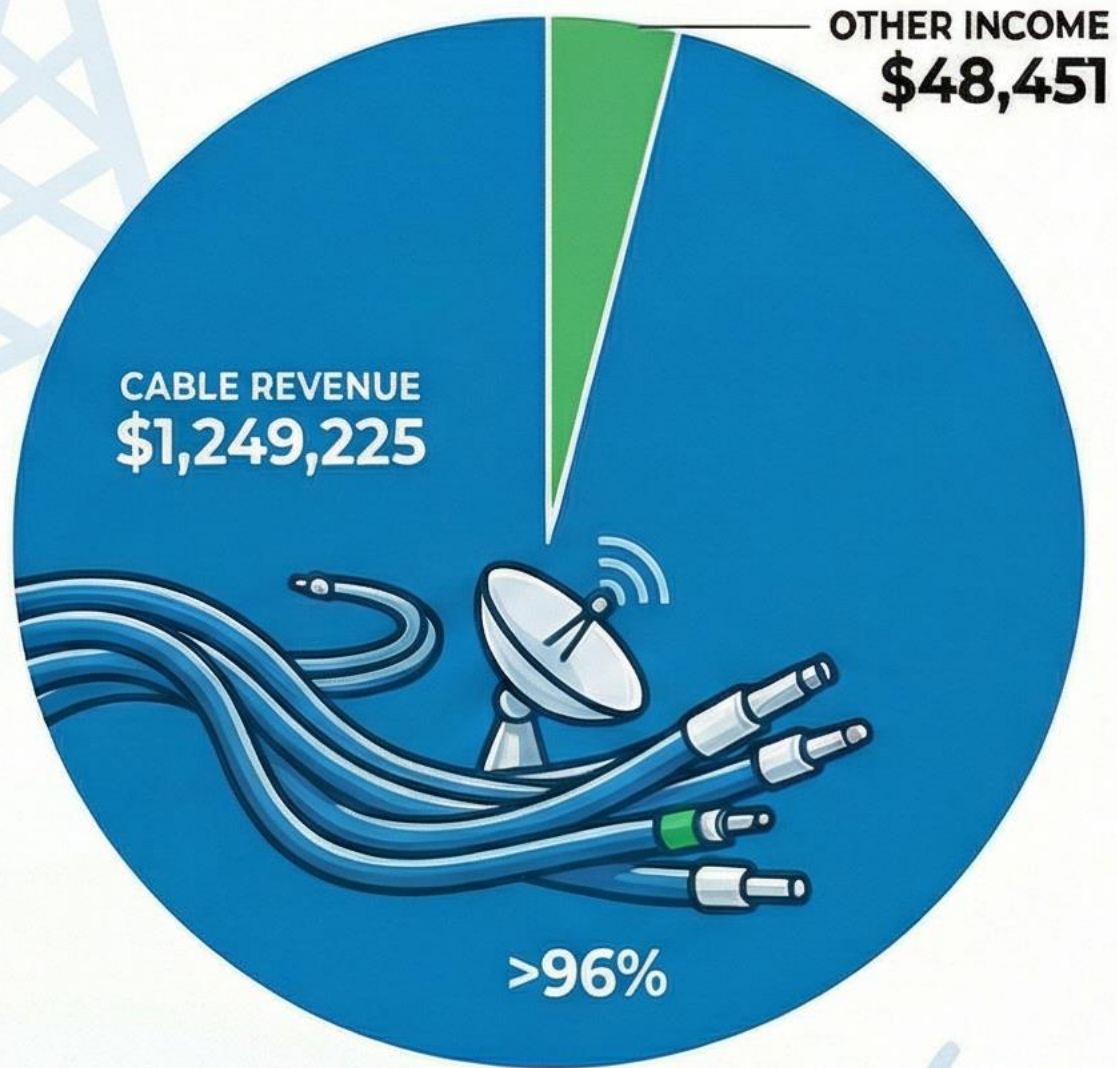
Total Budget \$250K  
 PEG/Franchise Income \$133K  
 Other Income \$117K  
 Active Participants 150

Expanded Core Programs  
 Expanded Internship Program  
 Expanded Nonprofit Packages  
 Expanded Signature Events  
 Expand Social Media

2024

# Public Media Network: The Decade of Diversification (2015–2025)

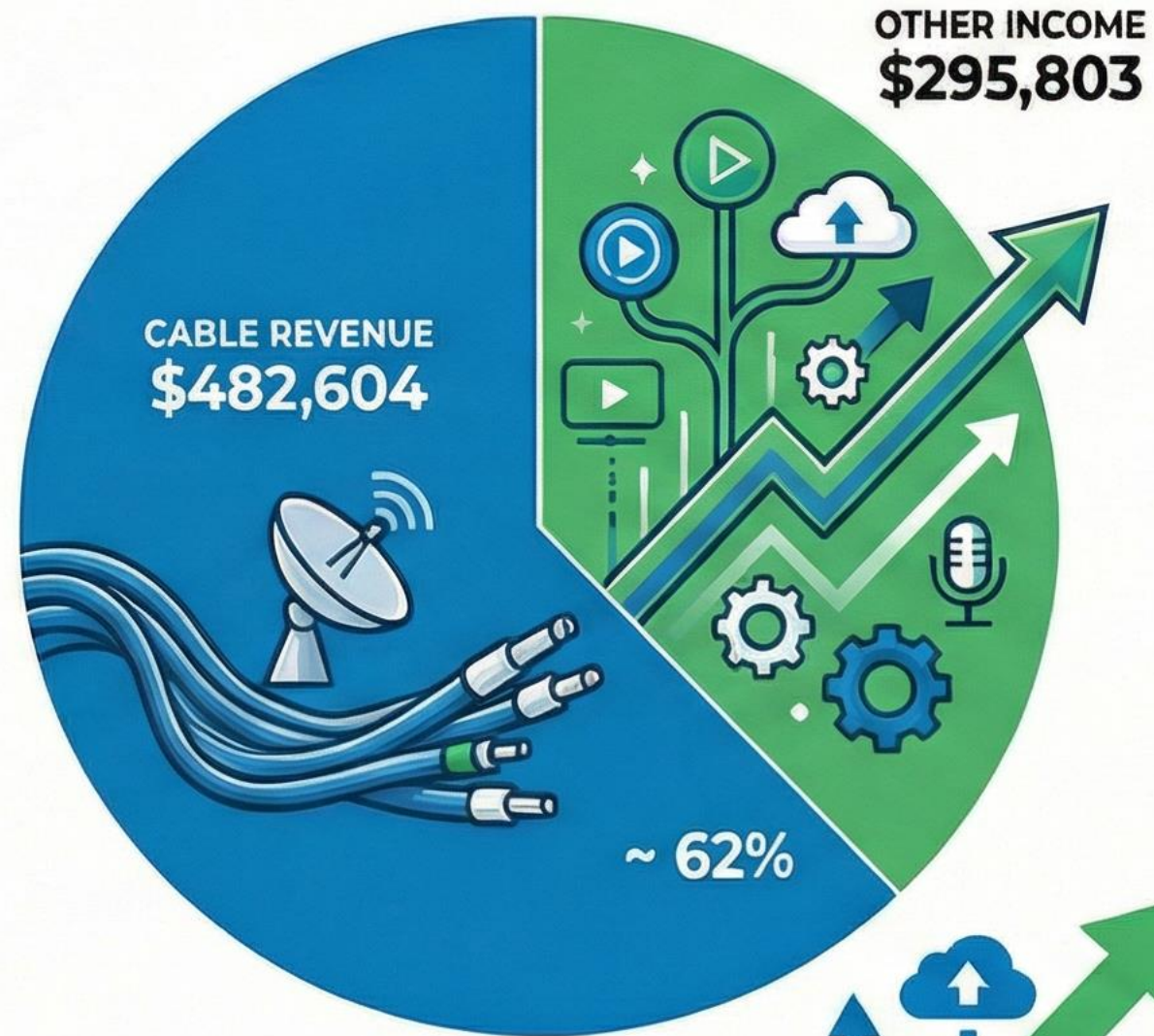
## 2015 REVENUE MIX



## -61% Drop in Cable Revenue

Traditional cable funding decreased sharply, signaling a major industry-wide trend.

## 2025 REVENUE MIX



## 511% Surge in Revenue Diversity

Diverse income sources have expanded rapidly to become the organization's new financial backbone.

## New Major Revenue Drivers



## Strategic Growth in Investments

Investment income grew significantly since 2015, providing a more stable financial cushion.

## TOTAL INCOME CONTRACTION



The overall budget shifted as the organization adapted to a leaner but more varied funding model.

# Who is in the Room?

## Meaningfully Diversified



Significant revenue  
beyond cable.

## Actively Experimenting



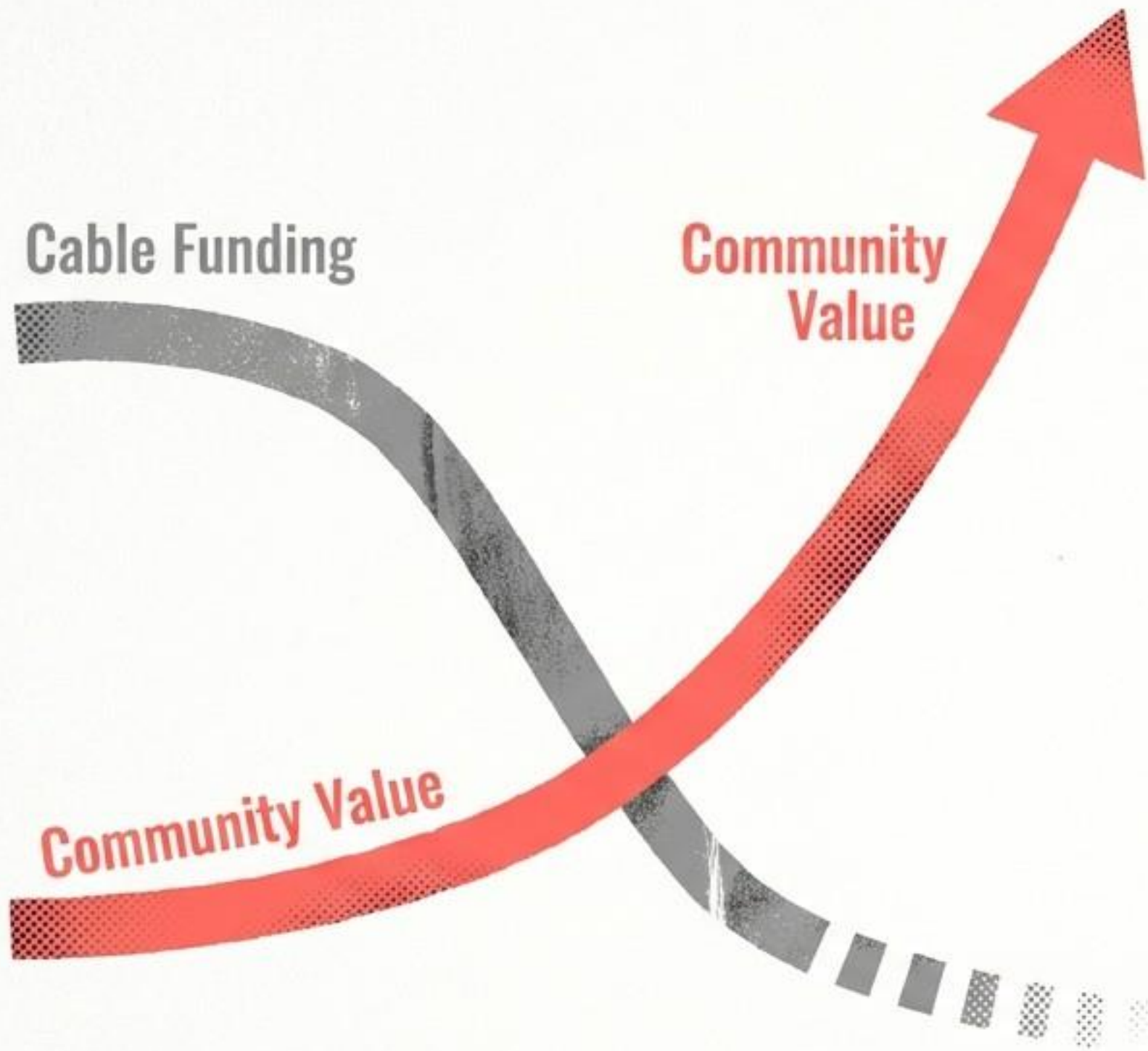
Trying new things,  
but it's early.

## Just Beginning



Starting to explore  
diversification.





# Cable funding was a starting condition.

It is not a long-term strategy.

“ There is no single replacement revenue source. Sustainability depends on **culture, trust, and relevance.** ”

## The Core Question

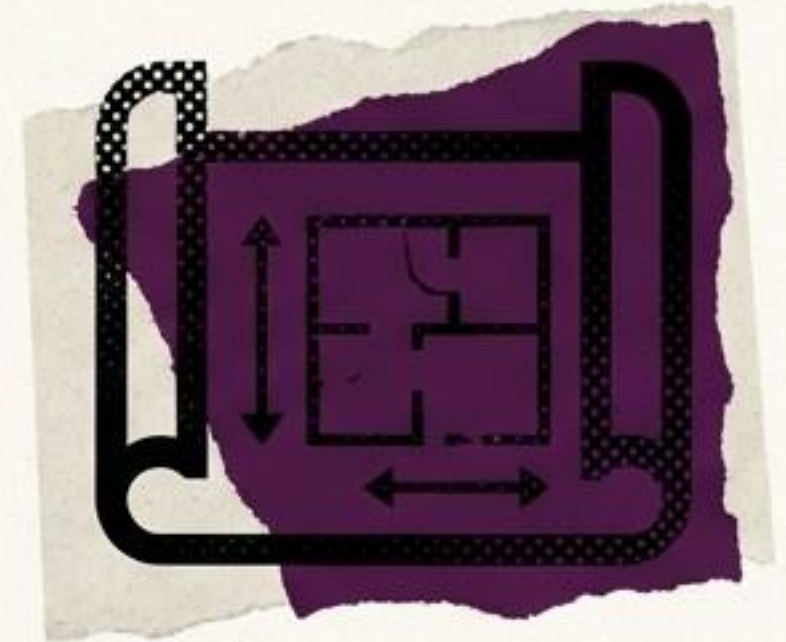
# What changes in your community because you exist?



Problem Solved



Understanding



Result

A photograph of a volcanic rock cross-section, showing a dark, porous outer layer and a bright red, glowing interior. The rock is set against a background of a halftone dot pattern. A white, torn-edge text box is overlaid on the left side of the rock.


# Asset Framing

What do we have that we don't usually call an asset?

- Trust & Relationships
- Archives & History
- Convening Power
- Staff Expertise
- Audience Reach

# Pair Discussion

Turn to a neighbor (2-3 Minutes)



**Identify:** What asset do you have that you don't usually talk about as an asset?

**Validate:** Who in your community already values that—even informally?



## Access to Assets

Exclusive benefits, data, and tools for supporters.

## Participation & Belonging

Membership, shared identity, and meaningful engagement.



# Value

# Logics

## Alignment & Impact

Supporting shared missions and driving collective change.

## Public Value

Contributing to the greater good and societal well-being.

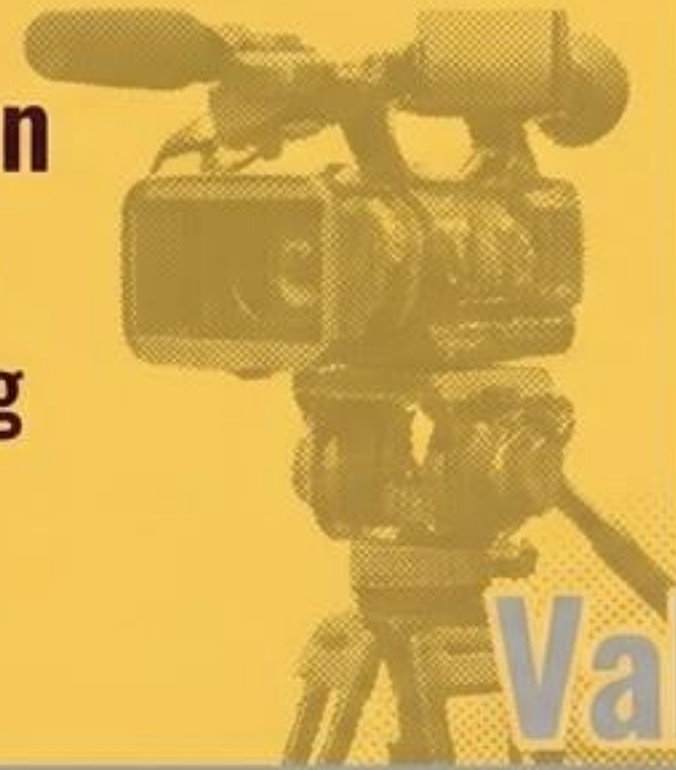


Why People Support or Pay

## Revenue Based on Access to Assets

“We have something people need.”

- Rentals (Facility/Space)
- Training & Workshops
- Production Services



## Participation & Belonging

Membership, shared identity, and meaningful engagement.



# Value Logics

## Alignment & Impact

Supporting shared missions and driving collective change.



## Public Value

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## Revenue Based on Participation & Belonging

“People want to be part of this.”

- Creator/Producer Memberships
- Subscriptions
- Community Supporters

## Participation & Belonging

Membership, shared identity, and meaningful engagement.

Value

Logics

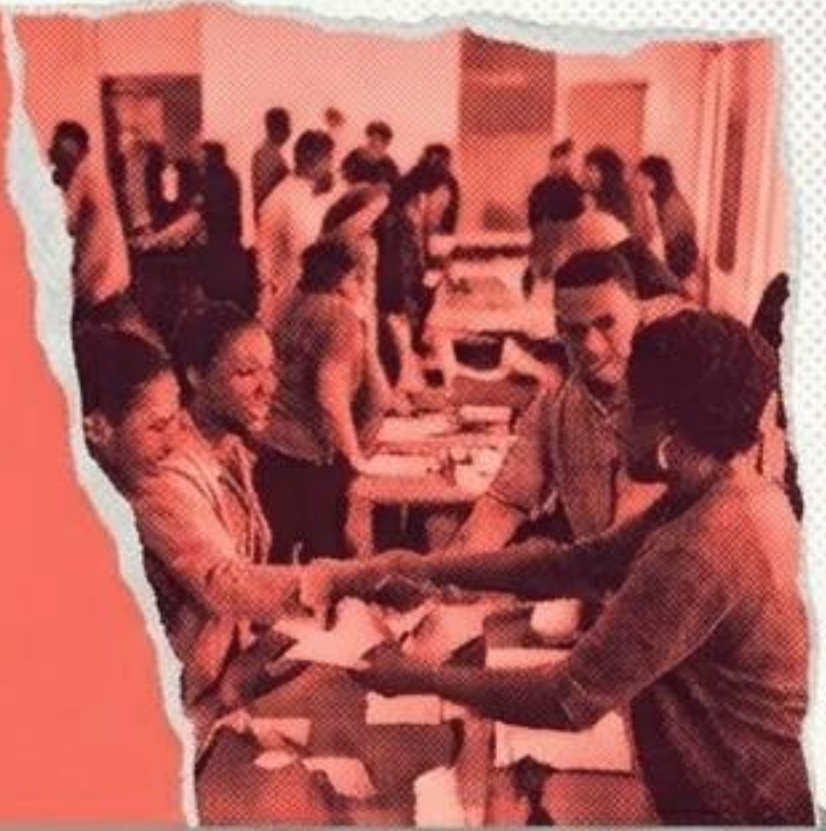
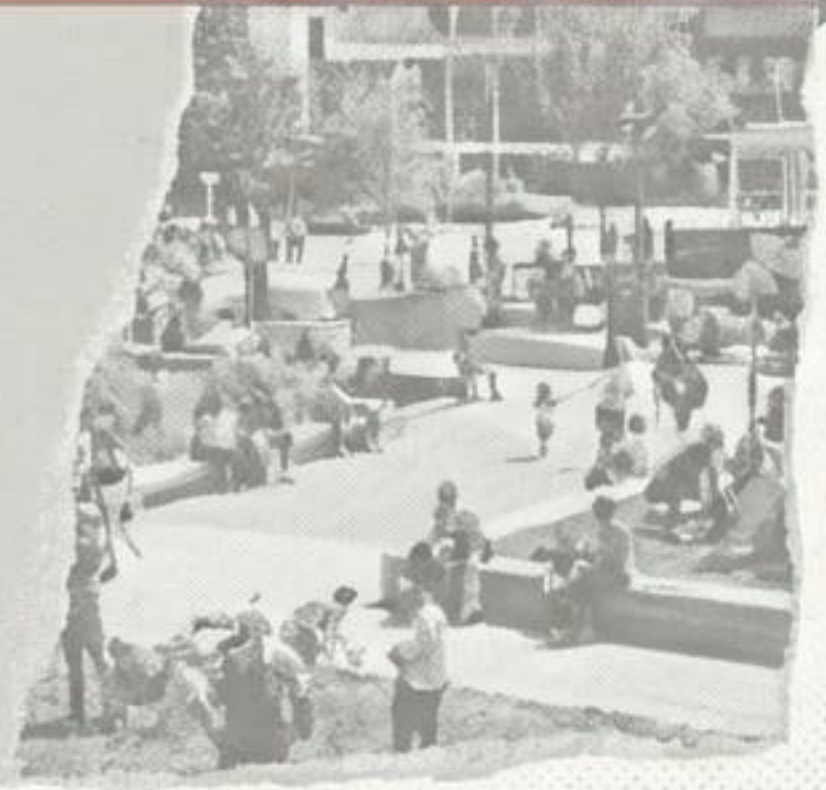
## Alignment & Impact

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## Public Value

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Why People Support or Pay



## Revenue Based on Alignment & Impact

“We help others meet their goals.”

- Philanthropy (Foundations/Individuals)
- Sponsorships/Underwriting
- Program-specific funding

## Participation & Belonging

Membership, shared identity, and meaningful engagement.

# Value

# Logics

## Alignment & Impact

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## Revenue Based on Public Value

“People want to be part of this.”

- Creator/Producer Memberships
- Subscriptions
- Community Supporters

## Participation & Belonging

Membership, shared identity, and meaningful engagement.

# Value

# Logics

## Alignment & Impact

Supporting shared missions and driving collective change.

## Public Value

- Government contracts
- Service agreements
- Institutional partnerships

“This work functions as public infrastructure.”

Why People Support or Pay

# Culture, Reputation, and Readiness

Internal readiness determines  
revenue success.

**The Shift:** What  
mindset shift was  
required?

**The Reputation:**  
How did being seen as  
“free” affect funding?

**The Stop List:** What did  
you have to stop doing?

# Context & Collaboration

Small Groups (3-4 people)



## The Misfit

One revenue idea that sounds good but doesn't fit your context.



## The Opportunity

One asset or relationship that is currently underused.



## The Reality

One collaboration that could help—or has already failed.

# Building Momentum



**The Push:** What was one early push that built long-term momentum?

**The Patience:** What took longer than expected but paid off later?

# What will you strengthen this year?

Return to the question you answered at the start.  
Identify one small push that will move your organization forward.

