



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **064-2012**

## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 7, 2012

SUBJECT: MBTV is now airing on AT&T U-Verse

The purpose of this Letter to Commission (LTC) is to advise you that as part of Miami Beach's ongoing efforts to provide enhanced information about the City to the community, effective March 5, 2012, the City is broadcasting MBTV-77, our government access TV station, on AT&T's U-Verse television service. In addition, the City will continue to broadcast on Atlantic Broadband's Channel 77.

With a growing number of Miami Beach residents subscribing to AT&T U-Verse, the City wanted to ensure we took advantage of the opportunity to provide enhanced access to MBTV programming and City information. By broadcasting on AT&T U-Verse, not only can we reach out to the growing number of Miami Beach residents who use this service, but we can also reach residents all over Miami-Dade County, Broward County, and northern Monroe County. As a result, potential viewership of our City programming is anticipated to increase from approximately 40,000 to 240,000 viewers, which will support our on-going efforts in garnering sponsorships and underwriting on MBTV. Moreover, there will be no fee to the City for broadcasting on AT&T U-Verse.

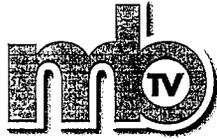
Attached is the user guide, which provides information to residents and users on how to view us on the new service. As noted, the City's signal will be added to the "government, education and public tv" channel (channel 99). Information on how U-Verse subscribers can access our channel will be disseminated to our residents via MBTV, our website and MB Magazine

As always, the City's programming continues to be available on our website via live streaming, and on-demand, as well as on the City's "YouTube" page.

Please feel free to contact me should you have any questions or require additional information.

JMG/DM/js

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CITY CLERK'S OFFICE



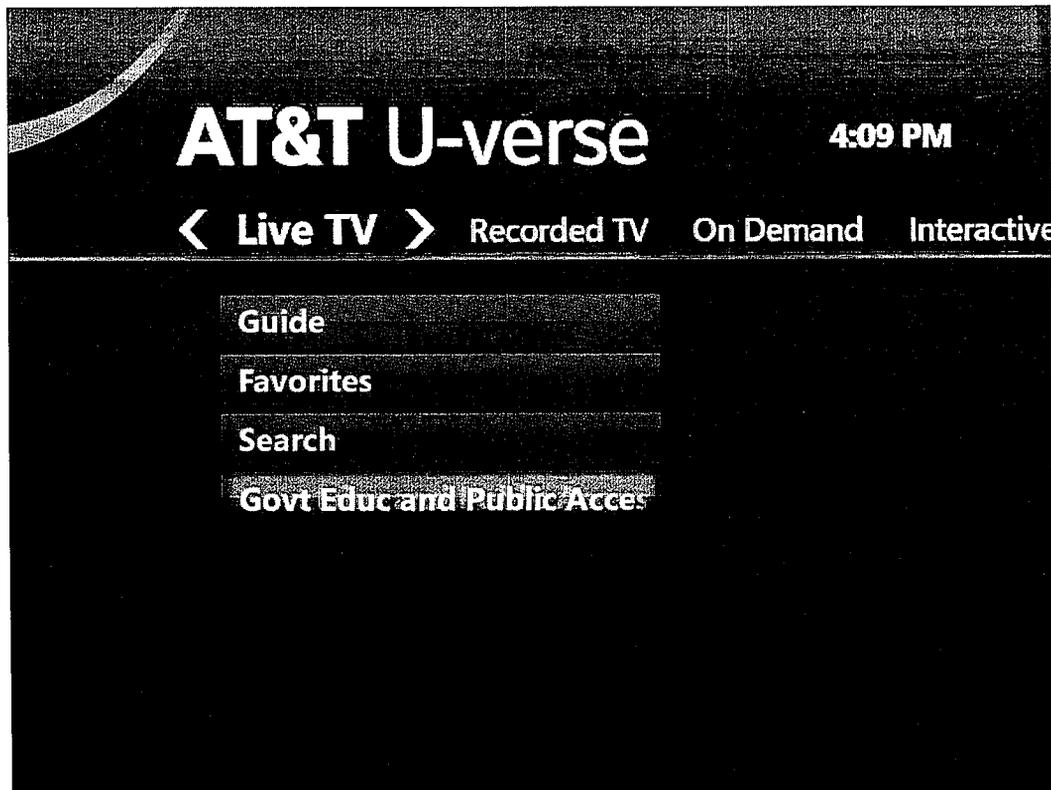
## Public, Education and Government (PEG) Programming on AT&T U-verse TV

Public, Education and Government (PEG) programming on AT&T U-verse TV gives customers more choices – they can choose to watch programming provided by their own community as well as programming provided by other participating communities within the surrounding designated market area (DMA). All PEG programming is conveniently located on Channel 99.

### Three easy ways to select Channel 99 with the U-verse TV remote control:

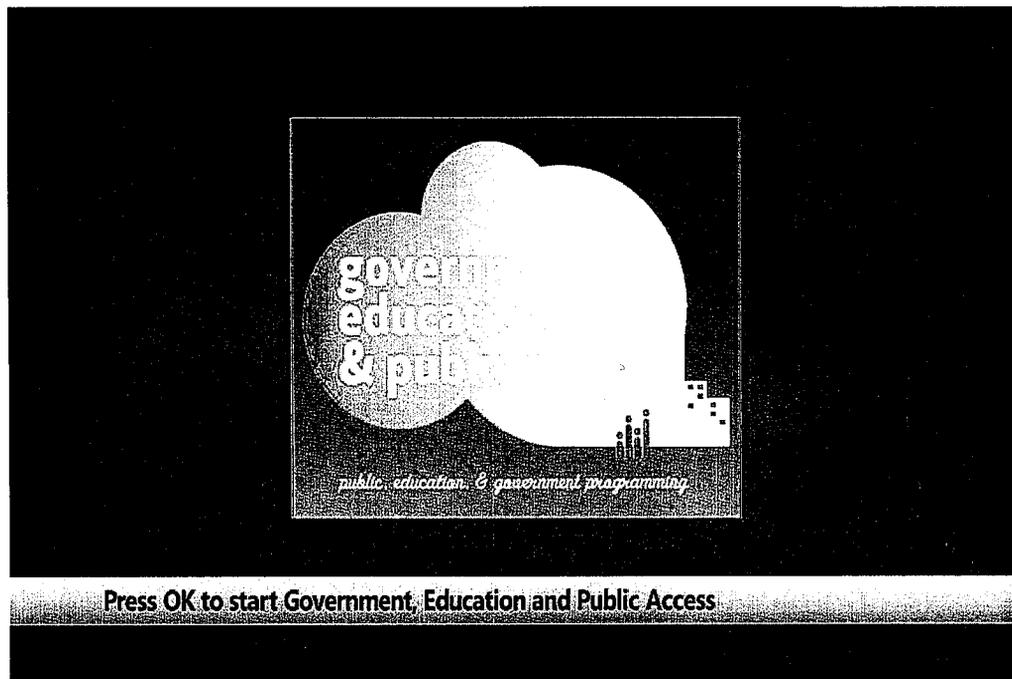
1. Select “Government, Education and Public Access” from the “Live TV” Menu
2. Press “Guide” and scroll to Channel 99; or
3. Simply enter “99” on the remote control

1. To access PEG Programming, through the “LIVE TV” Menu, press “MENU” and scroll down to select Govt Educ and Public Access and PRESS OK.





## Public, Education and Government (PEG) Programming on AT&T U-verse TV



- Press "OK" to see a list of communities in your area that are providing PEG programming.
- 2. Or to access PEG Programming, through the "GUIDE," scroll to Channel 99; or simply enter "99" on the remote control.



## Public, Education and Government (PEG) Programming on AT&T U-verse TV

**Guide** 11:51 AM

FRI 3/6	7:30 AM	8:00 AM	8:30 AM	9:00 AM	^
35 KMYS	Family Feud		Who Wants to Be A	Judge Mathis	
60 KVDA	Laura		Noticias	Al rojo vivo	
92 APP	AT&T Yahoo! Games				▶
97 APP	YELLOWPAGES.COM TV				
99	LOCAL GOVERNMENT EDUCATION AND PUBLIC ACCESS				
6000 FRTROW	U-verse Pay Per View Previews				▼

Local Government, Education and Public Access  
FREE  
MIAMI, FL and SURROUNDING AREAS

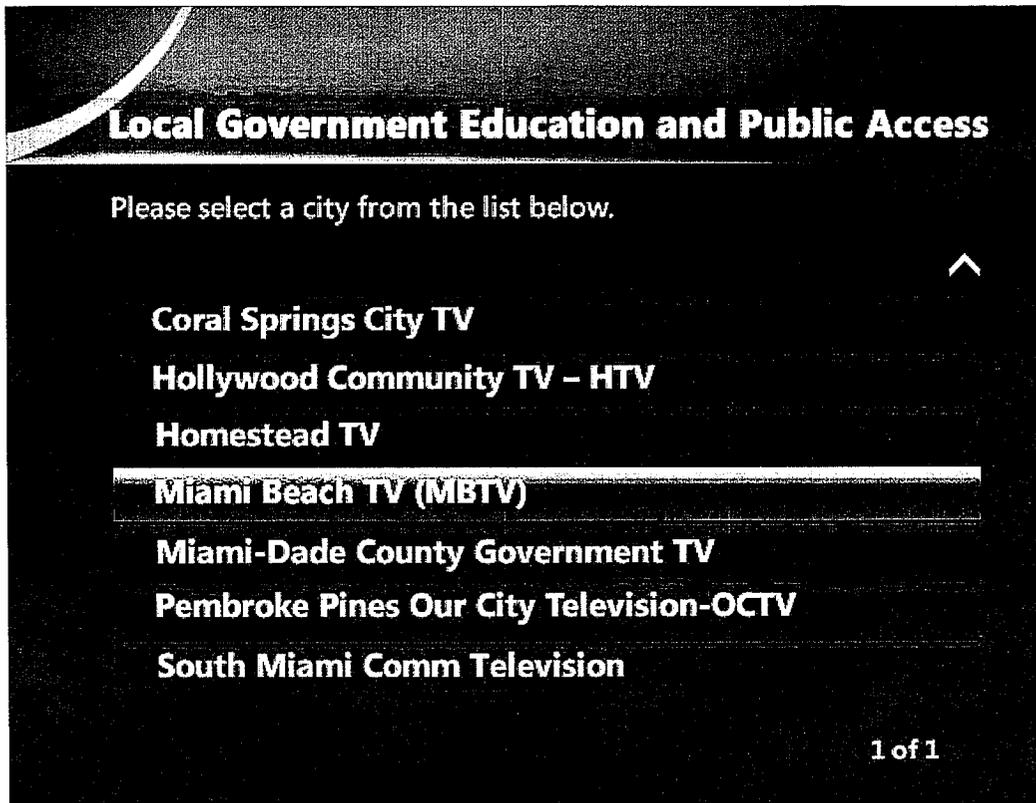
On Channel 99, press "OK" to see a list of communities in your area that are providing PEG programming.

**Press OK to start Government, Education and Public Access**



## Public, Education and Government (PEG) Programming on AT&T U-verse TV

- Simply select the desired Community and press "OK."



- For added convenience - each time a viewer goes to Channel 99, U-verse TV automatically highlights the most recently watched community.
- The viewer will first see the programming in a "preview" screen, as shown above, along with customized channel information at the bottom. Press "OK" to watch in full-screen mode; or press "Back" to return to the previous screen. It's that easy.

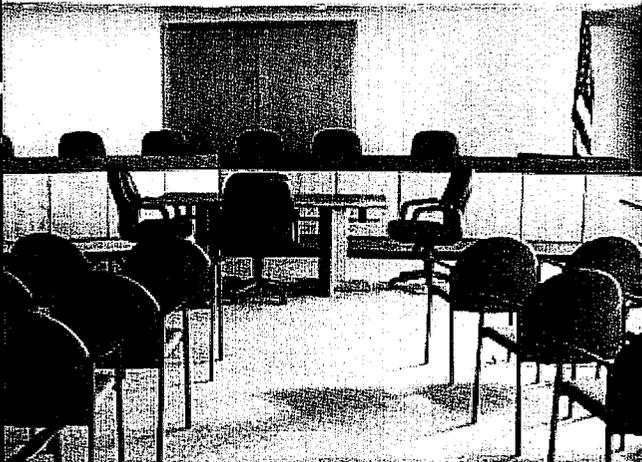


**Public, Education and Government (PEG)  
Programming on AT&T U-verse TV**

**Miami Beach TV (MBTV)**

OK to enter full screen.  
BACK to exit full screen. ^

MBTV



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**MBTV provides live and repeat coverage of City Commission and other board meetings, in addition to original programming related to city departments, events, programs, and services. Visit [www.miamibeachfl.gov](http://www.miamibeachfl.gov)**