



CITY OF TUCSON

NEWS RELEASE

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CITY FINALIZES AGREEMENT FOR COMMUNITY MEDIA CENTER

The City of Tucson has finalized a contract with BRINK Media to oversee the creation of the Community Media Center. Under the new contract, BRINK Media, in conjunction with KXCI Community Radio and WaveLab Studios, will broadcast Cox Channels 12 and 20, produce live broadcast meetings of the Mayor and Tucson City Council, provide workforce development training, and enhance marketing services for the City's Office of Economic Initiatives.

BRINK Media is a digital production agency, experienced in web design, social media content, video, and production of independent films. KXCI Community Radio (91.3 FM) is a nonprofit community radio station with more than 40 years of broadcasting experience. Located in downtown, WaveLab Recording Studio has worked with internationally-acclaimed music artists, such as Calexico and Devotchka. The local partners will bring their combined skills and resources to create the new Community Media Center. In addition, a programming board consisting of community members will be created to oversee the content for Channel 20.

The City has a decades-long commitment to public access television and believes this new partnership will preserve and enhance programming through the education and empowerment of community producers. By increasing the platform of distribution for Mayor and Council meetings, the Community Media Center hopes to further community engagement in local government.

In addition, the consolidation of duties through the Community Media Center will provide greater efficiencies by combining the broadcasting and engineering needs of Channels 12 and 20.

A copy of the Request for Proposal and the contract can be found on the Department of Procurement website at http://www.tucsonprocurement.com/internal_SearchResults.aspx?ContractNum=&ContractTitle=&Keywords=&VendorName=brink&Department=&selecttype=Internal&orderby=ContractTitle .

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