



LONG BEACH
CITY COLLEGE

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January 19, 2009

The Honorable Members of the Long Beach City Council
City of Long Beach – 14th Floor
333 West Ocean Boulevard
Long Beach, California 90802

Dear Councilmembers:

On November 17, 2009, the Council directed staff to develop a short term plan to get public access on the air again. Long Beach City College has been part of the team meeting to create the strategy for bringing public access back to Long Beach. The report before you tonight details the considerable progress that has been made in trying to identify ways to secure the funding and operational support necessary for success. LBCC looks forward to continuing to be a productive part of this effort.

The motion that passed on November 17 also authorized a change to the allocation formula in the first year of the PEG funds to 57% for Public Access (\$340,000), 33 percent for Education Access (\$200,000 split equally among CSULB, LBCC and LBUSD), and ten percent Government Access (\$60,000). I am here tonight to request that you move ahead with this allocation formula.

LBCC provides around-the-clock programming consisting of important community, governmental and instructional programs for the greater Long Beach community, as do Long Beach's other educational access providers: California State University Long Beach and the Long Beach Unified School District. Education access channels provide unique access to distance education, government meetings and local sports and arts programming.

LBCC will use the Education Access funds to make long-awaited upgrades to the equipment used to produce educational programming for LBCC Cable TV. This equipment will enhance production capabilities in classrooms and will allow the College to improve coverage of large special events, sports, music, theater, and other programs. The new equipment will also allow us to offer additional training opportunities to students in our Radio, Television and Film Department to help further their education and training opportunities.

If the Council moves ahead with the new proposed allocation, LBCC will have sufficient funds to complete the equipment upgrades described above. While we appreciate the allocation of \$20,000 that has already been received, it covers only a third of the projected cost of this project.

I ask that you consider moving ahead with the new allocation formula to allow LBCC and the Education Access stakeholders to put these funds to use immediately. The proposal still leaves the majority of funds available for public access – an amount that will increase since we have entered a new year and another \$300,000 is allocated for the coming year.

Thank you for your consideration of this request.

Sincerely,

Mark W. Taylor
Director of Community and Governmental Relations