



Date: November 17, 2009

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, 3rd District *GD*
Val Lerch, Vice Mayor, 9th District *Val*

Subject: **Educational Access Funds**

On April 21, 2009 the \$600,000 PEG funding was split 80% Public, 10% Education and 10% Government. Historically, the split has been 1/3, 1/3 and 1/3.

As of result of the Council's action, Technology Services distributed an RFP for the 80% (\$480,000), and only one response was received. Unfortunately, this response was disqualified as it did not meet the funding requirements.

While the Council supports providing the necessary funding to re-engage Public Television, the reality is that a plan does not currently exist to take advantage of these funds.

However, there are immediate needs in the Long Beach community. One such need is at California State University, Long Beach. CSULB has submitted a request for Educational Access funds in the amount of \$65,000, which is approximately the amount that has historically been provided to CSULB on an annual basis.

The funds will be appropriated as follows:

- Four (4) new post production video and graphics workstations. 4 x \$9,000 per workstation = \$36,000.
- Storage expansion = \$17,500.
- New Server = \$7,500.
- Two (2) new digital switchers. 2 x \$2,000 per switch box = \$4,000.

The upgrades will improve the quality of programming and increase productivity. Capacity and reliability of Beach TV playback will be increased along with simultaneous online streaming.

Recommended Action: Request the City Council allocate \$65,000 of the Public, Education and Government fee revenue to California State University, Long Beach.



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October 30, 2009

The Honorable Gary DeLong
3rd District Councilmember
City of Long Beach – 14th Floor
333 West Ocean Boulevard
Long Beach, California 90802

Dear Councilmember DeLong:

California State University, Long Beach is very pleased to submit this request for Educational Access funds that will enhance our service to the community via Beach TV. As you know, Beach TV is our around-the-clock television channel available to all Charter and Verizon FiOS subscribers. It provides hundreds of hours of original campus and Long Beach-based programming each year, with much more to come.

Recent professionally-produced programming includes:

- Live coverage of all nine CSULB Commencement ceremonies
- The "Beach Time" series of lively, informative features shot in the style of Huell Howser
- Weekly broadcasts of special campus events
- Many community outreach public service announcements
- A new and much-celebrated documentary about Long Beach's role in World War II

New programs now in production or pre-production include a series about the first amendment to the Constitution, hosted by distinguished CSULB Professor Craig Smith, and a series that will explore the many ties between CSULB and the greater Long Beach community it serves.

Beach TV is also proud to air series and specials created by CSULB students. These talented professionals-in-training primarily come from our distinguished Journalism and Film and Electronic Arts departments. Yet another series is produced by and stars the leaders of our Associated Students, Incorporated.

If provided by the Council, these funds will allow us to purchase systems that are at the core of our ability to create and playback Beach TV programming. These upgrades of digital systems are the highest priority identified by our Advanced Media Production (AMP) Center, which is responsible for the channel. They will:

- Improve the quality of programs aired.
- Increase productivity of the AMP Center's small staff, resulting in more and more timely programs
- Greatly increase the capacity and reliability of the Beach TV playback system

AMP's studio and location production capabilities are adequate for the time being.

Items that will be purchased include:

Four new post production video and graphics workstations. These powerful computers will replace four obsolete workstations that are unable to run the latest versions of software required to create the graphics and animations that are so much a part of contemporary video production. The new machines will also be used to edit Beach TV programs.
4 x \$9,000 workstation = \$36,000.

Storage expansion for Beach TV's digitized, automated production and playback system. Like most professional video facilities, AMP no longer makes much use of videotape. All Beach TV playback and nearly all production rely on massive amounts of digital storage. AMP's current system is beyond capacity, forcing the staff to delete programs that are of value to our audience. This expansion will add 28 Terabytes of the extremely fast, specialized hard disk storage required for high-quality video. **Cost = \$17,500.**

New server for the Beach TV digital playback system. The greatly expanded storage described above will require a new, more powerful server. This computer will also provide much improved backup and redundancy to insure that Beach TV programming is not interrupted.
Cost = \$7,500.

Two new digital switchers. These switchers, controlled by the server described above, provide the actual routing of audio and video to the Beach TV "transmitters," as well as among the four video workstations at the top of this list. **2 x \$2,000 switch box = \$4,000.**

These systems will also enhance our simultaneous online streaming presentation of Beach TV. Additionally, many Beach TV programs are made available via the Web for on demand viewing. The Web allows us to extend our reach throughout the world. Thousands of international viewers have enjoyed live Commencement coverage online.

We are deeply grateful for this opportunity. We look forward to sharing additional information about how we will make Beach TV an even more entertaining and informative resource for the citizens of Long Beach.

Sincerely,



F. King Alexander
President