



# CITY OF LONG BEACH

DEPARTMENT OF TECHNOLOGY SERVICES

# C-23

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June 22, 2004

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

SUBJECT: Cable Communications Advisory Commission 2003 Annual Report (Citywide)

## DISCUSSION

The Cable Communications Advisory Commission (CCAC) was created by City ordinance and consists of 11 members appointed by the Mayor and confirmed by the City Council. An annual report of the activities of the CCAC is required by Municipal Code Section 2.18.090. The following report covers the period of January through December 2003.

### 1. COMMISSION MEMBERSHIP FOR 2003

Presented below is a listing of the Cable Communications Advisory Commission 2003 membership with areas of representation. Appointments and resignations occurring during the calendar year are noted.

- Steve Clayton, At-Large Representative
- Robert Finney, Community Service Representative (resigned 08-15-03)
- Kathleen Grubb, Educational Representative
- John Gurich, At-Large Representative (resigned 05-07-03)
- Carolyn Hines, At-Large Representative
- Karen Holm, Locally-Oriented News Representative
- Mat Kaplan, At-Large Representative
- Randall Karavanich, At-Large Representative (resigned 02-25-04)
- Steve Propes, At-Large Representative (appointed 09-03-03)
- Ahmed Saafir, Ethnic, Local, Neighborhood, Community Organization Representative (appointed 09-03-03)
- Darick Simpson, At-Large Representative
- Gail Stewart-Garber, Institutional Representative

## 2. OBJECTIVE AND FUNCTION

The CCAC is an advisory body to the City Council and City Manager on matters relating to: (1) the development and use of the cable system as a community communications system with the City of Long Beach; and (2) promoting and developing optimal utilization of the public access channel and setting guidelines for access channel usage. The public access channel (Long Beach Community Television) is channel 65 on Charter cable.

In the past year, the Commission has developed a marketing plan to promote public access. The plan included the following elements:

- 30-minute documentary, *Long Beach Community Television 20-Year Anniversary Celebration*, to garner community attention and support.
- Presentation of proclamations from the City Council and City Prosecutor commemorating the anniversary.
- 30-second public service announcement (PSA) promoting the 30-minute documentary.
- Press release publicizing the anniversary.
- Six-minute video promoting Long Beach Community Television (LBCT).
- LBCT programming schedule and distribution strategy.
- Survey program capable of providing feedback from LBCT viewers.
- Creation of profiles/interviews of LBCT producers to stimulate interest.
- Tag phrase - "Your world. Your voice" - to be used on marketing materials.

## 3. REPORTS AND RECOMMENDATIONS PRESENTED TO THE CITY COUNCIL (INCLUDING THE NUMBER OF SUBJECT MATTERS REFERRED TO THE CITY COUNCIL)

During 2003, there were no reports and recommendations presented to the City Council.

## 4. NUMBER OF MEETINGS HELD

The CCAC held three quarterly meetings in 2003 at its usual meeting site, Video Communications Division, from 9:00 a.m. to 11:00 a.m. One meeting was cancelled due to support staff illness.

5. ATTENDANCE RECORD OF ALL MEMBERS OF THE CABLE COMMUNICATIONS ADVISORY COMMISSION

Appendix A of the report presents the 2003 attendance records of CCAC members.

6. PUBLIC HEARINGS CONDUCTED

There were no public hearings conducted in 2003.

7. AMOUNT OF MONEY EXPENDED IN SUPPORT OF COMMISSION

Support costs for the CCAC included staff time of the Department and costs associated with meetings including materials and postage totaling approximately \$2,300.

8. CITY PERSONNEL ASSISTING THE CCAC

The following Technology Services staff support the CCAC:

- Sherry Blohm, Video Communications Officer
- Harry Roberts, Clerk Typist III

TIMING CONSIDERATIONS

City Council action on this item is not critical.

FISCAL IMPACT

None.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Receive and file the 2003 annual Report of the Cable Communications Advisory Commission, and continue the Commission for the next calendar year.

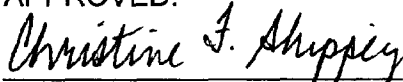
Respectfully submitted,

  
STEVE CLAYTON  
CHAIRPERSON

By:   
CURTIS TANI  
DIRECTOR OF TECHNOLOGY SERVICES

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Attachment

APPROVED:

  
for GERALD R. MILLER  
CITY MANAGER