



OFFICE OF THE PRESIDENT  
CALIFORNIA STATE UNIVERSITY, LONG BEACH  
1250 BELFLOWER BOULEVARD  
LONG BEACH, CALIFORNIA 90840-0115  
562/985-4121

April 14, 2009

The Honorable Mayor Bob Foster and  
Long Beach City Council  
City of Long Beach  
333 West Ocean Blvd.  
Long Beach, CA 90802

Mayor Foster and Members of the Council:

California State University, Long Beach (CSULB) strongly supports the City of Long Beach's staff recommendation regarding the distribution of PEG Access funds. We believe equal disbursement among the three access categories is not only the fairest approach, but the one that will deliver the best results for the citizens of Long Beach.

CSULB has supported its "Beach TV" access channel for nearly twenty-five years. This round-the-clock community service provides a unique array of programs and information on Charter Communications channel 18, and Verizon FiOS channel 25. Beach TV is also streamed via the Internet, and many of our locally-produced programs are available on demand.

There is no question that the proposed distribution of PEG fee revenues will enable the university to provide an even higher level of service to Long Beach. We look forward to collaborating with the City to insure these funds result in the greatest possible benefit to the community.

CSULB also fully supports the restoration of public access that will be facilitated by adoption of the staff recommendation. Many communities across the nation have seen their traditional public access operations evolve into 21<sup>st</sup> Century media resources. They have built services that take full advantage of new technologies to deliver information to underserved populations. Young people have used "Access 2.0," for example, to turn their enthusiasm for online tools like YouTube into new forms of expression and involvement.

We look forward to exploring new media resources in Long Beach, and we hope the university will be able to contribute to this exciting future. Thank you for your wise stewardship and consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "F. King Alexander".

F. King Alexander  
President