



# COUNTY OF SANTA CRUZ

**SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER**

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June 17, 1998

AGENDA: June 23, 1998

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, California 95060

## Community Television 1998/99 Activities Plan and Budget

Dear Members of the Board:

Attached for your Board's information is a copy of a letter from Geoffrey Dunn, the Executive Director of Community Television of Santa Cruz County (CTV) which includes a copy of the CTV activities plan and budget for 1998/99. The contract between the City of Santa Cruz and the County provides that the budget shall be deemed approved unless the City Council and your Board **affirmatively** disapprove the plan or any portion thereof.

The Community Television budget and the lease of office and studio space are funded from the Access Trust Fund. The Trust receives its income **from** monthly payments made by TCI Cablevision of Santa Cruz County pursuant to the terms of the First Amended Consent Judgement and interest earnings on Trust Fund balances. As shown in Attachment 1, it is estimated that a total of \$359,693 will be deposited into the fund during 1997/98, including TCI payments and earned income of various kinds. In 1998/99, Community Television expects to receive total revenues of \$446,393. Of this amount, \$29,819 will be received from TCI as an one-time adjustment for the miscalculation of fees paid by TCI between 1 1/96 and 6/98. The CTV Board of Directors recommends that these one-time funds be budgeted for equipment replacement, repair, and repayment of the equipment replacement fund.

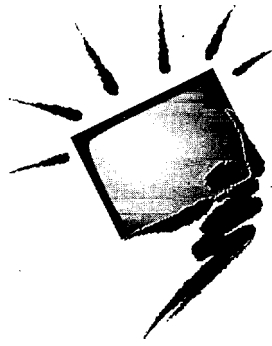
Community Television is currently making necessary preparations for cablecasting your Board's meetings. It is anticipated that cablecasting will begin this fall. Due to recent negotiations involving Charter Communications, Inc, the new provider of services to the South County cable television area (including Watsonville and Capitola), additional funds will be available for the purchase of cablecasting equipment. We anticipate **that** Community Television will return to your Board with a modified budget and work plan in September which will incorporate efforts to serve the South County cable television area and related changes to the budget.

IT IS THEREFORE RECOMMENDED THAT YOUR BOARD approve the Community Television 1998/99 activities plan and budget.

Very truly yours,

Susan A. Mauriello  
County Administrative Officer

cc: Geoffrey Dunn, Executive Director, Community Television of Santa Cruz County



COMMUNITY  
TELEVISION  
OF SANTA CRUZ COUNTY

10 June 1998

Susan A. Mauriello, J.D.  
Administrative Officer  
County of Santa Cruz  
701 Ocean Street, Suite 520  
Santa Cruz, CA 95060

Dear Ms. Mauriello:

Enclosed you will please find a copy of the 1998/1999 Activities Plan and Budget for Community Television of Santa Cruz County, as is required by Section 15 of the Contract Between the City of Santa Cruz, the County of Santa Cruz, and Community Television of Santa Cruz County, Inc., executed on February 1, 1994.

I have based this projected budget on calculations provided to me by your office, including adjustments made from miscalculations of fees required to be paid to the County and City by TCI Cablevision of Santa Cruz County in support of public, government and educational access television. Based on those adjusted figures, CTSCC is owed \$21,348 from November 1996 through December of 1997. Based on 1997 figures, CTSCC would be owed an additional \$8,471 from January through June of 1998. Using last year's actual figure of \$373,089 accrued, plus a projected increase of \$9,730, as recently recommended by your office, I have arrived at a total TCI access fund payment to CTSCC of \$412,638.

\$21,348	Adjusted amount 11/96-12/97
8,471	Projected adjustment 1/98-6/98
373,089	Annual projection based on last 12 mos.
<u>9,730</u>	<u>Projected increase</u>
\$412,638	Total

In addition to TCI access fund revenues, I project our Earned Income to be

\$25,755, in addition to a projected \$8,000 "carry over" (or surplus) from fiscal year 1997-98, which, according to our contract with the City and County; must be included in our operational budget for the following year,

This budget obviously reflects a considerable increase over last year's CTSCC budget. The discrepancy in funding from TCI for fiscal year 1997-98 has resulted in a one-time infusion of surplus funds into our annual budget. In order not to have this infusion significantly distort our budget in following years- and given that our reserve funds have been taxed so heavily during our organization's start-up phase-I have-budgeted \$35,000 (line item 7050) for equipment replacement, repair, and repayment into our equipment replacement fund.

Should you have any questions or comments, please feel free to contact me at 425-8848, ext. 23. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Geoffrey D.", with a stylized flourish at the end.

Geoffrey Dunn  
Executive Director

cc.: Pat Busch, Assistant Administrative Officer  
Dinah Phillips, Public Information Officer

## CTSCC Activities Plan and Budget (1998-99)

### **1) Anticipated hours of local programming:**

Community Television of Santa Cruz County televises programming 24 hours per day, seven days per week, on Public Access Channel 71 and Educational & Government Access Channel 72-for a total of 336 hours of programming weekly. Community Television is never "off the air."

This programming includes more than 100 hours per week on **Channel 71** of programming produced through CTSCC facilities (including repeats), a character-generated Community Calendar for local non-profit, educational, government and religious organizations, with the remainder being acquired programming submitted by CTSCC members that advances the mission of CTSCC.

This programming also includes more than 100 hours per week on **Channel 72** of educational and government access programming produced and/or acquired by CTSCC. This programming includes Santa Cruz and Scotts Valley city council meetings; special hearings and planning sessions called by the City of Santa Cruz; Cabrillo College telecourses; UCSC Forum; Main Street School; Parent Talk; Focus with Sam Farr; special educational series; Cable in the Classroom programming; Definitely Diverse; Triunfadores and other Spanish language programming; the Davenport Oral History Project; San Jose State telecourses; a Producers' Showcase, featuring the works of local professional filmmakers; and acquired government and educational programming from NASA and the Classic Arts showcase.

CTSCC will soon be cablecasting Santa Cruz County Board of Supervisors meetings. It is possible that CTSCC will request a third access channel sometime during 1998-99.

### **2. Training classes:**

CTSCC provides a variety of training courses regularly throughout the year. These courses include: Orientation; Producer's Seminar; Basic Field Production; Basic Video Editing; Basic Studio Production; Basic Lighting; Basic Multi-Camera Field Production; Basic Video Toaster & A/B Roll Editing; and Basic Non-Linear Editing.

Courses planned for the future include: Advanced Audio for Video; Advanced Lighting; Advanced Non-Linear Editing; Multi-Camera Directing; and Media Literacy.

### 3. Other CTSCC activities:

Community Television of Santa Cruz County is open seven days per week. Public access hours are now being scheduled from 1:00 p.m. to 9:00 p.m., Wednesday through Friday; and from 12 noon to 4:00 p.m. on Saturday and Sunday. Equipment check-out is available five days per week. Educational, government and cultural programming production is scheduled during the remaining hours. Editing is scheduled 24 hours per day. CTSCC is also in the process of completing its studio expansion and developing a non-linear editing program.

CTSCC is committed to expanding both educational and government access programming. CTSCC also has established community outreach goals to the following targeted communities: Latino; African-American; Women; and the Disabled.

CTSCC has established an equipment replacement fund **to augment those** funds originally provided by the City-County contract. CTSCC has adopted fiscal policies to ensure effective public, educational and government television access into the Twenty-First Century.

CTSCC has served as a non-profit sponsor to the Pacific Rim Film Festival and QTV, which has helped to raise organizational revenues while at the same time augmenting community outreach. CTSCC also plans to sponsor an Environmental Film & Video Festival in fall 1998.

Beginning in the summer of 1998, CTSCC will initiate a staff restructuring, as the organization moves beyond its start-up phase. Included in the reorganization is the hiring of a part-time engineer.

In the **late** summer or early fall of 1998, CTSCC will undergo a triennial review, as required **by** its contract with the City and County. CTSCC will contract with an independent consultant selected by the City and County to conduct the review.

CTSCC has developed an aggressive marketing strategy that includes an advertising budget and media alliances with KUSP-FM radio, the Santa Cruz County Sentinel and the Aptos Times to promote CTSCC programming and activities. We anticipate further media alliances in the upcoming year. CTSCC will also produce a quarterly Newsletter, in addition to its Annual Report.

CTSCC will continue its efforts to develop working relationships with PEG access providers in the cities of Watsonville and Capitola.

Membership drives will be conducted throughout the year, as membership in CTSCC continues to increase. Our fourth election for the CTSCC Board of Directors will take place in the fall of 1998.

		1997	1998	1998	1999	Notes
<b>Operating Expenses</b>						
6100	Advertising	\$2,000		\$3,600		
6300	Bank Charges	130		50		
6600	Dues & Subscriptions	500		950		
6700	Insurance	8,000		8,800		
6900	Bookkeeping/Audit	9,000		7,760		
6950	Triennial Review	0		5,500		
7000	Contract Services	6,000		17,000		
7005	Board Clerk	9,600		10,080		
7010	Consulting	3,000		2,000		
7015	Engineer	0		3,900		
7050	Equipment Replcmt/Repair	0		35,000		
7100	Office Supplies	4,000		4,500		
7105	Production Expenses	9,000		9,000		
7110	Legal Fees	2,000		2,500		
7200	Postage/Freight	2,000		2,400		
7205	Printing-Office	3,000		900		
7210	Newsletter/Brochure/AnRpt	0		1,500		
7215	Copy Machine	0		1,975		
7300	Facility Rental	500		500		
7400	Repairs and Maintenance	4,000		2,675		
7401	Janitorial	4,000		3,600		
7403	Equipment Rental	500		500		
7405	Training/Conferences	2,000		3,600		
7700	Telephone	4,400		4,400		
7740	Licenses/Fees/Misc. Taxes	4,000		1,600		
7800	Travel/Meals	3,000		4,500		
7900	Utilities	13,000		13,500		
7910	Spec Projs-Comm Outreach	2,000		5,200		
7920	Special Events	0		1,275		
	<b>Subtotal Operating:</b>	<b>\$95,630</b>		<b>\$158,765</b>		
<b>Other Expenses</b>						
<b>Personnel Detail</b>						
7510	Salaries-Executive Director	\$47,000		\$47,000		
7525	Salaries-Admin. Ass't.	24,401		24,401		
7540	Salaries-Operations	66,564		62,564		
7550	Salaries-Program. Coord.	31,729		31,729		
7560	Salaries-Playback Operators	16,807		18,616		
7570	Salaries-Part-Time	23,381		35,725		
7599	Overtime/Increases/COLA	3,633		5,445		
	<b>Subtotal Wages:</b>	<b>\$213,515</b>		<b>\$225,480</b>		
<b>Benefits, etc.</b>						
7620	FICA	\$15,847		\$17,080		
7621	SUI	400		3,098		
7630	Health Benefits	16,520		23,100		
7631	Vision/Misc.	1,000		1,270		
7632	Pension	12,042		14,050		
7635	Worker's Comp.	3,003		3,550		
	<b>Subtotal Benefits, etc:</b>	<b>\$48,812</b>		<b>\$62,148</b>		
	<b>Total Operating Expenses:</b>	<b>\$357,957</b>		<b>\$446,393</b>		

Income-County		1997/1998	1998/1999	Notes	
4100	County Reimb-Operating	\$342,857	\$412,638		
	<b>Subtotal County Reimb:</b>	<b>\$341,857</b>	<b>\$412,638</b>		
<b>Earned Income</b>					
4110	Memberships	\$4,700	\$4,800		
4111	Administrative Fees	500	1,200		
4112	Production Svs-Tape Dub	600	600		
4113	Production Svs-Production	3,813	8,820		
4114	Underwriting Income	750	250		
4115	Sales-Tapes	2,260	2,260		
4118	Sales-T-shirts	18	150		
4120	Grants	0	*	TBD pending available funding	
4230	Classes	3,550	4,775		
4125	Facility Rentals	200	1,200		
9100	Misc. Income & Interest	300	500		
4135	Third Party Agreement	145	1,200		
	<b>Subtotal Earned Income:</b>	<b>\$16,836</b>	<b>\$25,755</b>		
<b>Funds Carried Over from FY 1997-98:</b>			<b>\$8,000</b>		
<b>Total Income:</b>		<b>\$359,693</b>	<b>\$446,393</b>		
<b>Capital Expenditure Statement and Budget</b>					
		<b>Original and Revised Allocation*</b>	<b>Projected Expenditures 3/94-6/98</b>	<b>Amount Re-maining after FY 1997-98</b>	<b>FY 1998-99 Projected Expenditures</b>
1600	Production Equipment	\$418,630	\$387,311	\$31,319	\$28,500
1602	Board of Supervisors	38,000	0	38,000	38,000
1620	Office Furniture/Equipment	39,964	39,707	257	0
1625	Leasehold Improvements	183,236	183,236	0	0
	<b>Total</b>	<b>\$679,830</b>	<b>\$610,254</b>	<b>\$69,576</b>	<b>\$66,500</b>
*Funds originally allocated in the three categories of Production Equipment (\$500,000), Office Furniture/Equipment (\$59,830), and Leasehold Improvements (\$120,000) were subsequently transferred, with Board approval, among line items, the total remaining unchanged.					