



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

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

May 25, 1999

AGENDA: June 8, 1999

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

Community Television 1999-2000 Activities Plan and Budget

Dear Members of the Board:

Attached for your Board's information is a letter from Geoffrey Dunn, the Executive Director of Community Television of Santa Cruz County which includes a copy of the Community Television activities plan and budget for 1999-2000. 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 any portion or the entirety of the plan.

ACTIVITIES PLAN AND BUDGET

The Community Television budget and lease of office and studio space are funded from the Access Trust Fund which 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. The revenue for 1999-2000 will include an increase due to an additional \$.25 per month per customer to be paid in support of public, educational, and government access television. The recommended budget provides for equipment replacement and repair in addition to increases in personnel salaries and benefits.

Community Television televises programming 24 hours per day, seven days per week on Public Access Channel 71 and Educational and Government Access Channel 72, for a total of 336 hours of programming weekly. More than 100 hours per week is provided on Channel 72 of educational and governmental access programming, which 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, Focus with Sam Farr, a collaboration with Barrios Unidos on Ventana Times, Triunfadores and other Spanish-language programming, the Davenport Oral History Project, and other acquired government and educational programming.

72.3

2

CABLECASTING OF BOARD MEETINGS

Community Television has formally accepted a bid from VMI, Inc, of Sunnyvale, California, for the installation of a remote-controlled legislative television system in the Board chambers. Installation is scheduled for July 1999, with cablecasting starting in the fall.

Negotiations with Charter Communications, Inc, in South County are continuing. Community Television will be ready to extend their coverage into the South County area as soon as these negotiations are complete.

GOVERNMENT ACCESS

As part of its charter to provide government access, Community Television has provided training to County employees through the Training Task Force. Classes include orientation, producing, Public Service Announcements (PSAs), field camera, and editing. Employees who have completed the required training may use camera and editing equipment at no charge. In addition to being programmed on Community Television, videos and PSAs can be shown in the lobbies of County offices, broadcast on other television stations, and used for staff training. One County employee made a 12 minute video on the County's Welfare to Work program. Another employee made a Public Service Announcement on the new Simpkins Swim Center, and another made a training video on the erosion effects of tree removal. The availability of Community Television training and assistance in producing videos is a great asset to the County, and it is hoped that County departments will make full use of this excellent resource.

IT IS THEREFORE RECOMMENDED THAT YOUR BOARD accept and file report on Community Television and approve the Community Television 1999-2000 activities plan and budget.

Very truly yours,



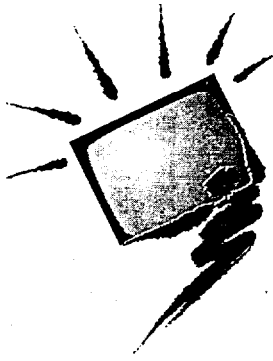
Susan A. Mauriello
County Administrative Officer

cc: Geoffrey Dunn, Executive Director, Community Television

SAM/DP
H:\Comm TV\Activities Plan and Budget.wpd

72.3

3



COMMUNITY
TELEVISION
OF SANTA CRUZ COUNTY



30 March 1999

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 1999-2000 Activities' Plan and Budget for Community Television of Santa Cruz County, as is required by Section 15 of the Contract between the City and County of Santa Cruz and Community Television of Santa Cruz County, Inc., executed on February 1, 1994 and renewed last June. Both the workplan and budget were approved unanimously by the CTSCC Board of Directors at its March 25 meeting.

I have based the income projections in the budget on figures provided me by your office, which include projections for a period of this fiscal year (March 1 - June 30) and for next fiscal year of an additional \$.25 per customer of TCI (AT&T) revenues required to be paid to the City and County in support of public, educational, and government access television. The figures are as follows:

March-June 1999	\$ 47,500	\$.25 x 47,500 TCI subscribers x 4 mos.
FY 1999-2000	<u>507,300</u>	\$.89 x 47,500 TCI subscribers x 12 mos.
	\$ 5 5 4 , 8 0 0	

In addition to the TCI/County revenues, we have projected earned income in the amount of \$42,950, and have included a projected surplus of \$30,000 from the current fiscal year, which is included in the operational budget pursuant to our Contract -- bringing the total operational budget to \$631,350.

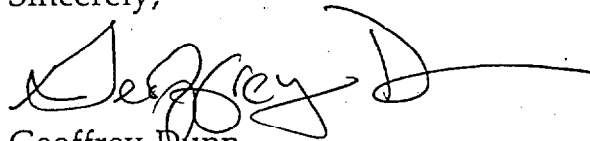
72.3

d

The proposed budget reflects a considerable increase over last year's. In addition to the projected revenues for fiscal year 1999-2000, there is another one-time infusion of surplus funds in the amount of \$47,500 into the annual budget. In order to prevent this infusion from distorting the annual budget in future years -- and given that CTSCC's reserve funds were taxed so heavily in the past -- we have allocated this amount for equipment replacement and repair (line item 7050). Increases in personnel salaries and benefits have also been projected to ensure that CTSCC has the staffing to effectively carry out its mission, particularly in the areas of educational and government access, and to continue to expand its targeted outreach to traditionally underrepresented groups.

Should you have any questions or comments, or need additional information, please feel free to contact me at 4258848, ext. 23. Thank you for your consideration.

Sincerely,



Geoffrey Dunn
Executive Director

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

M2.3

CTSCC Activities Plan and Budget (1999-2000)

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. Neither of Community Television's two channels is ever "off the air."

This programming includes more than 100 hours per week on **Channel 71** of programming produced through CTSCC facilities (including repeats) and 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; Community Express; Focus with Sam Farr; special educational series, including Smokey's School House; Cable in the Classroom programming; a collaboration with Barrios Unidos on Ventana Times; Annenberg educational programming; Definitely Diverse; EarthVision programming; 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.

In the winter of 1999, CTSCC televised the special hearings to appoint a District Attorney conducted by the County Board of Supervisors. By the early summer of 1999, CTSCC will begin cablecasting of board meetings and various county commissions. The City of Santa Cruz has also expressed interest in CTSCC covering up to a dozen city commissions. CTSCC has requested a third access channel for cablecasting of these meetings.

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 coming year include: Advanced Audio for Video; Advanced Lighting; Advanced Non-Linear Editing and other digital classes; Multi-Camera Production and Directing; and Advanced Studio Production.

M2.3

b

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. PEG access 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; the Disabled; Seniors; Disabled Youth; and South County.

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 will be administering the Alliance for Community Media's WAVE-Award competition, for the Regional Alliance Conference, in October. CTSCC is hosting the conference along with the Mid-Peninsula Access Center in Palo Alto, Cupertino Public Access, and KMVT in Mountain View.

CTSCC has been named the recipient of an \$84,240 grant from the Packard Foundation to chronicle the implementation of the Foundation's School Arts Program in Santa Cruz County. Production for the grant will continue through the fall of 2000.

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 sponsors the Environmental Film & Video Festival each fall.

CTSCC will be holding a Summer News Television Training Program for middle school students. This program is funded through a grant from the Community Foundation of Santa Cruz County.

CTSCC has developed an aggressive marketing strategy that includes 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 also produces 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 fifth election for the CTSCC Board of Directors will take place in the fall of 1999.

M.D. 3

FY 1999-2000 Budget

Operating Expenses		1998/1999	1999/2000
6100	Advertising	\$3,600	\$4,000
6300	Bank Charges	50	75
6600	Dues/Subscripts/Entry Fees	950	1,775
6700	Insurance	8,800	9,680
6900	Bookkeeping/Audit	7,760	14,650
7000	Contract Services-Govt.	[11,000]	17,000
700 1	Contract Services-Producer		7,800
700 2	Contract Services-WkStudy		3,000
7003	Contract Services-Janitorial		1,872
7005	Contract-Board Clerk	10,080	13,230
700 8	Contract-Educational Liaison	[6,000]	8,000
70 10	Consulting	2,000	2,000
70 15	Engineer	3,900	7,800
7050	Equrpment Replcmt/Repair	35,000	47,500
7 10 0	Office Supplies	4,500	6,000
7 10 5	Production Expenses	9,000	9,000
7 110	Legal Fees	2,500	3,000
7200	Postage/Freight	2,400	3,200
7205)	Printing-Office	900	1,400
72 10	Newsletter/Brochure/AnRpt	1,500	3,000
72 15	Copy Machine	1,975	2,175
7300	Facility Rental	500	750
7400	Repairs and Maintenance	2,675	2,950
740 1	Janitorial Supplies	1,200	960
7403	Equipment Rental	500	800
7405	Training/Conferences	3,600	4,000
7640	Licenses/Fees/Misc. Taxes	1,600	1,800
7700	Telephone	4,400	5,000
7800	Travel/Meals	4,500	4,800
7900	Utilities	13,500	18,000
7 9 1 0	Spec Projs-Comm Outreach	5,200	18,000
791 5j	Acquisition		2,000
7920	Retreat/Events	1,275	1,600
	Subtotal Operating:	\$133,865	\$226,817

7

72.3

FY 1999-2000 Budget

Other Expenses			
Personnel Detail			
75 10	Salaries-Executive Director	\$47,000	\$47,000
75 15	/Salaries-Assist. Director	34,240	34,240
7520	Salaries-Programming Coord.	33,426	33,426
7525	Salaries-Facilities Coord.	20,560	20,000
7530	Salaries-Access Facilitators	24,340	46,492
7535	Salaries-Office Manager	26,211	26,211
7540	Salaries-Playback Assistant		21,058
7545	/Salaries-Office Assistant		21,570
7575i	Salaries-Janitorial	2,400	1,950
7580	Salaries-PT Playback	18,616	15,704
75 8 5	Salaries-PT Other	11,385	3,500
75 9 0	Vacation Replacement		3,000
			26,313
	Subtotal Wages:	\$233,623	\$309,264
Benefits, etc.			
7620	FICA	\$17,080	\$23,426
7621	SUI	3,098	4,081
7630	Health Benefits	23,100	39,864
763 1	Vision/Misc.	1,270	1,800
7632i	Pension	14,050	21,460
7635	Worker's Comp.	3,550	4,638
	Subtotal Benefits, etc:	\$62,148	\$95,269
Total Operating Expenses:		\$446,393	\$631,350

72.3

9

FY 1999-2000 Budget

Income-County		1998/1999	1999/2000
4 100	County Reimb-Operating	\$412,638	\$554,800
	Subtotal County Reimb:	\$412,638	\$554,800
4 105	Watsonville Programming		\$3,600
Earned Income			
41 10	Memberships	\$4,800	\$4,500
41 11	Administrative Fees	1,200	11,200
41112	Production Svs-Tape Dub	600	600
41113	Production Svs-Production	8,820	14,000
4114	Underwriting Income	250	250
4 1 15	Sales-Tapes	2,260	2,500
41 18	Misc. Production Income	150	500
4 13 0	Classes	4,775	4,500
4 12 5	Facility Rentals	1,200	1,200
9 100	Misc. Income & Interest	500	500
4135	Third Party Agreement	1,200	1,200
4150	Contract Project Net Income		2,000
	Subtotal Earned Income:	\$25,755	\$42,950
	Funds Carried Over	\$8,000	\$30,000
	Total Income:	\$446,393	\$631,350

72.3