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County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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

June 12, 2001

AGENDA: June 19, 2001

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

Community Television 2001-02 Activities Plan and Budget and Supplemental Funding Request

Dear Members of the Board:

The purpose of this letter is to recommend that your Board approve the Community Television of Santa Cruz County (CTSCC) activities plan and budget for 2001-02.

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 2001-02. The contract between the Community Television, 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.

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 AT&T Cable pursuant to the terms of the First Amended Consent Judgement and interest earnings on Trust Fund Balances. The revenue for 2001-02 includes earned income from AT&T, back payments and projected income from Charter Communications, as well as carryover funds from 2000-2001. The entire budget totals \$622,483. The County pays \$92,652 from AT&T income to rent the facilities occupied by Community Television.

Community Television televises programming 24 hours per day, seven days per week on Channels 25, 26, and 27 for a total of 504 hours of programming weekly.

Community Television of Santa Cruz County programming includes the Santa Cruz and Scotts Valley city council meetings, Board of Supervisor meetings, County Transportation Commission meetings, Transit District and Santa Margarita Groundwater Advisory Board meetings, as well as a wide variety of educational programming. Community Television anticipates entering into access contracts with the Cities of Watsonville and Capitola later this year. Community Television is one of the most active public television access organizations in the state, and they are to be commended for their fine work in the community.

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IT IS THEREFORE RECOMMENDED THAT YOUR BOARD accept and file report on Community Television and approve the Community Television 2001-02 activities plan and budget.

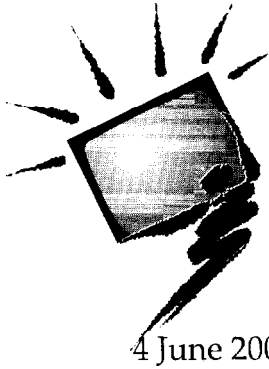
Very truly yours,



Susan A. Mauriello
County Administrative Officer

cc: Geoffrey Dunn, Executive Director, Community Television

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COMMUNITY
TELEVISION
OF SANTA CRUZ COUNTY

4 June 2001

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 2001/2002 Activities Plan and Budget for Community Television of Santa Cruz County (CTSCC), as is required by Section 15 of the Contract Between the City of Santa Cruz, the County of Santa Cruz, and CTSCC. This Activities Plan and Budget was passed unanimously by the CTSCC Board of Directors at its 24 May meeting. I have based this projected budget on the following calculations provided to me by your office:

\$516,000	Projected income from AT&T
46,080	Back payments from Charter (County)
30,720	Projected income from Charter (County)
<u>-92,652</u>	<u>Facilities rental from Haber</u>
\$500,148	Total County Reimbursement

In addition to the revised AT&T/Charter (County) revenues, I project our Earned Income to be \$47,700, revenues from Watsonville to be \$7,920, in addition to a projected \$66,715 "carryover" (or surplus) from fiscal year 2000-2001, which, according to our contract with the City and County, must be included in our operational budget for the following year. That brings the total budget to \$622,483.

Given that CTSCC is likely to enter into PEG access contracts with the Cities of Watsonville and Capitola later this year, and also that there are likely to be some revisions in projected income from AT&T, we probably will be bringing you a revised budget sometime before October 1. Should you have any questions or comments, please feel free to contact me at 425-8848, ext. 23. Thank you for your consideration.

Sincerely,


Geoffrey Dunn
Executive Director

cc: Pat Busch, Assistant Administrative Officer
Dinah Phillips, Public Information Officer
Richard C. Wilson, City Manager, Santa Cruz

CTSCC Activities Plan and Budget (2001-2002)

1) Anticipated hours of local programming:

Community Television of Santa Cruz County televises programming 24 hours per day, seven days per week, on **Government/Educational Access Channel 25, Government/Educational Access Channel 26, and Public Access Channel 27** -for a total of 504 hours of programming weekly. None of Community Television's three channels is ever "off the air." This *represents the most ambitious programming schedule of any access organization in the state.*

This includes more than 150 hours per week on **Channel 25** 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 scheduled by the City of Santa Cruz; Cabrillo College telecourses; UCSC Forum; Community Express; Focus with **Sam Farr**; special educational series; Cable in the Classroom programming; a collaboration with various Latino community organizations called Ventana Times; Annenberg educational programming; Definitely Diverse; EarthVision programming; Triunfadores and other Spanish-language programming; the Davenport Oral History Project; the Temple Beth El oral history project; a Producers' Showcase, featuring the works of local professional filmmakers; and Life in the Arts from the Monterey County Office of Education.

This programming also includes more than 150 hours per week on **Channel 26** of Santa Cruz County government access programming, including Board of Supervisors and County Transportation Commission meetings, Transit District and **Santa** Margarita Groundwater Advisory Board meetings, special educational access programming, NASA and Classic Arts programming.

It also includes more than 150 hours per week on **Channel 27** of public access 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 that advances the mission of CTSCC submitted by CTSCC members.

It is anticipated that some time during fiscal year 2001-2002, and possibly as early as July 1 of this year, CTSCC will begin televising of Capitola and Watsonville city council meetings. This expanded coverage may well require a fourth channel, resulting in 672 hours of programming each week.

2. Training classes:

CTSCC provides a variety of training courses regularly throughout the year.. These courses include: Orientation; Producer's Seminar; Basic Field Camera; Basic Video Editing; Basic Studio Production; Field Lighting; Multi-Camera Field Production; A/B Roll Editing; Basic Non-Linear Editing; Studio Lighting; Advanced Field Production classes; and special seminars on Advanced Audio and Studio taught by professional guest lecturers. This past year, CTSCC began training users in digital camera and editing.

CTSCC continues an educational access program, training groups of students in field camera and editing for school projects. CTSCC also offers the following training classes to employees of Santa Cruz County each semester through the Training Task Force. (It is anticipated that these classes will be made available to all municipal employess throughout the county in the coming year.)

Video Production Orientation: An overview of what is involved in producing a video through CTSCC. A tour of the facility and viewing of sample government access videos is included.

Video Producer's Seminar: How to produce a short video using CTSCC's facilities. The class covers thinking visually, submitting program proposals, budgeting projects, setting realistic timelines, story boarding, CTSCC's equipment checkout procedure, using talent release forms, and recruiting or contracting for a production team. Examples of government access productions are shown.

Shooting Video in the Field: Learning how to use CTSCC's field cameras, tripods, microphones and accessories to shoot a video. Class includes instruction on equipment safety and field techniques. Participants check out video equipment, shoot footage and then critique their work with the CTSCC instructor.

Basic Video Editing: Learning how to use CTSCC's basic video editing suite. Class includes instruction on adding music to footage, doing voice-overs, using basic special effects between shots, and adding titles.

Making a Video PSA/Pre-Production to Editine: Training in how to write a script, plan locations, and use CTSCC's camera equipment to tape a practice Public Service Announcement. With the instructor's assistance, students edit their practice video complete with graphics.

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 continues to expand its studio production capabilities and has added both digital cameras and a non-linear editing system to its equipment available to members; more purchases of digital equipment are planned for the coming two fiscal years. The last survey conducted by the Buske Group of Sacramento found that CTSCC *has the highest use of editing equipment of any access facility in the nation, as well as the highest number of training enrollments and new people certified in the nation.*

For the past several years, CTSCC has made a concerted effort to expand both educational and government access programming. CTSCC has been recognized for its efforts by the National Alliance for Community Media, the League of California Cities and the California Center for Civic Renewal.

At its annual retreat in February of 2001, the CTSCC Board of Directors established outreach goals in the following targeted areas: collaboration with K-12 schools; health issues; housing issues; agricultural issues. These outreach goals were established in addition to those communities previously identified by the board: Youth; the African-American community; Latino/Spanish-speaking community; 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 well into the twenty-first century.

CTSCC received the second half of a \$94,240 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 summer of 2001.

CTSCC's "Community In Action" program has produced over 100 public service announcements for nonprofit organizations in Santa Cruz County.

CTSCC has served as a nonprofit sponsor to several local media endeavors, including 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 EarthVision Environmental Film & Video Festival each fall, and serves as a co-sponsor for the Quarterly Film Arts Coalition Student Festival at the University of California, Santa Cruz.

CTSCC continues to serve the religious community throughout Santa Cruz County, providing programming opportunities for numerous local religious organizations, including the Santa Cruz Bible, Calvary Episcopal and Twin Lakes churches.

CTSCC has developed an aggressive marketing strategy that includes media alliances with KUSP-FM radio and the Santa Cruz Sentinel. The annual KUSP auction is now held at our facilities, with 37 hours of live programming produced through hundreds of volunteer hours. This past year we joined forces with the Santa Cruz Sentinel, in which our schedule runs daily, to produce a series of short

teleplays that reflect the local community. These programs had a widely attended public screening at UCSC, have added a popular component to our programming, and have received awards from the National Alliance for Community Media. We anticipate further media alliances in the upcoming year.

CTSCC also produces a quarterly newsletter, in addition to its Annual Report, and maintains a website at www.communitytv.org that lists programming schedules, classes and contact information.

Membership drives will be conducted throughout the year, as membership in CTSCC continues to increase annually. Our next election for the CTSCC Board of Directors will take place in the fall of 2002.

Community Television 2001-02 Budget

A	B	C	D
			Proposed
		2000-2001	2001-2002
Operating Expenses			
6100	Advertising	\$1,000	\$600
6300	Bank Charges	75	75
6600	Dues/Subscripts/Entry Fees	1,775	2,000
6700	Insurance	10,164	10,700
6900	Bookkeeping/Audit	14,650	15,600
6950	Triennial Review	3,500	3,500
7000	Contract Services-Govt.	1,500	1,800
7001	Contract Services-Producer	1,500	2,000
7002	Contract Services-WkStudy	1,200	1,200
7003	Contract Services-Janitorial	200	200
7005	Contract-Board Clerk	14,904	18,720
7008	Contract-Educational Liaison	6,000	0
7010	Consulting/Producing	5,000	2,000
7015	Engineer	4,000	3,500
7050	Equipment Replcmt/Repair	85,492	22,728
7100	Office Supplies	6,000	6,000
7105	Production Expenses	5,500	8,000
7110	Legal Fees	1,500	3,000
7200	Postage/Freight	3,300	2,600
7205	Printing-Office	1,000	1,400
7210	Newsletter/Brochure/AnRpt	1,800	2,000
7215	Copy Machine	2,500	2,500
7300	Facility Rental	250	250
7400	Repairs and Maintenance	5,500	3,500
7401	Janitorial Supplies	400	750
7403	Equipment Rental	700	400
7405	Training/Conferences	2,000	2,000
7640	Licenses/Fees/Misc. Taxes	2,800	2,800
7700	Telephone	5,000	5,000
7800	Travel/Meals	2,000	2,000
7900	Utilities	14,700	22,000
7910	Spec Projects/Outreach	18,000	16,000
7920	Retreat/Events	1,600	2,000
7925	Acquisition	1,000	1,000
7950	Misc.	0	0
	Subtotal Operating:	\$226,510	\$167,823

Community Television 2001-02 Budget

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A	B	C	D
			Proposed
		2000-2001	2001-2002
Other Expenses			
Personnel: Salaries			
7510	Salaries-Executive Director	\$67,200	\$63,504
7515	Salaries-Assistant Director	44,328	46,551
7520	Salaries-Programming Coord.	43,152	43,256
7525	Salaries-Facilities Coord.	30,330	32,149
7530	Salaries-Access Facilitator	26,448	26,448
7535	Salaries-Office Manager	34,233	34,233
7540	Salaries-Playback Assistant	23,259	25,067
7545	Salaries-Office Assistant	23,161	28,149
7575	Salaries-Janitorial	2,388	2,500
7580	Salaries-PT Playback	14,000	16,000
7585	Salaries-PT Access/Govt	8,790	18,954
7586	Salaries-PT Access/Trainers	4,730	6,072
7587	Salaries-PT Access/VEA, etc.	1,680	3,950
7590	Vacation Replacement	400	3,000
7599	Overtime	600	600
	Subtotal Wages:	\$324,699	\$350,433
Benefits, etc.			
7620	Payroll Taxes/Workers' Comp	\$33,340	\$36,572
7630	Health Benefits/Vision	35,876	44,479
7632	Pension	22,431	23,176
	Subtotal Benefits, etc:	\$91,647	\$104,227
Total Operating Expenses:		\$642,856	\$622,483

Community Television 2001-02 Budget

0040

A	B	C	D
			Proposed
Income		2000-2001	2001-2002
4100	County Reimbursement-AT&T	\$497,784	\$423,348
4105	Watsonville Programming	3,600	7,920
	Wats/Cap/Cnty Reimb-Charter	0	76,800
4110	Memberships	6,000	6,700
4111	Administrative Fees	10,000	10,000
4112	Production Svs-Tape Dub	2,200	3,000
4113	Production Svs-Production	14,000	8,000
4114	Underwriting Income	250	500
4115	Sales-Tapes	2,200	1,800
4118	Misc. Production Income	500	500
4130	Classes	5,000	6,000
4125	Facility Rentals	1,200	700
9100	Misc. Income & Interest	2,200	4,000
4135	Third Party Agreement	1,400	1,500
	Contract Project Net Income	2,000	5,000
	Subtotal Income:	\$548,334	\$555,768
	Proj. carryover from prior yr	94,522	66,715
	Total Income:	\$642,856	\$622,483
	Projected Surplus/Deficit		\$ 0