



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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

June 10, 2002

AGENDA: June 18, 2002

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

Community Television of Santa Cruz County:
County Representation, Activities Plan and Budget

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 2002-03 and to appoint Gail Borkowski as the County's representative to the Community Television Board of Directors.

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 2002-03. 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 2002-03 includes earned income from AT&T, projected income from Charter Communications, as well as carryover funds from 2000-2001. The entire budget totals \$630,851. The County pays \$93,600 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 contracts with the City of Watsonville to televise its city council meetings on Channel 70 in the Charter service area, and will soon be doing the same for the City of Capitola. 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,

The by-laws of Community Television provide for an eleven person Board of Directors, with one Director appointed by the County to serve a four year term. On March 24, 1998, your Board appointed Gail Groves. At that time, Ms. Groves was a Senior Administrative Analyst with the Human Resources Agency and served as the agency's Public Information Officer. Ms. Groves has recently been appointed the Executive Director of the IHSS Public Authority, and her duties under this assignment no longer overlap with her responsibilities as the Board's representative on the Community Television Board of Directors. For this reason, it is recommended that your Board replace **Ms.** Groves as the County's representative.

It is recommended that your Board appoint Gail Borkowski to be the County's representative. As the Clerk of the Board, Ms. Borkowski works closely with Community Television to coordinate the telecasting of the meetings of the Board of Supervisors. We believe that Ms. Borkowski will be an excellent representative for the County and will be an effective and useful member of the Community Television Board of Directors.

IT IS THEREFORE RECOMMENDED THAT YOUR BOARD accept and file this report on Community Television, approve the Community Television 2002-03 activities plan and budget, and appoint Gail Borkowski to a four year term on the Board of Directors of Community Television of Santa Cruz County, Inc.

Very truly yours,



Susan A. Mauriello
County Administrative Officer

cc: Geoffrey Dunn, Executive Director, Community Television
Gail Borkowski, Clerk of the Board
Gail Groves, Human Resources Agency
Cecilia Espinola, Human Resources Agency

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COMMUNITY
TELEVISION
OF SANTA CRUZ COUNTY

4 June 2002

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 2002/2003 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 30 May meeting. I have based this projected budget on the following calculations provided to me by your office:

\$612,000	Projected income from AT&T
31,200	Projected income from Charter (County)
-93,600	<u>Facilities rental from Haber</u>
\$549,600	Total County Reimbursement

In addition to the revised AT&T/Charter (County) revenues, I project our Earned Income to be \$52,900, revenues from Watsonville to be \$3,600, in addition to a projected \$24,751 "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 **\$630,851**.

Given that CTSCC is likely to enter into PEG access contracts with the Cities of Watsonville and Capitola later this year, we probably will be bringing you a revised budget sometime during the fiscal year. 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

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CTSCC Activities Plan and Budget (2002-2003)

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 schedule 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; UCTV; 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.

CTSCC also contracts with the City of Watsonville to televise its city council meetings on Channel 70 in the Charter service area, and will soon be doing the same for the City of Capitola.

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 employees 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: Learning 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 Editing: 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 12:00 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 2002, the CTSCC Board of Directors established outreach goals in the following targeted areas: Watsonville, Capitola and South County. They also reiterated a commitment to previous target groups and issues, including: Youth; the African-American community; Latino/Spanish-speaking community; K-12 schools; health issues; housing issues; and agricultural issues.

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 was completed in May of 2002.

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, QTV, Reel Work: The Santa Cruz Labor Film and Video Festival, all of 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 46.5 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 show

about the River Street Sign Controversy. 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 FY 2002-2003 Budget

A	B	C	D
			Proposed
	Operating Expenses	2001-2002	2002-2003
6100	Advertising	\$600	\$500
6300	Bank Charges	75	75
6600	Dues/Subscripts/Entry Fees	2,000	1,000
6700	Insurance	10,700	14,000
6900	Bookkeeping/Audit	15,600	16,600
6950	Triennial Review	3,500	0
7000	Contract Services-Govt.	1,800	2,700
7001	Contract Services-Producer	2,000	6,000
7002	Contract Services-WkStudy	1,200	1,750
7003	Contract Services-Janitorial	200	150
7005	Contract-Board Clerk	18,720	19,680
7010	Consulting/Producing	2,000	1,200
7015	Engineer	3,500	500
7050	Equipment Replcmt/Repair	22,728	12,510
7055	Office Equipment	0	500
7100	Office Supplies	6,000	4,500
7105	Production Expenses	8,000	8,000
7110	Legal Fees	3,000	2,000
72001	Postage/Freight	2,600	2,250
7205	Printing-Office	1,400	
7210	Newsletter/Brochure/AnRpt	2,000	1,200
7215	Copy Machine	2,500	2,500
7300	Facility Rental	250	250
7400	Repairs and Maintenance	3,500	3,500
7401	Janitorial Supplies	750	750
7403	Equipment Rental	400	250
7405	Training/Conferences	2,000	1,500
7640	Licenses/Fees/Misc. Taxes	2,800	2,800
7700	Telephone	5,000	4,800
7800	Travel/Meals	2,000	1,000
7900	Utilities	22,000	15,000
7910	Spec Projects/Outreach	16,000	12,000
79201	Retreat/Events	2,000	1,500
7925	Acquisition	1,000	250
7950	Misc.	0	0
	Subtotal Operating:	\$167,823	\$144,215

Community Television FY 2002-2003 Budget

A	B	C	D
			Proposed
	Other Expenses	2001-2002	2002-03
	Personnel: Salaries		
7510	Salaries-Executive Director	\$63,504	\$62,214
7515	Salaries-Assistant Director	46,551	47,728
7520	Salaries-Programming Coord.	43,256	43,256
7525	Salaries-Facilities Director	32,149	39,693
7530	Salaries-Access Facilitator	26,448	26,448
7535	Salaries-Office Manager	34,233	27,378
7540	Salaries-Playback Assistant	25,067	28,425
7545	Salaries-Ofc. Asst./Prod. Mgr.	28,149	31,584
7575	Salaries-Janitorial	2,500	2,625
7580	Salaries-PT Playback	16,000	18,000
7585	Salaries-PT Access/Govt.	18,954	14,000
7586	Salaries-PT Access/Trainers	6,072	7,000
7587	Salaries-PT Access/VEA. etc.	3,950	5,960
7588	Salaries-PT Access/Facilitators	0	0
7590	Vacation Replacement	3,000	1,000
7599	Overtime	600	600
	Subtotal Wages:	\$350,433	\$355,311
	Benefits, etc.		
7620	Payroll Taxes/Workers' Comp	\$36,572	\$39,893
7630	Health Benefits/Vision	44,479	67,245
7632	Pension	23,176	23,587
	Subtotal Benefits, etc:	\$104,227	\$130,725
	Total Operating Expenses:	\$622,483	\$630,851



Community Television FY 2002-2003 Budget

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