

CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA CABLE TELEVISION COMMISSION REGULAR MEETING

Tuesday, March 3, 2015 – 7:00 p.m.

NOTICE TO THE PUBLIC

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at City Hall in the City Clerk's Office or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the Cable Commission after distribution of the agenda packet are available for public inspection in the City Clerk's Office, 3191 Katella Ave., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the City Clerk's Office at (562) 431-3538, extension 220, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the City Clerk at the meeting for individuals with hearing impairments.

Persons wishing to address the Cable Commission on any item on the Commission Agenda will be called upon at the time the agenda item is called or during the Commission's consideration of the item and may address the Cable Commission for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL

Commissioner Clayton
Commissioner Singer
Vice Chair Hammond
Chair Underwood
Student Volunteer Ellison

3. ORAL COMMUNICATIONS

At this time any individual in the audience may address the Cable Television Commission and speak on any item within the subject matter jurisdiction of the Commission. Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

4. MINUTES

Approval of the minutes for the Cable Television Commission meeting of February 3, 2015.

5. PRESENTATIONS

Doug Wood will discuss LATV Programming and Scheduling.

6. DISCUSSION ITEMS

A. Requests from February 3, 2015 Meeting

1. Discuss direction regarding LATV workshop plan. (Attachment 1)

Recommendation: Discuss and provide direction to Staff as appropriate.

2. Discussion of the value of inviting a representative from Alliance for Community Media (ACM) or from American Community Television to apprise the LATV Commission and the Council of the progress of the CAP Act, and possible action to forward our request to the Council to authorize a presentation by one of the above reps at an upcoming Council meeting.

Recommendation: Discuss and provide direction to Staff as appropriate.

3. Discussion of initiative to record commission meeting beginning with pilot recording of Planning Commission, with potential to expand to other commissions.

Recommendation: Discuss and provide direction to Staff as appropriate.

4. Discussion of the present status of the RFQ process for the hiring of a general manager/consultant for LATV.

Recommendation: Discuss and provide direction to Staff as appropriate.

5. Review and discuss LATV Fund 28 Year-to-Date Activity Report. (Attachment 2)

Recommendation: Discuss and provide direction to Staff as appropriate.

7. COMMISSIONER REPORTS

At this time, Commissioners may also report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide Staff direction to report back or to place the item on a future Agenda.

8. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the City Hall, Community Center, and Museum not less than 72 hours prior to the meeting. Dated this 26th day of February 2015.



Bret M. Plumlee
City Manager

MINUTES OF CABLE TELEVISION COMMISSION OF THE CITY OF LOS ALAMITOS

REGULAR MEETING – February 3, 2015

1. CALL TO ORDER

The Cable Television Commission met in regular session at 7:00 p.m. on February 3, 2015, in the Council Chamber, 3191 Katella Avenue, Los Alamitos, Chair Underwood presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hammond, Singer, Underwood
Student Commissioner Ellison

Absent: Commissioners None

Present: Staff Bret Plumlee, City Manager
Catherine Howard, Police Department Secretary

3. ORAL COMMUNICATIONS

Chair Underwood opened Oral Communications.

Ernie Rodriguez, Commander American Legion Post 716, spoke in support of LATV and rebuilding the studio. His post conducts four to six fund-raising events per year, which he'd like to promote on LATV-3.

Robert Deamicis, American Legion Post 716, discussed the Boys and Girls State programs.

Samuel Manning, Chair of the Parks and Recreation Commission, issued a challenge to the Cable Commission to participate or volunteer in either the 5K or 10K run or the 5K Walk for *Race on the Base*, on Saturday, February 28, 2015.

Chair Underwood closed Oral Communications.

4. PRESENTATIONS

Vice Chair Hammond asked if the City had any specific plans to film *Race on the Base*. He stated that the City should have an established schedule of City events to be filmed by LATV.

City Manager Plumlee stated that this was not the appropriate time to address this subject.

5. MINUTES

Approval of the minutes for the Cable Television Commission meeting of January 12, 2015.

Motion/Second: Clayton/Singer

Unanimously Carried: The Cable Television Commission approved the January 12, 2015 Cable Television Commission meeting minutes.

6. STAFF REPORTS

A. Requests from January 12, 2015 Meeting

Item 1: Discuss and provide direction regarding an alternate studio management plan.

Chair Underwood provided a summary and status on the \$39,000 studio equipment purchase request list. He requested this memo be incorporated into the current RFQ to assist future studio management.

Commissioner Singer questioned the time spent on additional discussion until the Council provides further direction.

Commissioner Clayton restated that the Council is aware of the memo and the RFQ. He advised the Commission should wait for Council direction.

Commissioner Singer stated that the Commission's purpose is to reflect what the community wants from LATV and what the Council wants from the commission. He indicated the Commission needed clear, achievable, verifiable goals.

Vice Chair Hammond stated that the commission's purpose is to advise and make suggestions for Council consideration.

Commissioner Clayton stated that he could not support this document now and reiterated the Commission should wait for the Council to confirm the RFQ candidate.

Motion/Second: Underwood/Hammond

Failed 2/2 (Clayton and Singer cast the dissenting vote): Recommend to Council, consideration, and incorporation of this memo into the City's larger management plan over the next few months.

Item 2: Discuss and provide direction regarding training and workshop outreach and ongoing volunteer programs to address Chamber, studio, server, and playback operations.

Chair Underwood distributed the draft outline written by Vice Chair Hammond and himself to develop a LATV Workshop Program. This plan presumes the studio is available and properly equipped.

Commissioner Clayton indicated support for the workshop concept, but requested the issue be continued to the next meeting to allow a proper review of the document.

This item was agenzized for review and discussion at the next meeting.

7. COMMISSIONER REPORTS

Commissioner Singer:

1. Expressed concern regarding a conflict of checks and balances within LATV.
2. Believes the commission's duties, responsibilities, goals, and jobs are "crossing a line;" thinks it would be better to separate staff, commissioners and producers.
3. The appearance of a conflict of interest is not good.
4. The Council needs to make some decisions addressing the goals, ideas, and expectations they want from LATV.
5. It would be beneficial for both the City Council and the commissioners, to have a workshop, presented by an expert in public cable television, addressing legal and financial ramifications, what other cities have done, what to pursue and what to avoid, etc.
6. Believes public television should be an element within the General Plan.

Vice Chair Hammond:

1. Refuted the suggestion of conflict of interest.
2. Inquired about the City's liability insurance coverage. *City Manager Plumlee replied the City has a Standard Professional Services Agreement approved by the City Attorney, which includes insurance criteria.*
3. Objected to the commission not reviewing the RFQ before it went to Council. *City Manager Plumlee replied that the commission did review and provide input regarding the RFQ prior to Mr. Hammond becoming a commissioner.*
4. The commission needs to analyze, critique, and discuss LATV programming.
5. Objected to LATV schedule not being consistently published in the News-Enterprise.
6. The commission should analyze, critique, and comment on sports coverage.

Commissioner Clayton:

1. Encouraged staying on track during the meetings and following the agenda.
2. Agrees that the appearance of conflict of interest is of concern.
3. Supports the idea of a presentation by an expert on cable television.

Chair Underwood:

1. Refuted the suggestion of any conflict of interest, and offered supporting documentation on his behalf.

2. Discuss production value of sports coverage and include Doug Wood in discussion.
3. Explained his familiarity with van and server operations.
4. Believes commission commentary on LATV programming and the overall policy is appropriate.

City Manager Plumlee offered to invite a cable television expert to speak to the Commission. He said he would also ask Doug Wood to speak to the Commission about how LATV programming is determined.

8. ADJOURNMENT

The Cable Television Commission adjourned at 9:30 p.m.

John Underwood, Chair

ATTEST:

Bret Plumlee, City Manager

City of Los Alamitos

Cable Television Commission

Agenda Report Discussion Items

March 3, 2015
Item No: 6A

To: Members of the Cable Television Commission

From: Bret M. Plumlee, City Manager

Subject: Requests from February 3, 2015 Meeting

Summary: At the February 3, 2015 meeting, the Cable Commission agenzized items for continued discussion.

Recommendation: Discuss and provide direction to Staff as appropriate.

Background

A. Requests from February 3, 2015 Meeting

1. Discuss direction regarding LATV workshop plan. (Attachment 1)
2. Discussion of the value of inviting a representative from Alliance for Community Media (ACM) or from American Community Television to apprise the LATV Commission and the council of the progress of the CAP Act, and possible action to forward our request to the Council to authorize a presentation by one of the above reps at an upcoming Council meeting.
3. Discussion of initiative to record commission meeting beginning with pilot recording of Planning Commission, with potential to expand to other commissions.
4. Discussion of the present status of the RFQ process for the hiring of a general manager/consultant for LATV.
5. Review and discuss LATV Fund 28 Year-to-Date Activity Report. (Attachment 2)

Fiscal Impact

Unknown

Submitted By:



Bret M. Plumlee
City Manager

Attachments: 1. *LATV Studio Workshop Outline*
2. *LATV Fund 28 – Year-to-Date Activity Report*

LATV STUDIO BASED WORKSHOP PROGRAM OUTLINE
(DRAFT STUDY)

This outline was authored by LATV Commissioners Stephan Hammond and John Underwood

PURPOSE: The primary purpose of an LATV studio based workshop program is to train community volunteers to participate as crewmembers in various technical aspects of studio television production, as part of an essentially self managed team that provides support and guidance to community producers seeking public access to LATV's studio facility. Given the number of community producers already identified, and the lack of LATV funding to pay crewmembers directly it is essential that a pool of trained volunteers be created to support studio production operations.

A secondary purpose is to foster technical competence, production proficiency and individual confidence among workshop graduates to become program producers themselves at LATV, should they desire to.

INTEGRATION PLAN: A workshop training program based at the LATV studio would be a fundamental component to the success of an overall Public Access operation that can deliver completed programming to LATV broadcast Channel 3 and LATV's web delivery systems. It is essential that the workshop training sessions be conducted in the studio environment at Studio 1 where actual productions will take place overseen by established LATV technical personnel familiar with the studio operations, and where the equipment trained on will be the equipment used in the assembly of program packages. A core pool of long time and more recent technical personnel are identified and available to conduct a series of workshop sessions to train volunteers. These skilled A/V production personnel should be offered compensated for their time out of the LATV fund.

Therefore the launch of a workshop program is predicated on the presumption that **(A)** studio equipment dedicated to the completion of a typical three camera video switch be in place and operating at full functionality (see recommended Studio Upgrade Equipment list), and that **(B)** technical personnel with a fundamental knowledge of LATV studio operations and equipment (they install) are authorized to conduct a series of workshop sessions to certify community volunteers (see Alternative Studio Management Plan).

OUTREACH PLAN: A formal LATV workshop program has not been in place since 2006. However, individualized orientation to LATV production operations have been taking place in the time since. A number of individuals from adult and student backgrounds have been individually trained and have participated in field and studio operations, some of whom form our core technical crew today. We intend to build on that individualized training and multi background approach by reaching out to

administration officials at the school district, particular instructors there, as well as community service organizations and civic groups to draw from a wide range and age of applicants from the greater Los Alamitos area.

QUALIFICATIONS: Community volunteers in the LATV Studio Workshop program may be individuals of any age drawn from our surrounding communities or members of local organizations who wish to participate in a 5-session workshop certification process. There will be no charge for the training service in keeping with the policy of LATV toward Public Access. Participants need not necessarily be residents of the City of Los Alamitos. But upon completion of the workshop sessions (below), they must be available as a volunteer crewmember and agree to participate in a minimum of 8 LATV productions (evening hours and weekends primarily) at LATV. With the completion of their 8-show internships they will receive their certifications and may be eligible to act as producers of their own Public Access program, with access to equipment and studio facilities for their own use, and to assemble their own crewmembers for that purpose.

Workshop Syllabus: The LATV Studio Workshop Syllabus is designed to provide technical hands on training to members of the public who wish to volunteer their time to assist core technical studio staff in recording and packaging Public Access programming for broadcast on LATV Channel 3 and to its web outlets.

Identified are 5 essential workshop sessions of approximately 2-3 hours each that trainees are required to attend in order to certify for production crew participation. All sessions will be held in the evening hours or on Saturday. Most of the sessions will be overseen by two core LATV technicians, and will take into account the special interests and learning pace of the trainee.

Course sessions are as follows and in order of presentation:

Session1 (2hrs): Audio Work Flow

Basic introduction to studio production work flow, and the role of each crew member from producer to director to floor manager to cam operators. Familiarization of trainee to the importance of the various sound paths of audio in video production, in the studio and in- field production. Will include overview of different microphone applications issues involved in the placement and delivery of sound from studio set to record capture, or from field recording to recapture in post production.

Session2 (3hrs): Camera Operation/Recording

Hands on training with studio cameras utilized in typical 3-camera studio switch. Also, in-field or ENG operation of stand alone location camera techniques, and its challenges. Session will include familiarization with camera features such as focus/iris/color temperature controls/ hand held vs. tripod, techniques of pan/tilt/zoom as well as framing and composition. Will identify camera's interaction with such features as tally lights/ telepromptor/ set and location lighting, green screen as well as familiarization with video signal path to final capture in studio production. Session will also introduce

optional camera techniques and innovations that might apply to LATV productions such as Go Pro, web cam and remote PZT operations.

Session3 (2hrs): Lighting

Training in the handling and placement of different types and uses of studio lighting for a small area such as exists at LATV Studio 1. Will involve the rigging and staging of lighting in various set applications. Trainees will learn standard theory of spot, fill and key lighting, special accenting effects, color temperature, and post production lighting effects.

Session4 3hrs): Control Room Operations

Trainees will receive an overview of a typical LATV production covering the entire signal path of tapeless audio and video media capture from on-set mics and cameras, to floor management, to final stage live-to-DV capture in the studio control room, including incorporation of effects, graphics, tags, and B-roll into a live switch. Live switch demonstrations will be provided. Special breakout mini sessions for more intense individualized training will be provided to those interested. This three hour session will cover issues of formatting, fixing, and compressing various recording outputs to LATV broadcast destination needs.

Session5 (3hrs): Post Production

This last session will familiarize the trainee with the post live switch stage of the production- the editing and sweetening process. These elements include trimming the timeline, repairing and adding audio and video effects, eliminating outtakes, and incorporating b-roll material not available to the initial raw recording generated in the studio. It will concentrate on preparing final media for on and off air destinations requiring reformatting and uploading (internet/mobile/ streaming destinations). At the end of this session a short studio video production with some field shot material rolled in will be recorded incorporating all previous session training and involving all trainees who wish to be certified as LATV tech crewmembers.

In addition to the above training syllabus, LATV studio workshop graduates who desire supplemental training on specific aspects of production operations, as such training may apply to LATV, can request and be given one-on-one assistance after certification.

It is the stated policy and in the interests of LATV to nurture and to facilitate the training of a pool of volunteers who can assist skilled tech staff to engage in production of local community television for and by the public. To that end workshop trainers will coordinate and convene group sessions whenever a total number of interested individuals reaches 5 or more.

The above workshop framework was created by LATV Commission subcommittee members John Underwood and Stephen Hammond and represents a starting point for

broader commissioner discussions toward a comprehensive plan to generate volunteers for LATV production.

John Underwood/Chair, LATV Cable Commission

Stephan Hammond/ LATV Cable Commission

CITY OF LOS ALAMITOS
FUND 28 - Los Alamitos TV
Year-to-Date Activity (as of 1/31/15)

Revenues:	
Time Warner PEG Fees	\$ 3,904.00
Event Filming Reimbursement	6,500.00
Investment Earnings	57.92
Total Revenues	10,461.92
Expenditures:	
Contractual Services	100.00
Event Filming	2,166.66
Garage Vehicle Charges	1,067.00
Total Expenditures	3,333.66
Revenues Over Expenditures	7,128.26
Beginning Fund Balance - 7/1/14	115,409.36
Ending Fund Balance - 1/31/15	\$ 122,537.62

