

# CITY OF LOS ALAMITOS

3191 Katella Avenue  
Los Alamitos, CA 90720

## AGENDA CABLE TELEVISION COMMISSION SPECIAL MEETING Tuesday, July 14, 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](http://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 Poe  
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 June 2, 2015.

**5. DISCUSSION ITEMS**

- A. Alternative Management Plan, LATV Studio Based Workshop Program, and Equipment Upgrades. (Attachments 1, 2 & 3)

Recommendation: Chair Underwood will provide a brief overview and discussion of the Alternative Management Plan, Studio Based Workshop Program, and Equipment Assessment, for the commission to receive and file.

- B. Rossmoor Cable Fees (Attachment 1)

Recommendation: Discuss Rossmoor Cable Fees; receive and file.

- C. LATV Financials (Attachment 1)

Recommendation- Discuss LATV activity; receive and file.

**6. 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.

**7. 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 9<sup>th</sup> of July 2015.



Bret M. Plumlee  
City Manager

**MINUTES OF CABLE TELEVISION COMMISSION  
OF THE CITY OF LOS ALAMITOS**

**REGULAR MEETING – June 2, 2015**

**1. CALL TO ORDER**

The Cable Television Commission met in regular session at 7:04 p.m. on June 2, 2015, in the Council Chamber, 3191 Katella Avenue, Los Alamitos, Chair Underwood presiding.

**2. ROLL CALL**

**Present:** Commissioners Hammond, Poe, Singer, Underwood

Student Volunteer Ellison

**Absent:** Commissioners Clayton

**Present:** Staff Jason Al-Imam, Administrative Services Director  
Catherine Howard, Police Department Secretary

**3 ORAL COMMUNICATIONS**

Chair Underwood opened Oral Communications. There being no one present wishing to speak, Chair Underwood closed Oral Communications.

**4. MINUTES**

Motion/Second: Poe/Hammond

Unanimously Carried: Commissioner Singer and Chair Underwood requested three minor changes to specific verbiage within the draft minutes, after which the May 5, 2015 Cable Television Commission meeting minutes were approved.

**5. Discussion Items**

**A. Review and discuss LATV Fund 28 Year to Date Activity Report**

Administrative Services Director Al-Imam provided a brief summary of the information contained within the report, which confirms little activity. The City receives Time Warner PEG payments in May and August, which accrue back to the fiscal year, and an annual payment from Verizon of approximately \$15,000 in February. Payments are deposited in a stand-alone fund and only used for LATV. As of April 30, 2015, the current ending fund balance is \$137,433.56.

Commissioner Poe asked Administrative Services Director Al-Imam for a brief clarification regarding Local Agency Investment Funds (LAIF).

Commissioner Singer asked for clarification regarding the Event Filming. Director Al-Imam replied, stating the contractor does not want to continue his filming services and the Consolidated Disposal Services' contract will sunset in a year or two.

B. Discussion of the Policies and Procedures for LATV and Commission Duties and Responsibilities

Administrative Services Director Al-Imam briefly discussed this item, noting Staff's Recommendation A, to continue this discussion until Skyline Media Productions have concluded and presented their Vision Study to the Council, who in turn will review and assess the findings, and then make determinations and provide direction to the Cable Commission.

Vice Chair Hammond opposes Recommendation A; Skyline's study will not address commission duties and responsibilities, or PEG operations.

Commissioner Singer supports Recommendation A to wait for Skyline to complete and present their study to Council, and wait for Council's direction to the commission.

Commissioner Poe is not clear why the commission is choosing to review the Policies and Procedures at this time, given that the Council has hired Skyline to conduct their assessment study; however it is also important for the Council to understand that the commission supports returning LATV to its former status in the community. She would like to send a message to the Council emphasizing that while the Policies and Procedures may need some revision at some point, for now the commission understands the importance of honoring Council's previously approved Policies and Procedures.

Chair Underwood supports Recommendation B, stating that the Council wants the commission to make policy for LATV, and they expect the commission to be proactive, as does the community. They need to make large policy statements.

Motion/Second: Underwood/Hammond

Motion Carried: 3/1: To move beyond Recommendation A: *"Decide to continue the discussion on LATV Policies & Procedures and Commission Duties and Responsibilities until after the Cable Consultants have finished their 'Vision Study'"* and address Recommendation B: *"Continue with the discussion of Policies & Procedures for LATV and Commission Duties & Responsibilities at this meeting."*

Ayes: Hammond, Poe, Underwood  
Nays: Singer  
Absent: Clayton  
Abstain: Ellison

Administrative Services Director Al-Imam restated that in Resolution 2007-07 (attachment 1), the Council established the duties and responsibilities for the Cable Commission. Additionally, the Council established and approved the Policies and Procedures (attachment 2) in 2009.

Commissioner Poe read a prepared a statement, for which she proposed consideration by the commission to forward to the Council to let them know that the commission wants to be involved and ready to work together.

Chair Underwood requested a few additions to Commissioner Poe's statement.

Commissioner Poe clarified that inasmuch as the Council has conveyed that the commission should not alter the Policies and Procedures until after Skyline's report, she would like to follow Council's wishes and not spend any time on the policies until directed to do so. Her statement is formulated to reaffirm to the Council that they are good with the policies right now.

Motion/Second: Poe/Hammond

Motion Carried: To publically present the following statement at the next scheduled City Council Meeting, the LATV Commission resolves the following: *"The LATV Commissioners are ready and eager to fulfill the prescribed Duties and Responsibilities (Exhibit B) empowered by the City Council. The commissioners are excited and anxious to work together to move LATV forward in accordance with the "Goals of LATV" as listed in the November 16, 2009 Policies and Procedures document with emphasis on retaining and maintaining public access production and training facilities of LATV described in section 7.0 of the Policies and Procedures document."*

Ayes: Hammond, Poe, Underwood  
Nays: Singer  
Absent: Clayton  
Abstain: Ellison

C. Consideration of Issues Impacting the Cable Television Commission Meeting for July 7, 2015.

Administrative Services Director Al-Imam provided a summary of the information contained in the report, with staff recommendation to cancel the Cable Commission meeting scheduled for July 7, 2015. The Council Chambers is reserved for another meeting on that date, there may be

potential conflicts with the July 4<sup>th</sup> holiday, Skyline's report will be concluded and under review by the Council, and, finally, it is anticipated that two additional commissioners will be appointed by the August 4<sup>th</sup> meeting.

Commissioner Poe believes it might be prudent to wait until the after Council has had an opportunity to review Skyline's report. She is unable to attend the August 4<sup>th</sup> meeting.

Chair Underwood stated there are other issues of concern to discuss and does not want to cancel the July meeting.

Staff will check if the Council Chambers are available the following Tuesday, July 14, 2015 at 7 p.m., to conduct the Cable Commission meeting.

## 6. COMMISSIONER REPORTS

Vice Chair Hammond requested several discussion items be agenzized for next meeting: 1) Revisit the equipment purchase list; 2) Revisit Chair Underwood's Alternative Studio Management Plan proposal; 3) Revisit the volunteer training program.

Administrative Services Director Al-Imam pointed out that the aforementioned topics are included in Skyline's report. Therefore, it might be premature to discuss them before the Council reviews Skyline's final report.

Commissioner Singer stated:

1. His disapproval regarding the commission voting on Commissioner Poe's statement to the Council, when the precise final version was not submitted.
2. He requires more information regarding:
  - a) The history of PEG channels.
  - b) An overview of applicable county, state and federal mandates and rules.
  - c) What models have been successful in similar size cites.
  - d) A list of alternative scenarios, including doing nothing.
  - e) Forecast of legislative technical future of PEG television
  - f) If they choose to spend City money, time and energy, they need to set up goals, and the avenues to those goals, and a structured review process of what to do if those goals are not met.
3. He disagreed with the approval vote for the 2009 Policies and Procedures when he has unanswered questions, some of the information is out of date, and there is much ambiguity.

4. He has questions regarding the LATV-1 Studio website and information on the RCSD webpage that refers to the "studio production coordinator" and he's unclear under what or whose authority this exists.
5. He has a problem with sports existing under the E category of PEG, when E is to enhance schools and students with the educational process. While sports boosters are nice, it is inappropriate to be classified as education.
6. There is a conflict of interest that the commission chair is a producer and also involved in studio management. When the commission is making decisions regarding LATV, it is inappropriate for the chair to be involved.

Commissioner Poe agreed with Commissioner Singer and understands his concerns, however knowing that Skyline's assessment is in process, it seems best to wait for the final determinations; she believes all of his concerns will be addressed.

Student Volunteer Ellison said that in response to Chair Underwood's request to recruit students for a "B Team" camera crew, he is concerned that with the end of school, time is short. He asked if students should contact Chair Underwood directly.

Chair Underwood explained that he had spoken with Student Volunteer Ellison before the meeting to initiate recruitment of students interested in learning how to use camera equipment.

Administrative Services Director Al-Imam reminded the commission that Skyline had been in touch with LAHS's video production instructors to explore a potential training program. He asked Chair Underwood if his efforts were on behalf of the City.

Commissioner Singer said that Chair Underwood appeared to be recruiting students as an LATV producer, clearly crossing the line as a commissioner. This seems to be a recurring problem.

Administrative Services Director Al-Imam cautioned against acting on behalf of the City, as there are concerns related to workers comp issues, if someone is hurt while on a shoot, using City equipment, with potential risk exposure to the City.

Chair Underwood replied that he had explicit authorization with a written contractual arrangement with a previous City Manager.

Commissioner Poe asked Administrative Services Director Al-Imam for a future report on how much funding was coming out of the General Fund for costs directly related to sustaining LATV productions.

Administrative Services Director Al-Imam replied that he would do some research to identify direct LATV costs to the City.

Chair Underwood asked about plans to cover the Fourth of July celebration. Administrative Services Director Al-Imam replied that the City had no agreement yet with the Joint Forces Training Base regarding this.

Chair Underwood reported that he'd recently seen a petition circulating in the City to preserve LATV studio. He knew nothing further about this.

**7. ADJOURNMENT**

The Cable Television Commission adjourned at 8:43 p.m.

Attest:

\_\_\_\_\_  
John Underwood, Chair

\_\_\_\_\_  
Jason Al-Imam, Administrative Services Director

# City of Los Alamitos

## Cable Television Commission

### Agenda Report Discussion Item

**July 14, 2015**  
**Item No: 5A**

**To:** Chair John Underwood and the Members of the Cable Commission

**Via:** Bret M. Plumlee, City Manager

**From:** Jason Al-Imam, Administrative Services Director

**Subject:** Alternative Management Plan, LATV Studio Based Workshop Program and Equipment Upgrades

**Summary:** Chair John Underwood will provide a brief overview and discussion of the Alternative Management Plan, Studio Based Workshop Program and Equipment Assessment.

**Recommendation:** Chair John Underwood will provide a brief overview and discussion of the Alternative Management Plan, Studio Based Workshop Program and Equipment Assessment for the Commission to receive and file.

### Background/Discussion

At the June 2, 2015 Cable Commission Meeting, Commissioner Hammond requested that an item be placed on the July 2015 Cable Commission Agenda in order to discuss the following three items that have been prepared and authored (at least in part) by Chair John Underwood:

- Alternative Management Plan for LATV (Attachment 1)
- Studio Based Workshop Program (Attachment 2)
- Equipment Assessment (Attachment 3)

Since all three documents have been prepared by Chair John Underwood, Mr. Underwood will provide a brief overview of the three documents.

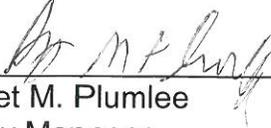
### Fiscal Impact

None

Submitted By:

  
\_\_\_\_\_  
Jason Al-Imam  
Administrative Services Director

Approved By:

  
\_\_\_\_\_  
Bret M. Plumlee  
City Manager

*Attachments:*

- 1. Alternative Management Plan for LATV – Response to RFP Draft (Letter dated 9/16/14)*
- 2. Studio Based Workshop Program*
- 3. Equipment Assessment*

9/16/14

To: Bret Plumlee

Los Alamitos City manager

From: John Underwood

LATV Commission

To: Los Alamitos Council and staff

Re: Response to RFP Draft

Dear council members,

At the recent LATV Commission meeting of September 11 you presented to commission members a draft of a Request for Proposal prepared by you seeking bids for a management position to oversee all LATV operations. At the time you requested all commissioners to respond with comments and suggestions pertaining to that document.

I am not sure a central management position for LATV is warranted or even possible at this time. This is not the first time a sole manager type position has been brought forward for consideration in recent years. There have been at least four proposals in almost as many years presented by members of the LATV technical group. All have failed for various reason, chief among them the lack of adequate LATV operational funds to support an even part-time manager, and the realization that drawing funding for a unified station manager, at least for now, out of LATV PEG funding is problematic because both LATV's operating budget and its reserve, which derive from cable franchisers user fees, known as PEG fees, are restricted under state DIVCA law to equipment upgrades and maintenance expenditures and only.

In time, with the expected passage of the now active CAP Act initiative currently moving through Congress, this coming PEG friendly legislation would solve that dilemma. One of the adjustments the Act will achieve is the widening of the use of PEG funds to support a managerial position for local PEG cable operations. Of course, another major enhancement of the act's passage would be the 1-3% increase of PEG funding allowing for the creation of a realistic budget for the hiring of a full time manager to oversee all aspects of LATV, server operations, remote van/ sports coverage , and studio PA productions.

In the meantime, I believe the above operations can be maintained successfully by a division of labor that involves current LATV related personnel already in place, coupled with increased operational oversight by the LATV Commission. Until legal and financial conditions stabilize that are conducive to the supporting a single managerial position over all of LATV I believe we have the stable resources in our midst to maintain and grow all facets of our LATV operations without draining what little operating budget LATV has ( risking retribution from the franchisers), or significantly encumbering the City and its general fund to create a full time manager for LATV.

Nevertheless, should the Council seek to hire a management consultant financed from general fund sources to oversee all LATV operations and act as liason to the council, the three spheres of LATV operations, server, sports, and studio PA, can still be adequately micro managed by the technical people

in place and already doing so now, effectively lessening the financial impact of that managerial consultant on the general fund.

The division of labor currently operationally responsible for LATV daily programming are as follows:

### **SPHERES OF OPERATION**

**Server operations** are managed by Douglas Wood and compensated out of City funds, which include the recording of council meetings and government workshops, logging and ingesting of produced programming into the server library located in the administration building, the scheduling of programs for broadcast air, the placement of Community Calendar items into the bulletin board rotation, and the maintenance of the server signal. These tasks he has adapted to and managed over the last two years with skill and reliability, and is now in the process of training backup personnel to assure that under any circumstances server operations continue in a seamless manner.

**Sports coverage** is a tradition in Los Alamitos as old as LATV itself. As you are aware LATV sports is now contracted to a professional production company committed to provide "Highlights" of many of Los Al Griffins higher profile sports events. For a reasonable fee the Mirror Media Group, paid for out of an LATV grant, and without the burden on LATV assets, currently provides coverage of various high school athletic events and turns them over to server operations for on air scheduling within days. The first season such program packages are already being produced and seem to be well received by the viewing public.

**Studio production** has always been a mainstay of LATV with many legacy programs produced in the studio over the past 30 years still in demand by LATV audiences and with new programming slated to be produced at the centrally located facility at 10921. The Los Alamitos public, it's civic groups, non-profits, business entities have come to expect of LATV a production facilities where the community can come together to make public access programming "for and by itself" as the FCC mandate for community TV informs. The studio is and has always been the place where this can be done in an efficient and most cost effective manner. Today there are over a dozen community producers waiting for the final completion of digital renovation of Studio 1 so they can come in and make TV of vital local interest. There are technical and managerial staff and volunteers available to make that happen at no personnel costs to the City. The formation of a technical support team for studio operations is already in place to assist producers at Studio 1 and possibly other spheres of operations if needed.

But the studio at this time lacks the basic assets to meet the reasonable production expectations of the already identified and growing number of community producers who want to use the facility now. There is appropriately designated funding in the LATV reserve set aside for that purpose. Those of us senior producers and techs who have a track record of successful studio productions in the LATV studio are willing to give of our time to oversee the facility upgrade, schedule the community producers in, secure the television equipment and monitor its security and maintenance, install necessary new equipment, and deliver completed programming to server operations without direct charges to the city. All that is required of the city is to approve the necessary expenditure of funds already approved and recommended by its own LATV Commission. This critically needed upgrade drawn from the LATV reserve Fund 28 and originally set aside for the complete digital transition of LATV, would prepare the

studio for an influx of responsible community producers, identified as the Producers Pool, who have pledged in writing their commitment to financially support their own productions in exchange for access to an upgraded LATV studio with competent technical assistance. All of the equipment identified in the Studio 1 Upgrade Package now before the council is portable and able to be repurposed should the existing PEG production facility be moved to new environs. A competent working studio can also act as center of operations for a renewed volunteer workshop environment where the necessary work of training new technical and production personnel can be established again with the assistance of the same technical support team that oversees PA productions at the studio.

**The LATV Cable Commission** is an important component of the management oversight at LATV. It provides policy and financial controls over all aspects of LATV operations. But it can only recommend to the city council the expenditure of funds needed to support LATV, as it already has with the studio upgrade package. The commission could easily expand its monitor and advisory role over LATV's revenues and expenditures, working with City staff or a city liason (or consultant) in the referee and resolution of producer and facilities issues. It could also take on an expanded role of fostering communication and accountability among the three operational arms of LATV identified above, and promote and authorize community outreach through social engagement, workshop volunteer promotion, fundraising and grant making initiatives. It already has these authorities embedded in the LATV Policies and Guidelines.

The answer to the "management problem" at LATV at least in the short term, therefore, lies in the natural division of labor that already exists at LATV within the three major areas of operations, plus the added oversight of the LATV Commission with its policy and accountability controls already inherent in its by-laws. Such a management concept as I have outlined above would not be antagonistic to a management/ consultant position the council seeks at present. But rather would complement the role of a new LATV ombudsman and relieve him or her of many of the daily hands on duties in order to address the more overarching tasks of advising the city manager and council on the overall direction of LATV operations.

With the CAP Act gaining momentum in Congress and support from broadcast and charitable organizations around the country but still perhaps one to two years away from legislative action, this three way division of responsibilities overseen by the LATV Commission is doable now and at no direct additional costs to the City. All that is required is the authorization of available funds from the LATV reserve to bring the studio into production readiness, funds available now appropriately designated for that purpose.

I urge the Los Alamitos councilmembers to consider this "alternative management" approach as you struggle to relieve yourselves of the burdens of micromanaging LATV thus far on an admittedly shoestring budget and with your limited expertise in the medium.

Regards,

John Underwood/LATV Commission Vice-Chair



## 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





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**To: The Los Alamitos Cable TV Commission**

**From: John Underwood/ LATV Cable Commission Chair**

Additional Documentation:

*Doug Wood, LATV*

*Jeffrey Whitten, LATV*

*John O' Donovan, VMI*

*Tom James, PANASONIC*

*Chuck Bocan, FOR-A*

*Bob Bolling, DTElabs*

*David DeSmidt, BELDEN*

*Don Davis, AJA*

*Michael Troke, MICWORKS*

*Nick Rossier, USC CINEMA SCHOOL*

*David Abato, CAE*

**The following is a review of Los Alamitos Community Television Studio operations and an assessment of core equipment needs.**

### Purpose

The purpose of this proposal and its recommendations are twofold:

- 1) To enable and support a broadcast quality brick and mortar base of operations at LATV that is highly visible and accessible for use by the community, reliable in its ability to provide television production services to our local public whenever they are needed or requested, and professional in its delivery of quality television to its primary tier channel 3 audience.
  - 2) To identify, procure and install the appropriate television production equipment, designed for and dedicated to studio operations, which meet broadcast quality (NTSC) standards, and can be made readily available to volunteers and community producers in the production of local public access, educational and government programming.
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### Historicals

Created in 1983 by a Federal Communications Act mandate, local governments (the local franchise authority) could form community access, educational and government (PEG) broadcast outlets with funding support from the local cable franchisers. The original mission of the Los Alamitos Cable Usage Corporation was to "promote access programming within the city and to provide training workshops to those expressing an interest."

Following the closure of the LATV studio in 2006 and the dissolution of the LATV non profit corporation in 2007, there were no LATV studio operations per se for several years. In 2009, with the assumption of control over LATV operations in City hands, a location for the reestablishment of an LATV studio was identified and secured on city grounds. A proposal was brought forward by producer John Underwood at the time for the creation of a production center to be named Studio 1. The renovation and refitting of a portion of the old finance building at 10921 Oak Street as a video production facility was begun with initial City financial support.

At various times senior producers at LATV attempted to manage the facility with the limited funding available to it under current sharply reduced cable franchise agreements.

Today the studio is in operation and producing locally relevant in house productions provided by essentially two independent and longtime LATV producers with the limited resources available to them. Van operations are also in limited use and providing yearly coverage of primarily major high school sports events. Government and playback /server operations continue to provide city council meeting coverage as well as a mix of locally produced, public service, and "bicycled" in programming on a 24-hour basis.

Though all three areas of operation continue to function and service LATV and the surrounding community there is upgrade of equipment and services in all areas. This proposal concentrates most urgently on studio operations, which historically has served as the epicenter of LATV intersection with the community and central to the mission of LATV, to "broadcast programming of local interest and or benefit to the community which may not exist otherwise but for the support of PEG operations."

## Scope of Proposal

The first priority of this proposal is to establish LATV's Studio 1 as a truly **stand alone** community TV facility that can operate independently of other LATV operations, with its own compliment of television production **equipment dedicated to studio use** and on call to serve the production needs of the community. This proposal is not intended in any way to override or to minimize the needs that may exist within other operations at LATV. It is an attempt to provide the necessary tools to create quality community television programming in a physical space the public can come to recognize as their community television resource.

While studio, van and playback operations at LATV do interact on a number of levels, and generate programming that is ultimately delivered to the same broadcast and website viewers, they often find themselves in competition for the same equipment assets and availability issues. Presently, for example, we have only one video switcher to service all three major areas of operation. When this vital component fails, as it has several time in the past, or is committed to production in one area of operation, all other operations are effectively disabled. As *the* central component of any studio work flow a **dependable stationary switcher** is essential to consistent programming output.

The studio also lacks a minimum **compliment of cameras** owned by LATV necessary to produce a typical television production. Currently, a third matching camera is provided by a senior producer to fulfill the minimum requirement of three matching cameras for a studio production. If those cameras are committed to field production or a third privately owned camera is unavailable, studio operations must wait.

This proposal addresses those and other disparities in the studio, and seeks to rectify them with the recommendation of equipment purchases predominantly dedicated to studio operations that would allow it to function independently of other simultaneous productions in other spheres of operation, as is the norm today at most PEG stations. On any given day, studio dedicated cameras and control room mastering equipment should be able to service multiple events- Public Access, educational and government productions, off line post production, public service announcements and community calendar entries, lighting array and set construction, workshop training, and one on one volunteer instruction.

Another identified area of concern is in the studio's ability to accommodate **multiple staging** and lighting set ups for ongoing productions. The current DMX lighting master unit in the control room has a memory function using presets that allows for consistent reproduction of lighting arrays for specific ongoing program series, provided there is sufficient lighting at the overhead grids to accommodate multiple set ups. The below equipment list anticipates this need and adds production flexibility to a small studio with additional gridbar, LED fill and flood lights, green screen and curtain tracking to hang multiple backdrops, as well as improved on-set monitoring.

Although all the equipment recommended below is high definition HD widescreen capable, and would be made available to those who request it, the emphasis at LATV remains on producing programming content that is technically consistent with standard definition SD broadcast format currently displayed on our primary tier broadcast channel, the standard format for PEG

community stations nationwide, and likely to remain so for the foreseeable future. While rapidly advancing technologies continue to push the edge of the digital spectrum with HD, 2K and now 4K resolutions, it remains as always the mission of LATV to present to its viewers, whether through our primary tier channel 3 or on the web, programming that fulfills the fundamental mission of LATV, to reflect divergent community interests with "programming that might not otherwise be available to local viewers" on the larger networks, as the Federal Communications Commission and subsequent court decisions have cited. The below equipment list anticipates the varying needs of multiple community producers and provides for a flexible but simple production layout that can accommodate a multiple of program demands and set configurations.

The scope of this proposal also extends to the redeployment of existing videographic equipment and other assets to the secondary uses such as training and development of LATV volunteers and community producers. A currently empty storage room at the rear of the Studio 1 facility could be repurposed as a **secondary post production suite**, voice over, and training facility utilizing mostly existing production equipment and salvaged furniture. For example, The current mainline cameras, the HVX 200's, can be repurposed as training cameras for studio as well as ENG field use. Existing control room program and preview monitors to be replaced will be reused as on-set studio and secondary editing suite monitors. The aging Mackie mixer now in the control room can serve as secondary post production mixer in the back room. An auxiliary computer now in the control room can be refurbished and utilized in the post production room for offline editing with updated editing software. This post production room is a secondary priority and would be assembled as b-stock equipment becomes available. The main control room is of course the number one priority.

It has been identified by all parties involved in LATV operations that currently there is no clear management plan in place for the Studio 1 facility. This proposal addresses that void and seeks to provide some cost effective management oversight of studio operations and assets. LATV Commission Chair John Underwood and playback/server operations engineer Doug Wood have offered to provide essential **management and maintenance duties** for the Studio 1 facility on an interim *pro bono* basis. Recognizing the need for an at least minimal part time presence at the Studio 1 facility, and acknowledging the severity of the current operating budget, Mr. Underwood and Mr. Wood are offering their services, on a no fee basis, to assume minimal interim administrative and technical duties related to the studio's management which would include oversight of facility maintenance, production scheduling, equipment check out, coordination of community producer and volunteer involvement, interaction with other municipal agencies (Rec, Public Works, PD, City Council), promotional outreach such as public tours of Studio1 facilities with active electronics demonstrations, and sponsorship promotion. It is understood that the above services will require some presence at the studio on an almost daily basis. Mr. Underwood has agreed to provide that presence primarily in the afternoon hours. Mr. Wood has also agreed to be available on an on-call basis regarding issues of technical maintenance and troubleshooting.

With the adoption of the above scope of operations and the below equipment recommendations Studio 1 will become a true broadcast facility, self contained and capable of providing a wide array of production needs tailored to the Los Alamitos community it serves.

## Equipment Recommendations\*

The following recommended equipment purchases represent a cost effective, reliable, and flexible approach to PEG oriented studio production flow that modernizes the signal path from cameras to recorders while simplifying the production process for community and professional producers. This production design seeks to upgrade essential core components while integrating them with existing working equipment that still has operational value. (see LATV flow chart attachment).

ITEM 1: 1-studio video switcher with multiple video inputs and outputs utilizing open hardware architecture that can incorporate a number of outside source material media such as laptops, flash drives, DVD and tape sources. May be upgraded for future applications and needs. Able to output to multiple monitoring destination including preview, program and multiview screens. Dedicated for studio use.

Product options:

- For-A XT 100 "Hanabi" 8 input video switcher HD/SD switchable                      cost: \$8,500
- Panasonic 410 8 input video switcher/HD/SD switchable                                      cost;\$9,400

ITEM 2: 3-Panasonic AG -AC 160 HD/SD video camcorders  
w/20x lenses utilizing tapeless media SDXC memory cards  
(hot swappable) w/ SDI outputs. Dedicated primarily for studio use.

cost:\$4,000ea  
x3=\$12,000

ITEM 3: 6-Panasonic VWVBG6 camera batteries for AG 160's

cost:\$149ea  
x6=\$894

ITEM 4: 6-San Disk 32GB class 10/30 mbps "Ultra" memory cards

cost: \$34ea  
x6= \$204

ITEM 5: 6-San Disk 64GB class 10/30 mbps "Ultra" memory cards

cost: \$60ea  
x6=\$360

ITEM 6: 3- UV filters (for AC-160 lenses)

cost:\$78ea  
x3=\$234

ITEM 7: 3- Solo rigid multi use camera cases	cost:\$99 x3=\$297
ITEM 8: 3-Varizoom VZProPZFI/zoom focus controls	cost:\$339ea x3=\$1,017
ITEM 9: 1- DTE Labs Tally Light 3-cam stations w/ interface control module. Cables included. For studio use.	cost:\$900
ITEM 10: 2- Manfrotto 475B Provideo tripod	cost:\$359ea x2=\$1,080
ITEM 11:2- Manfrotto 504 Pro Fluid Tripod Head	cost:\$459ea x2= \$718
ITEM 12: 1-Mackie 1604 VLZ3 Audio Mixer <i>(Alternate) Zoom R24 multi-track recorder/audio mixer</i>	cost:\$499 cost:\$899
ITEM 13: 1- Ultralight iPad Telepromptor rig w/ Apple iPad/Apple iPad telepromptor App/Ikan iPad	cost:\$1,100
ITEM 14: 1- HP 17" Intel i7 laptop computer	cost:\$849
ITEM 15: 1- Toshiba DR 430 SD DVD recorder	cost: \$149
ITEM 16: 2- Dracast 500 LED studio lights	cost:\$499ea x2=\$1,000
ITEM 17: 4-Micro Wash RGB mini accent lights	cost:\$99ea x4=\$396
ITEM 18: 2-Micro Wash WWCW mini accent lights	cost:\$99ea x2=\$198
ITEM 17: 2- Acer 24" LCD TV monitors dedicated to control room switcher use for program and multiview output.	cost:\$325ea x2=\$650

ITEM 18: 1- AJA Hi5 HD/SD SDI to HDMI/DVI conversion card	cost:\$345
ITEM 19: 1- AJA Ha5 HDMI/DVI to HD/SD SDI conversion card	cost:\$345
ITEM 20: 1- HDMI Distribution Amplifier (1 X 4 HDMI Splitter)	cost:\$78
ITEM 21: 1- Transcend USB 3.0 SDHC multi-card reader	cost:\$50
ITEM 22: 4- 30' Control room-to studio camera cable runs-open sheathed (SDI rated Camera Cable, audio/program return, intercom, tally)	cost:\$150ea x4=\$600
ITEM 23: Studio Green Screen/approx. 9'x 20'	cost:\$155
ITEM 24: Curtain Privacy Track with two 90° bends and 16 ft of track	cost:\$300
ITEM 25: ADOBE CS6 Master Collection/ installed into LATV laptop	cost:\$979
ITEM 26: PCI Xpress Graphics Card for Acer desktop computer	cost:\$175
ITEM 27: DVD Burner for Acer desktop computer	cost:\$80

TOTAL: \$ 35,452

\*All above equipment items are priced as per current market rates and subject to availability and price changes. Additional Tax and shipping to be applied at time and as per terms of sale. All items to be net-30 billing.



# City of Los Alamitos

## Cable Television Commission

### Agenda Report Discussion Item

July 14, 2015  
Item No: 5B

**To:** Chair John Underwood and the Members of the Cable Commission  
**Via:** Bret M. Plumlee, City Manager  
**From:** Jason Al-Imam, Administrative Services Director  
**Subject:** Rossmoor Cable Fees

**Summary:** Discuss Rossmoor Cable Fees.

**Recommendation:** Discuss Rossmoor Cable Fees; receive and file.

### Background

At the request of Chair John Underwood, the following information is being provided as an overview of cable fees charged to Rossmoor residents whom reside in the unincorporated area of Orange County.

### Discussion

Per Kay Jennerwein (Verizon) and Kristy Hennessey (Time Warner) the County of Orange entered into a franchise agreement with the State several years ago in accordance with the guidelines set by the Digital Infrastructure and Video Competition Act (DIVCA). The County had the option at that time to allow for PEG fees to be charged to subscribers living within the Rossmoor Community Services District. However, the County did not make that election.

Rossmoor residents are charged a 5% state franchise fee along with other state and federal taxes, surcharges and fees. Rossmoor residents are not charged a PEG Fee.

Pursuant to California Public Utilities Code Section 5860, the 5% state franchise fee applies to all gross revenues associated with providing video service in the city. Gross revenue includes revenue derived from the operation of video service including equipment rentals. In addition, gross revenue also includes any taxes or fees associated with video service such as the franchise fee itself and the regional sports network fee.

In order to demonstrate how the 5% state franchise fee is applied and calculated attached is a bill from a Rossmoor resident for services provided by Verizon for the month of March. The bill reflects a video franchise fee of \$4.96. The gross revenue subject to the 5% franchise fee (excluding the franchise tax itself) is calculated as follows:

<u>Fee/Charge</u>	<u>Amount</u>
FIOS TV Extreme HD	\$64.99
Set Top Box Rental	13.98
HD DVR	16.99
TV Discount	(5.00)
Regional Sports Network Fee	<u>3.48</u>
	\$94.44

The video franchise fee is calculated as follows, which includes the 5% franchise fee on all gross revenues and 5% on the tax itself.

5% of \$94.44	\$4.72
5% of \$4.72	<u>0.24</u>
Video Franchise Fee	<u>\$4.96</u>

As reflected on the attached billing statement and consistent with the information provided by Time Warner and Verizon, Rossmoor residents are not charged PEG Fees. PEG Fees are governed by state and federal law. In addition, PEG Fees are governed by the contractual provisions set forth in the related franchise agreement. It's possible that PEG fee ordinances may be adopted without voter approval. However, additional legal analysis would need to be performed in order to determine the legal implications of California Propositions 26 and 218 and the contractual provisions set forth in the related franchise agreement.

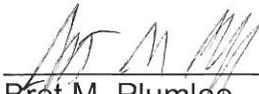
## **Fiscal Impact**

None

Submitted By:

  
 \_\_\_\_\_  
 Jason Al-Imam  
 Administrative Services Director

Approved By:

  
 \_\_\_\_\_  
 Bret M. Plumlee  
 City Manager

Attachment:

1. Rossmoor Statement from Verizon



Phone Number

Account Number

Page  
2 of 3

**Current Activity**

**Monthly Charges**

3/13 4/12	<b>Triple Play Bundle Includes:</b>	
	• FiOS Digital voice Unlimited	30.00
	• FiOS TV Extreme HD	64.99
	• FiOS Internet 50/50	50.00
	• Contract Acceptance 24 Mo. Credit thru Dec 31, 2015 (\$5.00 off TV, \$10.00 off Internet)	-15.00
	• 24-Month Contract Discount thru Dec 31, 2015 (\$5.00 off Internet)	-5.00
	<b>Triple Play Bundle Price</b>	124.99
3/13 4/12	(Rent) Set Top Box 2 @ 6.99	13.98
3/13 4/12	(Rent) HD DVR	16.99
	<b>Monthly Charges Subtotal</b>	<b>\$155.96</b>

**Current Activity Total \$155.96**

**Taxes, Governmental Surcharges and Fees**

CA State and Local Sales Tax	2.48
911 State Tax	.08
California Relay Service and Communications Devices Fund	.05
CHCF--B and the CASF	.05
California Teleconnect Fund Surcharge	.10
CA Universal Lifeline Telephone Service	.26
CA High Cost Fund - A	.04
<b>Total Taxes, Governmental Surcharges and Fees</b>	<b>\$3.06</b>

**Verizon Surcharges and Other Charges & Credits**

Video Franchise Fee	4.96
Federal Universal Service Fee	3.38
Regulatory Recovery Fee - Federal	.08
Regional Sports Network Fee	3.46
FDV Administrative Charge	.99
<b>Total Verizon Surcharges and Other Charges &amp; Credits</b>	<b>\$12.89</b>
<b>Total New Charges</b>	<b>\$171.91</b>

**Legal Notices**

**Electronic Fund Transfer (EFT)**

Paying by check authorizes us to process your check or use the check information for a one-time EFT from your bank account. Verizon may retain this information to send you electronic refunds or enable your future electronic payments to us. If you do not want Verizon to retain your bank information, call 1-888-500-5358.

**Local Franchise Authority - FiOS TV**

Orange County, 300 N. Flower St. Santa Ana, CA 92703, 714 667-9778, Your FCC Community ID is CA1693

**Late Payment Charges**

To avoid a late payment charge, payment must be received before Apr 13, 2015.

**Correspondence**

Go to [verizon.com/contactus](http://verizon.com/contactus) or mail to PO Box 33076, St. Petersburg, FL 33733

**Closed Captioning Questions and Concerns?**

If you have a concern or complaint with closed captioning on a program, please call Verizon at 1.800.VERIZON. Written correspondence can be sent by fax to 1.888.806.7026, by email to [videoclosedcaption@verizon.com](mailto:videoclosedcaption@verizon.com), or by mail to Verizon, PO Box 5166, Tampa, FL 33675 Attn: Cynthia Morales, Manager.

**Service Providers**

Verizon CA provides regional, local calling and related features, other voice services, and FiOS TV service, unless otherwise indicated. Verizon Long Distance provides long distance calling and other services identified by "VLD" in the applicable billed line item. Verizon Online provides Internet service, HMC service and FiOS TV equipment. FiOS is a registered mark of Verizon Trademark Services LLC.

**Credit Reporting**

If you fail to pay your bill, Verizon may submit a negative credit report to a credit reporting agency, which will negatively affect your credit report.

**Bankruptcy Information**

If you are or were in bankruptcy, this statement may include amounts for pre-bankruptcy service. You should not pay pre-bankruptcy amounts; they are for your information only. Mail bankruptcy-related correspondence to 500 Technology Drive, Suite 550, Weldon Spring, MO 63304.



CITY OF LOS ALAMITOS  
Los Alamitos TV  
Year-to-Date Activity (as of 5/31/15)

**LATV Capital Funds (Fund 28)**

	<u>Budget</u>	<u>Actual</u> <u>Year-to-Date</u>
Revenues:		
Time Warner PEG Fees	\$ 18,000.00	\$ 11,935.00
Verizon PEG Fees	12,000.00	15,365.00
Event Filming Reimbursement	6,500.00	6,500.00
Investment Earnings	200.00	431.68
<b>Total Revenues</b>	<b>36,700.00</b>	<b>34,231.68</b>
Expenditures:		
Supplies	7,766.00	0.00
Contractual Services	4,100.00	100.00
Event Filming	6,700.00	6,499.98
Garage Vehicle Charges	2,134.00	1,600.50
<b>Total Expenditures</b>	<b>20,700.00</b>	<b>8,200.48</b>
<b>Revenues Over Expenditures</b>	<b>16,000.00</b>	<b>26,031.20</b>
Beginning Fund Balance - 7/1/14	115,409.36	115,409.36
<b>Ending Fund Balance - 5/31/15</b>	<b>\$ 131,409.36</b>	<b>\$ 141,440.56</b>

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**LATV Operating Funds (Fund 10)**

	<u>Budget</u>	<u>Actual</u> <u>Year-to-Date</u>
Expenditures:		
Meeting Cablecasting	\$ 4,000.00	2,845.00
Supplies	100.00	21.60
Contractual Services	33,900.00	11,887.87
Event Filming	4,000.00	0.00
<b>Total Expenditures</b>	<b>42,000.00</b>	<b>14,754.47</b>
<b>Revenues Over/(Under) Expenditures</b>	<b>\$ (42,000.00)</b>	<b>(14,754.47)</b>

