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SACRAMENTO METROPOLITAN



Cable Television Commission

SUITE 2500, 700 'H' ST., SACRAMENTO, CA 95814 • (916) 440-6661

ROBERT E. SMITH
EXECUTIVE DIRECTOR

March 13, 1985

To: Sacramento City Council

From: Bob Smith, Executive Director
Sacramento Metropolitan Cable Television Commission

Subject: GOVERNMENT PROGRAMMING ANNUAL PLAN FOR 1985/86

The Government Programming Contract executed January 17, 1985 requires that the Cable Commission submit an annual plan for the utilization of the 1985 grant to the cable company within ninety (90) days. In addition, the Joint Powers Agreement between the Commission and the jurisdictions require the Commission to submit an Annual Budget Plan for your approval prior to forwarding this document to the cable company. Since the 1984/85 Fiscal Year Plan has already been approved, the attached budget encompasses the 1985/86 Fiscal Year. Approving this plan authorizes staff to submit the Plan to the cable company.

Because grant funds from the company are dispensed on a calendar year basis and the jurisdictions must approve budgets by fiscal year, the attached plan encompasses a 1½-year minimum grant from the cable company, or \$37,500. As indicated in the six year plan submitted to you last year, staff is recommending purchase of a portable production package and an editing system to be shared by all the jurisdictions. The purchase of this equipment will enable jurisdictions to cablecast a limited amount of government events, programs about department services, and public service announcements for the cable system.

In addition, a video cassette recorder and TV monitor is suggested for location at two jurisdictions. (Equipment for the remaining two jurisdictions is scheduled for purchases in the next budget cycle.) Purchase of this equipment for the jurisdictions will be subject to a utilization review prepared by a Municipal Programming Task Force.

This Task Force will consist of a representative selected by each City Manager and the County Executive. It will work closely with Commission staff to develop procedures for use of the resources and encourage the utilization of these resources by staff within their respective jurisdictions. It is anticipated that the first meeting of this Task Force will take place in March and will focus on the utilization of the alphanumeric system, and preparation of a utilization review for each participating jurisdiction.

APPROVED
BY THE CITY COUNCIL

MAR 19 1985


OFFICE OF THE
CITY CLERK

Sacramento City Council
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Programming for 1985 will consist primarily of alphanumeric messages prepared by each of the jurisdictions and the Commission. After the formation of the Task Force, a schedule of programs produced outside of Sacramento County, but of interest to residents, will be presented to the Commission. Once the production equipment outlined in the budget is purchased, the Task Force can begin plans for the production of locally-produced government programming.

On March 7, 1985, the Sacramento Metropolitan Cable Television Commission approved the attached Annual Plan and authorized staff to seek approval from the participating jurisdictions.

Therefore, staff recommends that you adopt the attached resolution approving the Annual Plan for Fiscal Year 1985/86 and authorizing submission of this Plan to the cable company.



Bob Smith, Executive Director
Sacramento Metropolitan Cable
Television Commission

RES:ab

Attachment

85-163

RESOLUTION NO. 85-211

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION APPROVING THE GOVERNMENT
PROGRAMMING ANNUAL PLAN FOR 1985/85

WHEREAS ON October 30, 1984, the City Council of the City of Sacramento adopted its Resolution No. 84-940 approving the Joint Powers Agreement with the COUNTY OF SACRAMENTO, the CITY OF SACRAMENTO, the CITY OF FOLSOM and the SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION relating to the administration of grants and facilities for governmental cable television programming; and

WHEREAS, said agreement requires approval of an Annual Budget and Programming Plan by each jurisdiction and the Commission; and

WHEREAS, the Sacramento Metropolitan Cable Television Commission approved an Annual Budget and Programming for Fiscal Year 1985/86 in the form attached hereto as Exhibit A.

NOW HEREBY BE IT RESOLVED that the Council of the City of Sacramento approve the Government Budget and Programming Plan for Fiscal Year 1985/86 attached hereto as Exhibit A for submission to the cable company.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL
MAR 19 1985
OFFICE OF THE
CITY CLERK

ORDINANCE NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION APPROVING THE GOVERNMENT

PROGRAMMING ANNUAL PLAN FOR 1985/85

WHEREAS ON October 30, 1984, the City Council of the City of Sacramento adopted its Resolution No. 84-940 approving the Joint Powers Agreement with the COUNTY OF SACRAMENTO, the CITY OF SACRAMENTO, the CITY OF FOLSOM and the SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION relating to the administration of grants and facilities for governmental cable television programming; and

WHEREAS, said agreement requires approval of an Annual Budget and Programming Plan by each jurisdiction and the Commission; and

WHEREAS, the Sacramento Metropolitan Cable Television Commission approved an Annual Budget and Programming for Fiscal Year 1985/86 in the form attached hereto as Exhibit A.

NOW HEREBY BE IT RESOLVED that the Council of the City of Sacramento approve the Government Budget and Programming Plan for Fiscal Year 1985/86 attached hereto as Exhibit A for submission to the cable company.

MAYOR

ATTEST:

CITY CLERK

ANNUAL PLAN FOR 1985/86

- A. Planned expenditure of operating grants. (Based on minimum grant of \$37,500; \$25,000 for calendar year 1985, \$12,500 for the first half of 1986)

I. Fixed Assets

A. Central Equipment Pool

(1) Portable Production Package:

3/4" portable VCR	\$ 3,000
3-tube color television	7,000
Tripod with head + dolly	500
Portable 5" monitor	500
Portable light kit	500
Microphone kit	600
Cables, batteries, AC adapters/charger	800
Equipment cases	<u>500</u>

Total \$ 13,400

(1) Editing System:

3/4" Source VTR	\$ 4,500
3/4" Editor VTR	6,000
Editor Controller	2,000
(2) 9" color monitors	1,000
Connecting cables/equipment racks	<u>500</u>

Total Editing System \$ 14,000

B. Equipment for Jurisdiction*

(2) Video cassette recorder/players (\$2,300 each)	\$ 4,600
(2) Color monitor/receivers	1,000
(2) Equipment stands (\$250 each)	<u>500</u>

Total Jurisdiction Equipment \$ 6,100

TOTAL FIXED ASSETS \$ 33,500

II. Services and Supplies

Insurance	\$ 1,500
Maintenance/repair	1,000
Video tape	1,000
Spare lamps, adapters, Cleaning supplies	<u>500</u>

TOTAL SERVICES & SUPPLIES \$ 4,000

*Subject to utilization review by Municipal Programming Task Force.

III. Programming

Any savings realized from competitive bidding or reduced vendor prices will be used for program acquisition.

T O T A L \$ 37,500

B. Number of Programs and Program Hours Planned for Production.

For 1985, the government access channel will contain primarily alphanumeric programming about government information and services. Based on availability and budget considerations, a limited number of acquired programs may be shown on the channel. Since production equipment will not be completely acquired until the end of 1985, no locally produced programs are being planned for that year.

The production equipment purchased by 1986 will allow limited coverage of government events and production of public information programs. Specific programs will be developed by the Municipal Programming Task Force for approval by the Commission. A TV and video cassette recorder is suggested for purchase by the jurisdiction to playback videotapes and record programs from the cable system. However, the Municipal Programming Task Force may suggest other equipment based on a review of their needs.

C. Staff Requirements.

Programs distributed from the headend will require a playback operator on a scheduled basis. This will be provided by the cable company as part of their in-kind staff grants. Coordination of municipal programming will continue under the direction of existing Commission staff. Based on production demand beginning in 1986, part-time student interns may be utilized by the Commission to assist jurisdictions in program production.

D. Number of Program Acquisitions Planned to Borrow or Purchase.

The Commission staff will research the availability of acquiring rental programs for distribution on the government channels. Based on this research, in conjunction with the Municipal Programming Task Force, a recommended schedule of hours will be presented to the Commission for their approval.

E. Planned Equipment Purchases. See Item A, Budget.

F. Statement of Programming Goals.

The contract between the Cable Commission and Sacramento Cable Television requires a Statement of Programming Goals to be submitted. Staff is recommending the following statement:

"The overall goal of the Government Access Channel is to improve the delivery of government services or efficiency of government operations. Specific objectives include:

- a) To provide comprehensive information about programs and services offered by government departments, agencies, Boards, Commissions, and government supported agencies;
- b) To expand citizen awareness of local government and its decision-making processes;
- c) To enhance and make more cost effective existing public information materials and utilize cable TV as an effective public information tool;
- d) To produce and distribute programming that will inform, educate, enlighten and encourage feedback from community residents."