

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of July 15, 2008

ITEM # 20

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

Professional Services Contracts: Fiscal Year 2008-2009 operations for Peralta TV

SPECIFIC BOARD ACTION REQUESTED:

Approval

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Approval is sought for contracts for independent contractors to provide a variety of video production services for Peralta TV/9th Floor Radio. Core operations of the station such as educational videography (classroom lectures, college cultural and sporting events), TV program production, TV station Master Control operation, streaming Web site maintenance and radio station coordination, are provided by contractors on an as-needed basis, with the continuation of the contract based on performance. Increased program offerings and access to diverse program sources will continue to support the educational mission of the colleges. Total amount requested is \$208,800 for the contractors as outlined in the attached table. The Chancellor recommends approval.

BACKGROUND/ANALYSIS:

Peralta TV broadcasts campus events such as theatrical performances, associated students events (such as musical performances, speeches, fairs, etc.) classroom guest speakers, sporting events and all the colleges graduation ceremonies, just to name a few. Camera crew staffing is needed to cover these events – some often on the same day and/or at night – when the station classified staff is not available; this coverage can be achieved only through contracts with experienced, qualified, free-lance videographers.

ALTERNATIVES/OPTIONS:

Hiring fulltime staff would be cost prohibitive.

EVALUATION AND RECOMMENDED ACTION:

Approval is recommended.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

The source of funding for the professional services contracts would come from budgeted moneys from the General Fund for the Department of Marketing, Public Relations and Communications.

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ NO X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Jeffrey Heyman

DID A BOARD STANDING COMMITTEE APPROVE THE ITEM? YES NO

IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: Diana Fitzgerald, Sr. Secretary Date: July 8, 2008
[Enter Your Name and Title of Individual]

DOCUMENT PRESENTED BY:

Prepared by: JHEYMAN Date: 8/1/08
[Enter Name of College President or Vice-Chancellor or Manager, and Title of Individual]

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: Thomas Smith Date: 7-9-08
Thomas Smith, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

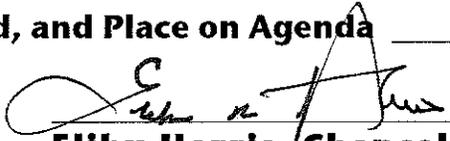
_____ Legal review required Legal review *not* required

If Legal review is required, determination is: _____ Approved _____ Not Approved

Signature: _____ **Date:** _____
Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

_____ Approved, and Place on Agenda _____ Not Approved, but Place on Agenda

Signature:  _____ **Date:** 7/9/08
Elihu Harris, Chancellor

Peralta TV/9th Floor Radio Contractors 2008-2009 Fiscal Year

Name	Services	Pay Rate	Contract Total
John Mark Allen	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Paul Betterton	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Roger Garcia	Cinepod producer	\$550 per episode x 16 episodes	\$8,800
Douglas Gey	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Aaron Harbor	9 th Floor Radio outreach & promotions	415/hr. x 32 hrs./wk.	\$24,000
William Harper	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Karen Humphrey	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Melissa Neal	9 th Floor Radio station coordinator	\$20/hr. x 40 hrs./wk. x 52 wks. (1 yr.)	\$40,000
John Paul Olsen	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Femi Osibin	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Terrell Price	Sports announcer	\$150 per game	\$2,000
Joe Sullivan	Producer of P-Span/P-Span II	\$500/segment x2 per week	\$40,000
Cecilia Vasquez	Peralta TV Master Control operator	\$20/hr. x 40 hrs./wk. x 52 wks. (1 yr.)	\$40,000
Marc Watanabe	PCCD Board mtng. videographer; graphic production on an as-needed basis; maintain Peralta TV Web site.	\$20/hr. x 40 hrs./wk. x 52 wks. (1 yr.)	\$40,000
GRAND TOTAL			208,800