

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of June 9 , 2009

ITEM #9

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

Professional Services Contracts: Fiscal Year 2009-2010 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 \$186,780 for the contractors as outlined in the attached table; this figure represents a \$22,080 (approx. 12%) reduction in funding request over last fiscal year. 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:

VALUATION 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 X
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: May 27, 2009
[Enter Your Name and Title of Individual]

DOCUMENT PRESENTED BY:

Prepared by: JEFF HEYMAN Date: _____
[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: 6.8.09
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:** 6/9/09
Elihu Harris, Chancellor

**June 9, 2009 Board Meeting
 Agenda Item Blurb
 Presenter Jeffrey Heyman
Executive Director, Marketing, Communications and Public Relations**

Consider Peralta TV/9th Floor Radio Contractors. Presenter: Executive Director Heyman. 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 (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 \$186,780 for the contractors as outlined in the below table – this figure represents a \$22,020 reduction over last year’s budget. The Chancellor recommends approval.

Peralta TV/9th Floor Radio Contractors 2009-2010 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	\$580 per episode x 16 episodes	\$9,280
Douglas Gey	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$4,000
Ron Gibbs	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Aaron Harbor	9 th Floor Radio outreach & promotions	\$15/hr. x 40 hrs./wk.	\$30,000
Zach Hile	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,500
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 1 yr.	\$40,000
Femi Osibin	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$5,500
Terrell Price	Sports announce, on as-needed basis r	\$150 per game	\$5,000
Jarrold Sport	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,500
Joe Sullivan	P-Span producer	\$500/segment x 2 per week	\$40,000
Cecilia Vasquez	Peralta TV Master Control operator	\$20/hr. x 40 hrs./wk. x 1 yr.	\$40,000
GRAND TOTAL			\$186,780.00