

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of June 22, 2010**

ITEM # 18

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 \$160,950 for the contractors as outlined in the attached table – this figure represents a \$25,830 (13.8%) reduction over last year's budget. 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 X

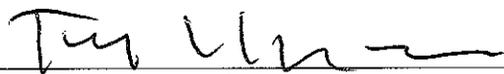
IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: Diana Fitzgerald, Sr. Secretary Date: June 8, 2010  
[Enter Your Name and Title of Individual]

DOCUMENT PRESENTED BY:

Prepared by:  Date: 9 JUNE 10  
[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: \_\_\_\_\_ Date: \_\_\_\_\_  
Vice Chancellor for Finance  
and Administration

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

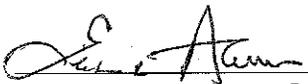
Legal review required       Legal review *not* required

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:** 6/15/16  
**Elihu Harris, Chancellor**

**June 22, 2010 Board Meeting  
Agenda Item:**

**Peralta TV/9th Floor Radio Contractors 2010-2011 Fiscal Year**

Name		Services	Pay Rate	Contract Total
Faiza	Ali	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$6,650
Kenya	Davis	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$4,450
Kevin	Eagleson	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$4,650
Douglas	Gey	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$7,350
Lex	Gopnik	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$2,000
Aaron	Harbor	9 <sup>th</sup> Floor Radio outreach & promotions	\$15/hr. x 40 hrs./wk.	\$30,000
Zach	Hile	Freelance sports announcer, on as-needed basis	\$150/day (8 hr. max.)	\$4,350
Meron	Misgun	Freelance sports announcer, on as-needed basis	\$150/day (8 hr. max.)	\$2,150
Melissa	Neal	9 <sup>th</sup> Floor Radio station coordinator	\$20/hr. x 40 hrs./wk. x 1 yr.	\$40,000
Brenden	Pedder	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$5,000
Terrell	Price	Freelance sports announcer, on as-needed basis	\$150 per game	\$8,550
Drake	Rice	Freelance videographer, on as-needed basis	\$150/day (8 hr. max.)	\$5,800
Joe	Sullivan	P-Span producer, on as-needed basis	\$500/segment x 2 per week	\$40,000
			<b>GRAND TOTAL</b>	<b>\$160,950.00</b>