

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of June 14, 2011

ITEM # 22

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

Consider Approval of Video/Radio Production Contracts

SPECIFIC BOARD ACTION REQUESTED:

Consider Approval of Independent Contractors

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Approval is sought for contracts for three independent contractors to provide video and radio production services, including coverage of college events for broadcast on Peralta TV and through social media and student radio station coordination and programming. Showcasing college events and providing opportunities for students to produce radio programs support the educational mission of the Peralta Colleges. The total amount requested is not to exceed \$110,000 (see table below in "Comments"). This figure represents a \$50,950 (31.5%) reduction in contractors over last year. The Chancellor recommends approval.

BACKGROUND/ANALYSIS:

Peralta TV broadcasts college events such as classroom lectures, theatrical performances, associated students events (cultural events, musical performances, speeches, fairs, etc.) as well as all the colleges' graduation ceremonies. Production is needed to cover these events when classified staff is not available (weekends, evenings). 9th Floor Radio is the Internet radio station for all four Peralta Colleges and provides the unique opportunity for Peralta students to produce their own radio shows. Contractors are needed to keep the radio station accessible to students and coordinate its operation.

ALTERNATIVES/OPTIONS:

Hiring fulltime staff would be cost prohibitive during the current budget situation.

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 the approved General Fund budget for the Department of Public Information, Communications and Media, which represents a total departmental reduction of 24%, or \$217,000, over last year's budget.

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

YES _____ NO X

COMMENTS:

**CONTRACTOR LIST
2011 - 2012 Fiscal Year
Seeking Approval by Board of Trustees
At June 14, 2011 Board Meeting**

Name	Services	Contract Not to Exceed:
Aaron Harbor	Radio Production/Promotions Provider, on as-needed basis	\$30,000
Melissa Neál	Radio Program Services Provider, on as-needed basis	\$40,000
Joe Sullivan	P-Span Program Provider	\$40,000
Grand Total		\$110,000.00

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Executive Director Heyman

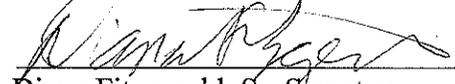
DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ NO X

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

(****Board contract approval is subject to negotiation and execution by the Chancellor.)

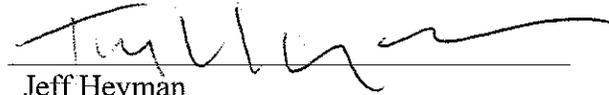
PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: 
Diana Fitzgerald, Sr. Secretary

Date: June 1, 2011

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: 
Jeff Heyman

Date: June 1, 2011

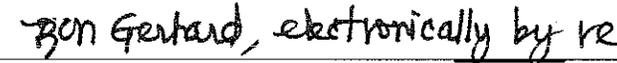
[Enter Name of College President, (if originating from a college), or Vice-Chancellor or Manager (if originating from the District), and Title of the Individual Here]

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: 6/9/11
Ron Gerhard, Vice Chancellor for Finance and Administration

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

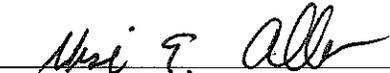
Legal review required Legal review *not* required

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: 6/7/11
Wise E. Allen, Ph.D., Chancellor