

**PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of June 5, 2012**

ITEM #

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

Peralta TV Contractors for 2012-13 Fiscal Year

SPECIFIC BOARD ACTION REQUESTED:

Consider Approval of three contracts for Peralta TV

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM. IF A VENDOR IS INVOLVED, PLEASE INCLUDE THE COMPANY NAME AS WELL AS THE INDIVIDUAL.)*

Approval is sought for contracts for three independent contractors to provide a variety of video and radio production services for Peralta TV/9th Floor Radio. Coverage of college events for broadcast on Peralta TV is provided by a contractor who is not restricted to regular working hours (available nights and weekends). Additionally, radio station coordination (working with student DJ's, also at odd hours) is also provided by contractors. All contractors work on an as-needed, part-time basis, with the continuation of the contract based on performance. Showcasing college events and providing opportunities for students to produce radio programs will continue to support the educational mission of the colleges. Total amount requested is \$90,000 for the contractors as outlined in the table below (see Comments) – this figure represents a \$10,000 (15%) reduction over last year's budget. The period covered is July 1, 2012 through June 30, 2013. The Chancellor recommends approval.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

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

BACKGROUND/ANALYSIS:

Peralta TV broadcasts campus 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. 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. 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, also at times/days which conflict with classified staff work hours. Contractors are needed to keep the radio station accessible to students.

DELIVERABLES AND SCOPE OF WORK:

Proposed Contractors Melissa Neal and Aaron Harbour operate the radio station by way of outreach to recruit student DJs from the four Peralta Colleges, as well as produce the shows for students in terms of running the audio equipment, managing the web-streaming and other production duties during the hours convenient to students – weekdays or nights as needed. Number of shows varies weekly, but the monthly average is currently 38.

Proposed contractor Joe Sullivan videotapes events at all four Peralta Colleges as needed – often during evenings and weekends – then edits the tapes for broadcast and delivers them to Peralta TV for on-air broadcast. The number of productions may vary depending on college schedules in terms of the number of events at any given time, but on average, three to six episodes per month may be produced.

ANTICIPATED COMPLETION DATE:

June 30, 2012

ALTERNATIVES/OPTIONS:

Hiring fulltime staff would be cost prohibitive; moreover, due to regulations, the odd working hours needed could not be met by said staff.

EVALUATION AND RECOMMENDED ACTION:

Approval is recommended.

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

YES _____ No X

COMMENTS:

**CONTRACTOR LIST
2012 - 2013 Fiscal Year
Seeking Approval by Board of Trustees
At June 5, 2012 Board Meeting**

Name	Services	Contract Not to Exceed:
Aaron Harbor	Radio Production/Promotions Support Provider, on a part-time, as-needed basis	\$25,000
Melissa Neal	Radio Program Services Provider, on a part-time as-needed basis	\$35,000
Joe Sullivan	P-Span Program Provider, on a part-time as-needed basis	\$30,000
Grand Total		\$90,000.00

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

Department of Public Information, Media & Communications Executive Director, Jeffrey Heyman

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

DOCUMENT PREPARED BY:

Prepared by: *Diana Fitzgerald, Sr. Secretary*

Date: May 23, 2012

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: *Jeffrey Heyman*

Date: May 23, 2012

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: _____

Ron Gerhard, Chief Financial Officer

Date: 6-7-12

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: _____

General Counsel

Date: _____

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda

Not Approved, but Place on Agenda

Signature: _____

Wise E. Allen, Chancellor

Date: 6-5-12