

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of June 10, 2014**

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

Contracts for Peralta TV and 9<sup>th</sup> Floor Radio

**SPECIFIC BOARD ACTION REQUESTED:**

Consider Approval of three contracts for Peralta TV/9<sup>th</sup> Floor Radio

**ITEM SUMMARY:** *(PLEASE DISCUSS THIS ITEM)*

Approval is sought for contracts for three independent contractors to provide a variety of video and radio production services for Peralta TV/9<sup>th</sup> 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 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 \$110,000 for the contractors as outlined in the table below (see Comments)

**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 a contract with an experienced, qualified, free-lance videographer performing broadcast quality work. 9<sup>th</sup> 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.

**ALTERNATIVES/OPTIONS:**

Hiring fulltime staff would be cost prohibitive and still would not cover the odd hours/weekends needed to serve the colleges/students.

**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 Public Information, Communications and Media.

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

YES \_\_\_\_\_ NO   X

**COMMENTS:**

**CONTRACTOR LIST**

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

**WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?**

Department of Public Information, Media & Communication Executive Director Jeff 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        
Diana Fitzgerald, Sr. Secretary

Date:       June 6, 2014      

**DOCUMENT PRESENTED AND APPROVED BY:**

Presented and approved by:       Jeff Heyman        
Jeff Heyman

Date:       June 6, 14      

[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       X  Finance review *not* required

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

If not approved, please give reason: \_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
**Susan Rinne, Interim 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:** Dr. José M. Ortiz      **Date:** 4/2/14  
                  **Dr. José M. Ortiz, Chancellor**