

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of April 26, 2016

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

Contracts for Peralta TV and Peralta Community Radio

SPECIFIC BOARD ACTION REQUESTED:

Consider Approval of three (3) contracts for Peralta TV and Peralta Community Radio

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

Approval is sought for annual contracts for three independent contractors to provide a variety of video and radio production services for Peralta TV, Peralta's new low power FM radio station. 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 two contractors (one full time and one part time). 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, on weekends 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. Peralta FM Radio is 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. Two 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:
Joe Sullivan	P-Span Program Provider on as-needed basis	\$40,000
Aaron Harbor	Radio Production/Promotions Provider, on as-needed basis	\$40,000
Katherine Mondo	Radio Production/Promotions Provider, on as-needed basis	\$30,000
Grand Total		\$110,000.00

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 Date: April 22, 2016
 Diana Fitzgerald, Sr. Secretary

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jeff Heyman Date: April 22, 16
 Jeff Heyman, Executive Director

FINANCE DEPARTMENT REVIEW

X Finance review required _____ Finance review *not* required

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

If not approved, please give reason: _____

Signature: Ron Little Date: _____

Ron Little, 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:** _____
Nitasha Sawhney, Acting General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: *Dr. Jowel C. Laguerre*
Dr. Jowel C. Laguerre, Chancellor