



**ALAMEDA
POWER & TELECOM**

A Department of the City of Alameda

**AGENDA ITEM NO: 6.H.1
MEETING DATE: 02/26/2007**

ADMINISTRATIVE REPORT NO. 2007-043

TO: Honorable Public Utilities Board **Submitted by:** _____
Dean Batchelor
Operations Manager

Approved by: _____
Girish Balachandran
General Manager

SUBJECT: Public, Education, and Government Studio Transition Plan

Recommendation:

For information only; no action is recommended. The purpose of this report is to provide an overview of a transition plan for Alameda Power & Telecom's Public, Education, and Government (PEG) Studio operations. Further updates on PEG Studio operations will be provided in the monthly General Manager's Report.

Background:

At its December 2006 meeting, the Public Utilities Board (Board) accepted the consultant report, "Analysis of Telecom Operations." One recommendation contained therein appeared under the heading "Eliminate the Studio." Please see "Eliminate the Studio," page 8 of the consultant report, presented as Exhibit A. While directly related, the Studio is a distinct entity from the PEG channels on the Alameda Power & Telecom cable television system, including Channels 15 (government access), 31 (public access), and 99 (educational access).

Discussion/Analysis:

Under its cable television franchise with the City of Alameda, Alameda Power & Telecom is subject to certain "Minimum PEG Requirements." Please see "Section 10, Public Educational, and Government Access" of City of Alameda Ordinance No. 2806, presented as Exhibit B. The transitional plan has been developed in recognition of franchise requirements.

In fulfillment of the recommendation, funding in support of the Production Artist position has been eliminated effective March 3. Funding in support of the Media Director's Studio production, post-production, and training responsibilities has been reduced significantly. (Please

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note that the Media Director position's primary responsibility is web site development and maintenance.)

The PEG Studio transition plan includes the following components:

Near Term (before March 3, 2007)

- Advise Studio customers of service level changes.
- Halt all new PEG Studio production, post-production, and training activities.
- Gather ideas for low-cost alternatives to provision of production, post-production and training activities.
- Attempt to complete post-production on projects more than 75% complete.
- Begin compression of the Channel 31 program schedule to accommodate reduced staffing, eliminate all Saturday and Sunday programming and Friday evening programming.
- Continue to cablecast all programs submitted to Channel 31, with particular emphasis on programming related to environmental initiatives and climate change.
- Reschedule or eliminate selected programs to fit a Monday through Thursday evening schedule.
- Continue Monday through Friday morning exercise program.
- Create documentation for new programming/scheduling processes and equipment.
- Begin rewriting and designing of content on the Alameda TV website.
- Create a new recording for the Studio telephone line that provides submission information and that drives callers to the website for further information.
- Create a new programming update video loop that plays during program scheduling and maintenance.

Intermediate and Long-Term (through December 31, 2007)

- Halt all Studio post-production activities.
- Move to a Tuesday through Thursday evening program schedule to accommodate reduced staffing, eliminate Monday programming and Friday evening programming.
- Continue Monday through Friday morning exercise program.
- Continue airing of back catalog of "classic" movies, but on a single weeknight.
- Explore new ways to acquire new programming for Channel 31.
- Explore outreach at local high schools and colleges to encourage students to create their own productions through school district audio-visual classes or outside the classroom with their own resources.
- Explore the possibility of using the Alameda TV website to become a clearinghouse for online and offline video production training resources.

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Budget/Financial Considerations:

The City's Human Resources Department has estimated the annual labor savings to be \$162,162.

Exhibits:

- A. CCG Consulting, L.L.C., "An Analysis of Telecom Operations," p. 8, December 7, 2006.
- B. City of Alameda Ordinance No. 2806 (New Series), pp. 23-24, September 21, 1999.