



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 23, 2012

Item Number:

To: Honorable Mayor and City Council

From: Therese Kosterman, Public Information Manager

Subject: Request by Councilmember Gold to Reestablish a News-Oriented Cable Television Show

Attachments:

1. List of sample show formats with cost estimates
2. DVD of "Beverly Hills in Focus," the monthly news program produced by the City of Beverly Hills.

INTRODUCTION

Currently, the City utilizes a variety of techniques to provide information to the community, including press releases, the website, social media, a newsletter, eblasts and a public affairs cable TV show. In years past, the City's Cable TV division has produced television shows to educate the community on news and events.

DISCUSSION

Last year, the City's Cable TV division moved into a state-of-the-art studio and offices in the 331 Foothill Road building. In the past few months, Cable staff has completed the installation of equipment and software and now has a fully functioning studio capable of producing professional quality, original programming.

The proposed show, up to 50 each year, would be a traditional news program that could include anchor-read stories, B-roll (B-roll video clips are pictures only, no sound bites), on camera interviews and video segments with reporters, or any combination thereof. Each show would focus on upcoming events, and recent Council and commission actions. Content would be determined by the Communications staff and written by Cable staff.

Other nearby agencies that produce news shows include the cities of West Hollywood, Santa Monica, Los Angeles, and the county of Los Angeles.

FISCAL IMPACT

The estimated out-of-pocket costs for producing a show are payments for freelance staff, including technical crew and a professional anchor. Those costs would vary depending on the show format and whether the show utilizes a volunteer anchor (approx. \$3,000-\$12,300 annually) or a paid anchor (approx. \$6,600-\$22,300 annually). The current Cable budget does not include funding for an anchor. Details on three sample formats and the associated costs are attached.

Estimates for permanent City staff time from Communications and Cable TV are 950 to 1,900 hours annually, depending on the length and format of the show. There are no out-of-pocket costs associated with permanent staff time.

RECOMMENDATION

Staff seeks direction from the City Council regarding possible reestablishment of news programming through the City's Cable TV division.



Scott G. Miller
Finance Approval

Cheryl Friedling *MA for CF*

Approved By

Attachment 1

**Proposed Weekly News Program for Beverly Hills
Three Sample Show Formats**

Format #1**News Briefs**

Program length: 10-30 minutes

News anchor in studio reading concise news updates, supported with limited B-roll and clips from City Council and commission meetings.

Budget:

Format 1	Weekly Cost	Annual Cost (50 shows)
Hourly technical staff	\$60	\$3,000
Hourly semi - professional anchor	\$72	\$3,600
Contractual, anchor	\$200	\$10,000

Total Annual Show Cost:

With volunteer anchor	\$3,000
With part-time, hourly, semi -professional anchor	\$6,600
With contractual anchor	\$13,000

Format #2**News Brief with Sound Bites**

Program length: 15-30 minutes

News anchor in-studio reading the news (more in-depth than in Format #1), mixed with sound bites (brief interviews) and video footage pertaining to most of the news stories. The sound bites would be supported with limited B-roll and clips from City Council and commission meetings and enhanced by interviews with content experts who can provide additional insight into the news stories.

Budget:

Format 2	Weekly Cost	Annual Cost (50 shows)
Technical Staff	\$150	\$7,500
Part-time, semiprofessional Anchor	\$72	\$3,600
Contractual, anchor	\$200	\$10,000

Total Annual Show Cost:

With volunteer anchor	\$7,500
With part-time, hourly, semi-professional anchor	\$11,100
With contractual anchor	\$17,500

Format #3**News Briefs with Sound Bites and Video Segments**

Program length: 15-30 minutes

News anchor in-studio reading the news (more in-depth than in Format #1), mixed with sound bites (brief interviews) and video footage pertaining to most of the news stories. The sound bites would be supported with B-roll and clips from City Council and commission meetings and enhanced by interviews with content experts who can provide additional insight into the news stories.

More sophisticated video segments would be added monthly. A video segment (2-4 minutes in length) involves in-depth treatment of selected topics and news items. The segments could be shot in the field with a reporter and would involve sound bites, video footage, research and a more comprehensive exploration of the story, including multiple interviews with persons of interest.

Budget:

Format 3	Weekly Cost	Annual Cost (50 shows)
Technical Staff	\$150	\$7,500
12 video segments (\$400 each, once a month)	\$96	\$4,800
Part-time, semiprofessional anchor	\$72	\$3,600
Contractual anchor	\$200	\$10,000

Total Annual Show Cost:

With volunteer anchor	\$12,300
With part-time, hourly, semi-professional anchor	\$15,900
With contractual anchor	\$22,300

Attachment 2

DVD – provided under separate cover