

# RIVERSIDE COMMUNITY COLLEGE

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Moreno Valley Campus • Norco Campus • Riverside City Campus

May 18, 1998

Gene Rogers  
Moreno Valley City Manager  
P.O. Box 88005  
Moreno Valley, CA 92552-0805

Dear Mr. Rogers:

As a result of our recent discussions begun with Dr. Jack Randall, Interim Provost, and subsequently with Dr. Richard Tworek, Provost of the Moreno Valley Campus of Riverside Community College, I have prepared a proposal for a television studio for Educational Access and Public Access. The college will use this for training and production, which will in turn develop a staff of interns to produce both live and recorded programs for Education and Public Access at the College and for the Government Channel of the City of Moreno Valley.

Riverside Community College at Moreno Valley is already a head-end for educational providers in the region that includes RCC Telecourses and programs for the Moreno Valley and Val Verde school systems. The Moreno Valley campus is providing space, equipment, a supervising technician and student operators. TCI Inc. provided the fiber optic connection to its distribution center in Perris. This is a 24-hour service seven days each week where local programming is supplemented by other sources of programming and a bulletin board for local events and college programs.

The RCC Moreno Valley Campus will provide the space and education staff to operate the proposed studio. The cost of construction, equipment, and the continuing cost of a television engineer will be met by TCI Inc. as part of the Cable Franchise Renegotiations. TCI will also provide additional channels for Education and Public Access from the Moreno Valley Head-end. The City of Moreno Valley will join with Riverside Community College, Moreno Valley Campus, in developing the public access and education channels.

The Riverside Community College, Moreno Valley Campus, support the City's goal to have six (6) Access Channels: three (3) for Educational Access, two (2) for Public Access, and one (1) for Government Access as part of the new Franchise Agreement. The Educational Access channels will be designated for use by the Riverside Community College, Moreno Valley Unified School District, and Val Verde Unified School District. Initially the College will manage the three educational channels until such time as the school districts are ready to head-end their own programs.



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RCC staff has reviewed the Franchise Agreement between the City of Cupertino, California, and TCI and will like to use this as a guide for our program design. The Cupertino agreement identifies 6 channels for use by that community. Funding for the P-E-G programming comes in part through a grant from TCI. Additional support comes from both the City and the Community College for Public Access and Educational Access programming at the local community college. RCC staff traveled to Cupertino, California to visit the DeAnza Community College Campus to see how Public Access and Educational Access Cable Television are implemented there.

DeAnza Community College has assumed full control in developing these programs. Regarding Public Access: DeAnza requires that interested parties successfully complete Public Access training to understand Public Access and to learn how to use the available video equipment. Then the Community College oversees scheduling and cablecasting of Public Access video programming on the Public Access Channel. Regarding Educational Access: DeAnza uses its channel to cablecast televised classes and any other video and electronic bulletin board programming it deems educational in nature and useful for the community.

Looking to the future, the City of Moreno Valley would like to see Public Access and Educational Access channels operated from the RCC Moreno Valley Campus. RCC Staff members have identified space on the Moreno Valley Campus that can be modified to use as studio space for Educational and Public Access video production. The RCC development team for the studio and supporting programs will be:

- Dr. Richard Tworek, Provost, Dr. Lisa Conyers, Dean of Instruction, and Gustavo Segura, Instructional Media Technician representing the Moreno Valley Campus;
- Bud Tedesco and Sharon McConnell representing RCC telecommunications, television courses and interns; and
- Dr. Donald Perrin, Dean of Learning Technologies representing the Riverside Community College District.

Under the leadership of Dr. Tworek, this group will be responsible for planning, construction, equipment installation and maintenance, training staff and operating the studio for educational, and public access users.

The use of an Educational Access channel has multiple benefits for the community and for the RCC Moreno Valley Campus as demonstrated by establishing a TCI Cablevision head-end on the Moreno Valley Campus of RCC in January 1998.

KRCC Channel 25 enables televised teaching throughout the community of Moreno Valley, and offers opportunities for residents to take advantage of RCC programming. Channel 25 is an excellent path for the College to establish and communicate a strong presence to the community; allowing residents to easily

access information about classes, enrollment procedures, programs and on-campus events. This channel space is helping Riverside Community College establish itself as a focal point of within the community of Moreno Valley.

Educational video programming is already produced on the RCC Riverside Campus, so development of a similar program in Moreno Valley, and the use of Moreno Valley Educational Access channel space will be accomplished by expansion of the existing RCC program in Performing Arts and Media – Telecommunications on the Moreno Valley campus.

That will entail:

- 1) constructing a television studio, control room and edit bays on the Moreno Valley campus;
- 2) purchasing and maintaining equipment necessary to operate the television studio (this equipment list has been compiled and is attached to this memo);
- 3) coordinating - and perhaps hiring additional - staff to teach writing, video production, and associated television production classes;
- 4) scheduling video productions for playback.

The television studio on the Moreno Valley campus will serve as a shared Educational Access/Public Access studio. The City has endorsed the principle that the Community College is the appropriate entity to oversee Public Access channel space in this community. Public Access oversight involves:

- 1) creating a community-based Public Access Board to oversee the program;
- 2) developing policy to govern Public Access;
- 3) developing courses to support Public Access (as a means to train citizens in the proper use of video equipment, plus training in the type of programming that is defined as "Public Access" programming),
- 4) purchasing, overseeing and maintaining video equipment (cameras and editing equipment) available for use by citizens who qualify to produce Public Access programming;
- 5) having television studio space available for the production of some Public Access programming;
- 6) scheduling playback of Public Access programming on a Public Access channel.

RCC Moreno Valley will have full control of both Public Access and Educational Access as outlined above.

RCC requests that you negotiate for channel space and a grant from TCI Cablevision to help fund construction, equipment, and technician support for Public Access Television. We request the collaboration of the city to develop

funding for Public Access, taking full advantage of available grants, and exploring underwriting possibilities.

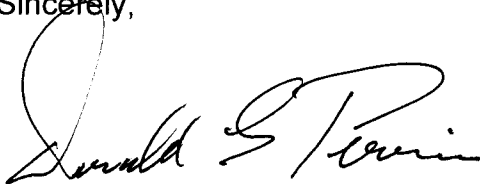
Riverside Community College believes that, together with the City of Moreno Valley, we can create for the community of Moreno Valley an exciting environment of learning and open public access through the medium of cable television.

Attached is an equipment list and cost analysis produced by the Riverside Community College Telecommunications Department, outlining what is needed to turn the available space identified on the Moreno Valley Campus into a working television studio. Digital technologies are creating rapid changes in video technology so that some of the specified equipment will be replaced with newer technology by the time of purchase. However, the overall prices should remain consistent.

Also attached is Option 2, a backup proposal. This is part of the long-term planning for distance learning classrooms on all RCC campuses. These are designed for live teaching using one-way and two-way television. The three RCC campuses will be connected by broadband communications so that programming could be shared throughout the region. Based on the proposed partnership between RCC, the City of Moreno Valley, and TCI Cablevision, these studio-classrooms could also be shared for public access and town hall meetings.

Our hope is that TCI can fund the production studio based on the level of support provided to DeAnza College. This will be a major asset to the community and TCI Cablevision.

Sincerely,

A handwritten signature in black ink, appearing to read "Donald G. Perrin". The signature is fluid and cursive, with a large initial "D" and "P".

Donald G. Perrin Ph.D.  
Dean of Learning Technologies  
Riverside Community College District

Cc: Salvatore G. Rotella, President  
William Andrews, Academic Vice President  
Sandra Foster, VP Planning  
James Buisse, VP Administration and Finance  
Richard K. Tworek, Provost, Moreno Valley Campus

A Proposal to TCI Inc. and the City of Moreno Valley

# **A Television Studio for Education and Public Access**

At Riverside Community College, Moreno Valley Campus

This is a proposal requesting funding for a professional television production studio, editing facilities and television engineer to produce live and recorded programs for use on TCI's Education, Public Access and Government channels. This will be a joint venture of the Riverside Community College, Moreno Valley (RCC-MV) with the City of Moreno Valley and TCI Inc.

The RCC development team for the studio and supporting programs will be:

- Dr. Richard Tworek, Provost, Dr. Lisa Conyers, Dean of Instruction, and Gustavo Segura, Instructional Media Technician representing the Moreno Valley Campus;
- Bud Tedesco and Sharon McConnell representing television courses and interns of RCC Performing Arts/Telecommunications;
- Dr. Donald Perrin, Dean of Learning Technologies representing the Riverside Community College District.

Under the leadership of Dr. Tworek, this group will be responsible for planning, construction, equipment installation and maintenance, training staff and operating the studio for educational, government, and public access users. The studio will be installed on the Moreno Valley Campus of the Riverside Community College.

## **Construction and Installation:**

Based on funding from TCI Inc., RCC-MV will:

- 1) Construct a television studio, control room and edit bays on the Moreno Valley campus;
- 2) Purchase and maintain equipment necessary to operate the television studio (equipment list is attached);
- 3) Coordinate staff to teach writing, video production, and associated television production classes;
- 4) Coordinate use by RCC, the City of Moreno Valley, and Public Access users
- 5) Schedule video productions for playback on KRCC Channel 25.

**Management:**

The Provost of the Moreno Valley Campus will designate the Manager of the television studio for Education and Public Access.

- The manager will coordinate production activities with other RCC campuses, the City of Moreno Valley, TCI Inc, KRCC 25, and groups seeking public access.
- The manager will coordinate teaching, production planning, studio and editing schedules; studio production and post-production, and program scheduling and distribution.
- The manager will schedule, assign and supervise RCC staff and interns responsible for planning, production, editing, technical operation and maintenance of the television studio.

**Facilities:**

- Facilities will include a studio, control room, editing room, graphics production, office and storage.
- The studio complex will be constructed in existing space in the Humanities building on the Moreno Valley campus.
- Construction cost will include additional electric power and air conditioning to provide a quality studio environment.

**Programming:**

- RCC-Moreno Valley will produce educational programs and public access programs; head-end TCI Education Channel(s) and Public Access Channel; supplement produced programs with telecourses, cultural and information programs and bulletin board of local events
- RCC-City Campus will provide telecourses, other district-wide programming, interns, and consultant support as needed;
- The City of Moreno Valley will separately provide Government programming including meetings of the City Council, local government committees, information related to City services, and other programming in the public interest;

**Personnel:**

- RCC-MV will fund the studio manager and graphic artist positions. Interns will be supported by external funds wherever possible.
- TCI Inc will fund the television engineer position.

**Budget:**

- TCI Inc will fund construction, equipment and the TV Engineer
- RCC-MV will fund operating budgets
- The City of Moreno Valley will assist in finding additional funding

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**TELEVISION STUDIO EQUIPMENT**

**EDITOR/CONTROLLER:**

1	Sony BE-9100 System Includes: EDL Monitor Switcher Control Audio Control	\$32,000.00
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**VIDEO PRODUCTION:**

1	Sony Digital Video Switcher System Includes: Chroma Key Sync Generator Video DA's Video Patch Bay	\$ 155,000.00
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**VIDEO TAPE RECORDERS:**

4	Sony DVR-20 Digital Tape Recorders	\$236,000.00
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**DIGITAL EFFECTS:**

1	Sony DME-5000 Digital Effects Processor Includes: Composite Serial Digital I/O Non-Linear Effects Graphics Board	\$77,000.00
1	Toaster / Flyer (Non-Linear Editing)	\$15,000.00

**MONITOR TEST EQUIPMENT:**

1	Digital Wave Form/Vector Scope Includes: Video Analyzer	\$28,000.00
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**EQUIPMENT CONSOLE:**

1	Custom Console & Racks	\$11,000.00
4	Cameras: Ikegami HL 43	\$140,000.00
4	Vinten Studio Pedestals	\$32,000.00
6	Microphones: Sony UHF Wireless with Lavalier	\$12,600.00
6	Microphones: Ecur 166 BC	\$930.00
400'	Camera Cable	\$2,000.00
4	Teleprompters: GTV FDP-9	\$13,000.00
1	Studio Monitor: PUM-411	\$1,585.00
10	Studio Monitor: PUM-122-12	\$10,000.00

**Total Cost of Television Studio Equipment: \$ 766,115.00**

## **LIGHTING FOR TELEVISION STUDIO**

(Prices Include Installation)

### **CONTROL: (See Description below)**

1	9200 Mini-Light Palette 90 Control Console	
1	8166 LP90 Focus Remote	
2	25' DMX Control Cables	
3	eReceptacle Stations (3 Gang)	\$24,610.00

### **Detailed Description of CONTROL items:**

10	14' Connector Strips With: 9 - 20 AMP Circuits on 36" GP Pigtails	
8	14' Connector Strips With: 8 - 20 AMP Circuits on 36" GP Pigtails	
4	Surface Mounted Wall Boxes With: 2 - 20 AMP Flush Mounted GP Receptacles 1 - 40 AMP Flush Mounted GP Receptacles 1 - 100 AMP Flush Mounted GP Receptacles	

### **GRID / DRAPES:**

8	4' X 4' Suspended Cross Grid for an approximate 30' x 30' (Including all Hardware and Installation)	\$7,200.00
1	Double Cyc. Track with Crosspiece and Switchers With: 2 - 30' x 16' Approx. CBS 60% Reflective Gray Drapes 8 - 24' x 16' Approx. Black Velour masking Drapes Sewn Flat 2 - 20' Wide Chroma Key Blue Drapes	\$5,600.00
	All Studio Lighting will be equipped with Vid Lights of Various Sizes	\$30,000.00

**Total Cost of Lighting Equipment                \$ 67,410.00**



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**SOUND RECORDING EQUIPMENT**

(Optional at Additional Costs)

1	Digitac Mixing Board /NEVE Trident Full Audio	\$8,000.00
1	Microphone Snake and Headphone snake	\$1,800.00
3	Power Amps (Halfer, Macintosh, Ashley, Crown)	\$3,800.00
1	Headphone Amp / Multi and Stereo	\$600.00
15	headphones	\$1,500.00
8	Monitor Speakers for Studio Playback	\$5,600.00
2	DA 88 Tascam Digital Tape Decks	\$12,500.00
12	Microphones for Studio	\$8,000.00
12	Microphone Stands	\$1,200.00
6	Patch Bay - Auto	\$1,200.00
12	FX Racks	\$500.00
7	Outboard Gear	\$4,000.00
2	Computers	\$7,000.00
35	Custom made Decks or Racks for all Equipment	\$8,000.00
1,000'	Cables For Microphones and all Equipment	\$4,000.00
2	Drum Booth	\$5,000.00
1	Sturder Revox or Ampex 1/2"	\$7,000.00
1	Digital Tape Deck - Sony or Tascam	\$2,500.00

**Total Cost of Recording Equipment: \$ 82,200.00**

## **MISCELLANEOUS EQUIPMENT**

Entire studio must be sound proofed with appropriate materials

Cables:

- A) Television
- B) Audio
- C) Power

Bulbs

Clamps

Connectors

Copy Machine

Monitors

Testing Equipment

Additional 3/4" and SVHS Decks will be Needed for Head End  
Playback

**Total of Miscellaneous Equipment (*Approximately*):** **\$9,500.00**

## **EDITING SUITE**

1 Media 100 Editing Systems @ \$35,000 **\$35,000**

## **GRAPHICS PRODUCTION**

1 Graphics System - computer, software, clip art, server **\$45.00**

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**CONSTRUCTION**

Modification of Classrooms - raise ceiling,  
install dividing walls, electrical power & air conditioning \$105,000

**TOTAL COSTS**

Television Studio Equipment	\$751,115.00
Lighting Equipment	\$67,410.00
Miscellaneous Equipment	\$9,500.00
Editing suite	35,000.00
Graphics production	30,000.00
Construction	\$105,000
<b>Total Costs of Construction, installation, and Equipment:</b>	<b>\$998,025.00</b>

**TOTAL OF OPTIONAL EQUIPMENT  
(At Additional Cost)**

**Sound Recording Equipment: \$82,200.00**

**Television Engineer**

**to be  
determined**