OFFICES OF THE COUNTY EXECUTIVE

Isiah Leggett
County Executive

M E M O R A N D U M

Timothy L. Firestine
Chief Administrative Officer

January 24, 2012

TO: Roger Berliner, President
County Council

FROM: Isiah Leggett, County Executive

SUBJECT: Preliminary FY2013 Cable Communications Plan

Pursuant to Montgomery County Council Resolution 17-157, General Provision Section 8, the County Executive hereby submits a Preliminary Cable Communications Plan. Attached is:

- An estimated distribution of the FY12 Approved Budget, broken out into program functions and program areas;
- FY12 highlights and current initiatives;
- FY13 future initiatives (initiatives requiring additional funding in FY13 are noted with an *);
- Current and potential future performance measures; and
- HD transition strategic equipment plan for County-supported public, educational, and government access channels.

FY11 expenditures and anticipated future revenues will be submitted as part of the FY13 budget on March 15, 2012. Information about the FiberNet CIP, which is also funded by the Cable Fund, will be provided separately as part of the County's Executive's CIP submission.

The information provided here has been developed by staff from the Office of Cable and Broadband Services, the Department of Technology Services, the Department of Transportation, Montgomery College, Montgomery County Public Schools, and Montgomery Community Media, in consultation with County Council staff, and is intended to provide the Council with information about the services supported by the Cable Fund. On March 15, 2012, I will recommend to the Council my FY2013 Operating Budget for the County. At that time, I will also recommend resource allocations for the Cable Fund for FY2013.

For additional information, please contact Mitsuko R. Herrera, Cable and Broadband Communications Administrator at 240-777-2928 or Mitsuko.Herrera@MontgomeryCountyMD.gov.

Attachment

PRELIMINARY FY2013 CABLE COMMUNICATIONS PLAN

PROGRAM FUNCTION ESTIMATES	FY12 Approved				
	WYs	Personnel*	Operating	Total	%
Information	20.4	$ 1,950,703	$ 746,174	$ 2,696,877	25.3%
Infrastructure Operation & Maintenance	6.7	$ 567,420	$ 1,277,265	$ 1,844,685	17.3%
Community Engagement	18.1	$ 1,142,282	$ 435,678	$ 1,577,960	14.8%
Mgmt, Oversight & Prof Dev	12.2	$ 1,113,077	$ 280,869	$ 1,393,946	13.1%
Enforcement, Regulation & Policy	5.2	$ 479,042	$ 536,022	$ 1,015,064	9.5%
Transparent Government	9.1	$ 860,514	$ 90,288	$ 950,802	8.9%
Multiculturalism & Accessibility	6.4	$ 537,727	$ 319,419	$ 857,146	8.0%
Technology Investment	3.0	$ 265,819	$ 62,080	$ 327,899	3.1%
Subtotal (Program Expenditures)	***81.1***	***$ 6,916,583***	***$ 3,747,795***	***$ 10,664,378***	***100.0%***

PROGRAMS AREA ESTIMATES	FY12 Approved				
	WYs	Personnel*	Operating	Total	%
1. General Government & Operations	16.5	$ 1,494,422	$ 1,652,054	$ 3,146,476	29.5%
2. Education	14.6	$ 1,516,146	$ 161,630	$ 1,677,776	15.7%
3. Job Creation, Economic Empowerment & Dev.	15.1	$ 808,092	$ 412,293	$ 1,220,385	11.4%
4. Public Affairs	8.6	$ 751,226	$ 234,557	$ 985,783	9.2%
5. Youth, Seniors, and Accessibility	4.7	$ 381,292	$ 321,795	$ 703,087	6.6%
6. Housing & Community Infrastructure	2.1	$ 220,424	$ 440,050	$ 660,474	6.2%
7. Consumer Protection	4.2	$ 440,000	$ 157,350	$ 597,350	5.6%
8. Public Safety	2.4	$ 243,140	$ 110,880	$ 354,020	3.3%
9. Technology & Science	3.5	$ 320,556	$ 5,000	$ 325,556	3.1%
10. Arts & Entertainment	3.5	$ 225,268	$ 92,043	$ 317,311	3.0%
11. Environment & Energy	2.5	$ 196,823	$ 70,655	$ 267,478	2.5%
12. Transportation & Mass Transit	1.6	$ 168,376	$ 28,680	$ 197,056	1.8%
13. Faith & Community Organizations	1.8	$ 150,818	$ 24,958	$ 175,776	1.6%
14. Health & Nutrition	-	$ -	$ 35,850	$ 35,850	0.3%
Subtotal (Program Expenditures)	***81.1***	***$ 6,916,583***	***$ 3,747,795***	***$ 10,664,378***	***100.0%***

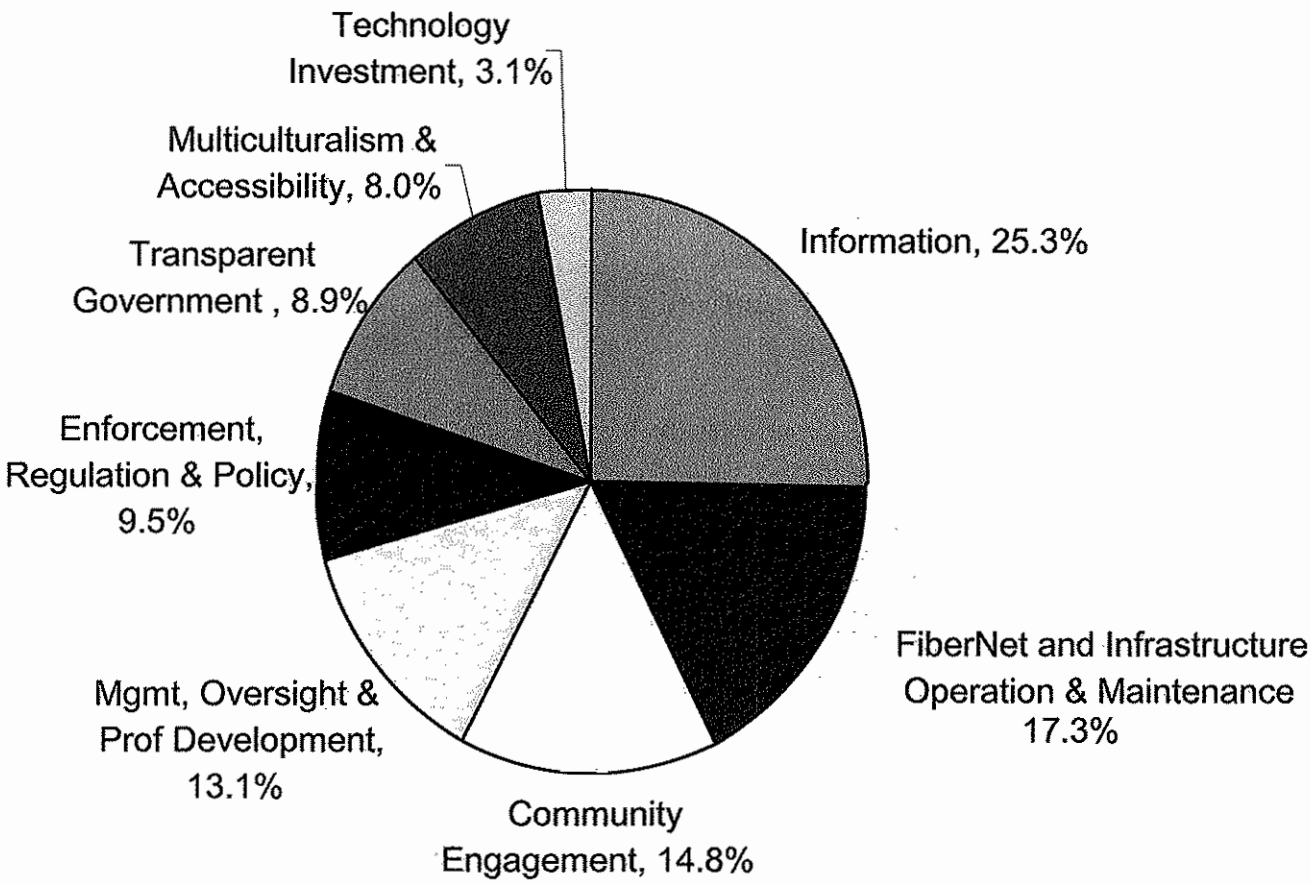
FY12 APPROVED CABLE FUND	FY12 Approved			
	WYs	Personnel*	Operating	Total
Program Expenditures	81.1	$ 6,916,583	$ 3,747,795	$ 10,664,378
Subtotal (Program Expenditures)	***81.1***	***$ 6,916,583***	***$ 3,747,795***	***$ 10,664,378***
Municipal Pass Through				$ 1,273,000
General Fund Transfer				$ 8,086,000
Subtotal (All Non-Capital)				***$ 9,359,000***
CIP Capital (FiberNet CIP)				$ 2,140,000
PEG Capital (Production Equipment & Facilities)				$ 955,000
Municipal Capital Pass Through				$ 1,976,000
Subtotal (Capital)				***$ 5,071,000***
TOTAL	***81.1***	***$ 6,916,583***	***$ 3,747,795***	***$ 25,094,378***

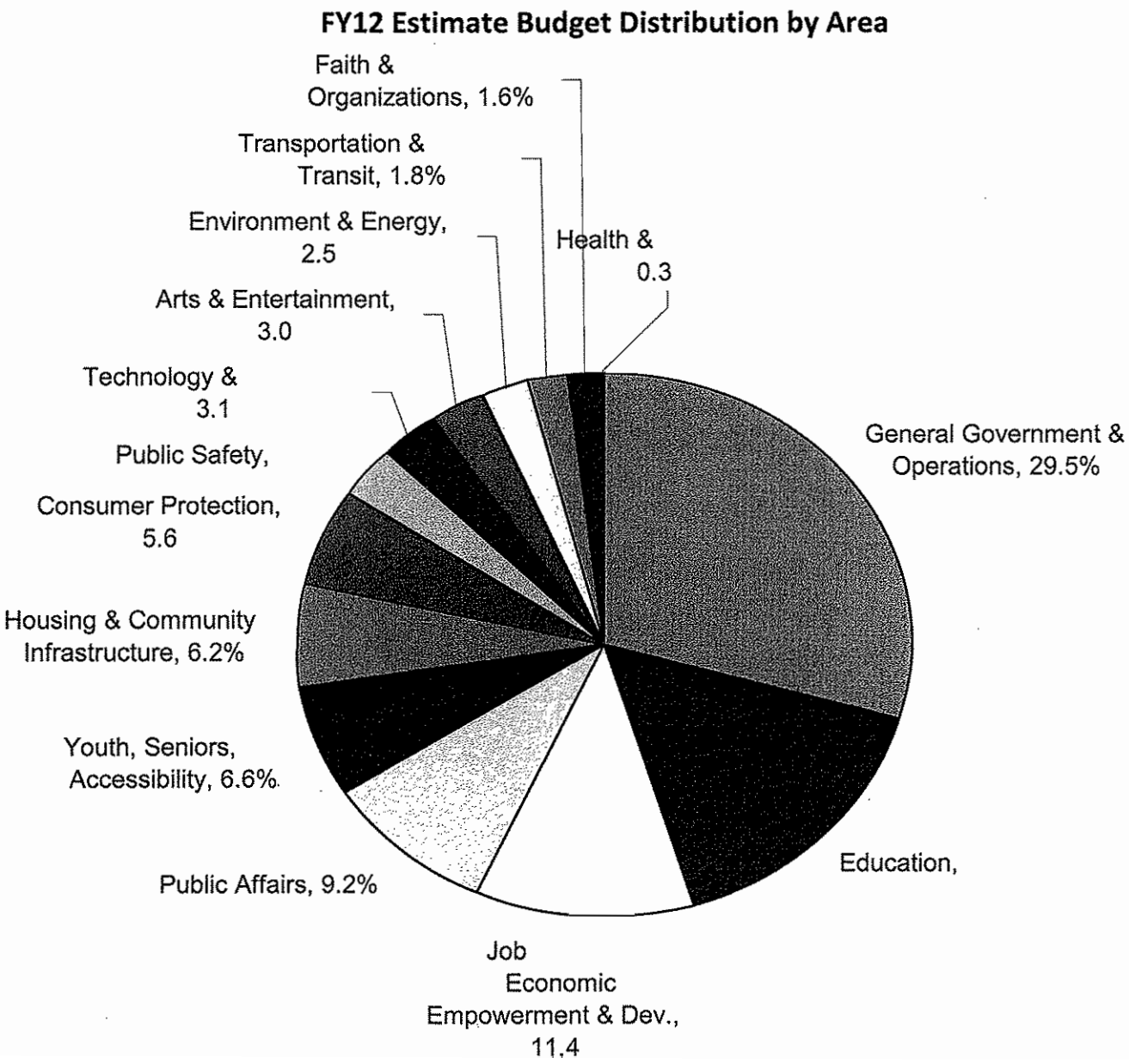
*Personnel costs are prorata distribution of total costs, not allocation of specific personnel costs. Personnel costs include benefit costs.

PROGRAM FUNCTIONS - Legend	
Transparent Government	Raw content, such as council, school board and agency meetings
Information	One-way communications, such as PSAs, programs, panels, lectures
Community Engagement	Two-way communications, call to action, community training, new media distribution, media literacy, broadband training
Multiculturalism & Accessibility	Specialized access, including language, closed captioning; other specific cultural or demographic focus
Infrastructure Operation & Maintenance	Operation and maintenance of infrastructure and equipment, including FiberNet operations and maintenance
Technology Investment	Labor and contract costs related to capital purchases of equipment or infrastructure construction.
Enforcement, Regulation & Policy	Cable regulation, complaint resolution, FCC, federal & State legislation, tower & antenna siting
Mgmt, Oversight & Professional Development	Internal reporting, contract and budget development and administration, grant writing and implementation, staff training

PROGRAM AREA definitions are provided below in individual sections.

FY12 Estimate Budget Distribution by Function




FY12 Estimate Budget Distribution by Area
Faith & Organizations, 1.6%
Transportation & Transit, 1.8%
Environment & Energy, 2.5
Health & 0.3
Arts & Entertainment, 3.0
Technology & 3.1
Public Safety,
Consumer Protection, 5.6
Housing & Community Infrastructure, 6.2%
Youth, Seniors, Accessibility, 6.6%
Public Affairs, 9.2%
Job Economic Empowerment & Dev., 11.4
Education,
General Government & Operations, 29.5%

1. General Government & Operations

General operations, general County coverage, FiberNet and overall institutional support (e-mail, Internet, phones, etc)

FY12 Work Years	**16.5**	FY12 Total	**$ 3,146,476**	Percentage of Cable Fund	**29.5 %**

FY12 Highlights	Current Priorities	FY13 Future Innovations
--Televised, Internet streaming and video-on-demand coverage of *County Council meetings, Town Hall Meetings,* County Executive announcements (press events, budget releases and forums); summaries of Council actions, *One-on-One (monthly County Executive), In the Loop (Agency/Dept Heads), Community Connection (community information), President Pollard's video blog, 24/7 MC News Ticker, Montgomery College Commencement* -- Twitter, Facebook, YouTube -- FiberNet Operation	--Launch MCM Word Press 3.0 broadband video and social media website with full search engine optimization --Expand coverage of Council Committee sessions --Redesign CCM and Cable Office website and add key work tags to make information more accessible and searchable --ARRA implementation, FiberNet backbone and hub improvements and security enhancements --Comcast cable renewal government and education content needs assessment --Finalize WatchLocalTV.org governance structure	--Complete implementation of ARRA grant to expand FiberNet to all elementary schools and 19 HOC sites* --Develop automated process to transcode television media into Internet media (i.e., reduce the labor required to convert content and make more content available on-line content)* --Develop MCM mobile application mobile video applications and additional video pod casts --Miss Utility Compliance*

FY12 Performance Measures

Hours of Council and Committee Meetings
Number of Council Committee Sessions Televised
Number of County Executive Press Events with Video Coverage
Hours of volunteer MCM Studio Usage (2,572)
MCM Studio Production Sessions (412)
FiberNet Sites (383)
Number of YouTube Channel Visitors and Video Views (182,987 / 222,753)
Unique Visitors to Channel Home Page, Hits to Channel Webpage Content & Video-on Demand Views (670,407 / 4,332,370 / 37,547)

*Denotes additional funding required to implement new intiative.

2. Education *Board of Education, Coursework, STEM (science, technology, engineering, math), reading, language instruction, Homework Hotline, personal development*					
FY12 Work Years	**14.6**	FY12 Total	**$ 1,677,776**	Percentage of Cable Fund	**15.7 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Board of Education meeting coverage and wrap-up, Homework Hotline Live!, Math Dude (Algebra 1), Mi Escuela Es Su Escuela, County ED Committee, MCCPTA monthly meetings, MC In Focus (student produced weekly newscast), MC Instructional podcasts, Campus Conversations (studio interview series)				--Aggregate Public Schools and parenting content on MCM community website --Instructional videos and multimedia learning objects that compliment curriculum and help spoken word concepts "stick" for visual learners, ESOL and DSS students --Lecture capture pilot*	
FY12 Performance Measures Hours of Board of Education Meetings Homework Hotline Live! Student Inquiries (2,798) Hours of Spanish Language Life-long Learning Programs (850) MC Students Provide Media Training Instruction MC Media Training Interns					

3. Job Creation, Economic Empowerment & Development
Vocational media training, small business, business improvement districts, large employers or employment fields

FY12 Work Years	**15.1**	FY12 Total	**$ 1,220,385**	Percentage of Cable Fund	**11.4 %**

FY12 Highlights	Current Priorities	FY13 Future Innovations
Montgomery Works (job tip videos and on-air campaign), Rockville Rewards media partner, MC career training program (health science, automotive, computer, web, etc.), press coverage of MC and County/business economic development partnerships), *Crossroads Café ESOL (series provide life skills information to help recent immigrants assimilate in Montgomery County)*		--*Las Compañías Hispanas Hoy (Montgomery County Hispanic Business News)* --MCM Digital Media Lab for broadband training* --WebLEAP internship program (stipends for interns in digital technology study/work placement program at MC) --Hands on training for MC students in fields of Communication Arts, Engineering, Journalism, Film, Marketing, as well as placing MCTV student interns at other government agencies & local businesses --Video Resumes for MC Students, Alumni and County residents --Sportscaster Immersion Camp - offering for Workforce Development & Continuing Education students & general public

FY12 Performance Measures
Number of Media Training Citizen Graduates (904)
Number of Media Training Professional Certifications (503)
Hours of Media Training and Instruction Provided to Residents & Professionals (16,000)
Number of Volunteer Hours Contributed to Create Community Programming (15,000)
Hours of First Run Community Produced Programming (1,580)

4. Public Affairs *General lectures, elected official dialogues, independent news and analysis, human rights and veterans*			
FY12 Work Years **9.7**	FY12 Total **$ 985,783**	Percentage of Cable Fund **9.2 %**	
FY12 Highlights	Current Priorities	FY13 Future Innovations	
County Report This Week ("CRTW")(weekly information, also includes segments about education, green energy, police, pet adoption, and recreation), 21 This Week (weekly public affairs), No Boundaries (County leaders exchange views with leaders from other governments), Bottom Line (in-depth look at current and future County issues), Did You Know (Montgomery County informational shorts), How County Budget Works, Budget Bites educational PSAs, MCM Cultural Heritage Month PSAs (Asian-Pacific, Black, Caribbean, and Hispanic), Our Veterans, Our Warriors, American-Indian Past Present , Egyptian Revolution, MC veterans programs, *American Veteran*, candidate forums	--Vote 2012 Election multiplatform coverage with free airtime and web video for 100 Montgomery County candidates --*Revista Semanal Montgomery* (Spanish language public affairs series) --Cable renewal viewer survey and information assessment	--Launch MoCo public affairs program block, video blog, and aggregate content on MCM community website -Partner with non-English language media outlets --Knight Foundation Community Information Assessments	
FY12 Performance Measures Hours of Public Affairs Programming (1,397)			

5. Youth, Seniors, and Accessibility

Programs targeted to children or parents, seniors, disability community, youth produced programs, stipends and internships

FY12 Work Years	**4.7**	FY12 Total	**$ 703,087**	Percentage of Cable Fund	**6.6 %**

FY12 Highlights	Current Priorities	FY13 Future Innovations
Backpack Beat (youth short subject programs), Agricultural Fair (PSAs, specials, outreach booth), Seniors Today, Did You Know? (episodes featuring questions asked by seniors), Gateway to College High School Drop Out Crisis program, Fit, Fabulous & over 50 (exercise series), Oral Histories of Ross Boddy Community Center Seniors, Latino Kids: Video Youth Training Workshop	--Screen Gandhi Brigade youth-produced documentaries	--Girl Scout Digital Media Badge program --Teen Week In Review (English & Spanish) --Digital Media Lab* --Restore closed captioning for MCPS BOE and MC programs* --Youth media training support* --MCPS paid student media internships* --Partnerships with non-English language media outlets --On-air/on-line series on student success profiles wrapped with MC information that appeals to young adult students and prospective students

FY12 Performance Measures
Hours of quality Spanish language children's programming (3,152)
Hours of VVB/Washington Ear programming (audio news and commentary for the visually impaired) (1, 299)
Number of youth media summer camp attendees
Hours of Original Programming Closed Captioned (First Run)
Hours of Acquired Programming Closed Captioned (First Run)
Percentage of Original and Acquired Programming Closed Captioned (First Run)

6. Housing & Community Infrastructure *Affordable housing, libraries, parks, code enforcement, livable communities, planning*					
FY12 Work Years	**2.1**	FY12 Total	**$ 660,474**	Percentage of Cable Fund	**6.2 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
MNCPPC Meetings (live Internet coverage), Montgomery Plans (Planning board summaries and community highlight), Mortgage Solutions (Mark Rigney series), PHED Committee coverage, Urban Flow (show about urban living), Paths to Present (history of neighborhoods and businesses) -- Transmission Facilities Application Review		--Open Government Socrata pilot (towering siting data) --Revise Tower Ordinance --Revise Cable Ordinance		--Lobby FCC to update RF emission information --Silver Spring Digital Media Library Support Planning --Silver Spring Civic Center Audio-Video Upgrade* --In-field electronic inspection violation filing	
FY12 Performance Measures Number of MNCPPC Meetings Number of Transmission Facilities Applications Processed (200) Average Days to Process Transmission Facilities Applications (30)					

7. Consumer Protection *Consumer education and advocacy, including regulatory enforcement and complaint resolution*					
FY12 Work Years	**4.2**	FY12 Total	**$ 597,350**	Percentage of Cable Fund	**5.6 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Cable complaint handing and inspections, on-line complaint filing, Cable Communications Advisory Commission and Cable Compliance Commission staffing support, federal regulatory filings regarding increasing cable rates and escalating equipment requirements and costs, cable rate regulation, Comcast "truck trip fee" disclosure and settlement *--Consumer Compass*		--Comcast renewal customer satisfaction survey --Energy efficiency information for cable boxes --Open Government Socrata pilot (provider complaints and inspections) --On-line cable satisfaction and viewer surveys		--Cable Office website FAQs --Local channel electronic program guide information on Verizon -- Consumer Watch video blog content partnership*	
FY12 Performance Measures Number of Cable Providers Complaints Handled (1,200) Amount of Refunds and Credits Secured Through Complaint Resolution ($ 71,000) Percent of Customers Satisfied with Cable Office Complaint Handling (95 %) Percentage of Daily Cable Work Sites Inspected Percentage of Daily Cable Work Sites Found to Be Code Compliant (90 %)					

8. Public Safety *Police, fire and rescue, fire and crime awareness and prevention*					
FY12 Work Years	**2.4**	FY12 Total	**$ 354,020**	Percentage of Cable Fund	**3.3 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Public Safety County Committees, Perils for Pedestrians, Distracted Driver Course (PSAs), Cybersecurity Awareness, Emergency messaging and weather closures, Crime Solvers (CRTW segment)				--*Policia y Usted (MCM Spanish language County Police access series and blog posts)* --Crime prevention programming	
FY12 Performance Measures (Develop – Crime Solvers: Number of Tips Phoned In From CRTW Viewers)					

9. Technology & Science *Technology training, astronomy, computer science, physical sciences, media literacy, broadband training*					
FY12 Work Years	**3.5**	FY12 Total	**$ 320,556**	Percentage of Cable Fund	**3.1 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
MC Science, Technology, Engineering & Math series and instructional podcasts, distance learning educational technology showcase series, *Future Scientist Video and MD Science Bowl* keynote speakers		--Obtain statistics for Comcast low income broadband training program --Advocate for performance measures and outcomes for federal-private cable industry broadband adoption programs		--Seek funding for broadband training programs --Broadband availability and wi-fi use survey	
FY12 Performance Measures					

10. Arts & Entertainment *Art & performance events, artist and venue profiles, general human interest, quirky, author series*					
FY12 Work Years	**3.5**	FY12 Total	**$ 317,311**	Percentage of Cable Fund	**3.0 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Silver Spring Jazz Festival and Blues Festival (10-part mini-series), *Mid-Atlantic Jazz Academy and Festival* (6-part mini-series), MC Performing Arts Series, *State of the Arts* (magazine show), MC Humanities authors and guest lecture series, *Hidden Treasures (little known gems in Montgomery County)*, weekly arts events calendars (Arts and Humanities Council weekly, Do & Go Minutes, AFI Minute, Community Connections, CRTW, Around County), *Smithsonian Fellows programs and presentations, F. Scott Fitzgerald Literary Conference,* Holocaust Commemoration (annual event coverage)		--Capture and broadcast all major Montgomery County arts festival events		--Feature stories of successful pet adoptions	
FY12 Performance Measures (Develop – Pet-of-the-Week: How Many Featured Pet Have Been Adopted or Increase in Pet Adoptions)					

11. Environment & Energy *Environment health, green initiatives, biofuels, community gardens, energy efficiency*					
FY12 Work Years	**2.4**	FY12 Total	**$ 267,478**	Percentage of Cable Fund	**2.5 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Think Green! (County's only environmental TV series), *Think Green Minutes* (tip on living 'green'), *Parks, Rec and Roll* (County uses of preserved environmental spaces), *Montgomery County Green Gala Awards*, live coverage of Chesapeake Bay Volunteer-a-thon, *Transportation, Infrastructure, Energy & Environment Council Committee Meetings, MC Green on the Scene*		--Media partnership with Bethesda Green		--Aggregate local environmental news on MCM community website	
FY12 Performance Measures					

12. Transportation & Mass Transit *Roads and public transportation, bicycling, pedestrian safety*					
FY12 Work Years	**1.6**	FY12 Total	**$ 197,056**	Percentage of Cable Fund	**1.8 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
Live traffic camera coverage (35 hours weekly), *Transportation, Infrastructure, Energy & Environment Council Committee Meetings, Montgomery Plans* (planned transportation improvement projects), *Bus Rapid Transit Special*		--Upgrade and group traffic camera coverage into 4 major routes/County areas		--FiberNet support for bus rapid transit and 'next bus' notification system	
FY12 Performance Measures					

13. Faith & Community Organizations *Religious programming, general non-profit support and partnerships*					
FY12 Work Years	**1.8**	FY12 Total	**$ 175,776**	Percentage of Cable Fund	**1.6 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
--Non-Profit Day Professional Media Training *--Studio 501-C3 (series features Montgomery County NPO business leaders), Pledge 25 media sponsor (PSAs, TV specials, news briefs), Make a Difference (highlights volunteer opportunities)* --Free cable service to County non-profits		--Develop Google/YouTube Choir (faith organization-based broadband training) curriculum proposal --Launch Spanish language inspirational 5-hour weekly programming block		--Obtaining foundation funding for Google/YouTube Choir	
FY12 Performance Measures Hours of Inspirational Programming (2,633) Hours of Community Programming (1,755) (Develop – How has media campaign improved NPO outcome)					

14. Health & Nutrition *HHS initiatives, public health, fitness, local foods, community gardens, gardening, sports*					
FY12 Work Years	**0.0**	FY12 Total	**$ 35,850**	Percentage of Cable Fund	**0.3 %**
FY12 Highlights		Current Priorities		FY13 Future Innovations	
MC athletic events coverage, *Deak's Fitness, Getting Fit, Healthy Living, Jazz Cardio Stretch, Food for Thought (nutrition series), Feel the Burn Exercise series, Parks Rec and Roll (featuring County recreation information)*					
FY12 Performance Measures Hours of Health Programs (302) Hours of Sports Programs (260)					

HD Transition: Equipment Upgrade Plan			
	FY13	FY14	FY15
Field Acquisition (ENG cameras & equipment)	* Field camera storage cards, scan converter (MC)	* Mobile transmission system, monitor (MC)	* Field cameras (CCM) * Field/studio cameras, viewfinders and cables (MC)
Studio Acquisition (Cameras & equipment)	* Cameras for hearing rooms (CCM) * Scan converter (MC) * Replace/upgrade studio B lighting and microphones (MCM)	* Scan Converters (CCM) * BOE Meeting Room cameras (MCPS)	*EOB studio cameras or COB Auditorium cameras, audio and lights * Robotic Camera Pedestal to Studio Camera #2 (MCPS) * Studio A Cameras & Equipment (MCM) * Virtual set in main studio (MCPS)
Studio Control / Control Room	* 2d Control Room (CCM) * Switchers, waveform monitor, video recording system, multiviewer, monitors (MCPS) * Studio B Router, Recording Decks and Up-Conversion Cards (MCM)	* Virtual set, switcher (CCM) * Switcher, controller, multiviewer, monitors, waveform monitor for BOE control room (MCPS) * Switcher, monitors, router, graphics/still store for Studio A Control Room (MCM)	* EOB control room upgrade (router, switcher, and character generators)(CCM) * Waveform monitor, frame synchronizer, graphics and still store (MCM)
Master Control	* Waveform monitor, frame synchronizers, test signal generator *Router cards, infrastructure, graphics and automation systems (MC) * Media players, conversion boxes, waveform monitor, channel branding (MCM) * Graphic and motion video branding system, test signal generator (MCPS)	* Headend video interface for tapeless media storage (MC) * Video/audio monitoring (MCM) * Waveform monitors, multi-viewer monitor, failover switch, router control panels, bulletinboard scan converters (MCPS)	
Post Production (editing)	* Editing monitors, burner/duplicators (MCM)		

HD Transition: Equipment Upgrade Plan			
	FY13	FY14	FY15
Storage, Archive & Retrieval (SAN & Media Management)	* Magnetic tapes storage system (MC) * Storage & archiving system and building electrical work for same (MCM) * Upgrade storage with larger hard drives (MCPS)	* 48TB storage expansion (MCPS)	* 48TB storage expansion and magnetic tape storage (MCPS) * 48TB storage expansion (MCM)
Transport & Infrastructure	* SD-HD upconverters, closed-captioning encoder (CCM) * Monitor and audio channel monitor (MC) * Upgrade Repair Bench to Digital/HD Test & Evaluation Equipment (MCM) * HD/SD upconverters and downconverters, production computers (MCPS)	* Fiber transmitters/receivers, IP streaming device, automation system (CCM) * Satellite dish and equipment (MCM) * HD/SD upconverters and downconverters, production computers, frame synchronizers, distribution amplifiers (MCPS)	* HD upconverters and downconverters, frame synchronizers, production computers (MCPS)

This strategic plan assumes approximately $1 million annual investment in production equipment. These purchases are funded using restricted equipment purchase funds. The County-funded public, education, government access facilities have engaged in an engineering peer-review process to review HD equipment transition plans, share experience and offer cost-saving alternatives. The entities also aggregate purchases and use the County's IT Commodities contract. Savings have generally averaged 20 percent over anticipated non-profit, educational and government pricing.

LEGEND

Field Acquisition: Equipment for doing shoots away from the Studio. Includes ENG (Electronic News Gathering) cameras and associated equipment.

Studio Acquisition: Equipment located within the studio itself for production. Includes cameras, lighting, microphones, etc.

Studio Control/Control Room: Equipment necessary for controlling how a production is made. (e.g. which camera is on air, insert of titles on lower 1/3 of screen, insertion of power point presentation on video screen, etc.)

Master Control: The area where the program signal is generated and sent out over the air.

Post-Production: Includes editing equipment, audio and video playback/record equipment.

Storage, Archive & Retrieval: The equipment that is used to physically store video for use either now or later. Video can be stored as electronic files on Storage Area Networks, cards, disks or tapes.

Transport & Infrastructure: Equipment that is used to move video signals from one location to another. Also basic equipment that is used for reference, support and monitoring of other equipment.

GLOSSARY

Router: Takes a signal (source) and sends it to one or more pieces of equipment (destination). For example, a camera signal and routes it to a monitor and switcher.

Automation System: A system that records, stores and plays back shows according to a daily program schedule.

Branding System: Displays on the program signal a logo that will identify what the channel being watched. This can be either static or animated.

Distribution Amplifier: A device that takes one signal and produces multiple identical signals. For example, the County Program Distribution Amplifier (DA) distributes the County's Program Output signal to the three Cable providers and to Granicus for Internet streaming. This ensures they are all displaying the identical signal.

Downconverter: A device which converts HD video signal to SD video signals.

Frame Synchronizer: For proper display, all video signals in a broadcast facility must be locked (synchronized) to the facility timing reference signal (Genlock). The Frame Synchronizer takes a signal that is not locked to this reference and synchronizes it to the house timing reference. If signals are not locked, they will be unstable and "float" across, or up and down, the screen.

Graphics Still Store: A device that captures an image, such as a person's photo, and stores it in a graphic format to display later.

Magnetic Tape Storage System: A place to store video tapes in an orderly manner so they can be quickly retrieved when needed.

48TB Storage Expansion: Increases the capacity of the current Storage Area Network (SAN) by 48 terabits.

Scan Converter: A device that converts an image displayed on a computer monitor to a broadcast video signal

Test Signal Generator: Equipment that generates a variety of video test signals for use in verifying the quality of broadcast circuits.

Upconverter: Equipment that converts a Standard Definition (SD) video signal to a High Definition (HD) video signal.

Waveform Monitor: A visual display of what the electronic video signal looks like. It is critical for ensuring the video signal is within proper specifications.