



Agenda Item

City Council

Item #: 3.2.

2/27/2024

File #: 24-0064

TO: Honorable Mayor and Members of the City Council
THRU: Tom Kisela, City Manager
FROM: Pamela Coleman, City Clerk, Director of City Clerk Services

1. SUBJECT

Agreement with Chapman University for production and broadcasting of local cable programming.

2. SUMMARY

This agreement provides for the continued public-private partnership between the City of Orange and Chapman University for the provision of local cable television programming, and to produce the broadcasting of local programs that impact and promote the community.

3. RECOMMENDED ACTION

Approve the agreement with Chapman University in the amount of \$540,000 for a three-year term to produce and broadcast local cable programming, with two, one-year extension options at the same rate; and authorize the Mayor and City Clerk to execute on behalf of the City.

4. FISCAL IMPACT

The expense for this agreement is \$540,000 and will be funded through:
130.000.51700.20067 PEG Program Public Education and Government

5. STRATEGIC PLAN GOALS

Goal 3: Enhance and promote quality of life in the community

e: Develop and strengthen collaborative partnerships to enhance and promote quality of life programs, projects, and services.

Goal 4: Provide outstanding public service

C: Enhance technology to improve public accessibility to information and services.

6. DISCUSSION AND BACKGROUND

Effective January 1, 2007, the Digital Infrastructure Competition Act (DIVCA) authorized cable television operators to obtain a state franchise, replacing local franchise agreements. Cable companies were no longer under obligation to provide local programming. Additionally, DIVCA requires video operators to fund broadcast efforts through purchase and maintenance of production equipment and the acquisition of capital assets with the use of PEG (Public Education and Government) funds. PEG funds may only be used to purchase equipment and for maintenance of

equipment. Funding commitment for this agreement is achieved with restricted PEG funds acquired through cable company fees.

The City has enjoyed a partnership with Chapman for cable programming since 2011, providing locally originated programming to the community while offering learning opportunities in broadcasting to Chapman students. Chapman provides the support for Channel 6 programming at no cost to the City.

Key provisions of this agreement include:

- The initial term of this agreement is for a three-year period with two (2) one-year term extension options
- A \$45,000 per quarter grant will be provided to Chapman and will be used for the purchase and maintenance of production broadcast equipment. The \$45,000 quarterly grant breaks down to \$25,000 for production equipment and \$20,000 for capital acquisition
- Chapman must submit an annual report to the City Manager's office no later than September 1 of each year detailing equipment purchases utilizing the grant funds; any capital asset purchases over \$100,000 must be mutually agreed upon between the City and Chapman
- Broadcast services provided by Chapman students include all City Council and Planning Commission meetings, the annual 3rd of July event, Treats in the Streets and the Tree Lighting ceremony.

Finally, the agreement allows for five additional events per year to be produced by the Chapman team at City's discretion.

Staff recommends approval of the three-year agreement with Chapman University for production and local broadcasting of City and community events.

7. ATTACHMENTS

- Agreement with Chapman University