

SYN. NO. \_\_\_\_\_

AGN. NO. \_\_\_\_\_

MOTION BY SUPERVISOR ZEV YAROSLAVSKY

January 6, 2004

Each summer the Ford Amphitheatre hosts performances by local community-based artists from throughout the County. While more than 50,000 individuals attend these programs annually, an opportunity for greatly increasing the Ford's audience exists. Channel 36 is a local nonprofit cable access television station whose mission is to support community building and promote learning. During the summers of 2002 and 2003, Channel 36 worked together with the Ford on a pilot program of taping performances for broadcast. During the last 8 months, the resulting "Live! At the Ford" productions have been cablecast over 120 times by Channel 36.

Channel 36 is carried full time by Los Angeles City's four cable franchises with approximately 644,000 subscriber households encompassing 1.75 million potential viewers. Through agreements with other cable access channels, Channel 36 also serves another 142,000 subscriber households in the cities of Burbank, Glendale, Santa Monica and Torrance. In addition, Channel 36 cablecasts provide some coverage in unincorporated areas of the County.

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MOTION

MOLINA \_\_\_\_\_

BURKE \_\_\_\_\_

YAROSLAVSKY \_\_\_\_\_

ANTONOVICH \_\_\_\_\_

KNABE \_\_\_\_\_

As part of our Strategic Plan, the Board of Supervisors has agreed on the long-term goal of creating a Countywide, County-sponsored cable television channel. Part of the mission of this channel would be to carry broadcasts of County-sponsored performing arts. Until this plan is fully realized, however, some of its goals can be achieved by furthering the collaboration between the Ford and Channel 36.

It would therefore be appropriate to assist Channel 36 in covering some of the basic costs of taping, editing and cablecasting upcoming Ford performances. This will dramatically increase the audience for the Ford and will significantly leverage our existing investment in the Ford Amphitheatre Summer Season program. The \$35,000 cost of the Channel 36 cablecasts is a fraction of the cost that would be incurred were these services to be provided by a commercial video producer. Sufficient funding exists in the Cable TV Franchise Fund to accommodate this expenditure. Use of the Fund for this purpose is appropriate under the guidelines, which allow expenditures for *“broadcast-related programs (video and audio), including cable and public television.”*

**I, THEREFORE, MOVE** that \$35,000 be allocated from the Cable Franchise Fund to contract with Cable Channel 36 to film, edit and cablecast ten performances from the Ford Amphitheatre’s 2004 Summer Season; and

**I FURTHER MOVE** that the Executive Director of the Arts Commission be authorized, in conjunction with other appropriate county departments, to develop and administer a contract with Cable Channel 36 for these services.

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