

Application Request for PEG Equipment Funds (2023)

The cable franchise agreement that Lane County, Springfield, and Eugene have with Comcast provides for an annual payment from Comcast for PEG-related capital costs. Pursuant to past policy decisions by the Lane County Cable Commission, half of that amount goes directly to Metro TV and half of it is allocated to fund a grant program to distribute funds to jurisdictions in need of capital improvements for Public Access, Education or Government (PEG) programming. As an agency that has, or could have, a connection agreement to place material on one or more PEG cable television channels, you are eligible to compete for capital equipment funding.

There is approximately \$72,764 available for distribution, but the Cable Commission may choose not to award all the funds. Applications must be received by Anne Davies by close of business on May 1, 2023. Materials may be submitted by e-mail to adavies@lcoq.org. You may contact Ms. Davies with any questions via e-mail or phone at 541-682-4040.

Funds must be used for the purchase of capital equipment. A capital equipment purchase is defined as a non-reoccurring expenditure for the purpose of acquiring and installing equipment (durable goods) with a potential useful life of at least two years. Funds may not be used for operational or maintenance costs. Actual purchase of equipment authorized by the Cable Commission must occur within five (5) months of the Cable Commission action. Equipment purchased with the PEG funding under this process shall become the property of LCOG, as fiscal agent for the Cable Commission.

Please provide the following information:

Applicant Organization:

Eugene Springfield Fire

Applicant Contact Information:

Manuel Velazquez – Media Services Specialist 541-682-7136

The capital equipment you propose to purchase must be intended for and used to generate signals to be broadcast on one or more of the Comcast PEG channels, to expand the availability of the signals, or for related operational purposes. However, the use of the signals need not be restricted to the PEG channels. Does your organization have access to the Public or the Educational Channels on the Comcast system in Lane County?

Yes, our organization has access to a private scrambled channel (Comcast CH 998) that is broadcasted to all 16 fire stations in the area.

What is the total amount of your request? *(Round to the nearest \$100)*

\$17,900

Describe the capital equipment your organization would like to purchase; include the following information for each type of equipment requested:

Description of equipment, with estimated cost

“A” Camera Package

-Sony FX6 camera kit with lens: \$7199

-Zacuto FX6 Lens Finder: \$562

-Sony Battery: \$319

-Sony 80gb CFexpress card (x2): \$792

-Sony CFexpress card reader: \$118

-Trekpak divider kit for case: \$149

Preferred date of purchase for each item

June 2023

Funding requested (round to the nearest \$100)

\$9100

*Describe how your equipment need benefits the PEG channel viewer:
Improve the quality of reliability of signals
Improve opportunities for programming on PEG channels
Expand the diversity of programming on PEG channels*

This proposed new camera package will replace our main, or “A” camera, that was purchased 5 years ago. Our current camera, the Sony FS5, is starting to show it’s age and has functions that are beginning to feel outdated. This new camera package includes the newer version of the FS5 which improves on several features. Ultimately these new features will cut down on production time and allow for faster delivery. The package comes with a lens as well as some accessories that are necessary in order to handle the workload we will throw at it. A newer more modern camera will allow us to keep up with the current digital trends that are changing faster than ever.

Is the equipment critical to the initial or continued input of signals to the PEG system? Briefly describe.

Yes. Almost every video we produce for the channel is filmed with our “A” camera.

*Description of equipment, with estimated cost
“B” camera package*

- Sony FX3 cinema camera: \$3899**
- Tilta Camera cage for FX3: \$98**
- Sony E 10-20mm PZ G lens: \$748**
- Trekpak divider kit for case: \$149**

Preferred date of purchase for each item
June 2023

Funding requested (round to the nearest \$100)
\$4900

*Describe how your equipment need benefits the PEG channel viewer:
Improve the quality of reliability of signals
Improve opportunities for programming on PEG channels
Expand the diversity of programming on PEG channels*

This proposed package upgrades our “B” camera that compliments the FX6. Having a secondary camera is useful when filming interviews. This camera has a smaller form factor which works well with the gimbal we purchased last year. Having a “B” camera that matches the look of your “A” camera is important and also helps improve workflows in post production.

Description of equipment, with estimated cost
Studio control room upgrades

-Omnirax Force 12 Workstation: \$2054
-JLCooper Broadcast switcher panel for ATEM: \$1595
-Gooseneck Microphone: \$181

Preferred date of purchase for each item
June 2023

Funding requested (round to the nearest \$100)
\$3800

Describe how your equipment need benefits the PEG channel viewer:
Improve the quality of reliability of signals
Improve opportunities for programming on PEG channels
Expand the diversity of programming on PEG channels

This package includes some furniture upgrades for the control room. Currently all the video equipment for the studio/classrooms are housed in a rack and on top of a desk that isn't ideal for this type of equipment. The omnirax desk will house all the necessary components we use for broadcasting/livestreaming. 2 years ago we purchased a similar desk for the editing suite so having another model to match it will help clear up the control room even more. This package also includes a microphone that will allow the control room operator to talk to whoever is in the studio, and a new broadcast panel that will replace the digital one we are currently using.

Is the equipment critical to the initial or continued input of signals to the PEG system? Briefly describe.

Yes. The studio as well as the cameras in the classrooms are constantly being used, so having the equipment organized in an efficient and comfortable manner is important.

If your application includes a request for more than one type of equipment, please assign a priority to each request (#1 being the highest priority) to assist MPC members in partial awards should total requests exceed the funding available.

- 1."A" Camera package**
- 2."B" Camera package**
- 3.Studio control room upgrades**

Subject to use for PEG purposes by the applicant, the capital equipment must be available for other PEG users to the extent practical. Would this be an issue for your organization? If yes – please briefly describe why.

No. If any other PEG users would like to use the equipment they can do so. The only limitation is that most of it will be permanently be installed at 2nd & Chambers, so they would have to travel there for access.

If approved by the Cable Commission, how will the equipment be preserved and protected, and what methods will your organization use to ensure that the use of the equipment will be responsible, safe, and legal?

If approved, the equipment will live at the TV studio located at 2nd & Chambers. The studio is locked all day and can only be accessed by designated users who have key cards (not everyone's prox card opens it). Furthermore the entire building is locked and can only be accessed by key card. The use of the equipment will be supervised by myself- Manuel Velazquez. I am in charge of all operations in the TV studio and its equipment.

If approved by the Cable Commission, what is the shelf life of the equipment and how does the organization intend to plan for the funding of future equipment replacement? *(Applications demonstrating a capacity to fund replacement internally will score higher.)*

I estimate that the equipment requested should have a shelf-life of about 5 – 10 years. Major shifts in video broadcasting technologies could affect shelf-life projections. Future purchases due to technology shifts will be made through grants or other funding.

Describe the impact to your organization if funds are not allocated for your request through this process.

We evaluate our equipment replacement needs and purchase a couple of small pieces each year. With current budget restrictions this isn't always possible though. The PEG funds will be able to update, replace and in some cases, introduce new equipment. Since our whole operation is essentially a "one man band" it's important to have the necessary equipment to make that work.

Applications that can show that the proposed capital expenditure will provide a benefit to a larger number of viewers will be scored higher than other applications that benefit a smaller number of viewers. Briefly describe the viewer benefit of the proposed capital expenditure. (*The method of demonstrating broader benefit is up to the applicant, but objective demonstrations will be scored higher than subjective demonstrations.*)

If our organization were awarded with these funds the results would greatly benefit our viewers. Over the past year we have seen an increase in demand for live shows, podcasts, and various other programs for our channel. This new equipment will make sure that we are prepared to meet all our department's needs for years to come. The camera and studio upgrades will not only significantly upgrade the quality of productions, but will also open up more opportunities for more diverse programming. With our department's social media presence growing, upgrades to our equipment will mean that we can keep up with the times. Outreach and education are important right now, and our department wants to utilize video now more than ever for these purposes. The funds would ultimately streamline many workflows here in the field/studio which in turn will yield a better product for the viewers.