

Proposal to Purchase a High Definition Television Production Vehicle

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EXECUTIVE SUMMARY

- **Need, Purpose, Objective**

This proposal is for the purchase of a new, high-definition television production vehicle. The obstacle we face is that the film and television industries have completely changed technological standards; our current production vehicle and television studio are not compatible with current broadcast industry standards—in fact, they are more than 15 years out of date. In order to prepare our students for entry in the film and television industries, we need to replace our obsolete equipment with gear that meets industry standards. The purpose of this purchase is to advance the educational and professional goals of Mt. San Antonio College through the operation of a professional quality, high definition television production truck.

- **Overview**

Television production vehicles are self-contained, complete production and post-production facilities. Essentially, they are television studios on wheels, able to go wherever needed to record and broadcast events, stories and news. The truck proposed here includes a sufficient number of cameras to provide multiple stations for our students, as well as audio and video control equipment to handle most events held at Mt. San Antonio College and around the San Gabriel Valley. These events would provide job training for our students.

- **Challenges**

Our current television production truck is years out of date--so far so that it cannot be upgraded, it can only be replaced. The federal government requires that television networks, stations and production entities broadcast programming only at the high definition resolution. Our production truck is not capable of meeting this requirement—we are out of compliance with federal mandates.

In addition, our campus television studio is similarly obsolete; no HD capabilities, as well as old and deteriorating equipment.

Moreover, the growing film, TV and digital media industries seek skilled technicians experienced in the current (HD) standards for both production and post-production areas. Unfortunately, we are limited by our outmoded equipment and are not able to provide our current students with the skills and knowledge they need to succeed. We are out of step with industry standards.

Being so far out-of-sync with the professional industry and far behind what comparable schools offer makes it difficult to persuade prospective students to enroll at Mt. SAC.

Our out-of-date technology also means that we are out of compliance with all of our credit programs of study in Television: the Certificate of Achievement, the Associate of Science degree in Television Production

and the just-approved Associate of Science in Television Transfer degree. Our catalog states that the AS degree in Television is “designed to prepare students for entry-level jobs in the Television industry. . .” Employers in these fields look to hire employees who need a minimum of training, know well the HD standard and can make a contribution right away. The rapidly growing global demand for live television means those technicians who have honed their professional skills in college will be most competitive in the jobs marketplace. With our current equipment holdings, we are not able to fully and properly prepare our students for entry-level positions in the media industries.

- **Solution**

The solution to this ongoing problem is to purchase a new, high definition television production vehicle.

- **Benefits**

The purchase of a new, HD-capable production vehicle will resolve all of the challenges noted above. Specifically, it will:

- Bring the Television Production program into compliance with federal broadcast standards; Mt. SAC students and departments will broadcast at the FCC mandated HD standard.
- Bring the Television Production program into compliance with Mt. SAC's academic standards at the departmental and divisional levels by fully preparing students for entry-level positions in the television industry.
- Meet the educational needs of students in the Television Production program by providing them with training consistent with the expectations of the television and other media industries.
- Aid in the recruitment of new students and facilitate the growth of the Television Production program.
- Help Mt. SAC realize its institutional and academic goals of providing students with access to quality and increasing opportunities that ensure student success.

- **Additional Benefits**

In addition to the benefits noted above, there are secondary benefits that the college will enjoy including:

- The television production truck will be able to serve as the temporary control room for the Television department's on-campus television studio, rendering that facility current. This will allow the studio, which is as outmoded as the current television production truck, to record Television Production programs at the HD standard in the classroom context. Thus, the new production vehicle will facilitate Television production courses beyond those courses directly related to the truck. The courses directly related to truck and studio use are RTV 19A, RTV 19B, RTV 20, RTV 21, RTV 23 and RTV 100.
- Television Production program students will also be able to serve internships as members of the production truck crew. This

opportunity will afford them additional valuable production experience.

- The television production truck will also help other departments, in addition to the Television Production program. Programming can be created in cooperation with the following departments, programs and facilities.
 - Music Department
 - Dance Department
 - Theatre Department
 - All Mt. SAC athletic programs/facilities
- The truck will create unique opportunities for student training and work experience while meeting the transfer needs of students by providing course content aligned with C-ID descriptors for the AS-T degree, and preserve articulation of lower-division courses.
- The new production vehicle will provide specific training in areas of television production not offered at most other colleges, aiding in the recruitment of new students interested in studying television.
- The programming created can be offered to students applying for athletic, theatre, music and/or dance scholarships as part of their application package.
- The vehicle can be used as part of on-going high school outreach and recruitment efforts.
- The television production truck will be made available to community organizations outside of Mt. SAC; we'll continue to build and nurture relationships between Mt. SAC and the broader community including the cities of Walnut, West Covina, Covina, Diamond Bar and Pomona.
- By making the enhanced production services available to outside organizations, the HD television truck services will help the Television Production program and the Arts Division develop additional revenue streams for Mt. SAC through the local community and the Los Angeles basin. The television truck will be able to recoup most of its operational costs.
 - A variety of television production and post-production opportunities will be available including outside sporting events, the broadcasting of local government meetings, as well as the development of broadcast and netcast programs with private production companies. There are additional revenue streams for Mt. SAC.

- **Capital Requirements**

The estimated cost for a new television production vehicle is \$1.9m. This cost includes everything required to operate the production truck in the field as well as the equipment necessary to allow the production truck to serve as the control room for the campus television studio.

ADDENDUM

A Growing Industry

At Mt. San Antonio College we train students to either transfer to university programs in cinema, television and other electronic media, or enter the workforce with hands-on training in mobile production, studio production, and film-style (narrative) production. University training will allow students to become more likely to obtain work as directors, producers, writers, cinematographers and the like, mostly in film-style production work. An Associates' degree or Certificate of Achievement will allow students to compete for work in the wide range of jobs that don't appear on a marquee, as well as work in corporate video, a variety of television jobs, and as a private business owner.

Our graduates are working in a variety of areas: as producers and writers of network series, producers and crew in live (remote) event coverage, story editors and post-production supervisors on reality shows, cinematographers on cable network shows, editors for daytime syndicated shows, independent corporate video company owners, as artist representatives and associate producers, and more. All of them have told us that they benefited from the cross-training in all three types of production noted above.

Measuring the job market demand in the usual way is not possible. Depending upon the type of production, anywhere from 50%-95%¹ of the jobs will not be advertised. Most industry jobs are filled through personal relationships, referrals, or bids. To further complicate matters many employees in the industry are free-lance or self-employed. One example is evident at Mt. SAC itself: the Broadcast Services department employs crew for shoots with Nike on an annual basis, and has shot remote multi-camera work with Bill and Hillary Clinton, Spike Lee, Bono, and many others. All of these shoots have employed current or former Mt. SAC students. However, none of them are counted in state or federal employment data.

We should also bear in mind that the skillsets developed by film, TV and digital media students in the mobile broadcast facility are easily transferable not only to studio and location-based production but also to a host of other industries, such as architecture, aviation, education, engineering, health, journalism and publishing. A sample of the unions who track employment in the field is listed in Appendix A.

The overall industry, with LA County at its center, is doing very well. A recent Los Angeles Times article² noted the following:

"A surge in digital entertainment jobs from new online shows on Amazon, YouTube and other new-media outlets has helped drive employment in Hollywood to the highest level in a decade. Some 8,000 new jobs were added to the motion picture and sound recording sector in Los Angeles County last year, according to state jobs data. The 6.5% growth from the previous year was three times higher than all private-sector jobs in the county..... The dramatic recovery of the entertainment sector is particularly crucial to L.A. because it pumps billions of dollars into the region's economy."

Locally, the Otis Report on the Creative Economy³ forecasts an additional 11,000 entertainment jobs in the county from 2013 to 2018, an increase of 12.6%. Digital Media is slated to grow by 16.3% during the same period.

According to Price Waterhouse Coopers⁴ the overall domestic industry is projected to grow at an overall 5.1% annual growth rate through at least 2019:

	2015	2019
Overall Entertainment Industry (in billions of dollars)	\$594.7	\$688.9
Television (subscriptions and license fees)	171.6	183.6
Filmed Entertainment (theatrical, home video)	29.1	35.3
Internet (access and advertising)	185.6	254.0
Radio	21.3	22.8
Video Games	15.9	19.9
Music	15.0	15.8

Since filmed entertainment (including Television Production programming) is the second-largest export of the United States, the global market provides additional revenue. Thus, the industry can also include much of the growth of these industries overseas, which is forecast to rise from a total of \$508 billion to \$574 billion.

Within broadcast television there is one type of program with a consistent increase in viewers the past few years: sports. The mobile production truck provides this specific type of training. Only one other college in the LA region does so (Fullerton). However, industry technology is moving on, and the inability of the current production truck to house HD-standard equipment (required of broadcasters since 2009) is preventing us from keeping up with federal and industry requirements. Thus, we are out of compliance. The truck will provide a temporary control room for the TV Studio, which is also out of compliance. We need to keep up so that our students can continue to compete.

When it comes to local entertainment industry jobs, the Hollywood jobs picture is closely watched because the entertainment industry is a key facet of L.A.'s economy. The industry contributed about \$61 billion in goods and services in 2012, or roughly 10% of the county's gross product⁵. The local entertainment industry had an average annual employment of 130,900 jobs in 2014, not counting freelance workers. It marks the second consecutive year of growth in the sector, according to the state's Employment Development Department. The L.A. Mayor's office and the LAFilm commission give a figure of 250,000 jobs in the LA area, as they include the freelancers and subcontractors in their figures.

The 2014 Otis Report on the Creative economy measures companies that have no employees, called "nonemployers," in order to gauge the freelancers. In the LA county area nonemployer revenues for creative industries were up 9.3% in 2012 compared to 2007. The report also notes the number of those in creative occupations (rather than creative industry companies) in order to count those who may be creating videos within

a noncreative firm, such as a hospital. Using the SOC (Standard Occupational Classification) system, the 80 creative occupations employ 198,110 people in LA county, and 47,650 in Orange county. The LA county total represents 45.1% of all those occupations employed in the state.

One growth area is a competitor to Silicon Valley known as Silicon Beach, broadly defined between Venice and Playa Del Rey, and east to Culver City. It features studio spaces that alternate between shooting special effects for top grossing feature films such as "Avatar," video content for the Internet, video game production, and television commercials. This is further evidence that studio production skills are used in content created in a studio environment, regardless of the final exhibition medium.

The state is already investing in these jobs, through the California Film Commission's film and television production tax credit program. The most recent expansion, sponsored by Diamond Bar state Senator Bob Huff, has allowed 26 more productions to receive support. The commission estimates that they will eventually generate \$802 million in direct spending in California, which includes \$230 million in wages for below-the-line crewmembers. This is in addition to the previous five years of the program, which has generated \$5.39 billion in in-state spending, including \$1.7 billion in below-the-line wages.

The median wage for these workers averages \$37,810, although this combines part time and full time workers. However, the median wages by occupation gives a better picture: Sound Technicians average \$73,060 per year, Film and Video Editors \$85,800, Writers \$95,810, and Producers and Directors \$102,860. The largest single increase in these jobs is in the Film and Video Editors category, with 2,080 added from 2012 to 2013 alone³.

Jobs, Jobs, Jobs

According to the Otis Report on the Creative Economy (Los Angeles Region), published March 2015 by the Otis College of Art and Design, most areas of the creativity economy, especially the film and television industries are growing rapidly. The television broadcast field enjoyed growth of 32% from 2012 to 2013 alone. Moreover, television and film, in addition to the other industries that support them, contribute greatly to the well-being of the Los Angeles economy.

Economic contribution of the Digital Media 2013

Area	Establishments	Jobs	Labor Income (in millions)
Los Angeles Co.	177	5,800	\$882.2
Orange Co.	110	5,200	\$647.2
Total	287	11,000	\$1529.4

Economic contribution of the Entertainment Industry, 2013

Area	Establishments	Jobs	Labor Income (in millions)	Nonemployer establishments (2012)
Los Angeles Co.	5,769	132,700	\$13,678.2	19,443
Orange Co.	181	2,400	\$58.4	1,531
Total	5,950	135,100	\$13,736.6	20,974

The entertainment and media industries are growing throughout the Los Angeles area and are poised for a dramatic expansion in the coming years. It is vital that we do all we can to provide the necessary training to our students to ensure they are competitive in the job marketplace and successful in starting their media careers.

References

1. State EDD figures indicate 130,000 jobs in LA county, compared to 250,000 total workers according to the LA Film Commission and the LA Mayor's office. Smaller production entities report a higher ratio, where 4-6 permanent staff supervise crews of 100-150 on a typical shoot. These jobs are filled by referral, normally by "stringer" lists.
2. "Digital jobs help drive Hollywood employment to highest level in decade." *Los Angeles Times* June 29, 2015, accessed at <http://www.latimes.com/entertainment/envelope/cotown/la-fi-ct-hollywood-jobs-20150210-story.html> 1/5. 6/29/2015 Digital jobs help drive Hollywood employment to highest level in decade
3. *Otis Report on the Creative Economy, Los Angeles Region*. Published March 2015 by the Otis College of Art and Design. Please see attached.
4. As cited in "Too Simple to Say Digital Media Replacing Physical Media" by Paul Bond, *The Hollywood Reporter*, June 12, 2015.
5. Robert Kleinhenz, chief economist with Los Angeles County Economic Development Corp.

Television Remote Production Truck Schedule

EVENT	DATES	SET-UPS	ADDITIONAL INFO
Home Football Games	Saturday afternoon or evening	Same day with the new infrastructure	Usually 5 to 6 games plus any post season coverage. Will be at Walnut High in 2015 and probably in 2016 if the stadium project proceeds.
Cross Country Invitational (moves around)	3 rd or 4 th weekend in October - 2015: October 23 & 24	Tuesday of that week	Field production class will sometimes go out to the stadium to work on the truck during that period. Will not be covered in 2016 due to course modifications if the stadium project proceeds, but will be back in 2017.
Foot Locker Regional Cross Country Meet	1 st weekend in December	Tuesday of that week	Covered sporadically, usually not every year. May lose hosting rights when the stadium goes down for remodeling. Held before Mt. SAC Finals.
Foot Locker National Cross Country Meet, San Diego	2 nd week of December		Held after the Regionals. Truck typically departs for San Diego on the Tuesday before the meet and returns Saturday afternoon.
Mt. SAC Relays (moves around)	Mid-April (varies due to Easter) 2016: April 14 – 16	Monday of that week	Assuming that the Stadium project moves forward, the Relays will take place at Cerritos College this year and we won't be involved.
Pomona College Commencement (moves around)	Mid May – 2016: May 17		Truck would leave on the Tuesday before and return late in the day of the event.
Mt. SAC Commencement Week	June 11, 2016	Tuesday before the event	Held off campus at the Citizen's Bank Arena in 2016 and possibly 2017 if the stadium project proceeds, and we won't be involved. The last event would be on the day after the main ceremony. This all takes place during Academic finals.

Note, these are the events that can be used to support the Instructional program. Any commitments scheduled beyond this list that would require the use of the truck would be scheduled provided there was no disruption to the instructional program, or by mutual consent of TV faculty and Technical Services.

On the rental events (all but Football and Mt. SAC Commencement), we typically try to net \$2,000 to \$5,000 over direct costs for each event. Because overtime expenses, our labor rates tend to be a bit high, so we can't make a lot and keep our production affordable. Sometimes we attempt to purchase new gear that directly supports an event as part of that event's cost, the most recent example is the system that was purchased for cross country that allows us to integrate live Twitter feeds onto our big screen during that event.