

Multimedia Services



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Multimedia Services



Division Description

The Multimedia Services Division consists of staff dedicated to operating the City's government access television station, providing multimedia support services, and overseeing cable television regulation and policy.

CityTV is the City of San Diego's government access television channel. CityTV provides gavel-to-gavel live, televised coverage of City Council proceedings and other public meetings important to creating a greater awareness of local government and facilitating the community's participation in local decision making. To support open and transparent communication between the City, its residents, and the media, CityTV also covers City news conferences and produces a variety of unique original programming including public service announcements, community forums, and special event coverage. The CityTV channel airs on Cox Cable 24, Time Warner Cable 24, and AT&T 99, as well as streaming live on the City's website. Additionally, all public meetings are archived on the City's website, further supporting open and transparent government.

Multimedia Services also offers production assistance to City departments for public outreach via cable television and the internet. Types of productions include public services announcements, documentaries, greetings and welcomes by elected officials, public event coverage, and electronic media support for groundbreakings, ribbon cuttings, and news conferences. Additionally, the Multimedia Division provides video production services to aid City departments in training their skilled, professional workforce conveniently and efficiently across multiple platforms.

The Cable Office provides cable television regulation and enforcement for all cable television service customers within the San Diego City limits. The City of San Diego maintains a non-exclusive cable television franchise with Time Warner Cable Inc., and monitors the state franchises held by Cox Communications and AT&T. The Cable Office oversees the Public, Education, and Government (PEG) fees ensuring that state-of-the-art technologies are deployed to facilitate the public's continued access to the airwaves.

The Division's mission is:

To create greater awareness of local government and facilitate the community's participation in local decision making, provide internal video services to support department outreach, and monitor and mitigate cable television service complaints for City residents

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Goals and Objectives

The following goals and objectives represent the action plan for the Division:

Goal 1: To make public proceedings and events accessible to San Diego residents

The Division will move toward accomplishing this goal by focusing on the following objectives:

- Provide live gavel-to-gavel coverage of City Council meetings and other boards and commissions via cable television and internet streaming
- Provide on-line archiving of all recorded public meetings
- Close caption all City Council public meetings in real time for both live and archived viewing
- Publish and distribute weekly the CityTV programming schedule via email, internet, and Twitter feed

Goal 2: To provide multimedia services to help facilitate the goals and objectives of City departments

The Division will move toward accomplishing this goal by focusing on the following objectives:

- Aid in the City's economic development efforts by providing information on projects, development goals, and services
- Promote special events in the community that are sponsored by the City and civic affiliated organizations
- Provide more extensive information on selected City topics and activities not fully covered by existing communications media
- Supplement public safety and disaster preparedness activities/information pertaining to the City of San Diego and surrounding communities
- Increase community awareness of City services
- Offer presentation alternatives to the departments and divisions of the City
- Improve City services by enhancing and/or standardizing training of City employees through the production of video training programs

Goal 3: Represent the needs of cable television subscribers in the City of San Diego

The Division will move toward accomplishing this goal by focusing on the following objectives:

- Maintain the cable complaint phone line
- Log and forward complaints to appropriate cable operators
- Follow industry news pertaining to cable industry actions and trends

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Key Performance Indicators

Performance Measure	Actual FY2011	Actual FY2012	Target FY2013
1. Number of public meetings covered that requested live coverage (G1/O1)	184	178	N/A ¹
2. Number of non-live meetings covered that requested coverage (G1/O2)	10	40	N/A ¹
3. Number of news conferences covered (G2/O3)	110	68	N/A ²
4. Number of departmental videos produced (G2/O6)	5	15	5
5. Number of video duplications provided (G2/O6)	70	44	50
6. Number of cable complaints received and acted upon (G3/O2)	N/A ³	50	N/A ⁴

¹ The Division fields requests for coverage throughout the year, and does not project the number of requests that it may receive in an upcoming year.

² The number of news conferences varies from year-to-year, and therefore the Division does not project the number of conferences in an upcoming year.

³ This is a new measure in Fiscal Year 2012, and was not tracked in previous years.

⁴ The number of complaints varies from year-to-year, and therefore the Division does not project the number of complaints in an upcoming year.

Service Efforts and Accomplishments

In Fiscal Year 2013, Multimedia Services will expand services to support all audio and media event coverage for the City. CityTV will be upgraded from a standard definition video signal to high definition, the first upgrade since launching the channel in 1997. Multimedia Services will also work with the Library to purchase and install state-of-the-art, high definition video equipment for the new main library downtown. This equipment will include a production studio, an internal bulletin board messaging system, and robotic television cameras in the auditorium that will be capable of providing a live signal to CityTV. Multimedia Services will also be working to expand the fiber technology in Balboa Park to aid in internet services, providing Sannet to Park and Recreation offices, and to support a new robotic television system that will provide coverage of activities in the park for both internet and CityTV viewers.



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Department Summary

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Positions (Budgeted)	0.00	0.00	4.00	4.00
Personnel Expenditures	\$ -	\$ -	\$ 315,672	\$ 315,672
Non-Personnel Expenditures	-	-	107,342	107,342
Total Department Expenditures	\$ -	\$ -	\$ 423,014	\$ 423,014
Total Department Revenue	\$ -	\$ -	\$ 113,300	\$ 113,300

General Fund

Department Expenditures

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Multimedia Services	\$ -	\$ -	\$ 423,014	\$ 423,014
Total	\$ -	\$ -	\$ 423,014	\$ 423,014

Department Personnel

	FY2011 Budget	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Multimedia Services	0.00	0.00	4.00	4.00
Total	0.00	0.00	4.00	4.00

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Multimedia Services Transfer Transfer of the CityTV program from the Office of the Mayor to the Multimedia Services Division.	3.00	\$ 388,775	\$ 113,300
Equipment/Support for Information Technology Adjustment to expenditure allocations according to a zero-based annual review of information technology funding requirements and priority analyses.	0.00	29,437	-
Non-Discretionary Adjustment Adjustment to expenditure allocations that are determined outside of the department's direct control. These allocations are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.	0.00	4,802	-
Communications Technician Transfer Transfer of 1.00 unfunded Communications Technician from the Public Works - General Services Communications Division to the Multimedia Services Division to support the CityTV program.	1.00	-	-
Total	4.00	\$ 423,014	\$ 113,300

Expenditures by Category

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
PERSONNEL				
Salaries and Wages	\$ -	\$ -	\$ 204,960	\$ 204,960

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Expenditures by Category (Cont'd)

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Fringe Benefits	-	-	110,712	110,712
PERSONNEL SUBTOTAL	\$ -	\$ -	\$ 315,672	\$ 315,672
NON-PERSONNEL				
Supplies	\$ -	\$ -	550	550
Contracts	-	-	69,980	69,980
Information Technology	-	-	29,437	29,437
Energy and Utilities	-	-	3,775	3,775
Other	-	-	3,600	3,600
NON-PERSONNEL SUBTOTAL	\$ -	\$ -	\$ 107,342	\$ 107,342
Total	\$ -	\$ -	\$ 423,014	\$ 423,014

Revenues by Category

	FY2011 Actual	FY2012 Budget	FY2013 Adopted	FY2012-2013 Change
Charges for Services	\$ -	\$ -	113,300	113,300
Total	\$ -	\$ -	\$ 113,300	\$ 113,300

Personnel Expenditures

Job Number	Job Title / Wages	FY2011 Budget	FY2012 Budget	FY2013 Adopted	Salary Range	Total
Salaries and Wages						
20000403	Communications Technician	0.00	0.00	1.00	\$58,157 - \$69,742	-
20000170	Multimedia Production Coordinator	0.00	0.00	2.00	48,901 - 59,197	115,434
20001222	Program Manager Overtime Budgeted	0.00	0.00	1.00	46,966 - 172,744	80,001 9,525
Salaries and Wages Subtotal		0.00	0.00	4.00		\$ 204,960

Fringe Benefits

Employee Offset Savings	\$	3,584
Flexible Benefits		16,650
Long-Term Disability		1,130
Medicare		2,876
Other Post-Employment Benefits		18,981
Retirement ARC		51,767
Retirement DROP		1,806
Retirement Offset Contribution		474
Risk Management Administration		3,126
Supplemental Pension Savings Plan		7,758
Unemployment Insurance		576
Workers' Compensation		1,984
Fringe Benefits Subtotal	\$	110,712
Total Personnel Expenditures	\$	315,672