

Office of Cable Communication

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www.tampagov.net/dept_Cable_Communications/

Key Public Service Areas

The Office of Cable Communication is responsible for monitoring and enforcing the provisions of the cable franchise agreement, operating City of Tampa Television (CTTV) and overseeing contracts with the non-profit groups that operate the public and educational access channels.

Scope of Department Operations

The Office of Cable Communication has 12 employees with an annual budget of \$3.3 million. The office telecasts 25 programs shown on the average each month; provides 430 hours of live, public meeting coverage; 170 hours of original programming; and produces 13 monthly series programs with City Departments, including a live call-in show featuring the mayor, a program with U.S. Congressman Jim Davis, and a monthly magazine show featuring city departments and other public entities.

Current Initiatives

- Developing guidelines and procedures for departmental use of CTTV Channel
- Providing Citywide inspection services for all cable installations or attachments made on public property
- Insuring cable operations are in compliance with Cable Television Ordinance and Franchise Agreement
- Insuring the provision of reliable cable television service that meets industry technical standards
- Coordinating public and educational access development with Tampa /Hillsborough Cable Advisory Committee.
- Responding to complaints within 48 hours

Critical Issues and Areas of Concern

- Studio Facility
- Communications Tax
- New City Council Chambers
- FCC Digital Format Requirements
- Friday Extra! Concert Series

Status Report

Studio Facility. Due to the ongoing revitalization of Tampa Heights, the Office of Cable Communication may have to relocate in the next four years. The unique nature of the department, together with the large amount of equipment requires special consideration in finding a suitable location. Relocating the Cable Office would require approximately one year lead time in which to locate a building, hire an architect and design interior to specifications, relocate and/or extend fiber, order supplemental equipment, begin construction, and initiate the relocation.

Also, the CTTV Remote Production Truck was purchased in 1986 and built out in 1988 to serve as both a studio control room and remote production vehicle. Fleet Maintenance has listed the truck on its replacement cycle. Pending the decision on the relocation of the Office of Cable, a replacement truck of the same size or smaller will soon be needed.

Furthermore, if the Office of Cable is relocated, the department would want to create the control room in the new location and downsize the truck. Therefore, the department would need a facility larger than the current one in order to accommodate the studio control room that is currently housed in the Production Truck.

Communications Tax. In order to continue the City's commitment to Public, Educational and Government Access Television (PEG), as well as the institutional network, a significant portion of the Communications Tax revenue should continue to be dedicated to PEG access.

New City Council Chambers. If the City of Tampa relocates City Council chambers, a space would have to be identified for a control room adjacent to the room. Supplemental equipment may need to be purchased in order to establish a facility adequate to cablecast the meetings. Therefore, once a decision is made on a new location and an architect is hired, the Office of Cable Communication will provide input on needs for a control room.

Office of Cable Communication Status Report (continued)

FCC Digital Format Requirement. The FCC has mandated that all stations convert to the digital format by 2006. Equipment currently used to produce or cablecast programs must be converted from analog to digital. Though these rules are not applicable to cable stations, the City must comply in order to remain compatible. The City works cooperatively with local media by televising their public service announcements. In return, these organizations will on occasion air programs and PSA's that the City produces. Furthermore, there are always requests for copies of programs, specifically Tampa City Council meetings. In order to provide for this exchange of information in a seamless manner the City will need to upgrade all tape machines and portable field equipment by 2006. The tape machines will need to be replaced simultaneously or the station will experience equipment incompatibility. A portion of the equipment is digital compatible, such as the editing systems and studio cameras and will not need replacement. As a result of these changes, the City will need to evaluate and identify potential funding sources in order to establish a capital equipment replacement plan and meet FCC regulations by 2006.

Friday Extra! Concert Series. City of Tampa Television has been providing live coverage of the Friday Extra! Concert Series from the Lowry Park Bandshell for the past 15 years. The production requires lighting, a stage for the band, a place to park the remote truck and a cable drop to view the return feed. These elements have been built into the current bandshell location. If the concerts are relocated to another location, such as downtown, these elements would have to be incorporated into the construction. Therefore, once a location has been identified, an architect would need to meet with Parks, Recreation and Cable to identify needs.

Office of Cable Communication Organization Chart

Tampa's Office of Cable Communication is composed of the following divisions: Regulatory, Television Production, and Engineering Services.

Engineering Services is responsible for technical design and production support.

Television Production provides coverage of public meetings, series and special events programming, updates the city bulletin board, and performs program scheduling, including playback of programming on CTTV and the Training Channel.

The **Regulatory** division is responsible for monitoring and enforcing provisions of the cable franchise agreement, monitoring the development of public and educational access programming to the community, and resolving subscriber complaints.

