



May 25, 2016

Rondella Hawkins
City of Austin
Officer, Telecommunications & Regulatory Affairs
P.O. Box 1088
Austin, TX 78767

Mrs. Hawkins,

The Austin Independent School District respectfully requests PEG funds for capital expenditure from the City of Austin's Telecommunications and Regulatory Affairs office in the fiscal year 2017 budget.

Capital support is vital for the continued operation of AISD's Channel 22, an educational PEG channel. This request is for \$459,047.00.

In the face of a challenging financial forecast, due in part to the hundreds of millions of dollars AISD will be required to pay as part of recapture this upcoming fiscal year, the requested funds would greatly assist the district in austere times by funding needed PEG channel upgrades that the district might not otherwise be able to financially accommodate.

The AISD TV studio was built in 2008. There are some necessary, standard upgrades that would greatly improve the studio's functionality and therefore production quality for AISD. The studio was never fully built out with production equipment. The majority of the funds requested are for the AISD studio control room and master control upgrades.

Of the total request, \$323,747.00 would be used to finish out the studio control room. One of the largest challenges for AISD TV is that the studio lacks the equipment to be able to switch cameras during a production. Currently, a team member has to hook up a live truss to the building and sit outside in a truck in order to switch cameras. Should this request be approved, the studio control room will be outfitted with standard equipment to allow switching capabilities indoors. An indoor control room would allow our team to work more efficiently, and there are energy and environmental benefits from discontinuing the use of the idling truck during productions. This investment also prepares AISD TV for future investments. With the control room complete, future camera purchases would allow for efficiencies because the live truck and studio could be used simultaneously for different projects. The studio control room costs also include an updated graphics package, production switcher, and a video router.

The remaining \$135,300.00 in capital funds would be used for the master control and an AISD TV vehicle to support productions that happen at one of our 130 schools or other facilities. Currently our team members use their personal vehicles during productions. The master control upgrade would primarily replace equipment that is at the end of its service life and provide second audio program (SAP) capabilities.

Thank you in advance for your consideration and continued partnership with the district.

Respectfully submitted,



Paul Cruz, Ph.D.
Superintendent



Reyne C. Telles
Executive Director of Communications & Community Engagement