

**SANTA FE**  
COMMUNITY COLLEGE

**SANTA FE COMMUNITY COLLEGE**  
3000 NW 83<sup>rd</sup> Street  
Gainesville, Florida 32606-6200



Educational Media

P-129, (352) 395-5423

October 8, 2004

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Audrey Wilson Lewis, CPA  
Revenue Recovery Specialist, City of Gainesville  
PO Box 490  
200 East University Avenue  
Gainesville FL 32601

Request p.3 39,432.8 x  
City share 0.637 =  
25,118.6936 \*

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Dear Ms. Lewis,

The purpose of this letter is to request funds from the Cox Cable re-franchise PEG equipment grant.

As you know, SFCC has been providing credit Telecourses over Cox Communications Gainesville Channel 6 for many years. We pay WLUF a fee to broadcast these classes each semester. This current Fall term we have the following courses on this educational channel:

Monday 10-11 PM	AST 1002	Intro to Astronomy
Tuesday 10-11 PM	SYG 2430	Portrait of a Family
Wednesday 10-11 PM	GLY 2010	Physical Geology
Saturday 9-10 AM	SYG2430	Portrait of a Family
Saturday 10-11 AM	GLY 2010	Physical Geology
Saturday 11-12 AM	AST 1002	Intro to Astronomy

We have been sharing this channel with WLUF and the Alachua County School Board for the past dozen years. Equipment from the last re-franchise grant went to pay for a small, modest amount of video production equipment to make course materials. This equipment has out-lived it's lifetime.

We participated on the 2003 Equipment Committee for the Connected Community Task Force which made equipment recommendations to the City and County. These recommendations listed what we would need to maintain our commitment to this educational channel, should Cox Communication receive a franchise renewal.

Since the new franchise was awarded to Cox Communications, we are submitting the attached proposal. Please let me know if you need any additional information with regard to this proposal.

Sincerely,

Bob Lightner, TV Studio Manager



**Santa Fe Community College**

**PROPOSAL**

**I. Need**

Thirteen years ago, our College received a \$40,000 grant from the Cox Communications refranchise to obtain necessary the production and post-production editing equipment to assist with our educational Telecourses that we air on Cox Communications Cable Channel 6. This equipment has served that purpose well, but it is in need of replacement due to age and extended use.

**II. Objective**

We intend on replacing the out-dated equipment with affordable replacements that will enable us to continue to produce programming for this channel and expand our current number of Telecourses.

**III. Methodology**

The Integrated Production Suite is the heart of this proposal. With it, we will be able to edit our programs in the original digital format, not losing any quality due to compressed video artifacting. We already maintain a good-quality industrial TV studio with medium priced cameras, an excellent lighting and audio system. The Integrated Production Suite will replace the antiquated system for post-production editing and, at the same time, replace our broken analog video switcher. Additionally, the TelePrompTer will help our professors read their scripts more professionally—something that students have come to expect from professionally-produced educational studios.

The editing recorder and stand-alone DVD recorders will help us to deliver these programs to WLUF for broadcast on the highest-quality formats we can afford. These formats are compatible with the playback equipment at WLUF. We will also be able to make duplicates of our programs to be kept on reserve at the various libraries for check-out by students who are enrolled in our Telecourses.

The portable video camcorder is necessary for the acquisition of program materials away from our campus production studio. For example, at our geological cave in Newberry, we can shoot video at that location, or in our planetarium & observatory across campus or at other SFCC satellite campuses, both here in Alachua County and in our other service county of Bradford. This camcorder will be of the same type and quality as mentioned above.

#### IV. Evaluation

Evaluating the success of our purchases will be accomplished by the students taking our Telecourses. We have been keeping records of their comments about our programs and they indicate a need for improvement and enhancement. The quality of our programs has gone down in direct proportion to the age of our production equipment. We no longer have a functional video switcher. Hence all of our current studio productions are limited to one-camera.

#### V. Budget

The total budget for this proposal is: \$39,432.80 which includes shipping, delivery and training. The *original request* we made during the Connected Community Task Force hearings on February 27, 2003 was: \$50,518.57. You will find this revised proposal has been reduced as much as possible.

**SPECIFIC  
EQUIPMENT LIST AND EXPLANATION**

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**1. Video Toaster VT4 Integrated Production Suite**

Complete capabilities at an affordable price make VT[4] the perfect choice for public and government access television production. The live and studio production tools let you easily manage live events such as public meetings, as well as studio recording of shows for later broadcast. VT-Edit's easy intuitive interface means that new operators can be trained quickly and inexpensively for public access productions. The SX-84 Switcher option is the most capable, compact and affordable core ever created for a complete and portable multi-camera production operation, able to handle and synchronize up to 24 sources.

**2. Tekskil Companion 9 TelePrompTer**

Attached to a studio camera this permits teachers to read an electronic script without the need to look down at a paper script and lose eye-contact with the camera. The script rolls in front of the camera lens and eliminates the need for memorization, cue cards and outlines. The rolling electronic characters are transparent to the students viewing the program. Only the professor sees the script. The professor controls the speed of the roll, making it fast or slow, according to the desired reading rate.

**3. Panasonic AJ-D455 DCVPRO Studio Editing VCR**

This unit permits the recording and playback of digital video programming produced by the TV studio and Integrated VT4 Production Suite.

**4. Sony DSR-390L DVCAM Camcorder**

This is a battery-operated camera and recorder combination that provides the ability to record remote recordings (away from the confines of the TV studio).

These four items are needed by this College to continue with our commitment to Cox Communications Channel 6 educational programming. We hope that you will be able to order this equipment for our use as soon as possible. A list of vendors is supplied on the next page.

**5. JVC BD-X200 Professional DVD Authoring Recorder**

This unit will allow us to author on DVD and to copy digitally recorded material on a additional format.

**6. Panasonic DMR-E85HS DVD Recorder**

This unit will allow us to easily duplicate DVD copies of digitally recorded material onto a second DVD.

**7. Blouner-Tongue TA-52 R.F. Amplifier**

**8.**

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**ITEMIZED COSTS & VENDORS**

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**Video Toaster VT4 Integrated Production Suite**

\$16,570.00  
{SHIPPING & TRAINING INCLUDED}

***Recommended Vendor:***

Bill Craig  
International Broadcast Exchange  
2234 NE 2 Avenue  
Miami, Florida 33137  
Toll Free: 888-224-5789  
[bill.craig@broadcast-usa.com](mailto:bill.craig@broadcast-usa.com)  
[www.Broadcast-USA.com/](http://www.Broadcast-USA.com/)

**Tekskil Companion 9 TelePrompTer**

\$ 2,995.00  
SHIPPING: 50.00

***Recommended Vendor:***

Tekskil Industries, Inc.  
108 - 15290 103A Avenue  
Surrey, BC V3R 7A2  
Canada  
[info@tekstil.com](mailto:info@tekstil.com)  
<http://www.tekstil.com/>

**AJ-D455 DVCPRO Studio Recorder with SDI**

\$ 8,399.95  
SHIPPING: 35.00

***Recommended Vendor:***

B&H Photo  
420 Ninth Avenue  
New York, NY 10001  
Voice: 800-947-8003  
FAX: 212-239-7740  
[provideo@bhphotovideo.com](mailto:provideo@bhphotovideo.com)  
<http://www.bhphotovideo.com/>

**Sony DSR-390L DVCAM Camcorder 1/2" Power HAD IT 3-CCD  
With DXF-801 Viewfinder**

\$7,499.95  
SHIPPING: 30.00

***Recommended Vendor:***

B&H Photo  
420 Ninth Avenue  
New York, NY 10001  
Voice: 800-947-8003  
FAX: 212-239-7740  
[provideo@bhphotovideo.com](mailto:provideo@bhphotovideo.com)  
<http://www.bhphotovideo.com/>

**JVC BD-X200 Professional DVD Authoring Recorder**

\$3,299.95

SHIPPING: 35.00

***Recommended Vendor:***

B&H Photo  
420 Ninth Avenue  
New York, NY 10001  
Voice: 800-947-8003  
FAX: 212-239-7740  
[provideo@bhphotovideo.com](mailto:provideo@bhphotovideo.com)  
<http://www.bhphotovideo.com/>

**Panasonic DMR-E85HS DVD Recorder**

\$ 299.95

NO SHIPPING

***Recommended Vendor:***

BestBuy  
3750 SW Archer Road  
Gainesville, FL 32608  
Voice: 352-379-8500  
<http://www.bestbuy.com/>

**Blouder-Tongue TA-52 R.F. Amplifier**

\$ 198.00

SHIPPING: \$20.00

***Recommended Vendor:***

STARK ELECTRONIC  
444 FRANKLIN ST  
WORCESTER MA. 01604  
VOICE: 508-756-7136  
FAX 508-756-5752

**- END OF PROPOSAL -**