

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

488



**FROM:** Riverside County Information Technology (RCIT)

**SUBMITTAL DATE:**  
August 12, 2013

**SUBJECT: Establishing a County Media Services Division**

Departmental Concurrence

**RECOMMENDED MOTION:** That the Board of Supervisors approve the establishment of a Media Productions Division within RCIT.

**BACKGROUND:** The CIO is requesting the establishment of a Media Services Division for the County within the RCIT Department, utilizing the video facility which the County obtained with the purchase of the Riverside County Innovation Center (RCIC).

(Continued)

*Kevin K Crawford* 12 Aug 13  
 \_\_\_\_\_  
 Kevin K Crawford  
 Chief Information Officer

<b>FINANCIAL DATA</b>	<b>Current F.Y. Total Cost:</b>	\$600,000	<b>In Current Year Budget:</b>	Yes
	<b>Current F.Y. Net County Cost:</b>	\$ N/A	<b>Budget Adjustment:</b>	No
	<b>Annual Net County Cost:</b>	\$ N/A	<b>For Fiscal Year:</b>	FY 13/14
<b>SOURCE OF FUNDS:</b> Revenues from requesting Agencies for Media Services			<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
			<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**

**APPROVE**

**County Executive Office Signature**

BY: *Christopher M. Hans*  
 \_\_\_\_\_  
 Christopher M. Hans

- Policy
- Consent
- Policy
- Consent

Dep't Recomm.:  
 Per Exec. Ofc.:

<b>Prev. Agn. Ref.:</b>	<b>District:</b> All	<b>Agenda Number:</b>
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**Form 11: Establishing a County Media Services Division**

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**BACKGROUND: (continued)**

The media division will be comprised of five new staff with media and graphic arts skills. Staffing and operational costs are estimated at \$600,000 for the first year, to be covered primarily by departments requesting services. If this plan is approved in concept today, the CIO will return to the Board with new rates to support the service. There is an accompanying Form 11 from Human Resources with the 440 Resolution for the newly created media division deputy director. Existing positions of media production specialists, media/communication coordinator and graphic arts illustrator will be utilized in the division. RCIT has sufficient appropriations in both expense and revenue accounts at this time and will return to the Board if adjustments are needed in the future.

**MEDIA SERVICES INCEPTION:**

The Board of Supervisors approved the PE Building purchase on June 18<sup>th</sup>, 2013, Agenda item 3.18. An exciting opportunity came with the new Innovation Center. The building was equipped with a Video Studio. It is RCIT's vision to create a Media Services Division that will provide video production, live broadcast and meeting simulcasts for the County of Riverside. The new division will provide video production, live broadcast and meeting simulcast for the County.

**NEED:**

During the past decade, the number of people who read traditional hard-copy newspapers and who view them as their main source of news has dropped consistently. Fifty-five percent of Americans rely on television for their news, according to a Gallup Poll released earlier this summer. The internet follows with 21 percent while newspapers and other print publications are at 9 percent.

Clearly, a component of online readers gets their news from local newspapers' web pages and some online content originates with newspapers. But the shift toward alternate news media is clear. Daily print newspaper circulation is down to 44.4 million from 55.4 million in 2000. Today, people get a growing portion of their news and information from video sources. People are reading less and watching more.

After the 2011 earthquake and tsunami in Japan, millions of people used YouTube to learn about the catastrophe in addition to information the mainstream media made available. In the week after the disaster, the top 20 news-related videos on YouTube all focused on the disaster. Even newspaper websites have increased their video use, uploading their own videos to YouTube or embedding them directly onto their websites.

These changes pose important questions as the county tries to keep residents informed in a time of shrinking news staffs, news holes and circulation. Historically, local residents have relied on newspapers for a large share of local news about county programs and issues. Today, the county needs to consider more direct avenues for reaching residents. And we also can offer county-produced video to media outlets, which often will link directly to the videos (see Attachment #1 for potential opportunities).

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A video produced for a Registrar of Voters outreach campaign shows how powerful video can be. CBS Channel 2 in Los Angeles closed a 6 p.m. news broadcast in March 2012 with a 30-second report on a Riverside County video that featured a talking baby who espoused mail-in voting <http://www.youtube.com/watch?v=dyyFmmUOGVE> .Buying that air time would have costs thousands of dollars more than the video cost to produce. Almost every local media outlet also carried that video, which also appeared on the national Yahoo News main web page and in newspapers across the country.

That is an example of how we can reach more residents if we mix content with creativity in a message the county creates itself. Of course, most videos won't make a splash like Riverside County's talking babies video. However, with video we can mix traditional coverage of county meetings and operations with material that entertains as well as educates residents.

## Attachment #1 – Potential Opportunities for Video Services Division Work

### **Recurring meeting coverage in the Board Chambers**

Current: Board of Supervisors  
Potential future meetings, if agencies express interest:  
    Planning Commission  
    RCTC  
    LAFCO

### **Events**

County Fair and National Date Festival  
Indio Tamale Festival  
Coachella  
Stagecoach  
Balloon and Wine Festival  
Parades – annual veterans’ parade in city of Riverside; Western Days in Temecula; local floats in Rose  
    Parade;  
Indian Wells Tennis tournament  
Humana Golf Tournament – former Bob Hope tournament  
Meteor showers  
Amgen Tour bicycle race, if scheduled in Riverside County  
Ramona Pageant

### **Non-Recurring Videos**

Walking tour of every county park  
Ride-alongs - Sheriff’s Department; Code Enforcement; etc.  
Twin Pines Ranch – helping boys who get in trouble with the law  
Flood Control runoff retention projects  
Community Health profile – numerous possibilities  
Office on Aging – working with clients who have trouble caring for themselves or are alone

### **Museums**

Edward Dean Museum  
Diamond Valley Lake

### **Weekly/Monthly shows – emphasize community vs. county website/videos**

This Week in Riverside County  
Cooking show at destination locations countywide – wineries, desert golf resorts, tennis center, Joshua  
Tree, Palm Springs tram, Diamond Valley Lake, Idyllwild;  
Reports on sporting events – Lake Elsinore baseball; Lake Perris motocross; college/high school athletes;

### **Concerts and Concert Venues – with links to websites for all**

Fox Theater  
Ramona Bowl  
RCC auditorium  
Riverside Auditorium  
McCallum Theater

### **Facility Videos**

Road projects  
Flood Control projects  
Groundbreakings and grand openings for buildings – done with video supplied by departments unless  
importance of facility is high; training/instructions provided for departments and loan of static videocams  
with tripods – one set up head-on and closer, with second from the side to allow cutaways; instruct  
employees about shooting video;

**Hospital** – Affordable Care Act and what it means for residents, An evening in the ER, Neo-natal unit

**HR** – Recruiting, Training

**DPSS** – Day in the Life for CPS, APS

**Probation** – Welfare Fraud Investigations, probation searches, etc.

**Veterans** – Assisting disabled or homeless vets

**Agricultural Commissioner** – Conducting surveillance for ag pests; ensuring gas pumps, grocery scales are accurate

**Fire Department** – Many already available; do others that improve or don't repeat existing

**Community Profiles - use existing videos from cities where applicable**

Cathedral City	City of Lake Elsinore
City of Banning	City of La Quinta
City of Beaumont	City of Menifee
City of Blythe – intaglios, Colorado River	City of Moreno Valley
City of Calimesa	City of Murrieta
City of Canyon Lake	City of Norco
City of Coachella	City of Palm Desert
City of Corona	City of Palm Springs
City of Desert Hot Springs	City of Perris
City of Eastvale	City of Rancho Mirage
City of Hemet	City of Riverside
City of Indian Wells	City of San Jacinto
City of Indio	City of Temecula
City of Jurupa Valley	City of Wildomar

**Community Profiles by Supervisorial District**

<b><u>First District</u></b>	<b><u>Second District</u></b>	<b><u>Third District</u></b>	<b><u>Fourth District</u></b>	<b><u>Fifth District</u></b>
Gavilan Hills	Coronita	Aguanga	Bermuda Dunes	Cabazon
Good Hope	El Cerrito	Anza Valley	Chiriaco Summit	Homeland
Lake Hills	Highgrove	Cahuilla	Colorado River	Lakeview
Lake Mathews	Home Gardens	East Hemet	Desert Center	Nuevo
Mead Valley		Gilman Hot Springs	Desert Edge	Romoland
Meadowbrook		Idyllwild	Desert Palms	San Geronio Pass
Temescal Valley		Lake Riverside	Indio Hills	
Woodcrest		Mountain Center	Mecca	
		Pine Cove	Mesa Verde	
		Pinyon Communities	North Shore	
		Poppet Flats	Oasis	
		Rancho California	Ripley	
		Soboba Hot Springs	Sky Valley	
		Sun City	Thermal	
		Winchester	Thousand Palms	
			Vista Santa Rosa	