

MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



(3)

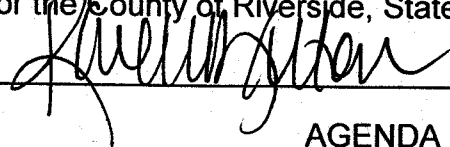
3-73

On motion of Supervisor Benoit, seconded by Supervisor Stone and duly carried by unanimous vote, IT WAS ORDERED that the recommendation from Riverside County Information Technology regarding Establishing a County Media Services Division is taken off calendar.

I hereby certify that the foregoing is a full true, and correct copy of an order made and entered on August 20, 2013 of Supervisors Minutes.

WITNESS my hand and the seal of the Board of Supervisors
Dated: August 20, 2013
Kecia Harper-Ihem, Clerk of the Board of Supervisors, in
and for the County of Riverside, State of California.

(seal)

By:  Deputy

AGENDA NO.
3-73

xc: RCIT

MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



3-73

(1)

On motion of Supervisor Stone, seconded by Supervisor Ashley and duly carried by unanimous vote, IT WAS ORDERED that the recommendation from Riverside County Information Technology regarding Establishing a County Media Services Division is approved as recommended.

(2)

On Motion of Supervisor Benoit, seconded by Supervisor Ashley and duly carried by unanimous vote, IT WAS ORDERED that the above matter be reconsidered.

I hereby certify that the foregoing is a full true, and correct copy of an order made and entered on August 20, 2013 of Supervisors Minutes.

WITNESS my hand and the seal of the Board of Supervisors
Dated: August 20, 2013
Kecia Harper-Ihem, Clerk of the Board of Supervisors, in
and for the County of Riverside, State of California.

(seal)

By: [Signature] Deputy

AGENDA NO.
3-73

xc: RCIT

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

488



FROM: Riverside County Information Technology (RCIT)

SUBMITTAL DATE:
August 12, 2013

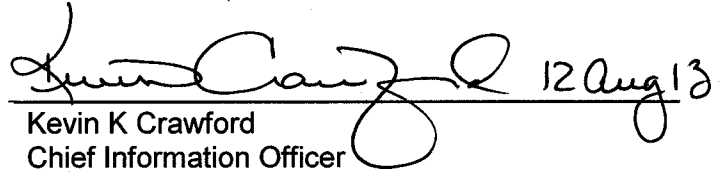
SUBJECT: Establishing a County Media Services Division

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
 Chief Information Officer

FINANCIAL DATA	Current F.Y. Total Cost:	\$600,000	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ N/A	Budget Adjustment:	No
	Annual Net County Cost:	\$ N/A	For Fiscal Year:	FY 13/14

SOURCE OF FUNDS: Revenues from requesting Agencies for Media Services	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

BY:


 Christopher M. Hans

- Policy
- Consent
- Policy
- Consent

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

2013 AUG 12 10:10 AM

Prev. Agn. Ref.

District: All

Agenda Number:

3-73

Form 11: Establishing a County Media Services Division

Date: August 12, 2013
Page 2 of 3

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 18th, 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).

Form 11: Establishing a County Media Services Division
Date: August 8, 2013
Page 3 of 3

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 Meniffee
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

<u>First District</u>	<u>Second District</u>	<u>Third District</u>	<u>Fourth District</u>	<u>Fifth District</u>
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 Gorgonio 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	

**Riverside County Board of Supervisors
Request to Speak**

Submit request to Clerk of Board (right of podium),
Speakers are entitled to three (3) minutes, subject
to Board Rules listed on the reverse side of this form.

SPEAKER'S NAME: Paul Jacobs

Address: _____
(only if follow-up mail response requested)

City: Temecula **Zip:** _____

Phone #: _____

Date: 8/20/13 **Agenda #** 3-73

PLEASE STATE YOUR POSITION BELOW:

Position on "Regular" (non-appealed) Agenda Item:

_____ **Support** _____ **Oppose** _____ **Neutral**

Note: If you are here for an agenda item that is filed
for "Appeal", please state separately your position on
the appeal below:

_____ **Support** _____ **Oppose** _____ **Neutral**

I give my 3 minutes to: _____

BOARD RULES

Requests to Address Board on "Agenda" Items:

You may request to be heard on a published agenda item. Requests to be heard must be submitted to the Clerk of the Board before the scheduled meeting time.

Requests to Address Board on items that are "NOT" on the Agenda:

Notwithstanding any other provisions of these rules, member of the public shall have the right to address the Board during the mid-morning "Oral Communications" segment of the published agenda. Said purpose for address must pertain to issues which are under the direct jurisdiction of the Board of Supervisors. YOUR TIME WILL BE LIMITED TO THREE (3) MINUTES.

Power Point Presentations/Printed Material:

Speakers who intend to conduct a formalized Power Point presentation or provide printed material must notify the Clerk of the Board's Office by 12 noon on the Monday preceding the Tuesday Board meeting, insuring that the Clerk's Office has sufficient copies of all printed materials and at least one (1) copy of the Power Point CD. Copies of printed material given to the Clerk (by Monday noon deadline) will be provided to each Supervisor. If you have the need to use the overhead "Elmo" projector at the Board meeting, please insure your material is clear and with proper contrast, notifying the Clerk well ahead of the meeting, of your intent to use the Elmo.

Individual Speaker Limits:

Individual speakers are limited to a maximum of three (3) minutes. Please step up to the podium when the Chairman calls your name and begin speaking immediately. Pull the microphone to your mouth so that the Board, audience, and audio recording system hear you clearly. Once you start speaking, the "green" podium light will light. The "yellow" light will come on when you have one (1) minute remaining. When you have 30 seconds remaining, the "yellow" light will begin flash, indicating you must quickly wrap up your comments. Your time is up when the "red" light flashes. The Chairman adheres to a strict three (3) minutes per speaker. ***Note: If you intend to give your time to a "Group/Organized Presentation", please state so clearly at the very bottom of the reverse side of this form.***

Group/Organized Presentations:

Group/organized presentations with more than one (1) speaker will be limited to nine (9) minutes at the Chairman's discretion. The organizer of the presentation will automatically receive the first three (3) minutes, with the remaining six (6) minutes relinquished by other speakers, as requested by them on a completed "Request to Speak" form, and clearly indicated at the front bottom of the form.

Addressing the Board & Acknowledgement by Chairman:

The Chairman will determine what order the speakers will address the Board, and will call on all speakers in pairs. The first speaker should immediately step to the podium and begin addressing the Board. The second speaker should take up a position in one of the chamber aisles in order to quickly step up to the podium after the preceding speaker. This is to afford an efficient and timely Board meeting, giving all attendees the opportunity to make their case. Speakers are prohibited from making personal attacks, and/or using coarse, crude, profane or vulgar language while speaking to the Board members, staff, the general public and/or meeting participants. Such behavior, at the discretion of the Board Chairman may result in removal from the Board Chambers by Sheriff Deputies.

**Riverside County Board of Supervisors
Request to Speak**

Submit request to Clerk of Board (right of podium),
Speakers are entitled to three (3) minutes, subject
to Board Rules listed on the reverse side of this form.

SPEAKER'S NAME: GARRY GRANT

Address: 27068 JARVIS ST
(only if follow-up mail response requested)

City: PERKINS **Zip:** 92577

Phone #: 951-659-9319

Date: NOV 20TH 2013 **Agenda #** 3.73

PLEASE STATE YOUR POSITION BELOW:

Position on "Regular" (non-appealed) Agenda Item:

Support Oppose Neutral

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