


City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 5, 2006

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: BUDGET MEMO 81 : COST TO CABLECAST GOVERNMENTAL PROGRAMMING

This memorandum responds to Councilman Krupicka's request for information on the cost to cablecast the Planning Commission, BAR, Council and other City meetings.

The franchise agreement between the City and Comcast requires Comcast to cablecast the City Council, Planning Commission, and Board of Zoning Appeals meetings free of charge. The Council's community meetings/workshops are also covered under the franchise agreement at no cost to the City.

In the late 1990s, several years after the signing of the franchise agreement, the cablecast schedule was expanded to include the meetings of both panels of the Board of Architectural Review at the City's expense. Council approved this action in response to citizen requests for such coverage due to the number of pending development/redevelopment projects proposed for the Old and Historic District at that time. The cost to cablecast the BAR meetings is approximately \$12,600, depending on the number of meetings held during the year.

You also asked what would the cost be if the meetings were only available online. The production cost would be the same. Regardless of the mode of transmission (cablecast vs. online), you need broadcast cameras to produce the video and a sound system for the audio. Staffing needs are the same (one person to handle the video and another to handle sound).