



October 29, 2021



Heidi Norman, Acting Director
Department of Innovation and Performance
City of Pittsburgh
414 Grant Street, Room 604
Pittsburgh, PA 15219

Dear Heidi:

Enclosed please find PCTV's board approved budget for 2022, along with our capital plan for 2022. I look forward to answering any questions you have.

Sincerely,

John H. Patterson
Executive Director

cc:

David Finer, Communication Technology Manager
Brenda Pree, City Clerk



Pittsburgh Community Television
2022 Approved Budget

INCOME		FY 2022 Approved	FY 2021 Approved	FY 2021 Sept. 30
4005	Verizon Grant	222,000	222,385	166,789
4010	Comcast Grant	346,000	345,644	259,323
4015	Capital Grant	0	0	0
4020	Foundation Grants	0	0	0
4030	Special Project Production Income	60,000	56,000	23,700
4035	Producer Enrollment Fees	30,000	20,000	8,637
4040	Production Services	7,500	7,000	5,272
4045	Fundraisers/Special Events	20,000	8,000	266
4050	Donations	10,000	5,000	813
4055	Underwriting/ Sponsorship Income	25,000	2,000	6,600
4065	Rental Income	0	0	0
4070	Miscellaneous Income	0	0	0
4080	In Kind Donations	0	0	0
4105	Sales-Vending Machines	0	25	0
4110	Sales - Tape and Merchandise	0	0	0
4900	Interest Income	4,000	4,000	1,628
SubTotal Income		724,500	670,054	473,028
		0	0	0
Total Income		724,500	670,054	473,028

Line #	Operating Expenses	FY 2022 Approved	FY 2021 Approved	FY 2021 Sept. 30
5000	Vending Food	0	0	0
5010	Merchandise	1,000	1,000	0
5240	Contract Labor	13,746	5,000	2,048
5270	Continuing Educalton	5,000	1,000	874
5310	TV Equipment Maintenance	10,000	7,750	3,769
5410	Rent	59,669	59,669	46,381
5420	Utilities	11,500	11,500	6,308
5430	Building Maintenance	20,000	16,300	7,771
5440	Equipment Rental	0	0	0
5450	Copler Rental	4,500	4,500	3,015
5510	Office Supplies	1,500	1,500	419
5520	Telephone	6,000	6,000	3,935
5530	Printing	1,000	1,000	602
5540	Postage	2,500	2,500	614
5550	Software and Computer Supplies	6,000	4,000	1,311
5560	Computer Expense	1,000	1,000	25
5570	Internet Service	2,200	2,200	1,369
5600	Production Expense	5,000	1,000	1,036
5615	Events	0	0	0
5620	Fundraising Expense	5,000	5,000	0
5710	Travel	5,000	3,500	548
5720	Meals and Entertainment	2,500	2,500	105
5900	Advertising and Promotion	10,000	7,500	1,155
6005	Computer Consultants	12,000	10,500	7,782
6010	Legal	5,000	0	0
6110	Accounting/Bookkeeping	23,140	23,020	18,374
6200	Dues and Subscriptions	7,000	6,300	4,162
6310	Insurance	13,000	13,000	9,207
6510	Bank Fees	750	750	293
6900	Miscellaneous	100	100	53
8500	Interest Expense	10,500	10,500	6,775
8510	Other Business Taxes	100	100	0
Subtotal:		244,705	208,689	127,729
5210	Salaries & Wages	368,355	336,355	236,001
Subtotal Wages:		368,355	336,355	236,001
5220	Payroll Tax Expense	30,308	27,860	18,075
5230	Retirement Benefits	6,475	6,475	3,147
5245	Health Insurance	72,000	88,018	57,868
5260	Workers Comp Insurance	2,657	2,657	1,722
Subtotal Taxes/Benefits:		111,440	125,010	80,811
Total Operating Expenses		724,500	670,054	444,542
Net Operating Income/(Loss)		0	0	28,486

Pittsburgh Community Television
Capital Equipment Purchase Plan
2022

Overview

Pittsburgh Community Television continually strives to provide state of the art equipment and facilities within the constraints of available funding. The needs identified in this capital plan are drawn from the community needs assessment completed in 2019 as well as input from staff and other stakeholders. Available funds for equipment purchases in the coming year are expected to be modest so we have scaled our plans accordingly. In 2022, we hope to address the following capital needs:

- Audio equipment for field and studio use.
- Improvements to Studio A.
- Improvements to Studio B to create more equivalence to Studio A.
- Replacing old field cameras.
- Set improvements.
- Media Storage.
- Office Furniture.
- Other Items.

Proposed Equipment Purchases/ Capital Improvements

To address our identified needs, PCTV proposes to make equipment purchases in the following areas. Where appropriate and/or feasible, we have listed examples of the type of equipment we would like to purchase as well as the reasoning behind the purchases. In each category, for budget purposes, we have listed an estimate of the total cost of the proposed purchases.

Audio Equipment for Studio and Portable Use - \$15,000

Audio is an essential element of production and PCTV is currently working with a number of aging audio components that need to be replaced. Items we wish to purchase include:

- A new 24 channel audio board for studio A.
- New wireless lavalier microphones for studios A and B.
- New wireless handheld and lavalier microphones for all field camera kits.

The estimated cost of PCTV's new audio equipment for studio and portable use is estimated at \$15,000.

Improvements to Studio A - \$25,000

There are several immediate needs in Studio A that we would like to address in 2020. They include:

- Upgraded tripods to allow for lower angle shooting.
- Additional LED lighting.

The total cost for upgrades to Studio A is estimated at \$25,000.

Improvements to Studio B - \$7,500

We have some immediate needs in Studio B that we would like to address. They include:

- A cue monitor for cueing on camera talent.
- Simple curtain track and black curtain.

The estimated cost of improvements to Studio B is \$7,500.

Replacement of old field cameras- \$12,000

Four of the cameras that the community uses for field production are over 7 years old. There is a need to replace these cameras with newer technology.

The total cost for the replacement of old field cameras is estimated at \$12,000.

Set improvements - \$12,000

In the last several years we have identified a need for improvements to set elements used in production. Specifically, we have a need for several new modular desks that can be used in a variety of ways in both studios.

The total cost for set improvements is estimated at \$12,000.

Media Storage - \$20,000

One of the greatest needs for PCTV right now is for back up, storage, and archiving of media files. Creating programs in HD takes a great deal of file space and we need to find a way to safely and economically preserve those files for future use. The steps we take toward this in 2022 would be interim as the cost to solve this issue is probably around \$50,000. However, due to limited resources we feel that making an initial investment of \$20,000 would be more prudent.

The total cost for media storage is estimated at \$20,000.

Office Furniture - \$25,000

We have a great deal of office furniture that needs to be replaced. This was something we planned to take care of in 2013-14 but unfortunately it has never been fully addressed.

The total cost for office furniture is estimated at \$25,000.

Other Items

There are other items we would like to address in 2022 if possible. They include:

- Conversion of our green room into a podcast studio.
- Physical improvements to studio A to include reconditioning of wall surfaces and reconstruction of audio booth.
- Adding a system that allows show hosts to choose when to accept live, on-air telephone calls.
- Installation of a cellphone charging station for public use.
- Addition of an access control system for our equipment room.
- Addition of portable production equipment that allows community producers to stream content from remote locations.
- IFB system to allow producers to talk to on camera talent in the studio through a wireless earpiece.

A cost for these items has not yet been identified. Should we have the resources to address these items, costs will be identified prior to purchase.

Implementation Timeline

We plan to address each of these areas in 2022, depending on available resources. Items that are not addressed will be deferred to future years.

Funding

The total price tag for the capital plan is \$116,500. All expenditures will be made using funds received from the City of Pittsburgh through our contract as the public access administrator. Any purchases detailed in this plan are subject to the availability of funds. At this writing, it is unknown if sufficient funds will be available in 2022 to purchase these items.

Conclusion

As the 2019 community needs assessment report showed, there is a great need for PCTV to make capital investments in equipment and facilities in order to continue serving the community at a high level. With this plan we have covered what we feel are the most pressing needs with the understanding that we may have limited resources to address these items. Our hope is that we can address every one of these areas in 2022.