



**AUSTIN**  
Independent School District

Communications &  
Community Engagement

May 25, 2017

Rondella Hawkins  
City of Austin  
Officer, Telecommunications & Regulatory Affairs  
P.O. Box 1088  
Austin, TX 78767  
Mrs. Hawkins,

The Austin Independent School District respectfully requests PEG funds for capital expenditures from the City of Austin's Telecommunications and Regulatory Affairs office in the fiscal year 2018 budget.

Capital support is vital for the continued operation of AISD.TV, formerly known as Channel 22, an educational PEG channel. This request is for \$353,462.26.

This request covers Phase III of our AISD.TV studio and Performing Arts Center buildout. Austin ISD can broadcast events live from the PAC thanks to the previous PEG funding investments. This capability has greatly improved our service and we wish to build on that investment. The funds from this project will allow us to install remote cameras, a production switcher and audio system at the PAC, enabling us to broadcast events live remotely with less personnel.

Currently, broadcasting live from the PAC involves a minimum of five team members being on-site, loading and transporting equipment then physically setting up prior to the event. Additionally, team members must break down and return broadcast equipment to the AISD.TV studio following each live event. Upon approval of this request for funding, the completion of Phase III will allow staff members to control cameras from the AISD.TV studio with minimal staffing needs at the PAC. This will benefit our team which will be able to work more efficiently, requiring less travel time and maximizing our time and staff resources.

This requested investment also builds upon past investments from PEG funding. With the downtown control room complete, Phase I of the PAC buildout currently underway, and Phase II of the AISD.TV studio upgrade scheduled this summer, the AISD.TV control room will be a vital central hub for our live programming opportunities.

One item we respectfully suggest for consideration outside of the Austin ISD request is an additional LiveU to be shared in the current pool including the City of Austin, Austin ISD, Austin Community College and Travis County. As we all improve our services, the demand for the one shared device continues to grow.

We thank you for your time and consideration.

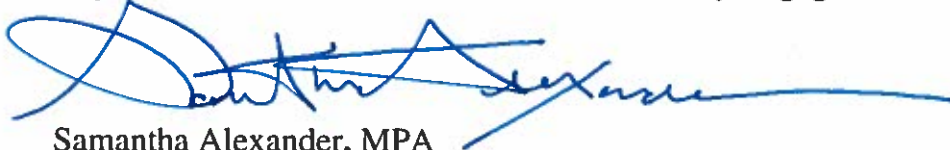
Respectfully submitted,



Reyne Christopher Telles

Executive Director

Department of Communications and Community Engagement



Samantha Alexander, MPA

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Tiffany Saunders

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AISD.TV Cable Channel 22