

April 29, 2020

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 the fiscal year 2021 budget from the City of Austin's Telecommunications and Regulatory Affairs office, to be used for capital expenditures.

Capital support is vital for the continued operation of AISD.TV, our educational PEG channel formerly known as Channel 22. This request is for \$355,000. Our vision is to use these funds to amp up our abilities to do remote production and remote engineering/operations in a new way during and beyond the COVID-19 era.

Our goal is to enhance our ability to produce immersive content remotely by focusing on technology best suited for field production. This includes, but is not limited to, cameras and streaming equipment that would enable workflow under limited or restricted accessibility.

We also face increasing needs in remote production necessitated by social distancing and occupancy limitations. These funds would allow us to purchase user-friendly, high-quality equipment to provide our team the tools to create compelling production in situations where our own staff may not be able to be on-site.

Improving our internal asset management and operational event tracking is also one of our organization's pain points. We would like to implement workflow tracking within a content management system.

Finally, our community has asked us to expand our multi-lingual accessibility by implementing closed captioning in Spanish. This will entail upgrading our caption encoder equipment and workflow.

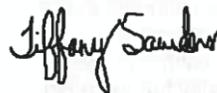
Together, these capital improvements will help to fill gaps in AISD.TV's ability to stay agile during the COVID-19 situation, and the long-term impacts to content gathering and team collaboration. This will help us to fulfill our mission of communicating Austin ISD's news, information on events and district services, and documentary coverage of students' successes.

We thank you for your time and consideration.

Respectfully submitted,



**Scott Thomas**  
Assistant Director of Public Affairs & Operations  
Austin Independent School District



**Tiffany Saunders**  
Assistant Media Services Coordinator  
AISD.TV – Cable Channel 22  
Austin Independent School District

## **Key Areas of Investment in AISD.TV Capabilities**

<b>Area of Focus</b>	<b>Capital Resources Needed</b> (to be fine-tuned as district and community needs develop in the pandemic and post-pandemic structure of PreK-12 education takes shape)	<b>Estimated Cost</b>
Remote Content Production in the Pandemic and Post-Pandemic Era	<ul style="list-style-type: none"> <li>• Remote production setup that allows social distancing</li> <li>• Additional signal contribution/backhaul to master control</li> <li>• Easy-to-deploy Production Vehicle for single-person/skeleton crew staffing for complex productions</li> <li>• Encoders to support event broadcasts from multiple sites that can be pre-staged and operated remotely</li> </ul>	\$215,000
Content Asset Management	<ul style="list-style-type: none"> <li>• Multi-bitrate/proxy file distribution for remote editing</li> <li>• Portable storage for high-bitrate, broadcast-quality content acquisition</li> </ul>	\$50,000
Remote Master Control/ Station Operations	<ul style="list-style-type: none"> <li>• IP-based remote control panels and other hardware to interface with Ross Ultrix router, Carbonite switcher infrastructure, station automation, and multi-site intercom</li> </ul>	\$70,000
Multi-language Closed Captioning	<ul style="list-style-type: none"> <li>• Caption Encoders</li> <li>• Caption Decoders</li> <li>• Captioning Workflow enhancement / Multi-encoder management</li> <li>• Post-production captioning capabilities expansion</li> </ul>	\$20,000