

ATTACHMENT A

City of Cupertino Video Division

Overview



CUPERTINO



Video Division Team

Founded: 1983

Video Division Overview:

The primary goal of the Video Division is to increase public awareness, interest, understanding and participation in the issues, programs, and services presented by the city of Cupertino. The staff promotes city services and programs through its 24/7 government access channel, radio station, digital signage network, the city's website, and numerous online video platforms. In addition, the video staff provides multimedia production services and technical support for all city departments. Video staff also oversees the design, maintenance, and engineering of the City's broadcast and audiovisual systems.

Video Division Team



Pete Coglianesse
Multimedia
Communications
Specialist



Reinaldo Delgado
Multimedia
Communications
Specialist



Torin Scott
Multimedia
Communications
Specialist



Michelle Martin
Multimedia
Communications
Specialist

- Development of program concept
- Scriptwriting
- Pre-production planning
- Remote/location/studio shooting
- Tape logging
- Editing
- Program testing
- Digital Signage
- Engineering

- Live Events
- Field Production
- Photography
- Digital Signage
- Radio Cupertino
- Zoom Support
- A/V Support
- YouTube and Social

Video Team in Action



Video Division Priorities

Coverage of City Meetings

Disseminate City News & Information

Video System Engineering

Audiovisual Support

Live Coverage

Televised Meetings

- ❖ City Council Meetings
- ❖ Planning Commission
- ❖ SVCE

Other Events

- ❖ CREST Awards
- ❖ State of the City Address
- ❖ Forums



Coverage of City Meetings

- Graphics and Video Roll-in Preparation
- Technical Set-up and Testing
- Staff and Public Assistance
- LIVE Broadcast and Recordings
- Post Meeting Archives and Uploads

Disseminate City News & Information

- Meetings and Events
- Public Service Announcements
- City Programs & Achievements

Disseminate City News & Information



We operate as a **live production studio** for the city



AND a video production agency



Disseminate City News & Information

Our Channels



The City Channel – (Comcast-26 & AT&T-99)



YouTube ([Cupertino.org/youtube](https://www.youtube.com/Cupertino.org))



Radio Cupertino 1670 AM



Digital Signage (Spectrio)



Cupertino
plans to
replace every
street light by
2024



LED fixtures

Video System Engineering



System Design and Engineering

Research, Procurement, CAD Design, Installation



Troubleshooting and Maintenance

Diagnostics, Repair, Preventive Maintenance



Technical Documentation

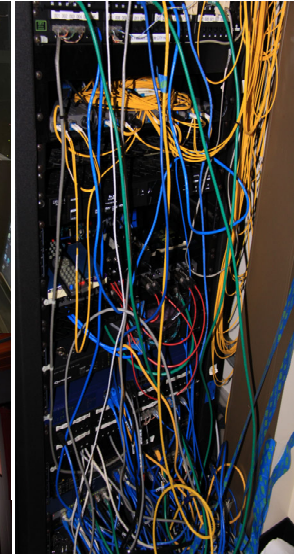
Manuals, CAD Drawings, Inventory Database



Project Management

AV Integrator Management

Engineering Projects



Engineering Projects

Broadcast

- ❖ Control Room (2016)
- ❖ Community Hall (2017)
- ❖ Hybrid Meetings (2022)

Audiovisual

- ❖ Zoom Rooms (2019)
- ❖ EOC Upgrade (2020)
- ❖ Cupertino Room (2021)



Audiovisual Support



Staff and Public Training and Support



Zoom Webinar and Meeting Requests

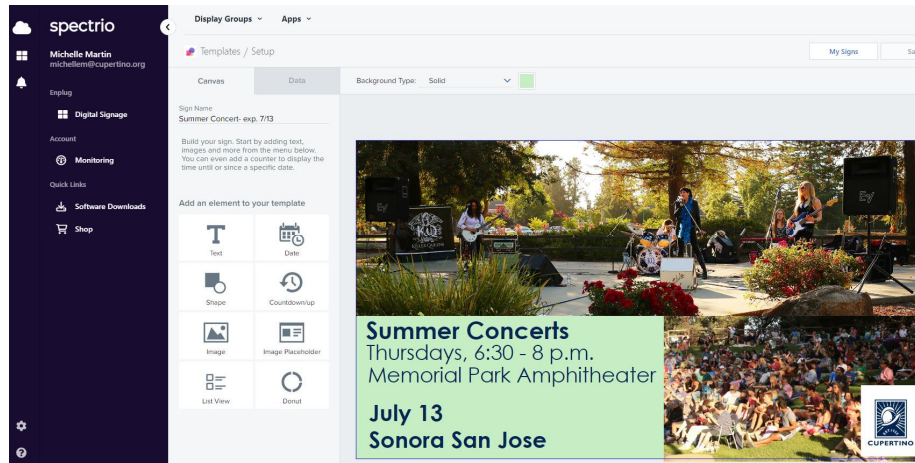


LIVE Event Support



Technical Documentation

Spectrio (Digital Signage)



Digital Signage Locations:

City Hall
Sports Center

Digital Signage Locations:

Senior Center
Quinlan Community
Center

CITY COUNCIL MEETING
July 25, 2023



CUPERTINO

SPECIAL MEETING (5:00 p.m.)

STUDY SESSION:

1) Study Session and staff presentation on the 6th Cycle Housing Element Update.

ACTION CALENDAR:

2) Consider taking a position in support of, in opposition to, or otherwise regarding Senate Bill ("SB") 423: Streamlined Housing Approvals: Multifamily Housing Developments

Professional Development

- ❖ Training Classes
- ❖ NATOA Awards
- ❖ NAB Conferences
- ❖ Drone Certified



SONY



Adobe



NABSHOW
Where Content Comes to Life



Recent Live Event Productions

- ❖ State of the City Address
- ❖ Spelling Bee
- ❖ SV Hopper Ribbon Cutting
- ❖ Cupertino's Future: A Dialogue on Development
- ❖ Tree Lighting Ceremony
- ❖ Toyokawa 45th Anniversary Ceremony
- ❖ Public Safety Forum
- ❖ Cybersecurity Public Education Forum
- ❖ Pride Flag/India Flag Raising Ceremonies
- ❖ CREST Awards Ceremony

Recent Accomplishments

- ❖ Transition to remote workforce / telework
- ❖ Live hybrid televised meetings
- ❖ Support all commissions for three years virtually
- ❖ Storage Expansion
- ❖ **Field Equipment Upgrades**
- ❖ City Manager Videos
- ❖ Office Redesign
- ❖ YouTube Shorts



Recent Special Productions





Upcoming Projects 2024

- ❖ Community Budget Meetings (Winter/Spring 2024)
- ❖ Budget Education Videos
- ❖ Bicycle/Pedestrian Safety Videos
- ❖ Earth Day Induction Cooking Live Event (April 2024)
- ❖ Interns (In Progress)
- ❖ KMVT Partnership (In Progress)
- ❖ Technical Documentation (In Progress)
- ❖ Zoom Room Poly Upgrades (Winter/Spring 2024)
- ❖ CREST Awards 2024 (Date: TBD)

Questions & Answers Time

Thank you
for
listening