



Peralta TV and KGPC Five-Year Plan

Peralta TV celebrated its 40th anniversary in 2020. The station was originally built and run by students. It currently broadcasts a lineup of non-commercial and Peralta-oriented productions. KGPC radio began as an online service called 9th Floor Radio about 15 years ago and went on-air as a low power FM station at 100 watts in 2016. Operations have suffered in recent years as COVID-19 radically changed the way we all work. This five-year plan sets out ways to involve staff and students at the colleges to help increase content creation. A new production facility could help increase staff productivity. The plan tries to incorporate technology trends that are emerging. Each year has three sections: 1) an operational section deals with goals; 2) a technical section details ways to support those goals through equipment purchases; and 3) aspirational goals are more visionary and likely require support or money from outside our immediate organization.

Many thanks to Jim Stein and Joe Sullivan for their input on this Five-Year Plan.

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Year 1 – 2023

Operations

- Prepare for widescreen changeover by saving program files in 720HD as well as SD.
- Review on-air look and feel.
- New station IDs and graphics. Include Peralta Gems topics as bulletin board items.
- Begin prep for radio license renewal.
- Add video so Radio shows are available for TV broadcast.
- Zoom talk show as a precursor for bringing back in-person Peralta Matters production.

Technical

- Master control upgrades including new server (Tightrope 7.1) multiviewer and shared storage.
- Incorporate technology that can take live streams (YouTube, Zoom, HLS) direct to air.
- Update and expand closed captioning system.



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- Finish pre-covid boardroom work; replace projector; work out higher quality transmission to master control.
- New radio automation system; transmitter automation.

Aspirations

- Lobby for future studio space

Year 2 - 2024

Operations

- Increase production capacity with focus on organic PCCD programs and events
- bring back monthly talk show
- Increase PSPAN events, short Peralta News and Academic Excellence videos.
- Begin planning for major boardroom video and AV overhaul.
- Renew radio license, increase college related airtime.

Technical

- Begin broadcasting in widescreen format.
- Production equipment upgrades, especially to multicamera remote systems.
- Production equipment for college PIO and AV staff to encourage content contribution.
- Rough drawings and equipment list for media production building.
- Finish upgrades of network switches and mass storage devices.
- Replace older editing station computers.

Aspirational

- Work more closely with college PIOs and AV people to increase content contributions.
- General Services begins work on production building.
- Develop relationships with faculty in Media and Journalism departments so Peralta TV and KGPC can help serve instructional mission.

Year 3 - 2025

Operational

- Add sports production and increase use of student interns and employees.
- Move maintenance functions toward contracted services using PEG funds.
- Begin student generated programming with faculty supervision.
- Increase production by freeing technical staff to produce more.
- Introduce College President, student trustee, and student ambassador reports.

Technical

- Identify go-live sites for each campus; install mini studio systems.



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- New equipment – particularly cameras and audio gear to support sports production
- Major boardroom video/AV renovation (contracted.)
- Increase video over IP usage

Aspirational

- Finalize building plans with General Services, break ground.
- Offer for-credit and for-pay work to students at Peralta TV and KGPC.

Year 4 - 2026

Operational

- Introduce more content contributions from the campuses into the broadcast schedule.
- Create ongoing roles for student employees.
- Start simple studio productions from new facility

Technical

- Occupy new building, Install systems for quick setup, small crew production and audio work.
- Continue to outfit sports venues for broadcasts and recordings.
- Plan for Laney TV studio renovation.

Aspirational

- Work with community partners to find a better transmitter location for KGPC.
- Increase for-credit offerings involving TV and radio.

Year 5 - 2027

Operational

- Use new production area to increase media production
- Assist faculty and staff using production facility
- Renew 5-year plan for staffing and technical needs.

Technical

- Replace and update production equipment.
- Create second mobile production unit.
- Prepare for all video-over-IP changeover.
- Move radio transmitter.
- Laney studio renovation