TO: Glenn Gooder  
Superintendent/President  
FROM: Peter O. Haslund  
RE: SBCC Community Television  

Nearly two years ago, a group of students enrolled in an evening political science class began to examine questions of political and community interest by inviting representatives of the Santa Barbara Community to be interviewed in our television studio. It seemed to me an idea whose time had come. Once committed to interviewing some prominent member of the community, the student would be highly motivated to prepare for the task! The results were so good, in my judgment, that the experiment was worth continuing into the next semester, and the program—which we called the Santa Barbara City College Public Affairs Forum—became a "regular" over Cable Television on Wednesday evenings at 8:30. We interviewed groups as well as individuals, and students have participated in a variety of ways for most of the programs. Topics have varied from a discussion of Executive/Legislative relations with Dr. Louis Fisher of the Library of Congress Congressional Research Service to a focus on Swami Sachidananda and his concern for Yoga and its relationship to individual growth. We have also discussed the sociological impact on the modern family with Dr. Lex Crane and SBCC sociologist Hank Bagish, who offers courses dealing with modern marriage. Perhaps the most renowned guest for Public Affairs Forum this year has been Professor Hans Morgenthau, professor emeritus of the University of Chicago and one of the nation's leading scholars in the field of international politics.

It is difficult to tell how many viewers tune in to our program. Cable Television commissioned a survey some time ago which indicated that we had
a viewing audience of about 2,000 cable viewers. This figure, surely, must vary from program to program, and I doubt that we had many stay with us when we were competing with David Frost and Richard Nixon.

What about citizens who do not subscribe to Cable Television? First, it may be useful to know that it is now estimated that of those homes, in our area, with television, about 4,400 or 70-75% do subscribe to this service. The principal obstacle in terms of broadcasting our programs over KEYT seems to be the absence of a fairly expensive piece of equipment, a "time-base" corrector which can compensate for whatever ails our tapes so as to make them eligible under FCC regulations for re-broadcast. Mr. Hal O'Donnel of KEYT has expressed considerable interest in working toward that goal and he indicates that the much sought after time base corrector is expected to be added to KEYT's arsenal of equipment within one year.

**The Future**

I believe that our program, PUBLIC AFFAIRS FORUM, provides a genuinely informative, relatively lively and certainly diverse source of input for citizens living in our community at a time when the absence of information, not its availability, characterizes much of our behavior. We hope to continue this outreach to the community in the school year, 1977-78. In so doing, we hope to capitalize on what we have learned about the medium of television to date, increase the involvement of SBCC students and faculty, and strive to reach a wider audience by offering our programs over commercial stations KEYT and possibly KCOY.

In addition, we are beginning a trial run of a new series which will focus on the inner workings of city government in Santa Barbara to be called
"City Watch." The program would be co-produced by SBCC and Cable Television and would feature different members of the City Council as well as Mayor Shiffman. The program would be videotaped at the Cable Television studio, hence some of the pressure on our studio will be relieved. We will continue to rely on SBCC students to help in the production, and wherever applicable, we will bring our principal resource, our faculty, to bear on the problems faced by the city. My students will be invited to participate by attending meetings of the City Council, developing research papers relevant to city affairs and, from time to time, taking an active part in the interview process itself. All in all, I must confess to being excited about the possibility of bringing the actual administration of the city a little closer to the people. Mr. Ira Oppen, Cable Television's Program Director, seems equally enthused (see attachment #1.)

Cost

Computing the cost of producing these programs is not an easy matter. A part of the problem is related to the "iffy" nature of production costs. For example, Dr. Berry's proposed budget (see attachment #2) calls for $800 for equipment maintenance yet this equipment is shared by many others. The difficulty here lies in determining exactly how much of the maintenance cost should be absorbed by PUBLIC AFFAIRS FORUM as opposed to other users. Another variable has to do with the cost of the Director. If Dr. Berry is to direct, the cost is considerably higher than if one of our more advanced students is employed through work-study to do this job, but at this writing we are having to assume the higher figure in the event that no suitable student can be found. Clearly, production costs drop dramatically when we
use the facilities at Cable Television, which will be the case for our second program, "City Watch." In terms of my own costs, I am requesting a continuation of the two-fifth released time granted for this past semester at a cost of approximately $1,245 per semester for an hourly replacement.

**Budget for full academic year**

Production Costs (Media Center) ............ $4,320
Released Time (Peter Haslund) .............. $2,490

$6,710