

TJP – L28 Production Services

SCOPE OF SERVICES

L28, Lancaster's government access cable channel, has been revamped to serve as a dynamic media hub for city news, entertainment, and community enrichment. The City is contracting with Tiffany Johnson Productions to produce engaging and informative programming tailored to Lancaster's diverse community. This includes local news, live sports, event coverage, and segments that promote local businesses.

The objective is to enhance L28's viewership and community engagement through high-quality, relevant content that resonates with a broad demographic. Tiffany Johnson Productions will be responsible for planning and producing regular programming that delivers valuable information and strengthens community trust. The contract for these services will be administered through the City Manager's Office, reflecting Lancaster's commitment to remaining a modern, informed, and connected community.

SCOPE OF WORK

- *News Hour*
 - *Up to 2 news segments a week*
- *Podcast*
 - *Up to 2 podcast episodes per month*
- *Other Programming*
 - *Up to 2 programs produced per week*
 - *Examples of programming may include, but are not limited to, Live local sports coverage and event coverage.*
- *Special programming for annual events (listed below)*
 - All work must be approved by the City before broadcast*
 - Live coverage for the following city-produced special events:*
 - *Justice Sunday*
 - *California Poppy Festival™*
 - *State of the City*
 - *July 4th Fireworks Extravaganza*

- *Halloween Haunt*
- *A Magical BLVD Christmas*

Content Production Overview

Tiffany Johnson Productions will be responsible for the full production of edited content for the City of Lancaster's channel. This includes:

- *Pre-Production: Working under the direction of the City's Communications Team to identify content needs and develop appropriate scripts.*
- *Production: Utilizing provided any and all city of Lancaster studio space/equipment and contractor-supplied crew and equipment to film various programming segments, including news hours and specialty shows possible examples, fitness and cooking.*
- *Post-Production: Editing video and audio, creating graphics, and finalizing content based on feedback from the city's senior videographer.*

The Communications Team will guide content themes and review all pieces for approval prior to airing. The Communications Team will coordinate with TJP to facilitate the completion of projects, ensuring appropriate staff involvement as needed.

**Any and all work/completion of project(s) that is requested outside of the agreed upon scope of work will be invoiced separately to the City of Lancaster by Tiffany Johnson Productions.*

Other Requirements

- *Ability to respond to unplanned safety needs (i.e. Public health crises, emergencies, and contingencies)*
- *The depth of staffing must account for emergencies where crew availability is affected*
- *Standard safety protocols in place for filming*
- *Must be familiar with SAP/CC Guidelines*
- *Must be well-versed in FCC Guidelines for public content*
- *Familiarity with PEG money requirements is a plus*

PUBLICITY:

- *Must obtain prior approval from City for publicity containing City logo.*

PRIVACY:

- *Agrees that any personal information that Consultant receives regarding customers may not be used for other than City business.*
- *Ensures that customer information will be stored in a secure location.*