

STAFF REPORT

City of Lancaster

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| 5/13/2025 |
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Date: May 13, 2025

To: Mayor Parris and City Council Members

From: Anthony Riley, Assistant Director-Communications

Subject: L28 Lancaster Government Access Channel/TJ Productions

Recommendation:

1. Approve a one-year \$700,000 Professional Services contract (with option of two 1-year extensions) with TJ Productions to produce and broadcast weekly news programming, non-news content, special event coverage, local sports, and other production services for L28 Public Access Television.
2. Authorize the City Manager, or his designee, to sign all documents.

G.C. Section 84308: No

Fiscal Impact:

Sufficient funds are available in the Lancaster TV PEG Fee Expense account (10115100.5341), with \$700,000 budgeted in the current Fiscal Year 2024–2025.

Background:

To meet the evolving media needs of a growing community, the City is prioritizing the production of locally-focused news and programming that accurately and effectively communicates important information and updates to Lancaster residents. Programming will continue to highlight community events, businesses, and organizations to foster greater resident engagement.

In addition to regular news coverage, future efforts may include expanded content such as breaking news updates, traffic reports, and a conversation or podcast platform to encourage broader community dialogue. Content will be developed to be entertaining, informative, and specifically tailored to reflect the interests and diversity of Lancaster's population. All programming will be produced in a timely and thoughtful manner to appeal to a wide range of

demographics, supporting the City's ongoing efforts to build trust, strengthen community connections, and increase viewership through active management of its media channels. In addition to the City's cable channel, content will be distributed across digital platforms, including YouTube, where recorded and live-streamed events are posted, and Facebook, where live events are also broadcast.

This expanded distribution strategy ensures broader accessibility and engagement with the community. On January 9, 2025, the City conducted a bid opening for RFP 850-25. Bids were received by the deadline of January 28, 2025. Following evaluation, TJ Productions was identified as the lowest responsive bidder and the most qualified vendor. Staff recommends awarding a one-year contract to TJ Productions, based in Lancaster, California, in an amount not to exceed \$700,000 with the option for two additional one-year extensions. Under this contract, TJ Productions will produce and broadcast weekly news programming and non-news content, including special event coverage, local sports, and other production services.

The contract also includes a budget for promotional support to expand the reach of the City's cable and digital programming.

Attachments:

TJ Production Services Scope of Work
Professional Services Agreement