

# LA36

Television Dedicated To Lifelong Learning





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SONY

# LA36

Television Dedicated To Lifelong Learning

# A Message from the President

For nearly 20 years, LA36 has been providing quality educational and community television programming to the citizens of Los Angeles. From public access to public transportation; university classes at home to shows steeped in culture, LA36 celebrates the rich tapestry that is the City of the Angels. We offer our viewers a direct link to the full diversity of life within California's largest and most unique municipality.

Our TV programming is a vast cornucopia that directly reflects the city we serve in all its multicultural glory. Our mandate is to educate and inform, and we take our responsibilities seriously. From politics to cultural events, sports, entertainment and so much more, LA36 never sleeps.

.....  
**Our unwavering mission: to support community building and promote learning through the development and distribution of innovative, high-quality programming. We strive to create value to the Los Angeles community by connecting educational and cultural resources that meet local needs, and by making these resources broadly accessible within the city.**  
.....

Our website (LA36.org) is a natural extension of this effort – a one-of-a-kind repository for even more information about LA, its happenings and its inhabitants. At LA36, we work tirelessly to provide true value to the citizens of the city we serve, and we're proud to provide programming as diverse and far-reaching as the city itself.

But we also face challenges. This brochure provides a concise overview of our work, our history, our accomplishments and the challenges we face. We hope it underscores our value, and helps us earn your continued support.

– **Carla Carlini**, President and General Manager, LA36





# INTRODUCTION

## A small investment by the city of Los Angeles provides a priceless resource for the citizens of LA and Southern California

LA36 was established by the Los Angeles City Council to serve as the community's primary public and educational access cable TV channel. LA36's diverse and wide-ranging content is available directly to an estimated 600,000 viewers via Time Warner Cable, and to a far broader audience through our content rich web site.

We also partner with PBS station KLCS-TV to reach an additional 15 million viewers with select programming both on cable and via over-the-air broadcast. A forthcoming interconnectivity with AT&T will further enhance our visibility, potentially adding millions of new viewers throughout Southern California.

Our website – available 24/7 at LA36.org – airs live events, including meetings impacting Los Angeles City and County stakeholders, and other events of every description throughout the area we serve. Our on-air programming includes local sports events, political debates and a broad range of community based programming – both live and on demand – though an archive of videos that numbers in the thousands and continues to expand daily.

Our activities, offerings and archive have expanded through the years, but our funding simply has not kept pace. LA36 continues to struggle with budget cuts and diminished financial support from the city.



*1994 Mayoral Approval*



*1990 Committee Funding Approval*

# A Brief History of Cable TV

1948



Cable TV systems appear in remote areas of the U.S. to enhance poor reception of over-the-air television signals.

The Committee's report, which provides the mechanism for funding the non-profit Los Angeles Cable Television Access Corporation (LA36), is formally adopted.

1996



1962



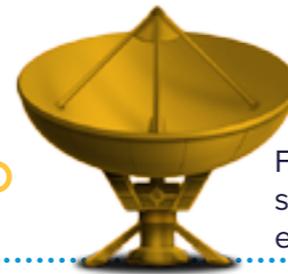
Approx. 800 cable systems serve about 850,000 subscribers as cable's reach continues to grow.

L.A. Mayor Tom Bradley appoints special committee to oversee the creation of the City's interconnected PEG channels.

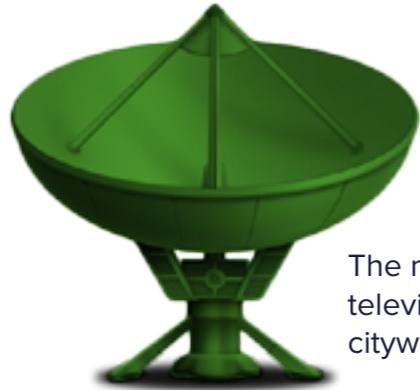
1991



1976

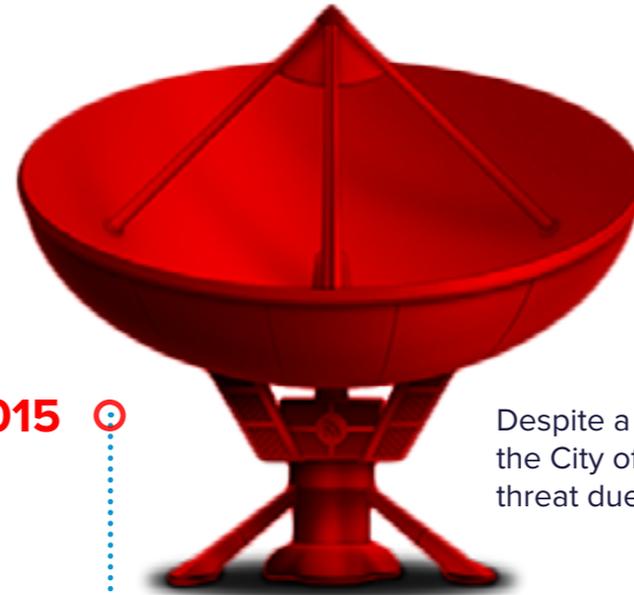


FCC requires cable systems with 3,500 subscribers or more to provide "PEG" (public, educational and government access) services.



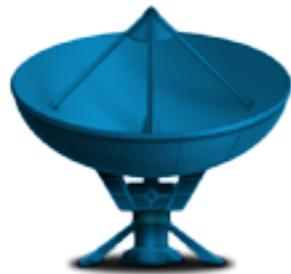
The non-commercial, public and educational television channel LA36 begins cablecasting citywide in Los Angeles.

1998



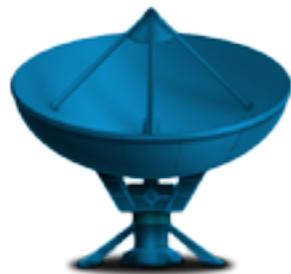
Despite a resurgent economy that has reinvigorated the City of Los Angeles, LA36 faces an existential threat due to ongoing budget and funding issues.

2015



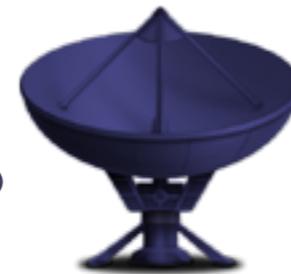
The L.A. City Council transfers responsibility for all remaining local public access programming to LA36, but provides no corresponding increase in operational funding.

2009



Changes in regulations supporting public access TV allow cable providers to shut down their public access services in California. In L.A., 12 such public access studios are shuttered.

2009



The "Great Recession" triggers dramatic cuts for government-supported programs at every level. LA36 faces increased City operating grant cuts and yearly budget battles.

2010



# EDUCATION & LIFELONG LEARNING

*Middle School TV Training*

# LA36 Puts the “E” in PEG Programming

If LA36 had a middle name, it would be “Education.” We’re proud to serve the City as its most important local source for public and educational programming. Indeed, as the only local non-profit TV channel in LA focused on lifelong learning, LA36 puts the “E” in PEG programming.

Promoting and facilitating education is our raison d’être – a core value and founding principle. To that end, we’re proud of our unequalled track record of success facilitating a broad spectrum of educational endeavors.

We make higher education more affordable, and accessible. Each year, high school students throughout LA earn college credits through LA36 programming. Our partnerships with the LA Community College District, Loyola Marymount University and Cal State Dominguez Hills continue to provide students with opportunities to achieve their educational goals.

Each year

**3,000+ high school students** earn university credits through LA36 programming.

The programming doesn’t stop there! LA36 provides a showcase for hundreds of hours of original shows produced by students at USC, CSUN, CSULA and other top institutions of higher learning. Thousands of hours of student-produced programming are available online, anytime at LA36.org.

*In terms of education, LA36 truly is a small station with a big mission!*



LA36 is the only local non-profit Los Angeles TV channel focused on lifelong learning.

LA36 **educates** our community on **arts, culture, sports** and **politics**, both in and out of the classroom.

LA36 showcases **600** L.A. city school **sporting events**, showing **15** types of sports at **60** different venues.

**Students** enrolled in 9 LA community colleges get **credit for classes** seen on LA36.

By offering live classes in partnership with Cal State Dominguez Hills, LA36 has helped more than **9,000** teachers earn their **teaching credentials**.

LA36 also showcases **hundreds of hours** of original programming produced by students at **USC, CSUN, CSULA** and other Los Angeles area schools.



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As the PBS station licensed to the Los Angeles Unified School District, KLCS TV has enjoyed a collaborative, positive, mutually beneficial relationship with LA36 for almost 20 years. We value that relationship because we are in sync. We complement and support each other as we serve the needs of local students. In LA36, you've got a station that's in touch with the important educational institutions serving the city, the students attending those schools and universities, the adult learners, educators, staff, thinkers and innovators. Where do you hear their stories other than through LA36 and KLCS?

LA36 puts the 'public' in public media. It would a disservice to the public – it would be a disservice to Los Angeles, to our students, our professions and our business community – if we didn't have the benefits LA36 provides.

– **Sabrina Fair Thomas**, General Manager, KLCS TV



## ITV - Instructional Television

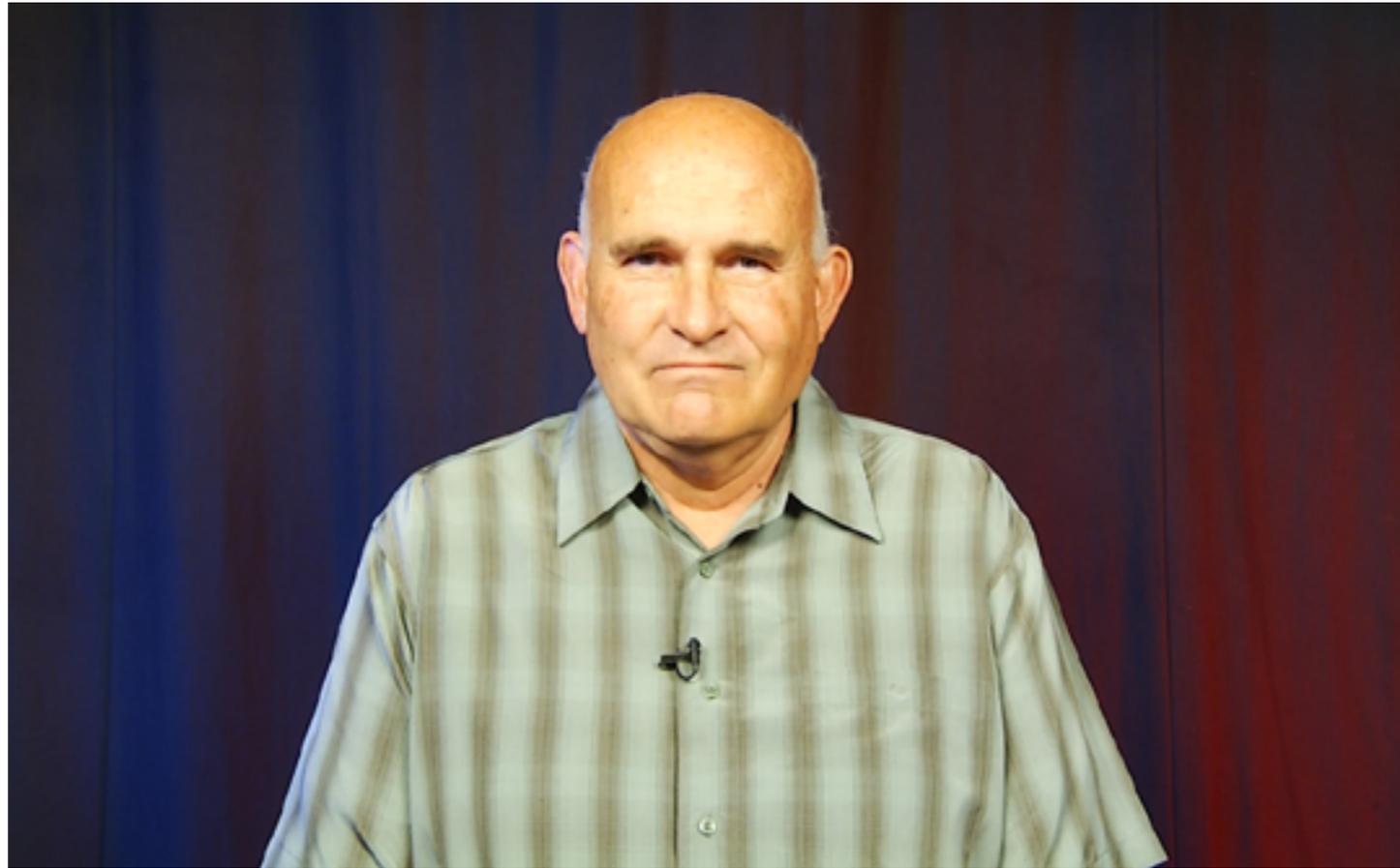
Students enrolled in any of the nine Los Angeles Community College District (LACCD) campuses can also enroll in a variety of ITV courses available through LA36.

These fully transferable community college courses combine instructional video with an interactive course website and weekend class meetings.

Students access these courses via regularly scheduled cable programming on LA36 or online, anytime via the LA36.org website.

### Los Angeles Community College District:

- LA City College
- East LA College
- LA Harbor College
- LA Mission College
- LA Pierce College
- LA Southwest College
- LA Trade-Tech College
- LA Valley College
- West LA College



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The LA36/ITV relationship is such a valuable tool. It provides courses in history, sociology, psychology, English and more. ITV videos are broadcast on LA36 at various times each week. These videos reinforce and expand upon course materials, and students can watch and re-watch segments as needed – on their schedule. The estimated enrollment for each ITV semester across all fields of study ranges from 2,500 – 2,800 students. I usually have 200 – 250 students in my course in any given semester.

– **Gary Roleder**, ITV History Instructor, Los Angeles Community College District

# LA36 Educational Partners

The Art Institutes  
University of Cal State Dominguez Hills  
Cal State University Long Beach  
Cal State University Northridge  
Cal State University Los Angeles  
Fashion Institute of Design and Merchandising (FIDM)  
LA County Office of Education  
Los Angeles Community College District  
Los Angeles Unified School District  
LAUSD CIF City Section  
Loyola Marymount University

- Leavey Center for the Study of Los Angeles
- Loyola Marymount Business School

Pasadena City College  
Pierce College  
University of California at Los Angeles (UCLA)  
University of Southern California (USC)

- USC TrojanVision
- USC School of Cinema Television
- USC Annenberg School of Communications

U.S. Department of Education  
University of Redlands



24 Pierce College

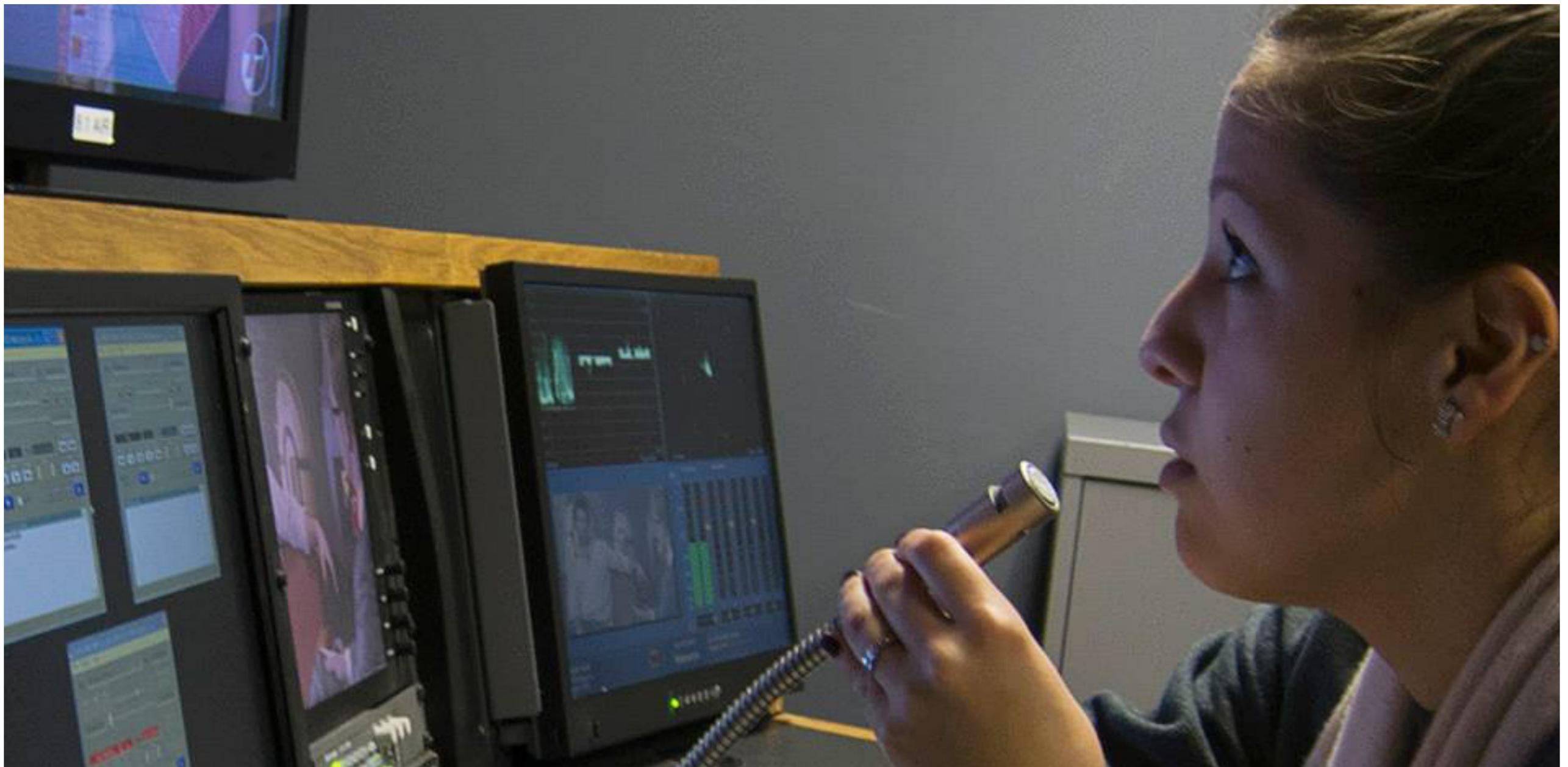
28 LMU

104 USC

518 CSUDH

520 LACCD

Average Hours of New Higher Educational  
Programming Broadcast Annually by LA36



## USC Trojan Vision





CSUDH Graduation

The partnership between LACTAC/LA36 and California State University, Dominguez Hills (CSUDH) has proven to be one of the most impactful and powerful partnerships in Southern California by providing millions of Angelinos with educational opportunities via cable television and the Internet.

Since 1997, DHTV, the television program service of CSUDH has broadcast over 20,000 hours of live, interactive educational programming on LA36. Highlights of these programs:

HEA300 (2)

*Health in Education with Robin Sinks*

Saturdays, 9:00AM - 11:00AM (Begins 8/22/2015 -- Ends 12/5/2015; no broadcast 9/5/2015, 11/28/2015)

Health education required course for the professional multiple or single-subject, clear credential teaching applicants. Covers all topics designated in the Health Framework for California, including personal health, family health, nutrition, the physiological and sociological effects for substance abuse, cardiopulmonary resuscitation and child abuse.

HEA395 (1)

*Community Health with Robin Sinks*

Saturdays, 11:00AM – 12:00pm (Begins 8/22/2015 -- Ends 12/5/2015; no broadcast 9/5/2015, 11/28/2015)

Discussion of health education strategies that can be effectively used in a variety of settings with a variety of audiences to promote the health of individuals, families and communities.

CJA446 (3)

*Understanding Terrorism with Gus Martin*

Sundays, 9:00AM - 11:00AM (Begins 8/30/2015 -- Ends 12/6/2015; no broadcast 11/29/2015)

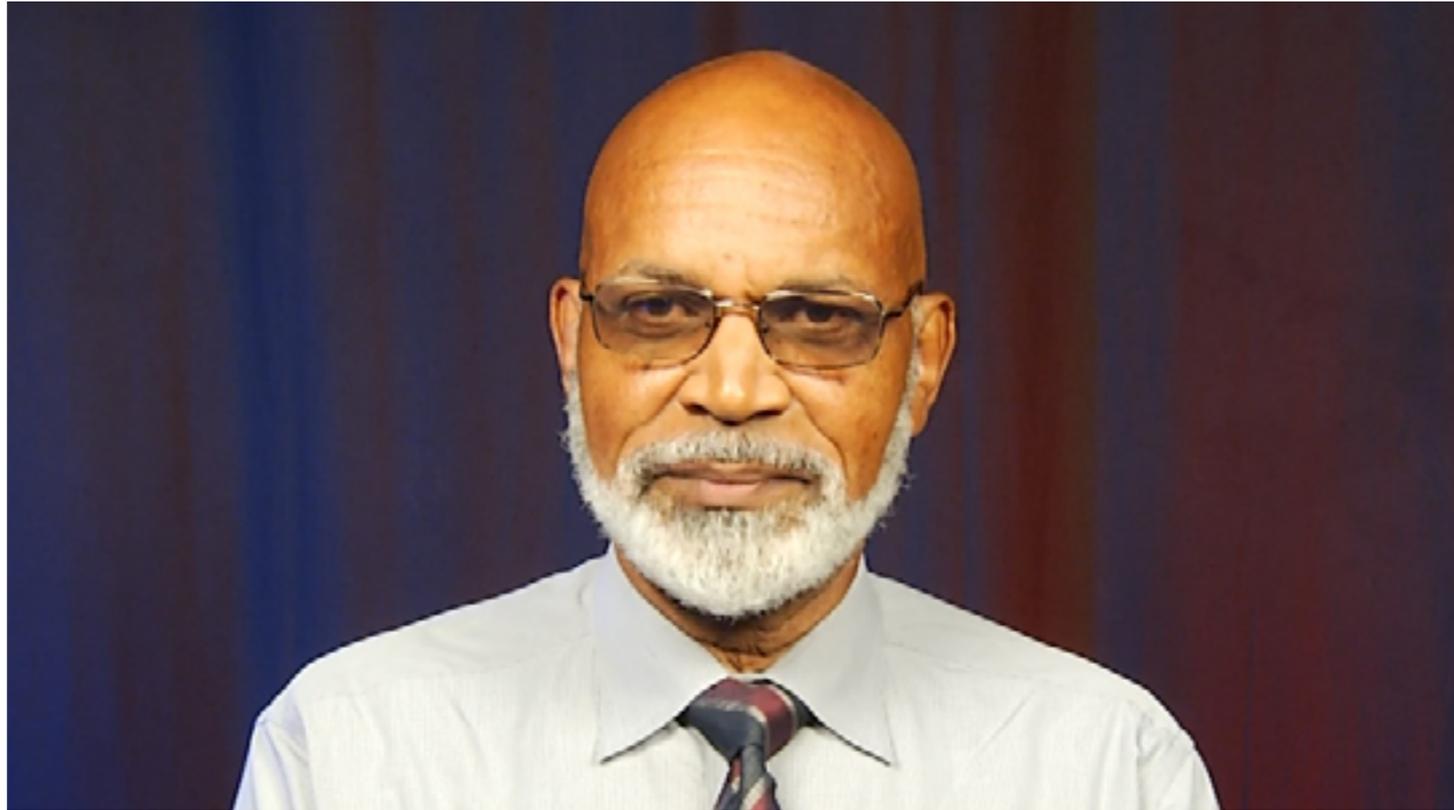
Encore rebroadcast from Fall 2014. Examination of contemporary terrorism and extremism. Critical analysis of terrorist behavior, typologies of terrorism, and extremism as a foundation for terrorist behavior. Analysis of the role of law enforcement and other public administrative agencies.

IDS350 (3)

*Gardens of California with Jerry Turney*

Sundays, 12:00PM - 2:00PM (Begins 8/30/2015 -- Ends 12/6/2015; no broadcast 11/29/2015)

An examination of the relationship between environment and the flora that surrounds us. Includes demonstration of gardening techniques and resources discussion of latest trends in gardening, landscaping and preservation.



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For the last 13 years, we've aired on Tuesday nights on LA36, and it's been a fun ride as we examine the 70-year history of a unique art form that has gone worldwide. I have the opportunity to share this music and its history. There aren't many jazz outlets across the country, so this opportunity is very special. Here we are in one of the biggest metropolises in the world, and LA36 is one of the few places where this very important art form is available to the general public.

– **Chet Hanley**, Jazz Professor, Cal State Dominguez Hills



PUBLIC POLICY & COMMUNITY AFFAIRS

2013 Mayoral Debate

## LA36 has aired more than 300 political discussions, debates, and economic forecasts.

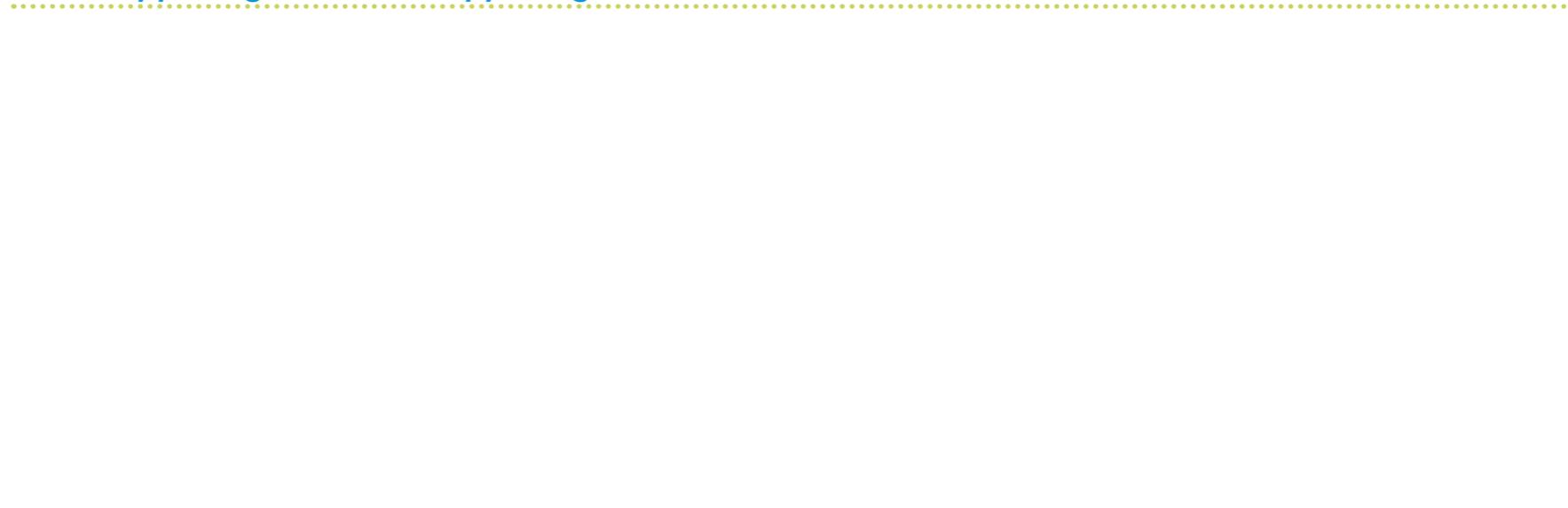
LA36 has long served as a conduit between the citizens of Los Angeles and people who shape public policy. From the latest gathering of the Los Angeles World Affairs Council to meetings of the LA City Council and County Board of Supervisors, LA36 keeps its viewers in touch and informed.

LA36 goes in-depth in a way no other local media source can match. No five-second sound bites here. We air full-length interviews featuring key political figures and local leaders. From the Mayor of Los Angeles to notable community activists; coalition leaders to the chief of the LAPD – and even the man on the street – we explore the issues that impact life in LA.

We've covered the drought with Governor Jerry Brown, discussed raising the minimum wage with Vice President Joe Biden and reported on the DWP's efforts to address its rapidly aging infrastructure within our city.

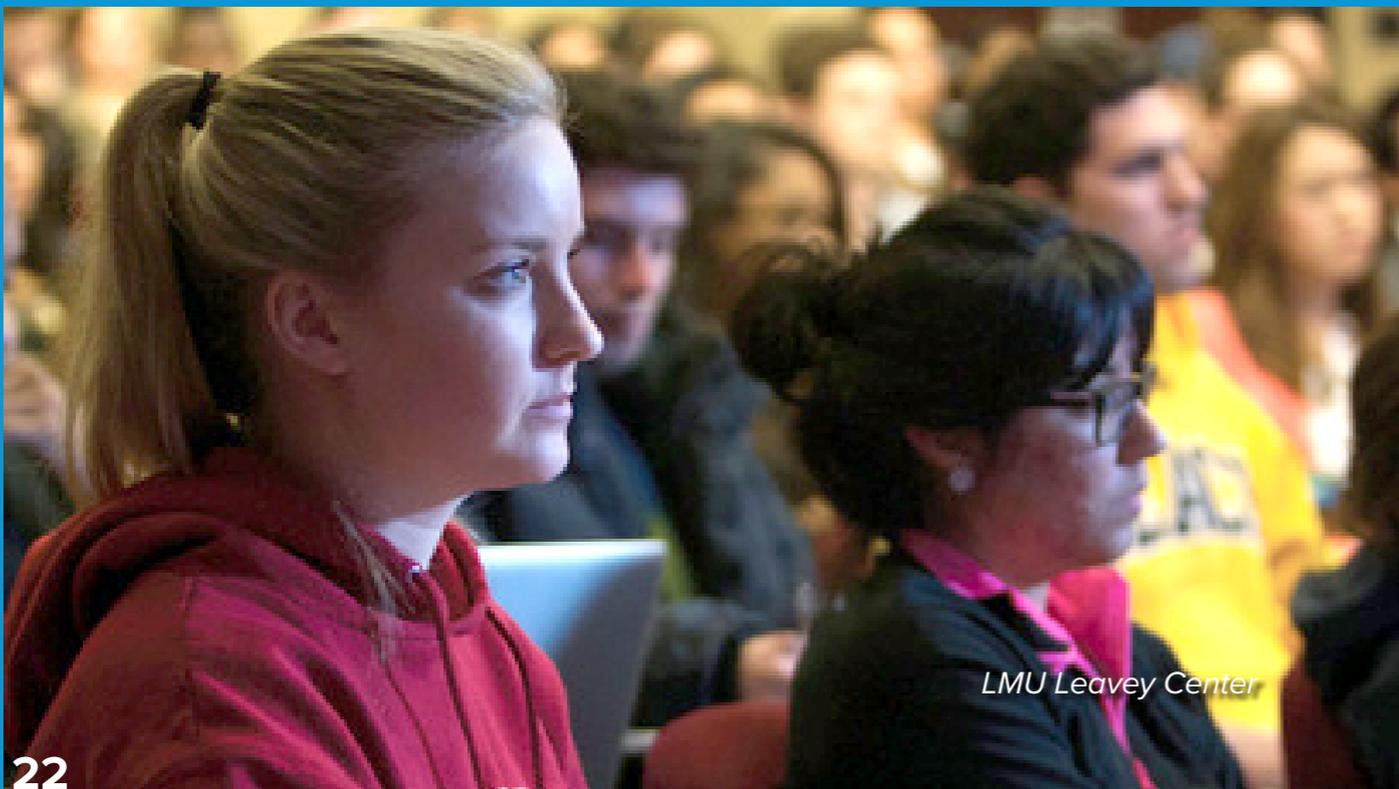
**LA36 has aired more than 300 political discussions, debates, and economic forecasts**, including events hosted by the historic LA World Affairs Council featuring such luminaries as Timothy Geithner, Buzz Aldrin, General David Petraeus and many more.

*If it's happening in LA, it's happening on LA36.*





**LMU URBAN LECTURE SERIES**  
**A CONVERSATION WITH**  
**MIKE BONIN**



*LMU Leavey Center*



*State Treasurer John Chiang*



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The Center for the Study of Los Angeles is focused on civic engagement, and that's why we are so proud to partner with LA36. Through LA36, we're able to provide much more in-depth coverage of what's happening locally.

LA36 allows for all kinds of programming you would never see elsewhere. We produce programs and partner on issues that don't lend themselves to a minute or even a five-minute segment. We cover local politics extensively through programming on LA36, both during and after local elections. LA36 and LMU have a great partnership. We really do appreciate the ability to communicate with a broader constituency, and we can only do it through LA36. There is no other vehicle for us.

– **Professor Fernando Guerra**, Director of Thomas and Dorothy Leavey Center for the Study of Los Angeles  
Loyola Marymount University



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The Los Angeles World Affairs Council is the premiere public affairs organization in the City of Los Angeles. For more than 60 years, the Council has hosted eight U.S. Presidents, over 300 foreign heads of state, an array of top government officials and key figures from business, politics and the media in order to inform and enlighten the citizens of Los Angeles.

LA36 is an invaluable partner in this effort, allowing us to extend our reach far beyond our membership. Information is power, and through its many partnerships and programs, LA36 continues to empower its viewers by providing access to a range of diverse, accurate information that is available in no other form. LA36 is unique, invaluable and irreplaceable, and we're lucky to have her.

– **J Curtis Mack**, former President, Los Angeles World Affairs Council,  
Executive Director, Veterans Park Conservancy



Turkish Deputy Prime Minister Ali Babacan



Secretary of the Treasury Timothy Geithner



Foreign Minister Kim Sung-Hwan  
Republic of Korea



The Honorable William Hague, MP  
British Foreign Secretary



# ARTS & CULTURE

Ford Theatre

## We celebrate the diversity, vitality, and rich cultural influences that drive and define this vibrant, dynamic, multi-faceted community.

LA36 is a truly unique resource for the citizens of Los Angeles. We do more than simply inform. We celebrate the diversity, vitality and rich cultural influences that drive and define this vibrant, dynamic, multifaceted community.

In this media-rich town, no other media outlet compares to LA36. We're unique. We're astute. We're plugged in to the very pulse of Los Angeles, and its blood pumps through our veins. We work tirelessly to explore and report on the people, places and events that define this multicultural wonderland.

We are the very essence of community-based programming, and our viewers know they can rely on LA36 to keep them in touch and well informed about the events, places of interest, activities of note and important services available in the City of Los Angeles.

**For more than a decade, LA36 has partnered with the Ford Theatres to bring live productions into the homes of Los Angelenos. To date LA36 has amassed hundreds of high-quality Ford shows highlighting diversity, talent and culture on stage in our community.**

### Ford Theatres Live 2013-2015

Angel City Jazz Festival  
Antics  
Bellydance Evolution  
Blue 13 Dance Company  
Colibri Entertainment  
Eastside Luv  
Fiesta Mexicana  
Flypoet  
Folklorico Ollin

Fountain Theater  
Grandeza Mexicana Folk Ballet  
Company  
Jail Guitar Doors  
J.U.i.C.E. Hip Hop Dancel  
Kollaboration  
LA SO-Cal Dance Invitational  
Linda Eder  
Shakti Dance Company

South Coast Dance Alliance  
Taikoproject  
The World Stage  
Vaud and the Villains  
Versa Style Dance  
Viver Brasil Dance Co.  
Young Musicians Foundation



*LACHSA Graduation*



*Live Production*



*LA Now*



*Ford Theatres Live*



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LA36 is uniquely aligned to provide resources to governmental organizations and other non-profit partners because they are intimately knowledgeable on how Los Angeles works, how the city works, how the county works, how this community works. LA36 understands us as an organization. They know how we work. They know how we tick. They know who our leaders are. They are politically savvy, and they know how to interact with elected officials. LA36 is a great partner with the County of Los Angeles – a great partner with every municipal organization they work with.

– **David Sommers**, Director of Countywide Communications, County of Los Angeles



*Let's Go LA - LA River 2015*

# LA36 Arts and Cultural Programming

- A+ Arts Series
- Aloud
- Art Institutes: Sunset Stripped
- Blue Ribbon Guinness World Record Live Coverage
- Bravo Awards
- California's Green
- Cheap Eats
- Children's Music Workshop
- Community Cooking
- CSUDH Live Performances
- CSULA Great Escapes, Great Ideas
- Destinos
- Eat, Move, Live
- Gay Men's Chorus of Los Angeles
- Growth Through Music
- Kimmie's Kitchen
- Jazz Notes
- LA Art Zone
- LAUSD Music Festivals and Concerts
- LA County High School For The Arts Documentary
- Let's Go LA
- LA Art Zone: Huntington Park Annual Christmas Parade
- Link TV
- Ford Theatres Live
- Native Voice TV
- Ovation Awards
- Poetry Out Loud
- Secret Family Recipes
- St. Vincent Meals On Wheels
- The Folklorist
- The Port Of Long Beach
- Trailmasters
- Twilight Concerts
- Win Awards
- Video In Classrooms Awards
- Winterfest
- What's Happening LA
- Yoga In The Park
- Zocalo

I heard about the internship from my professor at Pasadena City College, and it was amazing. It was a more hands-on experience than I would have had at a traditional school. I was part of a crew covering live concerts, sporting events and breaking news.

– **Brandon Ortiz**, LA36 Videographer & Former Intern

# INTERNSHIPS



# Giving back to the community

At LA36, we believe strongly in “giving back” to the community we serve. The LA36 internship program has been an integral part of our operation since the station’s inception and a valuable opportunity for the young people who pursue it.

Our interns don’t spend time stacking boxes, answering phones or going on coffee runs. We provide them with hands-on training in the latest television technology. They’re given the chance to train as working professionals – and we expect them to perform like one.

Our interns work in the field covering live events as an integral part of a working crew. They set lights, run

75+

Former LA36 interns now working as television professionals thanks in part to the state-of-the-art knowledge and applicable skills they acquired while working at LA36.

cables, plan shoots, get behind the camera during filming, learn the latest visual and sound recording techniques and spend long hours in the editing booth finessing the material to broadcast quality.

We are proud of our interns and believe strongly in our program. Interns who are eager to learn and willing to dedicate their time and energy to LA36 are handsomely rewarded with meaningful, useful, employable skills. Our interns are typically college students, but we have also worked with promising high school students.

There are no limits to what our interns can achieve. Many have gone on to work at major broadcast networks and top news and video production crews. Others hone their craft at LA36 and are eventually hired by the station.



Live Sports Coverage



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From day one here at LA36 – from the tour I got to my initial interview – I knew this was going to be something special. One thing that rang true for me from that first day was the idea that, at LA36, we might be smaller, but we do big things.

Without LA36, I definitely wouldn't have acquired the skills and the knowledge I needed to advance my career. I learned a lot about Los Angeles and the opportunities that are here . And, I learned something new every day of the week. Things like, for instance, how to go out on a shoot.

Without LA36, I definitely wouldn't be where I am in my career today.

– **Katie Sellers**, Former intern, Current Employee



PUBLIC ACCESS

*The Sunday Mass*

# Without LA36, public access programming would NOT be seen in the City of Los Angeles

As cable television established itself and began to supplant over-the-air broadcast networks in people's homes, the FCC opted to harness cable's expansive capabilities by designating certain channels for "public access."

Conceived between 1969 and 1971 as a forum for individuals and groups to express their views and explore their interests more freely, public access quickly became a social phenomenon that provided a creative outlet for a wide range of non-professional TV producers.

Cable TV providers absorbed the financial burden of public access, as part of their costs of doing business. But in 2009, new legislation relieved cable providers of this burden, and they quickly opted to close studios and eliminate channels.

In January 2009, the City Council responded by mandating that LA36 take responsibility for the public access component of PEG programming in Los Angeles – shifting the financial, technical and managerial burden from well-funded local cable providers to LA36, with no corresponding increase in funding.

The task is formidable. Every day, LA36 receives and curates a relentless stream of new content from many local public access producers. This stream can go from a trickle to an avalanche. Some is prepped for broadcast. The rest is uploaded to our website. We remain in touch with producers throughout this process via text or phone, and allocate enormous staff time and expertise to it.

All new programming and existing content that may be up for renewal is reviewed quarterly by LA36's Public Access Committee, to make "Best of Public Access" selections for on-air broadcast and review material to ensure it meets the "Public Access Guidelines" posted on the LA36 website.

This ongoing effort requires extra staff, website storage space and programming time and expertise. LA36 created an entirely new staff position to handle the volume of work (over 3,000 individual pieces of content, and counting). Being the sole provider of such content is a formidable challenge, to be sure. But without LA36, public access programming would NOT be seen in the City of Los Angeles.

# 200+

More than 200 public access producers have been showcased on LA36

# 3000

Episodes of public access content aired so far by LA36.

# 3000+

Number of public access videos currently available online in our archive at LA36.org

# \$0

Increase in operational funding provided by the city to offset increased cost associated with managing public access programming in LA.

## Public access programming on LA36 is offered in many categories:

- Music (in every genre)
- Cultural (LA is a melting pot)
- Variety (everything imaginable)
- Health & Wellness (mind and body)
- Religious and Spiritual - One of our largest components, available every Sunday morning, with iterations for many faiths.

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## Sample: Public Access Programming on LA36

- High Light Fights
- Media Watch on Hunger and Poverty
- The Joan Quinn Profiles
- The Stanley Dyrector Show
- The Indie Music Video Show
- Gemma Wenger's Hollywood
- Angel City Jazz Festival
- Newswire LA
- Out and About with Roger Martin
- Paths to Wellness
- Land of Peace
- The Steve Katsos Show
- LA Jazz
- Fusion of Science and Beauty
- Energy Contact
- Grace and Truth Ministries
- Sure Foundation Ministries
- Nettie Broomfield Ministries
- Calvary Chapel Pacific Coast
- Beauty for Ashes
- The Adventures of Donkey Ollie
- The Last Hour
- The Sunday Mass
- The Actors Reporter

Full Public Access Programming List Available in Appendix



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We provide a broadcast to the homebound. Our viewers rely on The Sunday Mass to maintain a connection with their community when they cannot leave their home. This connection is essential to not only their spiritual well-being but also their health. We have learned that LA36's funding is at risk. It is our understanding that fees from the viewers' cable bills are meant to keep such channels and programming alive. We ask that you continue funding LA36. Please do not abandon those who need outreaches such as those that LA36 provides!

– **Jacqueline Mottola**, Passionist Communications – The Sunday Mass



SPORTS

*East LA Classic*

## We've covered more than 600 local prep sporting events at more than 200 schools in Los Angeles

LA36 is the leading local media outlet for coverage of prep sports and young athletes throughout Los Angeles. Our coverage of the “big three” – football, basketball and baseball – is unsurpassed, providing a showcase for LA’s youth that includes the intense, action-packed LA City championships in each.

But beyond those popular, high-profile choices – when other media outlets are packing up their bats and heading to the showers – LA36 is just getting warmed up. Often underserved athletes in Olympic sports such as softball, swimming, tennis and volleyball receive much-needed exposure on LA36. And viewers learn how these hard-working young people are succeeding as students and important members of their communities.

We've covered more than 600 local prep sporting events – so far – at more than 200 schools primarily from Los Angeles and surrounding areas to the San Fernando Valley and Orange County. Our cutting-edge “SoCal Prep Report” gives players and coaches a weekly forum to showcase their talents both on and off the field.

Los Angeles has long been a fertile breeding ground for future sports stars, and many prominent local athletes enjoyed their first public exposure on LA36. The impressive list includes:

- NBA All-Star and future Olympian **Paul George**
- Future Lakers **Nick Young** and **Jordan Farmar**
- Dodger pitcher **Josh Ravin**
- Milwaukee slugger and 2011 MLB MVP **Ryan Braun**
- Kansas City 3rd Baseman and American League All-Star **Mike Moustakas**
- USC All-American and New York Giants star **Steve Smith**
- Chatsworth High and USC quarterback **Matt Cassell** of the Buffalo Bills
- Valencia, CA native **Shane Vereen** of the Super Bowl Champion New England Patriots
- Rookie sensation **Jalen Strong** of the Houston Texans

LA36 is home to many young, talented sports enthusiasts, and we're proud of the role we've played in showcasing so many local aspiring athletes. LA36 is the place where the extraordinary talents of LA's young people are first recognized.



Huntington Park High School vs. Bell High School - Soccer



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Los Angeles is a huge city, and LA36 is the only station that covers high school athletics and gives these kids the exposure they deserve. With public schools in general, the news is often focused on unfortunate instances of violence or abuse. Athletics is always positive and has the potential to overshadow the negative. LA36 has been very powerful in giving these student athletes the recognition they deserve! LA36 is the only local station devoted to covering student athletes on a regular basis. I don't know where we'd be without it.

– **Trent Cornelius**, Coordinator for Interscholastic Athletics, LA Unified School District





*Pierce College Football*



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For quite a few years, we've enjoyed a tremendous relationship with LA36 in the production of our football games. It provides a boost for our student athletes that is unparalleled, and puts us heads-and-shoulders above other schools.

It really is so important for the college to maintain this relationship, because it showcases a different level of student athlete. We have a diverse cross-section of kids in our football program, and for these kids to be seen by their parents; their peers... the impact is immeasurable.

– **Jason Sabolic**, Head Football Coach, Pierce College



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We're very grateful for the opportunity LA36 has given us, and we certainly want to continue that relationship. We want everyone to know how important this opportunity is – not just for our football program, but for the Los Angeles Community College District and, most importantly, the student athletes who participate.

– **Torry Hughes**, Asst. Head Football Coach & Defensive Coordinator, Pierce College



Pierce College Football  
photo courtesy Steve Palma

## A selection of LA36 sports coverage includes:

- Pierce College Football
- Valley College Football
- St. Genevieve Football
- East L.A. Classic
- LAUSD City Section Boy's Championships including Football, Basketball, Baseball, Softball, Volleyball, Soccer, Swimming, Wrestling, Tennis and Track & Field
- LAUSD City Section Girl's Championships including Basketball, Softball, Volleyball, Soccer, Swimming, Tennis and Track & Field
- "Battle of the Valley" Boys Basketball Tournament
- "Pee Wee All Stars" Valley Youth Football Conference
- Urban Youth Academy Baseball
- UCLA Women's Athletics including Volleyball, Basketball & Gymnastics



## Weekly So-Cal Prep Report

- City Boys Volleyball Championship from Taft High School
- LA City Section – Girls Softball All Star Game
- LA City Section – Swimming Finals
- East vs. West All Star Prep Baseball - Game Highlights
- LA City Section Hall of Fame Induction Ceremony
- Interview with former Taft HS, USC and NY Giants Wide Receiver Steve Smith
- City Champions – Girls Basketball and Girls Soccer
- Review: Championship Weekend in Prep Soccer and Basketball
- Latest News and Notes in Prep Sports (recurring feature on LA36)

Comprehensive Sports Programming List Available in Appendix



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I love baseball. I've been playing since I was super young; my whole life, really. I got city section player of the year, which was a great honor. My Coach and I came to LA36 right before the playoffs to talk with Randy Rosenbloom and Eric Sondheimer. Being on LA36 is incredible. It's an honor to represent my team; my family; my coach and myself. I think it's really important for student athletes to be on LA36 and have this experience.

– **Jeremy Polon**, Student Athlete Varsity Pitcher, El Camino Real High School  
2014 West Valley Pitcher of the Year and 1st Team All City

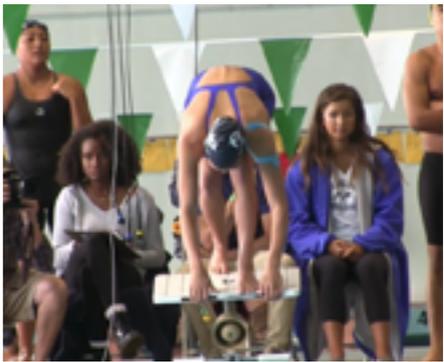


Molly Kornfeind, Palisades High



LA36 Interview

# LA36: Committed To Local Prep Sports Coverage





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My daughter, Molly, who is now playing volleyball at Dartmouth, was given the opportunity to appear as a guest on LA36's Prep Sports Report one day, and she had the experience of a lifetime. She'll never forget that as long as she lives. She wants to be a coach now, and these experiences really helped her as an athlete and as a person.

I'm proud to do be affiliated with LA36. When I think about the exposure they give these kids, coaches and schools... The gift they give to local citizens in LA is really something special.

– **Gina Kornfeind**, Mother of LAUSD Students



# FUNDING: THEN & NOW

*LA City Hall*

# As With all Worthwhile Endeavors It all Comes Down to Funding

In 1991, Mayor Tom Bradley appointed a special committee to oversee the creation of the City's interconnected PEG channels. That committee did its job well, and wisely provided a reliable mechanism for funding LA36 in perpetuity. The plan was formally adopted in 1996, and LA36 began broadcasting citywide programming in September, 1998.

Integral to this plan was the principle that LA36 would be funded by a portion of the franchise fees paid to the City's Telecommunication Development Account (TDA) by for-profit cable TV providers.

The TDA was specifically designed and mandated by the LA City Council to channel such funding into public, educational and governmental (PEG) cable access programming. The Committee's plan anticipated that both initial and ongoing funding for LA36 would be maintained in this way. In recent years, those funds have been increasingly diverted into the City's General Fund.

The Committee's report also provided for gradual increases in TDA funds devoted to the new channel's activities, with projected funding of \$1 million in LACTAC's third year (2001). As noted in the initial report, "no major urban area access corporation anywhere in America sustains itself on non-governmental funding." In fact, all PEG access channels around the nation are funded to a significant degree by the distribution of cable franchise fees and are either partially or fully supported by a government or cable entity.

LA36 was never designed to be financially self-sufficient. The station has done a remarkable job of maintaining and expanding its rich programming in the face of declining distributions and philanthropic support. But further cuts pose an existential threat to this invaluable public asset. The City must continue to provide the essential funding necessary for LA36 to fulfill its important mission.



*1992 Conveners' Report*



*1992 City Attorney Review*



### How LA36 is Funded

#### **Franchise Fees:**

Cities and other designated municipalities receive “Franchise Fees” from local cable system operators through their subscribers. These fees represent a significant source of funding.

Franchise fees help fund a vast array of cable-related projects and interests, especially “PEG” television stations like LA36.

#### **Public, Education and Government (PEG FEES):**

Also generated through cable providers, PEG funds are restricted to PEG capital usage.

The City collected \$6 million+ in PEG fees last year. It is directing the bulk of these funds to a government channel-related relocation and equipment project not related to LA36.

LA36 receives just \$250k annually from PEG funding.



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I am grateful that *Between the Lines* airs locally on LA36. It's the only show in the nation that brings the most famous and knowledgeable authors, lecturers, directors, physicists, scientists, biologists and more into a conversation that goes deeper than anywhere else.

But I have a much greater interest and investment in the station than my own show. LA36 is my personal lifeline to LA. There's just nothing else in the media – not even our own public television station – that gives you information about the goings on in LA in such depth. And without LA36, the community will lose the vital life connection to our own city. In LA I know for a fact that everyone has a tv, but not everyone has a computer. Without LA36 you are cutting the lifeline to some of the most under-served communities in our City. They need it, their children need it, we need it – it benefits all of us!

– **Barry Kibrick**, Emmy-Award Winning Host/Producer, *Between the Lines*

## Funding - Important Facts

1. By design, LA36 is supported, in part, by revenue generated by cable franchise fees.
2. Paid by cable customers as a small part of their monthly bill, franchise fees provide the financial underpinning for Public, Educational and Governmental (PEG) programming – the heart of public access television.
3. In its most recent fiscal year, the City of Los Angeles received more than \$30 million in cable franchise fees.
4. LA36 received less than 1% of that – just \$255,000 – as an operating grant, as franchise fee revenue continues to be diverted into the city’s General Fund.
5. City funding for LA36, projected at one time to reach \$1 million annually, has never been more than \$600,000 – and has been slashed repeatedly in recent years.
6. Since its inception, LA36 has balanced its budget with revenue generated through production service fees, donations and partnerships with other organizations. In the current fiscal year, this revenue stream is projected to bring in \$665,000.
7. Despite this success, production costs have risen dramatically – far more quickly than revenue has grown – and cutbacks in city funding have been deeply felt.
8. As the sole provider of Public Access and Educational content in Los Angeles, LA36 represents the “P” and “E” in the city’s PEG programming.
9. There is no replacement available for this important information source.
10. L.A. has fewer PEG Channels than any other major city in the nation. The City cannot afford to lose LA36.
11. LA36 is caught between a rock (rising costs) and a hard place (reduced funding). Left unaddressed, these opposing factors represent an existential threat to this invaluable community resource.
12. Even as LA36’s budget tightens, its mission expands
13. Though the cost to the City is minimal, the value of LA36 is beyond measure. We operate 24/7 both online and on television.
14. Students enrolled in nine LA-area community colleges look to LA36 to provide course-related content.
15. LA36 partners with the LACCD, USC, CSULA, CSUDH, LMU, Pierce College and other area schools to bring over 1,000 hours of new programming annually to students throughout the City of LA.
16. LA36 has aired over 3,000 episodes of public access content from more than 200 producers.
17. Some 9,000 teachers have earned teaching credentials by taking LIVE classes on LA36.
18. LA36’s mobile studio has showcased 600 LA-area school sporting events and hundreds of arts and cultural events.
19. In 2009, LA36 was asked to take responsibility for providing “public access” programming in Los Angeles, without additional funding.
20. The City of Los Angeles, once served by a dozen cable-supported public access channels, now has just one: LA36.



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**Message to the LA City Council dated April 21, 2009:**

Integral at every step along the way...was the fundamental principle that the operation of LA36 would be funded through revenues generated from the franchise fees paid to the City by cable television companies.

– **Paul Vandeventer**, President and CEO, Community Partners; Consultant to the Special Committee of Access Corporation Conveners (Original architects of the plan for launching cable access TV in Los Angeles)



# TECHNICAL CAPABILITIES

LA36 Production Truck

# Small Budget, Big Technology

To borrow from Mark Twain, many a small thing has been made large by the right kind of... determination. In that regard, LA36 is LA's small but very determined cable access TV station that accomplishes a whole lot on a very, very small budget.

From our ever-expanding website featuring countless hours of streaming video to our cable access TV broadcast that connects viewers with the rich tapestry of life in LA, we're proud of our ability to inform, enlighten and entertain our viewership – on a budget.

Technology makes it all possible, of course. But keeping up with technology is also our biggest challenge. The conversion to HD has been costly. Budget constraints have forced us to move slowly and employ a careful strategy for acquiring necessary equipment, materials and upgrades.

We film on professional-grade digital cameras and edit using a combination of Adobe CS5, Final Cut Pro7 and older Avid software. The industry standard for high-end video production since we made the jump from analog to digital, Avid has given way to the less costly, equally robust Final Cut Pro system that has become the top choice for many industry professionals.

For graphics, titles and other in-shot elements, we employ Adobe CS5 and Photoshop software – the professional standard for digital image editing – for top-quality after-effects and other graphic elements.

Our unconventional work space (an artistic loft in a recently gentrified section of the warehouse district) has been transformed into a fully functional production studio. And while we don't have a dedicated control room or the latest state-of-the-art digital technology that many of our PEG counterparts enjoy, our dedicated team of talented production specialists combine imagination, determination and experience to produce content of the highest quality.

At LA36, we make the most of our limited resources – and the result speaks for itself. Our work compares favorably to shows from much larger, better-funded production companies, and our content is often seen on major outlets such as ESPN, ABC and the MLB network.



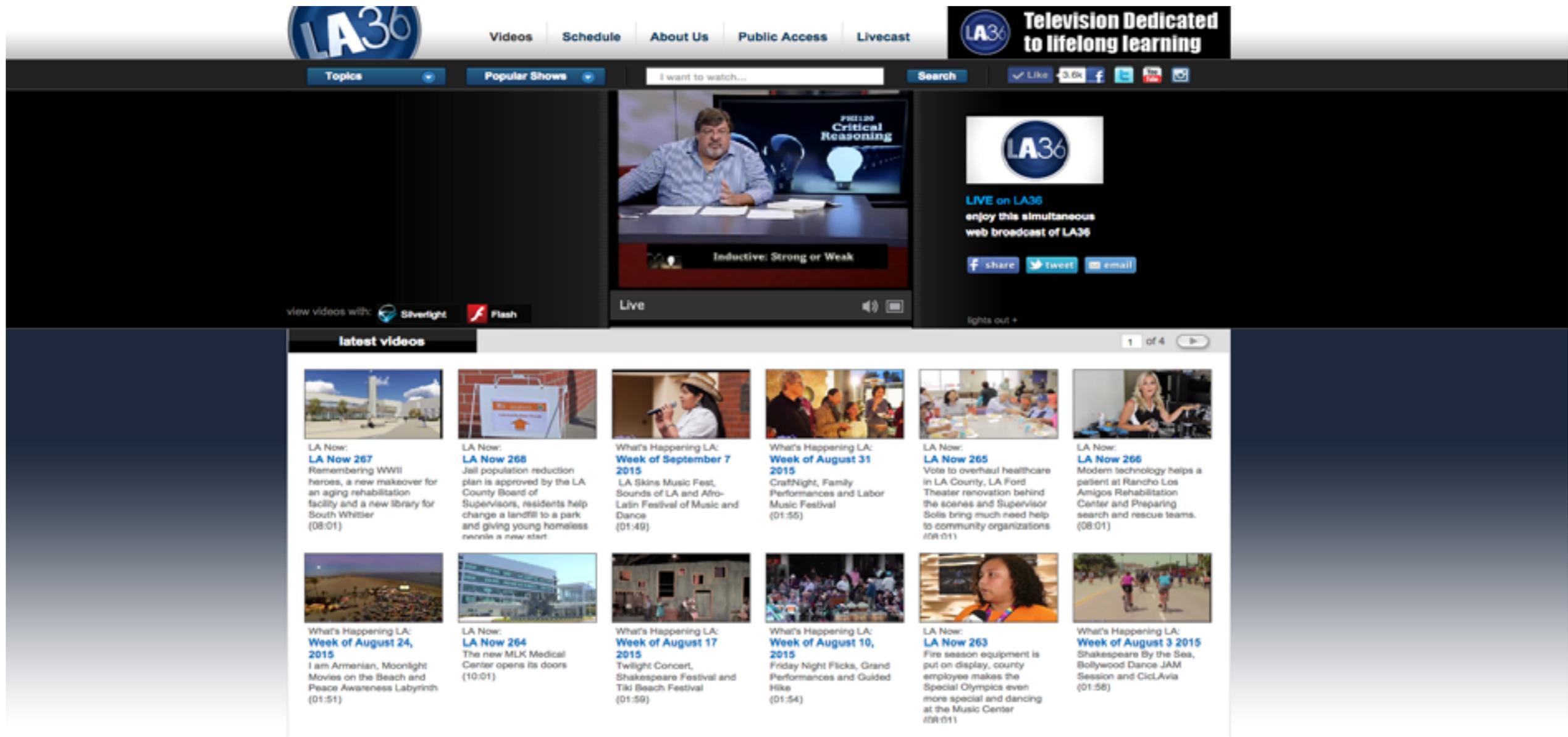


### The LA36 HD Truck

Covering a city the size of LA requires mobility, which makes our digital production truck an essential part of our operation. A fully functional studio on wheels, the LA36 HD truck allows for livestreaming of content on our own channel and on behalf of production clients.

Our cameras are high-definition. The truck itself features the very latest in broadcast digital technology, and can be used for both professional broadcasting and corporate video production. We can accommodate 4x3 or 16x9 aspect ratio and deliver the finished work in a variety of standard formats.

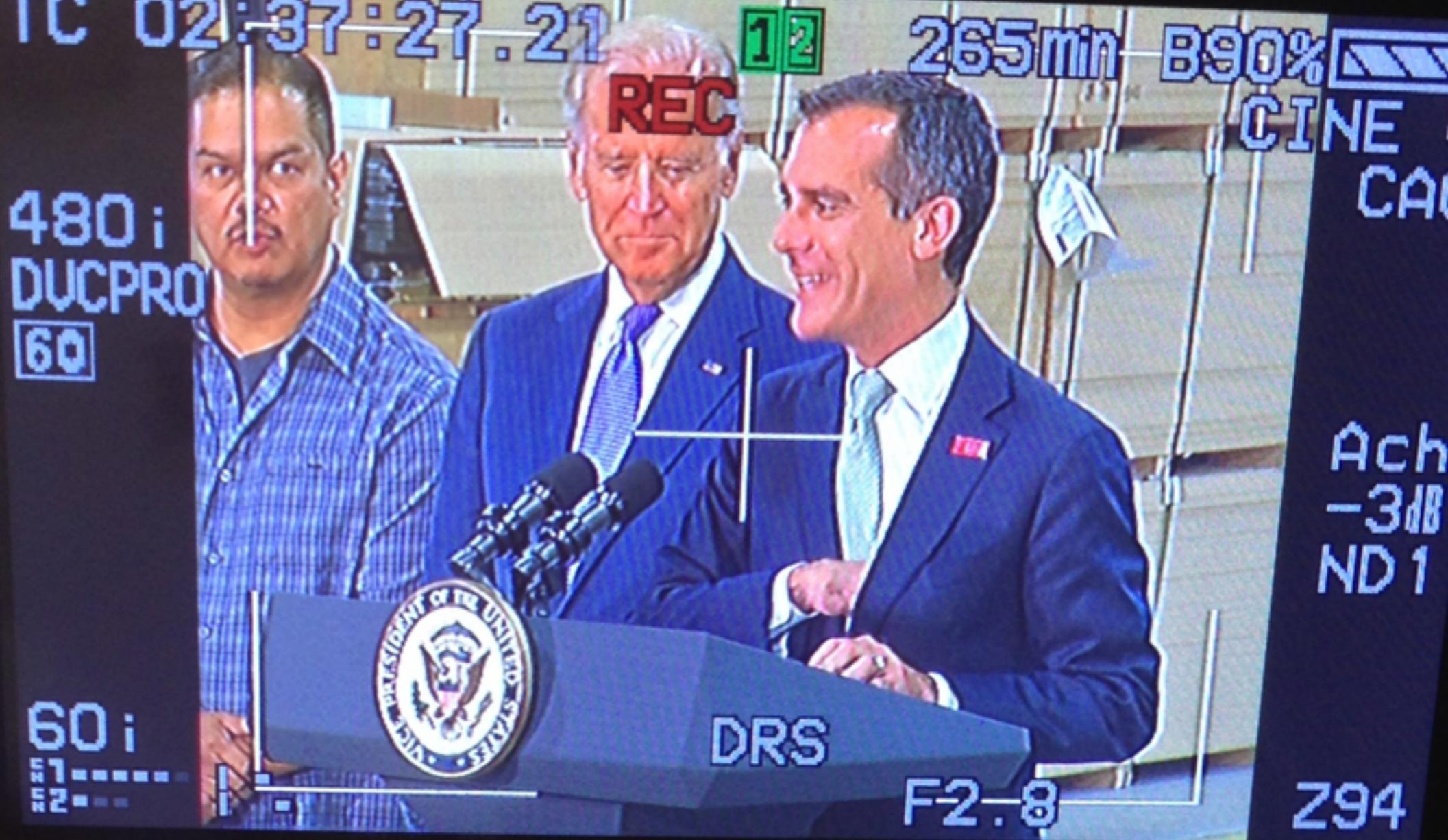




## The LA36 Website

Conceived initially as a cable access channel serving a well-defined local viewership, our rich, robust website expands our reach and links us to the world. Updated daily and operating around the clock, LA36 was the first station of its kind to pioneer live streaming of its broadcast online.

Our website is also a repository for THOUSANDS of videos from our extensive library, showcasing the richness of life in Southern California to all who visit us online. Mark Twain was right. Our determination has made LA36 very big, indeed.



**5** year Warranty **Register now!** <http://panasonic.biz/say/usa>  
<http://panasonic.biz/say/usa>

# GOVERNANCE

*Vice President's LA Visit*

# LA36 Board of Directors

The Los Angeles Cable Television Access Corporation is fortunate to have the oversight of an esteemed group of directors. Each board member brings a wealth of knowledge from a variety of backgrounds including, but not limited to, the non-profit sector, television, politics, business, legal and academia. Board Members serve voluntarily and have contributed greatly to the success of LA36.

Van Bridgeman

Joan Boyett

Tom Cole

Dixon Dern

Andrew Lozano

Jeff Proctor

Jason Seward

Nate Thomas

Don Tillman

Jon Vein

Nancy Wiard

Ken Williams



# APPENDIX

# Founding Documents



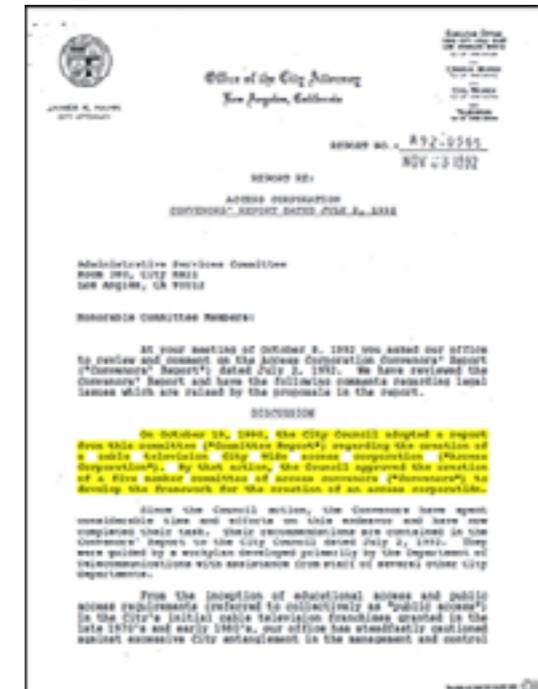
1994 Mayoral Approval



1990 Committee Funding Approval



1992 Conveners' Report



1992 City Attorney Review

## Public Access Show List

2Ds in LA	Fusion of Science and Beauty	Miles of Music	Swara Lahari
360 Degrees Underground Video Show	Gabriel of Urantia	Mogul Media TV	That Which Is
50 for Woman Ain't What it Used to be	Gemma Wenger's Hollywood	Movie Talk	The Acting Zone
A Chat with Glendora	God is Love Ministry	Muhammad and Friends	The Actors Reporter
A New Direction	God Smiles	Nettie Bloomfield Ministries	The Adventures of Donkey Ollie
A Tribute to World Music	Grace and Truth Ministries	Newsire LA	The Answer of the Lips
An A.H.A.D. Moment	Guns to Gospel	Northwest Indian News	The Bianca Bee Show
Art Follies	H.S.M. Ministries	Offensive Oxford	The Block TV LA
Auto Life	Helping Seniors Understand Reverse	Our Show of Shows Vaudeville Variety	The Cheron Moore Show
Beauty For Ashes	Mortgages	Pacific Friendly Islands	The David Yarnell Variety Show
Bible Study with Henry Koski	Here's to Your Health with Joshua Lane	Paths to Wellness	The Dirty Stars
Beyond Today	Highlight Fights	Peer's Influence Peers	The Extreme Idea Show
Bricktown	His Way Home	Power Houses	The Garage with Steve Butler
Calvary Chapel Pacific Coast	HoodX	Power of Liberty Misnistries Int'l	The Golden Mic
Captain Mysterious	House of Prisca and Aquila Series	Precious Moments	The Gospel Vibes
Caves of America	I know Why You're Single	Promise of God Ministry	The Gregory Mantell Show
Celebration of Aging	ICTV	Push Panjali	The Happy Guy TV
City of San Jose Green Vision	Isadar	Radio SANTEC Land of Peace	The Hidden Truth
Crazy Cool Grandma's Comedy Revue	Isadar Music Videos	Reggae TV	The Indie Music Video Show
Creative Ways to Build a Christian Community	Jaam-e-Jam	Reparations	The Joan Quinn Profiles
Cry Holy with Bishop Felton	Joan Quinn Profiles	Ronny & Cindy	The John Kerwin Show
Dan the Drummin Man	Junior Christian Teaching Bible	Salsa Showcase	The LaRouche Connection
Delete TV	Korean Culture	Scrawny Johnnie T.V.	The Stanley Dyrector Show
Dream Shadows	KUP-TV	Second Coming Church Ministries	The Steve Katsos Show
E! Buzz	LA Jazz	She loves Hip Hop	The Sunday Mass
Edison Exploratorium	Laff it Off with Grace	Singing Your Heart Out	The Tish Macintosh Show
End Time Ministry	Land of Peace	Sleepless in Gaza and Jerusalem	The Unreal Variety Show
Energy Contact	Late Night With Johnny P	Solar Inverter Round Table Discussion	The Unscripted Sketch Comedy Show
European Tour	Lawline	Sonoran Desert National Monument	Apt. 303
Everlasting Love	Leo Love with Me and my Boo Boo	Speak on It	The Victory Report Hour
Everyway Woman Talk Show	Liberties for the People	Specialized Fitness & Nutrition	The Word of Truth
Fear of Being Born Again	Life Church International	Sports Rap-up	
Francine Dancer	Light and Sword Minstries	Stop the Violence TV	
	Media Watch on Hunger and Poverty	Sure Foundation Ministries	

## LA36 Sports Shows 2012-Present

St Genevieve Football 2015 Season

LA Valley College Football 2015 Season

Pierce College Football 2015 Season

Football 2014 VYC Pee Wee

All Star Game

Football 2014 Daily News All Star Game

Battle of The Valley 2014 Boys Basketball

Boys Basketball 2014 Collision

All-Star Game

Pierce College Football 2014 Season

Boys Football 2014 Glendale vs Hoover

Pierce College Football 2013 Season

Football 2013 Daily News East vs. West  
All Stars

Football 2013 VYC National vs. American  
Conference

Football 2013 VYC Pee Wee National vs.  
American All Star

Battle of the Valley 2013 Boys All-Star  
Basketball

Battle of the Valley 2013 Girls All-Star  
Basketball

Pierce College Football 2012 Season CIF

LA City Section Boys Basketball -  
Dorsey vs Taft

CIF LA City Section Girls Basketball -  
Fairfax vs Narbonne

2012 Boys Baseball Championship  
Chatsworth vs ECR

Boys Baseball 2012 Palomino World  
Series Chinese Taipei vs Urban  
Youth Academy

Boys Baseball 2012 Urban Youth  
Academy All Star Championship

PrepStar California Classic 2012 SS  
North vs South

Boys Basketball 2012 Westchester vs  
Palisades

Girls Softball 2012 Championship El  
Camino Real vs Carson

Girls Soccer 2012 Final Palisades vs El  
Camino Real

SSUSA Football 2012 Junior College All  
Stars - North vs South

SSUSA Football 2012 City vs Southern  
Boys Baseball 2012 Cecil Fielder Elite  
World Series Game 1

Boys Baseball 2012 Cecil Fielder Elite  
World Series Game 2

Boys Baseball 2012 Cecil Fielder Elite  
World Series Game 3

Pierce College Football 2012 Pierce vs  
Santa Monica College

Boys Volleyball 2012 Div III  
Championship Northridge vs Elizabeth

PrepStar California Classic 2012  
SD vs. City

Boys Football 2011 Canoga  
Park vs Jefferson

Boys Soccer 2011 Div 1 Finals  
Banning vs Southeast

Girls Softball 2011 Championship  
Girls Volleyball 2011 Finals Div 1  
El Camino Real vs Granada Hills

Girls Volleyball 2011 Finals Div 2  
Palisades vs Taft

Girls Volleyball 2011 Finals Small Schools  
Northridge vs Elizabeth

Boys Volleyball Championship DII 2011  
Jordan vs Verdugo Hills

Boys Volleyball 2011 Championship  
Division 2

Boys Baseball 2010 Jr Div Championship  
Compton vs Watts

Boys Baseball 2010 Southwest Future All  
Stars Championship 1

Boys Baseball 2010 Southwest Future All  
Stars Championship 2

Boys Basketball 2010 Collision XII

Boys Volleyball 2010 Kick Off Show

Girls Softball 2010 Championship  
Chatsworth vs Kennedy

Boys Football 2010 Final Div 1  
Crenshaw vs Carson

Boys Football 2009 East LA Classic  
Roosevelt vs Garfield

Boys Football 2009 CIF Championship  
Narbonne vs Crenshaw 1

Boys Football 2009 Washington at Taft 3

Boys Football 2009 Lakewood vs  
Crenshaw 1

Boys Football 2009 Lakewood vs  
Crenshaw 2

Boys Football 2009 Notre Dame vs  
Birmingham 1

Boys Football 2009 Notre Dame vs  
Birmingham 2

Boys Football 2009 Washington at Taft 1  
Boys Football 2009 Washington at Taft 2

Boys Football 2009 CIF Championship  
Narbonne vs Crenshaw 2

Boys Football 2009 Narbonne vs  
San Pedro 1

Boys Football 2009 Narbonne vs  
San Pedro 2

Boys Football 2009 Narbonne vs  
San Pedro 3

Boys Soccer 2009 Finals El Camino Real  
vs Locke 1

Boys Soccer 2009 Finals El Camino Real  
vs Locke 2

Boys Volleyball 2009 Loyola vs  
Mira Costa

Boys Baseball 2009 MLB and Urban  
Youth Academy Breakthrough Series 1

Boys Baseball 2009 MLB and Urban  
Youth Academy Breakthrough Series 2

Boys Baseball 2009 Championship  
Chatsworth vs Cleveland

UASN Boys Football 2009 North vs  
South All-Stars 2

UASN Boys Football 2009 North vs  
South All-Stars 1

Girls Basketball 2009

Battle of the Valley

Girls Softball 2009 Championship

Girls Softball 2009 Invitational Finals

# LA36

Television Dedicated To Lifelong Learning

***OUR MISSION: To support community building and promote learning through the development and distribution of innovative, high-quality programming. We strive to create value to the Los Angeles Community by connecting educational and cultural resources that meet local needs, and by making these resources broadly accessible within the city.***