

The Department of General Services Report to the Legislature: Video Production

April 2006



*Department of General Services
Office of State Publishing*

Reporting Requirements

The 2005-06 Budget Act Item 1760-001-0666, Provision 15 requires that “no later than April 1, 2006, the Department of General Services (DGS) shall provide to the Chairperson of the Joint Legislative Budget Committee and the chairperson of the fiscal committees of each house of the Legislature a report containing cost and descriptive information for every video production service provided, and to be provided in the 2005-06 fiscal year”. This report is provided to conform to those requirements.

Program Summary

The DGS Video Center (VC) is a full service video production studio operated through the DGS Office of State Publishing. It provides State agencies with a variety of professional video production services. Table 1 provides a full description of the program services:

Table 1: DGS Video Multimedia Center Services

SERVICES	DESCRIPTION
Department Overview Videos	Department overview videos describe a department’s function and duties and are used for events such as town hall meetings or community gatherings. They are very general in nature and basically explain what a department or agency is all about and how people can get help from them.
Presentation Videos	Presentation videos are specifically produced to address a certain topic that interests attendees at a meeting or conference. They are used to set the tone for a specific event.
Training Videos	Training videos describe and illustrate specific procedures in order to explain to employees a certain process or course of action pertaining to their job.
Media Kit B-Roll Packages	Media Kit B-Roll Packages consist solely of video footage with ambient sound. They can include interview sound bites, but do not include narration.
TV Public Service Announcements	TV public service announcements are prerecorded and reproduced on videotape for television stations as noncommercial advertisements promoting a department or agency event or program.

SERVICES	DESCRIPTION
Radio Public Service Announcements	Radio public service announcements are prerecorded and reproduced computerized audio files for radio stations and non-commercial advertisements promoting a department or agency event or program.
Voiceover Assistance	Voiceovers are the addition of professional voice skills (“announcers” or “talent”) to productions. The DGS can provide these skills to agencies or departments that have Video Production facilities, but lack these services.
Audio/Visual Support	Equipment and technical assistance for press and public events. Video projection and sound support during presentations.

The following information outlines: (1) the number of VC projects completed, approved, and pending to be completed in 2005-06; (2) a brief description of those services; and (3) the actual and projected costs.

Completed

Department	Type of Service	Amount	Agreement Term
Health & Human Services	Press Event A/V Support	\$344	12/20/05
State & Consumer Services Agency	Video coverage of Clean Air Expo, Bakersfield, CA.	\$2,732	01/18/06 to 01/19/06
Subtotal		\$3,076	

Approved/Working

Department	Type of Service	Amount	Agreement Term
Employment Development	Produce training videos, documentation, still photography. Projects: Media Access Awards, Disabled Youth Leadership Forum, Annual Employer Awards, Employee Orientation, and Web Streaming.	\$50,310	07-01-05 to 06/30/06
General Services, Procurement Division	Still photography and video documentation of four Surplus Property Auctions.	\$16,340	07/01/05 to 06/30/06
General Services, Administrative Hearings	Production of Public Education video, editing, captioning, and duplication of videos.	\$2,000	07/01/05 to 06/30/06
Food & Agriculture	Video duplication services. Video coverage of Ag Day 03/29/06.	\$5,000	10/01/05 to 09/30/06
Board of Equalization, Taxpayer's Rights & Equal Employment Opportunity	Produce 1 public training video on the appeal process. Copy onto DVD and VHS.	\$17,564	01/01/06 to 06/30/06

Department	Type of Service	Amount	Agreement Term
Finance	Videotape and edit two training presentations	\$4,514	02/01/06 to 02/25/06
Subtotal		\$195,728	

Pending

Department	Type of Service	Amount	Agreement Term
California Victim Compensation and Government Claims Board	Overview video.	\$14,310	01/30/06 to 06/30/06
Health Services, Women Infant Children	Public training video on Simple Meal Preparation.	\$29,670	02/20/06 to 09/30/06
Motor Vehicles	Videotape interviews and B-Roll shots of drive test examiners and applicants.	\$40,000	02/01/06 to 06/30/06
General Services, Division of the State Architect	Videotape and edit five training presentations and provide requested DVDs.	\$29,144	04/01/06 to 06/30/06
Subtotal		\$113,728	

GRAND TOTAL

\$311,928