Needs Assessment

Cal Poly’s student media have been serving the campus community for 100 years. To mark this significant milestone, the Journalism Department and the College of Liberal Arts are launching a Centennial Campaign to ensure their continued success and to prepare graduates for a promising future. An important part of the student media operation is the CPTV studio – a facility in desperate need of an overhaul.

- The entire student broadcast plant is based on analog 4x3 NTSC standards, which became obsolete in 2009 with the advent of digital high-definition TV.
- Recent graduates have told the Journalism Department that during their job search, many prospective employers commented on the lack of quality of their student work compared to that of their peers from other universities. This is directly related to the CPTV studio being out of date and a generation behind the broadcast industry and other universities.
- The advancing world of multi-media and mobile technology also has made the student projects produced in the CPTV studio stand out – for the wrong reasons. Many platforms are now offering high-definition viewing resolutions in 16x9 aspect ratio that the CPTV studio is incapable of producing. This has been noted by alumni who have obtained jobs in many diverse media industries: Their online products were of noticeably lower quality than that of their peers from other universities.

Investment Estimate ~ $125K

The studio’s collective equipment acts as one major system that must be upgraded to high definition all at once. This will take approximately $100,000 in equipment and an additional $25,000 in infrastructure upgrades.

To learn more about the needs of Cal Poly and how you can help, contact:

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<th>EQUIPMENT</th>
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| Cabling and Connectors            | Replace all cabling with digital HDSDI-capable wiring, and associated connectors and terminators. | ○ Clark Wire and Cable  
○ Belden Cable  
○ Kings  
○ Canare |
| Channel Playout Automation        | CPTV is currently based on an analog automated playout system for its channel. At current time, the campus cable system or Charter 2 does not have immediate plans to update their channels to HD, so this system could theoretically be recycled at the current time. However, its channel playout would still be based on a system that is well over 10 years old that runs 24 hours a day, seven days a week. | ○ Leightonix  
○ Ross Video |
| Closed Captioning                 | A new closed captioning encoder/decoder that can handle HD is needed to in order for CPTV to remain ADA compliant. | ○ Link Electronics  
○ Evertz |
| High Definition Recording         | For optimal recording, a high definition recording system is needed. | ○ Blackmagic Design |
| Intercom/IFB                      | Upgrade current IFB (Interruptible Fold Back) and intercom system with an expanded set of IFB and intercom channels to better meet the needs of the modern CPTV work flow. | ○ Clear-Com  
○ RTS |
| Studio Cameras                    | Upgrade the two existing robotic cameras and one manual camera to High Definition, self-contained Pan-Tilt-Zoom cameras that sit stationary on camera supports. Add a 4th camera and prompter rig to get all the shots and angles needed for a CPTV broadcast. Note: These types of cameras have been selected strictly for budgetary reasons. “One to one” replacement of our current robotic cameras would be cost prohibitive. | ○ Sony  
○ Panasonic  
○ Grass Valley Group |
| Teleprompting Rigs                | New rigs would need to accommodate the upgraded camera platform. | ○ Prompter People  
○ Autocue |
| Tripods                           | Replace set of tripods and add additional tripods. | ○ Mathews Studio Equipment  
○ Vinten Telemetrics |
| Video Distribution and Processing | The “back end” of CPTV -- video distribution amplifiers, converters and embedders/de-embedders – need to be replaced to accomodate new equipment. | ○ Blackmagic Design |
| Video Encoding                    | The final link in all of this is being able to encode, with closed captioning, CPTV for online streaming. There is no current efficient method to do this within the CPTV system. | ○ Teradek  
○ Digital Rapids |
| Video Switcher                    | Upgrading the video switcher from the current 8 inputs switcher, would provide features such as media wipes and video effects (i.e. double boxes) that the current switcher cannot produce. A switcher with a minimum of 12 input, 2 M/E switcher with control surface would be ideal. | ○ Ross Video  
○ Blackmagic Design |
| Workspace                         | Replace with mounting racks in order to have an ergonomic and efficient workspace/console for the new production environment. | ○ TBC Consoles  
○ Winstead  
○ Middle Atlantic |