



Agreement Streams Way to City Channel (Sept 7, 2004)

By Josh Cohen News Staff Writer

RPV -- Are you ready for some local programming?

The city of Rancho Palos Verdes and Cox Communications reached an agreement this week that will allow officials to start up their own television channel, complete with content and broadcasting rights.

"It's wonderful because we can do very custom programs and control the timing of scheduled events," said PV on the Net Director Ted Vegvari, who also manages the city's newly refurbished TV studio near City Hall. "It's very exciting. We've been eagerly awaiting a time when we could fully manage and control the content of a channel with no complications."

Vegvari hopes programming for the new Channel 33 will begin before year's end. The idea of a city channel was the brainchild of Mayor Peter Gardiner and Palos Verdes School Board member Gabriella Holt.

"I really think this joins RPV with those cities at the forefront of the information age, because we now have the ability to communicate with our residents in a variety of ways that were not possible before," said Gardiner. "A lot of this couldn't have been done without Gabriella, and I'd also like to thank my colleagues on the City Council who voted for the funds to accomplish this goal."

The city will pay \$41,500 for Cox to install the equipment needed to broadcast Channel 33 from the studio. RPV also will pay to maintain the channel.

RPV hopes to air public-service announcements, locally produced talk shows and live events. Vegvari offers intermediate, high school and college students interested in the world of television an opportunity to edit, film and produce shows.

"The intention is to make a program run by kinds where the content is produced locally and edited under the auspices of the city," he said.

"I was in a training class at the studio and sitting next to me was an 11-year-old kid," said Gardiner. "He was on the computer editing and he knew exactly what he was doing. It's remarkable.

"It's an extraordinary opportunity for kids to get experience that will move them toward the head of the line when they apply for college," he continued. "They'll have hands-on, practical experience."