

# Investment Fund for Core Needs (IFCN)

## Entry #93

### A. PROPOSAL SUMMARY

**Title: Electrical Grid and Lighting Update for TV Studios**

**Project Lead Name:** Janie Hinds  
Department of Communication

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**Amount Requested: \$117900**

**Name of Sponsor 1:** Darwin Prioleau  
The Arts, Humanities & Social Sciences

**Name of Sponsor 2:**

**Name of Sponsor 3:**

#### A-1. Description of the Initiative

To upgrade unsafe and out-of-date technology in two TV studios to bring students' knowledge and skill sets for broadcast production into the twenty-first century will require replacement of electrical grid, lighting panels, and lights. Current grid and lighting panels date from the 1960s: see attached photos.

Both studios are necessary for learning outcomes. The rooms are small when you include the set, cameras, camera crew, floor director, lighting operator, and talent. Studio A is flexible and used for multiple purposes, including sit-down interviews. This studio also has a green screen wall where students can do the weather and other reports. Students also use the green screen wall to shoot talent or objects then manipulate them with software. Currently, lighting for this studio covers only about half of the 24' wide and 16' high green screen. Six to 8 new lights are needed to light the full green screen.

Studio B is used for a news set both in classes and for the TV club. This studio is just big enough for the set and three cameras, the crew and teleprompter.

With a class of 20-25 students, about half the students will work as crew and half as talent. Given the size limitations of the studios, half a class can work in the second studio rehearsing and preparing while the other half works on production in the other studio.

#### Safety:

¥ Each lighting patch panel carries 200 amps of electricity. Because of their age, many of the ceramic bases are cracked or broken, creating open electrical current. Students, faculty, and staff are at risk of shock

¥ The wooden ladder for directing and changing lights is old and broken in some areas. A new fiberglass ladder of 16' – 20' would address this safety issue.

#### Upgrades:

¥ Half of the lighting board dimmers are broken. If lighting board is overloaded by number of lights used, users risk blowing the fuses. This limits number of lights available. We were given several dozen fixtures by WROC-Channel 8 several years ago, but cannot use them due to current grid capacities.

¥ Some of the lights are from the 1960s (2-4) and have asbestos in them Some of the lights are from the 1980s (4-5) and the remaining lights are from the mid 1990s (20 in Studio A and 11 in Studio B).

¥ Newer lights (LED or fluorescent) will need much less power, which addresses sustainability as well as ability to double the number of lights currently in use.

#### A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer term impacts?

Short term, this project will primarily improve the safety hazards to students, faculty and staff along with improving the flexibility and usability of both studios.

Long term, upgrades will bring students' knowledge and skills into alignment with current broadcast industry standards, thus preparing them for jobs in TV and other (e.g. online) media.

TV studio production is based on the presence and manipulation of light. In a perfect world entire courses could be developed on the use of light to help construct messages in a studio. Currently, though functional, the existing lighting systems in both studios are inadequate and dangerous. If the system were replaced it will have a dramatic and immediate positive impact on all production students and production coursework. Students will be able to literally "see" what they are producing. Indirectly, lighting replacement will allow us to develop new courses and new productions for our students and community.

## B. STRATEGIC ALIGNMENT

### B-1. To be a Great College at which to Learn

This initiative would support increased training and experience for our Media Production track majors in the art of studio lighting and production, plus the attraction of a more flexible studio to motivate current students and to recruit more Journalism/Broadcast majors to the College. Recruiting and retaining faculty who teach in media production fields will also be enhanced.

### B-2. To be a College engaged with its Community

This is a community project by definition, and it offers potential for increased programming available over the local cable access channel such as periodic or regular interview/talks with the President and other Cabinet members, professors, coaches, and other campus constituents, plus key members of the Brockport and Rochester communities.

### B-3. To be a Sustainable Institution for the 21st Century

Brockport and surrounding communities will be served, over the long term, by the sustainability of these proposed upgrades. Modern lighting, LED or fluorescent, stands to use only 10% of the power as the current lighting, and promises to last up to ten years, while the upgraded electrical grid will last many years longer. Environmental sustainability is itself an important community goal, but in addition, with these upgrades the College would model sustainable practices for students who will soon be in decision-making positions in the community and beyond.

### B-4. To be a Great College at which to Work

1960s, '80s, and '90s technologies in the TV studios do not offer students or faculty the opportunity to reach their maximum potential, either during their program at Brockport or in the world of work beyond college. The upgrades proposed in this document can take both students and faculty a long way toward excellence in the currency, flexibility, and marketability of their knowledge and skills.

## C. IMPLEMENTATION PLAN AND BUDGET

C-1. Identify the specific activities to be funded from the Investment Fund, estimated time-line for implementation, and for activities anticipated to be ongoing, plans for continued funding.

**Item 1:** electrical wiring

**Item 1 Amount:** \$7500

**Item 2:** lighting

**Item 2 Amount:** \$110000

**Item 3:** ladder

**Item 3 Amount:** \$400

**Item 4:**

**Item 4 Amount:** \$

**Item 5:**

**Item 5 Amount:** \$

**Item 6:**

**Item 6 Amount:** \$

**Item 7:**

**Item 7 Amount:** \$

**Item 8:**

**Item 8 Amount:** \$

**Item 9:**

**Item 9 Amount:** \$

**Item 10:**

**Item 10 Amount:** \$

**TOTAL EXPENSES, ALL ITEMS: \$117900**

**Matching Fund:** \$

**In-Kind Services: Provide FTE and name of personnel who have committed to in-kind services.**  
College Facilities has agreed to update wiring.

## D. ASSESSMENT PLAN:

D-1. What are the anticipated outcomes and specific measurements for success?

Outcomes

Students will demonstrate:

1. knowledge of current industry lighting and light-editing (software-assisted) practices (adapted from CMC SLO #3)
2. competence in creating and altering mediated messages via lighting and light-editing (adapted from CMC SLO #5)
3. competence in critically evaluating messages as influenced by lighting (adapted from CMC

SLOs #1 and #5)

4. skills and principles needed to perform effectively in their professional, personal, and/or civic lives (adapted from CMC SLOs #3 and #6)

Measures of Success

Pre-and post-evaluation using attached rubric. "Pre-" involves assessing current student performance on the above outcomes. "Post-" involves assessing students for the foreseeable future, after upgrades are made, using the same rubric. Improvements in overall scores on the rubric over time will be evidence of success.

Non-measurable outcomes

Safety may not be measurable, since "success" would mean that no one is shocked by the new lighting boards and no one is hurt on a broken ladder. Current conditions make these two possibilities increasingly likely.

## E. ADDITIONAL INFORMATION

E-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.

TAHSS doesn't have the budget to fund this project.

**Upload up to three supplemental files here (not required):** [On file]

**Signature of Project Lead:** [on file]

**Email:** jhinds@brockport.edu

**Signatures of sponsors are on file in the Administration and Finance Division.**

**Sponsor 1 Comments:**

**Sponsor 2 comments:**

**Sponsor 3 Comments:**

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