

REPORT OF GENERAL MANAGER

APPROVED
SEP 05 2012

NO. 12-257

DATE September 5, 2012

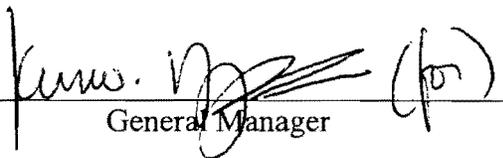
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**BOARD OF RECREATION
AND PARK COMMISSIONERS**

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH OBSERVATORY -- DONATION FROM FRIENDS OF THE OBSERVATORY

R. Adams _____	K. Regan _____
H. Fujita _____	M. Shull _____
*V. Israel _____	N. Williams _____



 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board accept the donation as noted in the Summary of this Report and that appropriate recognition be given to the donor.

SUMMARY:

The Griffith Observatory has received a donation of a Tricaster video switcher system, estimated value of \$20,000, from the Friends Of The Observatory (FOTO) to be used for Observatory video production and online broadcasting. This professional video switcher enables the Observatory to process and select multiple camera and signal inputs for both live production and quality post-production. The first use of the switcher was during the Observatory's pioneering live webcast of the transit of Venus (June 5, 2012), when the Programming staff was able to choose among live feeds of Venus moving across the face of the Sun from its solar and optical telescopes, computer imagery, live camera imagery, and live commentary for the production. More than 80,000 people viewed a portion of the videocast online, despite minimal advance notice or promotion. The switcher enables a new era of global Griffith Observatory online live and recorded public outreach, including special events, lectures, and notable moments. The switcher transforms the Observatory's production capabilities.

FISCAL IMPACT STATEMENT:

Acceptance of this donation results in no fiscal impact to the Department's General Fund except unknown savings as the donation may offset some expenditures.

This report was prepared by Mark Pine, Deputy Director, Griffith Observatory.