

**MAYOR AND CITY COUNCIL OF LAUREL**  
**DEPARTMENT OF COMMUNICATIONS**

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December 19, 2021

**MEMORANDUM**

TO: Mayor Craig A. Moe  
Council President Brencis D. Smith  
Laurel City Councilmembers

THRU: Joanne Barr, Deputy City Administrator

FROM: Audrey Barnes, Director, Communications

SUBJ: LIVE Broadcasting Unit Bid Recommendation

The Department of Communications has prepared a request to lease a LIVE broadcasting unit for Laurel TV at 8103 Sandy Spring Road. Notice of the project was provided to key vendors in the television industry who offer this specialized equipment.

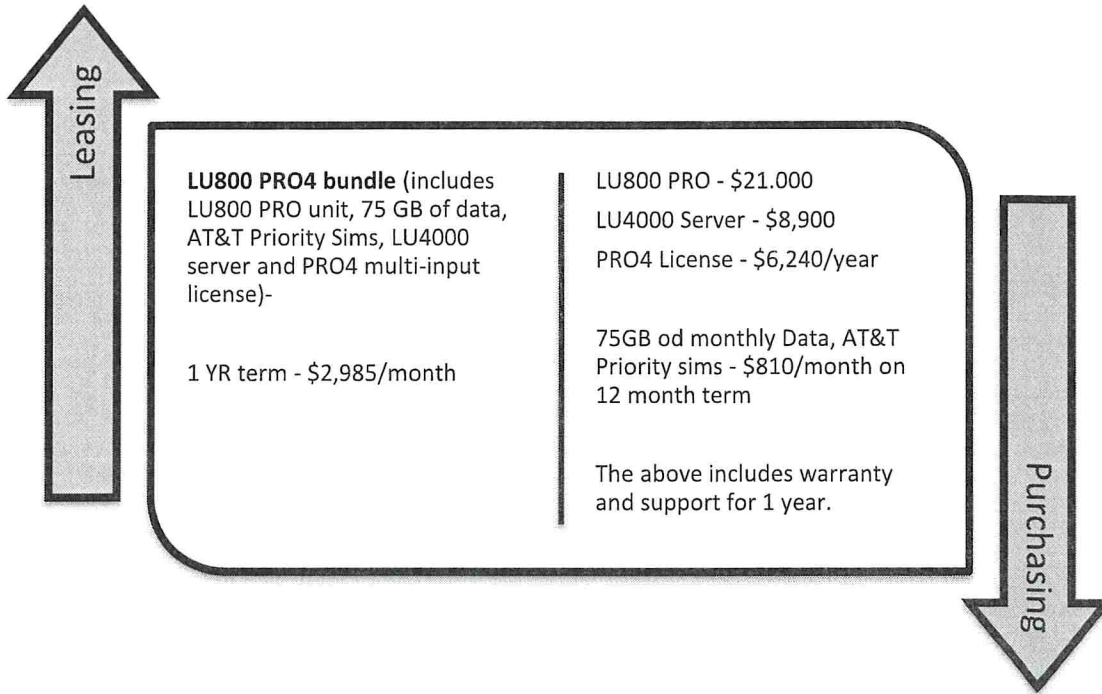
The project will allow us to expand our broadcasting capabilities in the field which could be key in a health crisis like a pandemic if we were forced to leave the building, but still had to get critical information to the community. It would also give us the opportunity to increase our entertainment and sports coverage of popular events like the Main Street Festival, Towne Centre at Laurel LIVE concerts, and local high school sporting events.

**Specifications:**

After a review by Communications Department staff, we have determined that the option to lease and not buy the unit is a better fiscal option for the City of Laurel.

All the licenses and cellular data service are included in the leasing price. That cost is not included when you buy the unit. The total saved on license and cellular services averages about \$15,960 per year when you lease the gear. Also, with leasing option, we can upgrade at a lesser cost as technology evolves. See the chart below.

We have consulted with the Department of Information Technology and the LU800 PRO4 is compatible with our current infrastructure.



The scope of this project includes leasing of the main unit, licenses, server, and maintenance and support services. This also includes required training and cellular service to operate the unit. The project comes with a limited lifetime warranty.

Only a few companies provide LIVE broadcasting gear that would suit our purposes. After researching our options and asking for quotes, the following proposals were received:

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|--|--|
| LiveU, Inc.<br>2 University Plaza Drive, Suite 505<br>Hackensack, NJ 07601 | \$35,820/year plus a lifetime warranty |
| TVU Networks<br>857 Maude Avenue<br>Mountain View, CA 94043                | \$36,000/year w/ 2yrs required         |

**Funding:**

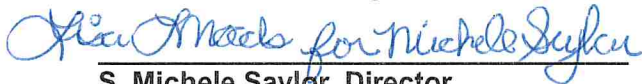
This project will be provided with Public Education Grant (PEG) funds through the adoption of Ordinance No. 1992.

**Recommendation:**


It is recommended that the Mayor and City Council approve this proposal to lease a LU800-PRO-HD Unit from the LiveU company of Hackensack, NJ. for the cost of \$35,820 per year.

LiveU is the company top commercial stations like (NBC4, WUSA9, FOX5) in Washington DC (Laurel Zip Trip) use for live productions. LiveU also provides us with the most reliable signal for LIVE broadcasts of events like the Main Street Festival.

**Reviewed for funding:**



**S. Michele Saylor, Director  
Department of Budget and Personnel Services**

  
**Date**

**cc:** Christian L. Pulley, CPM, City Administrator