

Annual Report 2009 - 2010

Empowering Community through Access to Media Training, Technology and Production

Staff

Dan Villalva, Executive Director
George Mangan, Operations Mgr
Jim Regan, Playback & Engineering Mgr
Mary Harmon, Education & Training Mgr.
Patricia Wilburn, Govt. Services Mgr.
Desirée Poindexter, Admin/HR/PR Coord.
Bill Dunphy, Non-Profit Services Specialist
Isaac Lefkowitz, Edu. Services Specialist
Deshler Cameron, Master Control Op.
Jeff Trier, Master Control, Webmaster
Xoe Huffman, Member Services
Jill Newman, Media Prod. Specialist II
Evan Johnson, Media Prod. Specialist II
Juan De La O, Media Prod. Specialist
Tolah Bein, City Hall Technician
Vanessa Vann, City Hall Technician
Josh Jacobsen, City Hall Technician
Josh Cimino, City Hall Technician

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Community Media Center Celebrates 14 Years of Operation

From the Executive Director:

As we enter our 15th year in existence, we take this time to reflect on the many accomplishments that have made this center one of the leading lights in the country's community media.

In this issue you'll see some highlights from the past 14 years and see the results of the forward thinking citizens, Santa Rosa city staff and council members from nearly 20 years ago that laid a strong foundation for this wonderful community resource.

Over the years, our staff has trained hundreds of teachers and students, ordinary citizens and city employees in television production with the result that our four cable access channels are now filled with countless hours of diverse programming. We've discovered that the government meetings we produce on CityView, our government channel, are among our most watched programs. And as you'll see on page 5, many of our members have used their experience with CMC to embark on a great career in media and entertainment. As Santa Rosa's only remaining television outlet to offer a local voice, CMC continues to highlight the work of local organizations through our magazine show, Snapshots and covers live events like the annual Luther Burbank Rose Parade.

It seems like it was just yesterday that we opened our doors on June 27, 1997. The picture at right of CMC's first executive director, Laurie Cirivello, says it all: Work the plan and build the vision! Forward thinkers brought the media center to this great stage and our board and staff look forward to continuing to serve you, our community, far into the future.

Dan Villalva, Executive Director

New Name, New Logo

In January 2010, the CMC board of directors amended the organization's bylaws to allow members from neighboring communities outside of Santa Rosa. In order to reflect our new regional status the board adopted a new doing business as (DBA) name, The Community Media Center of the North Bay. Soon thereafter, we started the long process of selecting a design company to have them create a new logo to accompany our new identity. The colorful logo you see above and its horizontal version below are the result of many months of discussion and interaction among the board and staff with our selected design company, ranch7 creative from Santa Rosa, CA.



The Community Media Center Began as an Idea

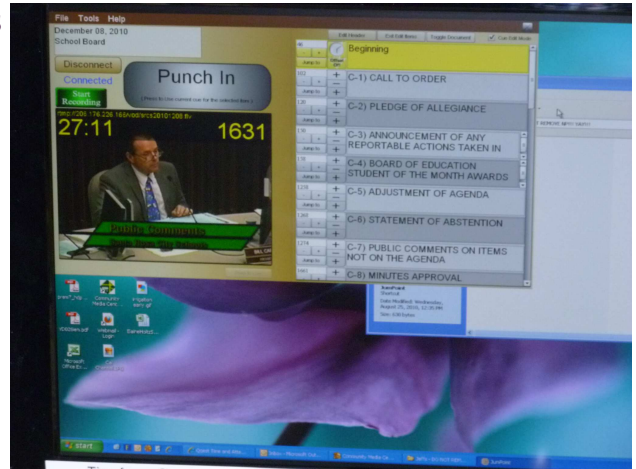
Laurie Cirivello, who was hired in 1996 as the media center's first executive director, spent nearly a year coordinating the design and construction of what was to become a national model of Public, Educational and Government Access. In 2002 the media center was featured in the national broadcast of NOW with Bill Moyers on PBS as an example of a media center that fulfills the promise of open community access. Over the years many cities from around the country have sent delegations to visit and study center operations.



Santa Rosa City Government Productions

Jumppoint—Internet Video on Demand for Meetings

Aside from providing meeting coverage for Santa Rosa City Council, Santa Rosa Planning Commission, and the Santa Rosa Design Review Board, our staff finalized plans to roll out a new internet streaming and archiving service to the city. Jumppoint was developed by our in house staffer, Jeff Trier, with tremendous donated support from Vista Broadband Networks. The Jumppoint service allows the viewer to view meetings on demand and to jump to different parts of the agenda as needed. With our CMC crews providing the camera crew staffing and the enhanced archiving service, CMC has become a local one stop shop for video on demand through the internet.



The Google Cities Video

When Google, the internet giant announced a competition to select a few cities around the country to roll out their new, high speed network, the city of Santa Rosa wanted to be in the running. With the application, candidate cities could include an uploaded video. Eric McHenry, the city's Chief Technology Officer called us and our production team got underway, scripting, shooting, and editing the 9 minute video under an aggressive timeline. The professional result was completed in time and CMC's donated services helped to paint the full story of our citizens excitement in bringing the Google cities network to Santa Rosa.

The Year in Numbers

The Year in Numbers	2009-2010
Santa Rosa City Council, Planning Commission, Design Review Board and other meetings recorded.	Staff-Hours used: 547



Summer Video Camp: A Partnership with Santa Rosa Recreation & Parks

Every summer since 1998 CMC has offered 3 week-long sessions of Summer Video Camp to middle school age youth through the city's Recreation and Parks department. Each session offers fun training in the multi-camera studio, field camera and animation. Many summer video camp participants had so much fun that they joined CMC as individual members or were so inspired that they went on to enroll in the Santa Rosa High School ArtQuest program where they could pursue their passion in media that was sparked by this experience. One summer video camp student was inspired by the Summer Video Camp experience, went through ArtQuest training, went on to college, worked as an editor in the commercial TV industry and came back to work with us here at CMC. Above we see students from Summer Video Camp 2010.

GATE Students at CMC

Isaac Lefkowitz, Media Production Specialist III for Education, has worked with many students from middle school and high school but his favorites seem to be the elementary school kids who come in after school as part of their GATE program. Although funding for these programs has dropped dangerously low, some dedicated teachers and parents have continued the program in order to expose their students to the arts and media. We feel especially fortunate to be able to offer instruction in Studio, animation and digital editing to these students at no cost to them. This is possible through the lease agreement the City has with Santa Rosa City Schools that gives training in the use of the facilities and equipment in exchange for the space that the media center occupies on the campus of Santa Rosa High School.



The Year in Numbers	2009-2010	2008-2009	2007-2008	2006-2007
Number of Santa Rosa City School Students using CMC facilities for classroom projects.	320	368	446	380

Public Access Training

The Year in Numbers	2009-2010	2008-2009	2007-2008	2006-2007
Public Orientation Attendance (The first step toward membership)	113	177	190	163
Editing, Studio & Animation reservations (Hours of use)	12,322	12,481	12,288	13,435
Public Camcorder Field Checkouts (Number)	583	621	498	572
Public Camcorder (Hours of use)	29,131	26,985	17,524	24, 713
Public Certifications (number that completed training and were certified to use equipment)	426	467	561	462



CMC's Longest Running Show

The Gospel Video Showcase recently celebrated its 600th episode thus capturing the record for the longest running show on a CMC public access channel. Produced by the New Beginnings Church, this one hour program intersperses the best of gospel music videos with live commentary from its hosts, Bishop Cecil Hale, and Eshawn Zuniga. Lisa Brown and other members of their congregation have also crewed on the show.

The public access channels provide an important medium for the faith based organizations that form an important sector of our community. Several churches have developed their own production teams that use the media center's or their own equipment to record their services or messages of faith to share with the local community.

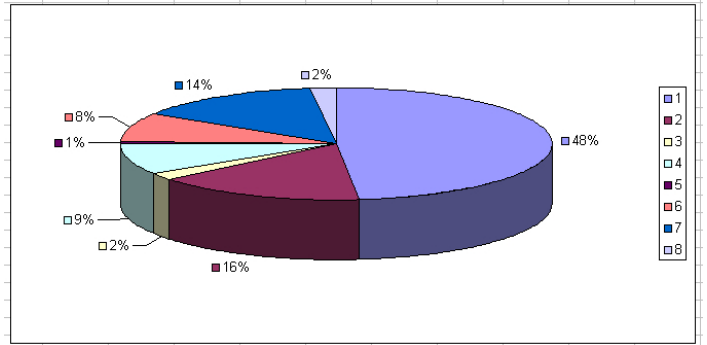
Pictured l to r, Lisa Brown, Eshawn Zuniga, Bishop Cecil Hale

The Year in Numbers	2009-2010	2008-2009	2007-2008	2006-2007
Total Hours of Programming Public, Education, Government (Non Bulletin Board)	25,060	25,394	23,387	22,254

Funding Sources

In 2009 –2010 CMC felt the impact of the economic crisis through a voluntary reduction in the amount received through our service agreement with the City of Santa Rosa. To cope with this reduced income, CMC staff experienced an ongoing wage freeze and initiated a long term effort to diversify our income sources. Two bright spots in our financial picture however, were that we received a generous bequest of \$18,600 (see story below) and our Custom productions nearly doubled its contribution to bring in \$82,320 into CMC’s coffers.

As a sign of the confidence the City of Santa Rosa places in CMC services and a continuing partnership, they signed a multi-year agreement to lease to CMC the video equipment that is ultimately owned by the City. This allows CMC to begin offering similar Public, Education and Government services to neighboring cities. By becoming a regional center CMC is positioned to help other cities achieve a cost effective sharing of this valuable media resource.

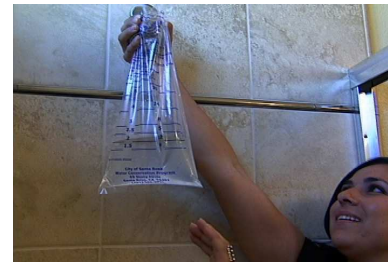


1. City of Santa Rosa service agreement	\$ 452, 725	48%
2. Cable Company Annual Support	\$ 150,000	16%
3. Member Services and Training	\$ 18,210	2%
4. Production Services	\$ 82,320	9%
5. Bank Interest Income	\$ 5,836	1%
6. I-Net Partner Income	\$ 77,520	8%
7. In Kind Fair Value Rent and Utilities	\$ 133,773	14 %
8. Bequest	\$ 18,600	2%
Total revenue \$ 938,984		

Thomas A. Curtis Bequest

Thomas A. Curtis was retired and had worked as an instructor at Piner High School for many years and lived just a few blocks away from the media center. Although he wasn’t a member, on his request we had mailed him our newsletter and program guide for quite a number of years. Although we never saw him in person, he very generously included the Community Media Center as a beneficiary of the Thomas A Curtis Living Trust. When he passed away in 2008 the trustees began the process of distributing the estate and the Community Media Center received \$18,600 as a bequest.

The CMC board of directors felt very strongly that Mr. Curtis’ generosity should be remembered and so established a fund at the Community Foundation of Sonoma County with the idea that the bequest could grow to fund scholarships or special projects that would honor his memory. We look forward to establishing this program and its guidelines soon.



Custom Production Services Continue to Grow

In this last fiscal year the custom production team, led by Operations manager, George Mangan, have continued to create professional quality videos for city and county departments and many non-profit organizations.

Among this years projects, the CMC production team worked with the City of Santa Rosa’s Water department to create an informational video in English and Spanish. It is now featured on the City’s website and helps disseminate basic water conservation information to ratepayers. (Pictured above.)

In May the CMC production team shot and edited a short video highlighting the Davis to Santa Rosa stage of the Amgen Tour of California bicycle race. (picture at left) This was another work produced under an extremely tight timeline and fully used our capabilities in HD production and file delivery through the internet..

The economic recession has forced organizations and local government bodies to find cost effective and creative ways to communicate their message. The Community Media Center is positioned to help in this regard and we see continued growth in our custom productions for the foreseeable future.



Arin Crumley

In 1998 Arin was a student at Santa Rosa High School when he was accepted for an internship at the media center. He quickly applied himself to all manner of innovative productions at CMC before leaving Santa Rosa for New York City. Six years later he burst onto the film scene with a ground-breaking feature length film, *Four Eyed Monsters*. Produced on a shoestring budget of \$70,000 the film first gained attention at the Slamdance film festival in 2005. Then he and his partner, Susan Buice, undertook an unconventional method of self-distribution using the internet and social networking sites to build an audience across the country for their film. They made history by making it the very first feature length film to be available for viewing on youtube. The Wall Street Journal lists Arin as one of the top 20 new media moguls. He is currently working on a new film distribution website, *Openindie.org* and is in demand internationally as a speaker on new media.



Ru Sommer

As an intern in 2003, Ru quickly established himself as a fine storyteller and editor through his work on *Snapshots*, the media center's magazine show. He gained experience in the main studio producing a sketch comedy show called *Raw TV* and refined his skills in animation with his short, "For the Love of an Onion." He then left to go to college at the University of Southern California and graduated in 2006 with a degree in Cinema and Television Production. He now lives and works in the industry in Los Angeles.

Nelson Nuñez

Nelson worked on one of the first animations to be made using CMC's computer based stop motion animation set-up. We saw that he had quite a knack for storytelling and comedy. A few years later he made a fan trailer called *Star Wars episode 0*. We were amazed at the incredible effects and production value in the short. He went on to study film and television production at UC San Diego and was accepted to participate in workshops at Sundance and an internship with a Los Angeles production company. He now works as an independent filmmaker and editor on local documentaries. His short, *Ties that Bind*, made waves at the 2009 48 hour Film Project in San Francisco. You can see his work on his youtube channel. Type *NeLshawn's Videos* in youtube search.



Alex Stone

On CMC's opening day, our host inside the studio was a young high school student named Alex Stone who had already gained a following with his news broadcasts on local radio station KSR0. He went on to the University of Colorado, Boulder where he won the 1st of his 2 prestigious Edward R. Murrow awards. After graduation he became a national correspondent for ABC news radio. He has since been sent on assignments all over the world and has worked alongside media stars such as Diane Sawyer.

At left inside the CMC studio, Alex interviews Sue Buske, the consultant hired by the city of Santa Rosa to structure the franchise agreement that led to this wonderful experience in media for hundreds of students and members.

COMMUNITY MEDIA CENTER

NORTH BAY

Empowering Community through Access to Media Training, Technology & Production

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 CMC Producer

1075 Mendocino Avenue
 Santa Rosa, CA 95401

Located on the campus of
 Santa Rosa High School
 corner of Mendocino and
 Ridgway Avenues

Phone: 707-569-8785
 Fax: 707-569-8786

Communitymedia.org

Snapshots: The Community's Magazine Show



In May 2010, the Community Media Center teamed up with Vista Broadband Networks for the 2nd year in a row to telecast and webstream the Luther Burbank Rose Parade. As a lead up to help promote the parade, staffer, Isaac Lefkowitz, produced a story on Zoe Valrey, this year's parade Grand Marshal.

Last year it looked like it was going to be the final year for the parade so Zoe set up a lemonade stand and donated the proceeds to help keep the event going. She was selected as grand marshal this year because her gesture inspired others to step forward with enough money to sustain the parade for at least one more year.

This Snapshots story and the live telecast were produced at no cost to the Rose Parade organization, and it is an example of how community media can capture the local stories that touch the public and bring attention to events or organizations that deserve preservation.

The Year in Numbers	2009- 2010	2008- 2009	2007- 2008
New Snapshots Stories produced	10	20	19