

# Annual Report 2010 - 2011

Empowering Community through Access to Media Training, Technology and Production

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## So Much More Than Television

### From the Executive Director:

In the Spring of 2011, staff producer Isaac Lefkowitz produced a story for our Snapshots magazine show on Piner High School's Geospatial Technology Pathway. The 5 minute story highlights this very unique program and shows the promise of a rewarding career for kids at a campus with a high number of disadvantaged students. Shortly after the story was completed, the instructor, Kurt Kruger, asked us for a DVD copy that he could take with him to a conference. It hadn't even aired on our channels, but we gave him a complimentary DVD. Later we discovered that he had played it for representatives of technology companies and the visual story had helped obtain some major corporate sponsorships. This Snapshots story helped Kurt and Santa Rosa City Schools staff secure over \$1 million in pledged donations for the construction of a new Science building to house the GeoSpatial Technology program. We didn't expect that astounding impact from our work, but we are delighted that Isaac's story could help in that tremendous fundraising effort.

The City of Santa Rosa and Santa Rosa City schools formed a great partnership and made a wise investment over 15 years ago when the Community Media Center was created. Through stable funding during that time CMCNB has been able to develop a professional staff that can be called upon to produce stories about school programs like the one above, or to help stretch grant dollars for an informational video for a City Department like the Hey Nice Ride! video described on page 4.



CMCNB was invited to record the 40th anniversary celebration for the Sonoma County Indian Health Project.



Students at work in the GeoSpatial Technology pathway at Piner High School.

As local media outlets have fallen away under the weight of the global economic collapse, CMCNB staff receive more and more requests to cover important community events like voter forums, press conferences and other events important to the local community. And it turns out that when CMCNB covers an event, we are usually the only media outlet to telecast the event in its entirety. Why? Because that's what the community channels are for and our mission, as stated above, is to empower the community.

Of course, CMCNB still provides training for residents who want to learn how to make their own television and it is still the only media outlet around that is an open platform for views and opinions of every stripe. If you are willing to learn and take responsibility for your message, your message will get on the air.

The Community Media Center of the North Bay is so much more than television and I hope you'll enjoy reading some of the stories in this report that show you how true that is!

Thanks for your continued support.

Dan Villalva  
Executive Director



## Santa Rosa City Government Productions

### Gang Prevention Awareness Week

Toward the end of the fiscal year CMCNB Government Services Manager, Patricia Wilburn approached the Mayor's Gang Prevention Task Force on ways that their group could use the facilities and services of the media center to promote their efforts. Soon, CMCNB was fully engaged, attending the monthly meetings and setting up a live press conference at the CMCNB studio to promote the planned activities surrounding Gang Prevention Awareness Week. The press conference was replayed dozens of times on the Community Access channels and it featured many youth participants that were able to speak to their peers directly about useful activities that could keep them away from the gang life.

During this year's Gang Prevention Awareness week, CMCNB crews were also on hand to record many of the activities and then they edited a short highlights compilation that is still available for viewing on the City's Gang Prevention Task Force website.

At right above, Mayor Ernesto Olivares and the Gang Prevention Task force during their live Press Conference.



### The Year in Numbers - Government Meetings

Title	Event Count	Event Hours	Broadcast Hours
City Council Meetings	38	147	662
Board of Public Utilities	18	35	130
Planning Commission	13	33	124
Other Requested Meetings	8	22	205
<b>All Meetings Totals</b>	<b>77</b>	<b>237</b>	<b>1121</b>

## Community Productions



### Luther Burbank Rose Parade 2011

This was the 3<sup>rd</sup> year in a row that CMCNB performed the telecast duties for the Rose Parade after stepping up to help the parade when the local commercial broadcaster bowed out in 2009. And it also made the 3<sup>rd</sup> year that CMCNB streamed the parade to the world via the internet. This year's telecast was produced by Jill Newman. CMCNB is proud to be involved with the Luther Burbank Rose Parade and to make the telecast available for later viewing for the local participants. This year a DVD was made available for sale to the public. Entrants could watch themselves after the parade and sales helped to bring in additional financial support to keep this beloved institution going. CMCNB also helped promote the parade through production of a Snapshots magazine story on this year's Grand Marshalls, The Tamayo Family of La Tortilla Factory.

Above left, we see CMCNB board member, Julio Martinez, capturing a parade group from Herbert Slater Middle School. Above right, a scene from the Snapshots story on the Tamayos, "La Tortilla Factory Family."



**Girls and Television**

One of the most rewarding results of this work has been seeing how girls, who often shy away from any technical work, suddenly come alive when working in this creative visual medium. In our summer video camps and in special merit badge workshops held for local Girl Scout troops, we've seen girls take charge of the directing duties and be fully engaged in the hands-on work with cameras and animation programs. This experience often sparks a deep interest and many follow through with video production classes in Santa Rosa High School's ArtQuest program. They also seem to be more willing to work cooperatively in groups than boys and are not shy about singing and dancing in front of the camera. (This makes for very entertaining lip-synch music videos.) Summer Video Camp and Girl Scout training is led by Education Specialist, Isaac Lefkowitz.



At right we see some of the Girl Scouts at the world premiere of videos produced by their troop which was held at the Roxy Theater in downtown Santa Rosa.

The Year in Numbers	2010-2011	2009-2010	2008-2009	2007-2008
Number of Santa Rosa City School Students using CMC facilities for classroom projects.	304	320	368	446

**Public Access Training**

The Year in Numbers	2010-2011	2009-2010	2008-2009	2007-2008
<b>Public Orientation Attendance</b> (The first step toward membership)	129	113	177	190
<b>Editing, Studio &amp; Animation reservations</b> (Hours of use)	12,006	12,322	12,481	12,288
<b>Public Camcorder Field Checkouts</b> (Number)	474	583	621	498
<b>Public Camcorder</b> (Hours of use)	21,982	29,131	26,985	17,524
<b>Public Certifications</b> (number that completed training and were certified to use equipment)	378	426	467	561



At left: A crowd of members at the 2011 annual members' meeting.

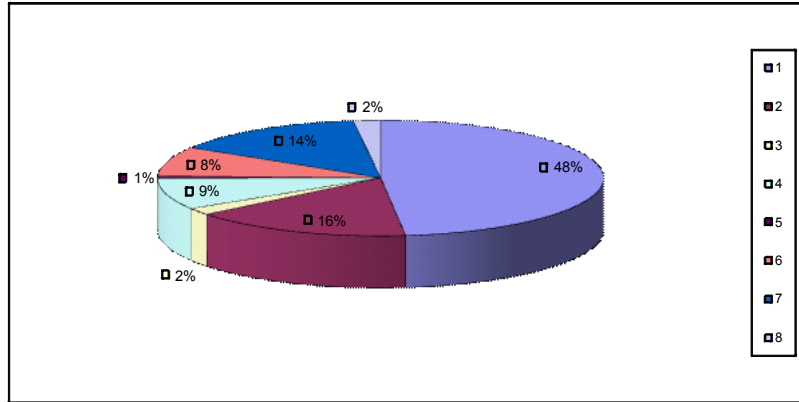


At right: Longtime members Robyn Kasper and Jim Curtis ready to enter the annual members' meeting.

The Year in Numbers	2010-2011	2009-2010	2008-2009	2007-2008
<b>Total Hours of Programming Public, Education, Government</b> (Non Bulletin Board)	20,756	25,060	25,394	23,387

**Funding Sources**

In 2010 –2011 CMCNB continued to weather the economic crisis that still grips the country and the world. Contract negotiations with the City of Santa Rosa were begun in January 2010 but due to a number of changes in the funding landscape through state legislation, negotiations are currently ongoing. CMCNB continues to serve the city of Santa Rosa under contract extensions and can fulfill its contractual obligations to other cities through the 5 year lease agreement it arranged with the City of Santa Rosa in the summer of 2010.



As the funding for all non-profits has diminished, collaboration and partnerships with other groups offer a viable avenue for seeking grant funding and other support. In Fiscal year 2010-2011 CMCNB sought out new alliances with several established organizations including the Community Foundation of Sonoma County, Public Broadcaster KRCB, KBBF bilingual radio, and the Arts Council of Sonoma County. While these alliances are still in the beginning stages, we look forward to obtaining funding for new media projects that will harness the strengths that each organization brings forth.

1.	City of Santa Rosa service agreement	\$ 439,841	48%
2.	Member Services and Training	\$ 25,970	2%
3.	Production Services	\$ 84,340	9%
4.	Investment Income	\$ 3,639	1%
5.	I-Net Partner Income	\$ 77,520	8%
6.	In Kind Fair Value Rent and Utilities	\$ 133,123	14 %
8	Misc Program income	\$ 4,573	2%

**Total Operating Revenue \$ 769,006**

**Custom Productions Department Exceeds Goals**

This department continued its upward growth as more and more City Departments, Schools, non-profits and outside agencies sought out CMCNB for their quality production services. Headed by Operations Manager, George Mangan, this department exceeded its financial goals and developed a glowing reputation for creative, quality work done on time and under budget.

“Hey Nice Ride!” was an example of a fine collaboration between a City department and the Community Media Center. This was a grant funded project that was brought to us by the Santa Rosa Police Department to encourage bicycle safety among youth. CMCNB helped Police Department staff develop the script and arrange all the details involved in a day long video shoot involving youth actors.

On the day of production, George and his crew kept the action moving to keep to their shooting schedule and afterward edited the piece down to an attention grabbing 6 1/2 minute video. Once it was complete, the Police Department staff held their premiere “wrap party” with all the actors and their families in the CMCNB main studio. This video is available for viewing on City’s home page at SRCity.org and on youtube under “Hey Nice Ride!”

As an added bonus, the finished work won an honorable mention in the national 2011 Hometown Awards from the Alliance for Community Media.



Above: Shane Rosenthal plays Josh, a young bicyclist that gets instruction on bicycle safety from Santa Rosa Motorcycle Police officer, Sergeant Doug Schlieff.





The professional staff of the Community Media Center consistently produces visual works that are selected for awards by their peers at other media centers across the country. Their highly honed production skills are then shared with CMCNB producer/members who in turn often go on to win numerous awards themselves.

Pictured at left during the Western Access Video Awards ceremony in Reno, Nevada are left to right, Xoe Huffman, Wave Coordinator; Seve Cardosi, member/producer of the Wholistic Half; Dan Villalva, CMCNB Executive Director; Shari Borkin, member/producer of the Wowee Kazowee Art Show; Jill Newman, CMCNB Media Production Specialist; and in front– Deshler Cameron, CMCNB's Master Control Operator.

## Awards

### 2011

**Hometown Video Festival Honorable Mention** - *Peddling Hope* - Short Subject - Professional  
Produced by Jill C. Newman

**Hometown Video Festival Honorable Mention** - *Hey, Nice Ride!* - Children's Program— Pro  
Produced by Patricia Wilburn and George Mangan

**WAVE Awards Finalist** - *We Are Color* - Informational - Culture - Professional  
Produced by Jill C. Newman

**WAVE Awards Finalist** - *Reusing a Precious Resource* - Municipal/Government Access - ProfPro  
Produced by Patricia Wilburn

**WAVE Awards Winner** - *The Imaginists* - Informational - Culture - Professional,  
Produced by Evan Johnson

**WAVE Awards Winner** - *Tolay Lake Regional Park* - Informational - Activities - Professional,  
Produced by Sonoma County Regional Parks and CMCNB

### 2010

**Brian Wilson Mentorship Award** - Mary Harmon (CMCNB Staff Member)

**Brian Wilson Mentorship Award** - Xoe Huffman (CMCNB Staff Member)

**WAVE Awards Finalist** - *Fire Chief for a Day* - Programming for Youth and Families - Pro  
Produced by Patricia Wilburn and Isaac Lefkowitz

**WAVE Awards Winner** - *Hallberg Butterfly Gardens* - Programming by/for Seniors - Pro  
Produced by Evan Johnson

**WAVE Awards Winner** - *Peddling Hope* - Informational - Activities - Pro  
Produced by Jill C. Newman

# COMMUNITY MEDIA CENTER

NORTH BAY

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Santa Rosa High School  
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Communitymedia.org

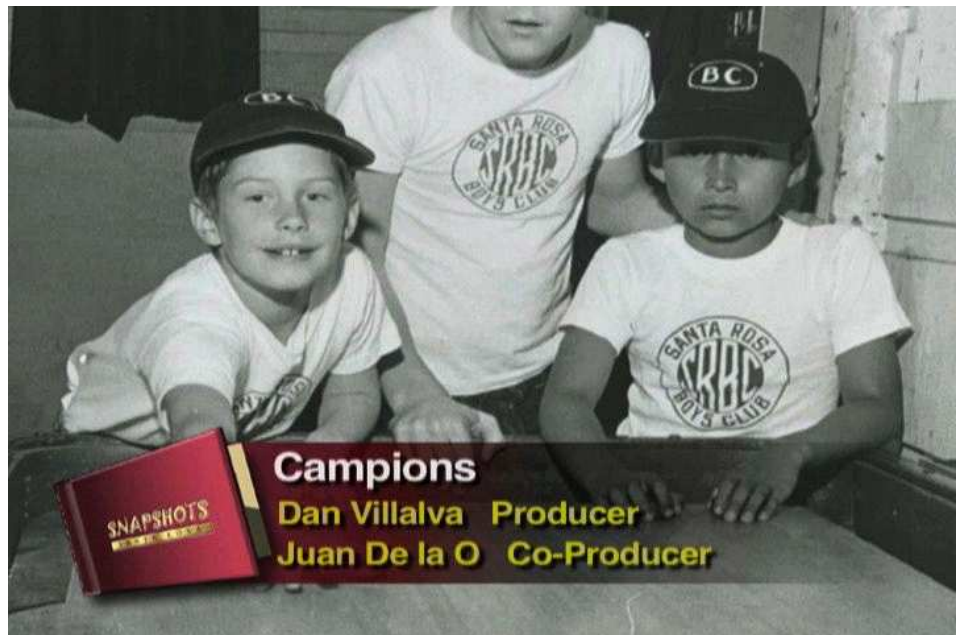
Empowering Community through Access to Media Training, Technology & Production

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CMC Producer  
CMC Producer  
Marketing, American Ag Credit, Writer/Filmmaker  
CMC Producer

## Snapshots: The Community's Online Archive



In 2011 as the Community Media Center approached the 10th anniversary of Snapshots, the staff reflected on the many stories that have been produced for the magazine show over the years. Many episodes show residents that have passed on and events and organizations that are now only dim memories. We realized that these Snapshots stories form a valuable historical archive of this area and that the public should have an easy way to be able to view the stories of their choice. The decision was made to place the entire archive (currently 275 stories) online as well as on the access channels so now viewers worldwide can view them by visiting our website and clicking on the Videos button. This link takes you to our Miro community site and features many programs from our community producers as well.

The picture above is from the Snapshots story featuring Santa Rosa's own national champion precision marching team, the Champions. Founding member, Jack Hassett, made archival video footage and photographs available to us and we were able to preserve this historical nugget as a Snapshots story for future generations.

The Year in Numbers	2011- 2010	2009- 2010	2008- 2009
New Snapshots Stories produced	26	10	20