



2010-11 ANNUAL REPORT

Cm²

marin tv



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Community Media Center of Marin Annual Report July 1, 2010 – June 30, 2011

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INTRODUCTION

January 2011

We are pleased to submit the third annual report and financial information for the Community Media Center of Marin to the MTA for the period July 1 2010 - June 30, 2011. This report represents the second full year of operations for CMCM. We went on the air June 15th 2009 and opened our doors June 30th of the same year. Our first year was focussed on meeting an unexpectedly high demand for services and getting new equipment up to speed. Our second year focussed on refining and streamlining systems and procedures as we settled into ongoing operations with more predictable budgets and outcomes.

Yet, CMCM did break much new ground. This past fiscal year saw the creation of three new distributed video facilities to service city and youth needs, and we launched a third cable channel for educational purposes. Demand for our community services continued to grow and we surpassed the already high training and equipment usage statistics of the first year. To better manage the steady demand for services, we designed and launched a new web site to better facilitate equipment reservations, course registrations, on-line payments and general outreach efforts. The CMCM staff deserve much credit for their tireless dedication and resourcefulness which are essential to all these efforts.

As we completed our second year, the CMCM board made fundraising the priority and has launched initiatives to secure additional funding. The staff are working on the next phase of distributed facilities to bring more cities to the Government channel and we have designed and purchased the necessary equipment to enable live origination from multiple locations. We continue to focus on visibility, promotions and strategic partnerships, particularly now that a steady increase in local programming is underway. Though we've operated on extremely tight budgets with minimal staff capacity, the prospects for the future are full of possibility and potential for the CMCM, the MTA and most importantly for the production of local media in Marin County.

Sincerely,

Michael Eisenmenger
Executive Director



CMCM Membership

CMCM was formed as a membership organization with four member elected board positions. CMCM holds the annual member meeting and elections for open positions in October. For the 2010 election, three candidates ran for two open positions and the membership elected the incumbent board members running for re-election.

CMCM membership is annual and there is currently a \$35 membership fee for individuals and \$25 for students/seniors. Organizational memberships are also available. Membership enables residents to take courses (also modest fees) and when certified, use the equipment for free. Membership information and forms are available on the website for individuals and organizations memberships.

Residents typically become members to utilize the center’s services and equipment. We now offer viewer donorship for those wishing to just support the work of CMCM.

CMCM Membership Totals

(July 1, 2010 through June 30, 2010)

Individual Members: 302

Student/Senior Members: 95

Organizational Members: 28

Total Membership for year: 428*

** Total membership reflects the annual total over the year, at any one time the active membership ranges from 350-400.*

Hours of Operation

CMCM is presently open to the public Tuesday through Thursday 2:00–9:00 pm, Friday 11:00–6:00 pm and Saturday 12:00–6:00 pm. We open and close late to accommodate the schedules of many of our users. In addition, the facilities are available by appointment on Mondays and after 9:00 am on other weekdays for fee-for-service productions and meetings. We stagger some of our FTE staff time so the facility can be available as much as possible. At present we haven’t experienced any problems that would necessitate expanding our public hours.

428 members from all over Marin County

Individual Member Breakdown by City:

Bell Marin Keys	1	Mill Valley	55
Belvedere	1	Nicasio	2
Bolinas	3	Novato	20
Corte Madera	14	Point Reyes	6
Fairfax	42	Ross	3
Forest Knolls	6	San Anselmo	30
Greenbrae	7	San Geronimo	3
Inverness	2	San Rafael	153
Larkspur	18	Sausalito	29
Marin City	2	Tiburon	9
Marshall	2	Woodacre	6



CMCM Certification and Training

(July 1, 2010 – June 30, 2011)

Marin residents that would like to participate in the creation of community media programming, first attend a free monthly orientation at CMCM. If a resident decides to move forward, they can secure a membership and begin taking classes toward equipment certification. Once certified in an area of expertise, they can freely reserve equipment for field use, editing time and studio time. Equipment reservations are made online via our web site.

Training is intended to provide a basic working knowledge of the equipment at hand to get new producers started. Advanced and specialty courses are also offered to those wishing to further their knowledge and experience. Professionals with previous experience can opt to test-out of full courses with a special orientation to determine proficiency and brief them on procedures. We also offer weekly clinics in most areas for those with specific questions or needs pertaining to equipment use.

Current Basic Courses:

Orientation (free): A two-hour overview of the CMCM and our basic services and offerings and a tour of the facility. Attendees are provided with a member handbook of policies and procedures that are reviewed in the orientation.

Basic Field Camera

(\$75): A three session course (9 hours). Learn basic shooting, audio recording and production skills to create quality programs. This core class offers hands on training with the Sony Z5 (Mini DV format) camcorders, microphones and tripods. We'll also discuss equipment safety and checkout procedures.

Basic Final Cut Pro

(\$75): A three session (9 hours) hands-on course teaches students to perform basic editing functions while becoming familiar with the Final Cut Pro user interface. Topics include basic setup, customizing preferences and settings, capturing video and audio, various editing and trimming techniques, basic audio editing and final output.

Basic Mac Skills

(free) This one session class is great for new computer users as well as people making the switch from PCs. If you are planning to learn Final Cut Pro or other Apple software and are not familiar with the Mac interface, this is the class for you. Topics include getting to know the Mac interface, how to open applications, and file management.

Studio Production

(\$100): Four session course (12 hours) in studio production covering all aspects of the CMCM studio including; direction, studio floor management, audio mixing, video switching, character generation, video and digital roll-ins and ingest.



studio class



Current Advanced Courses:

Pre-Production

(\$25) One session (3 hours)

The first stage of video production is the planning phase, and it is easily the most important. Pre-production is where you take the steps to make sure that you have the right research, equipment, crew, locations, schedule, and clear directions on the content you must capture.

Multi-Camera Field with the Anycast System

(\$100) four session (12 hours)

Learn how to use the Sony Anycast System to shoot multi-camera coverage of an event on-location. This hands-on workshop will include an overview of the Sony PD-170 camera and Sony Anycast System, set-up of equipment, crew communications and troubleshooting tips.

Basic Field Lighting

(\$50) One session (3 hours)

This course teaches the basic principles of three point lighting and how to achieve greater stylistic control when shooting in the field. Attendees will learn how to safely operate several types of lights, how to use contrast ratios to create different 'moods', and how to make better use of existing conditions when few or no lights are available.

Advanced Final Cut-Pro

(\$75) Three sessions (9 hours)

This three-session course will guide students looking to take their editing skills to the next level through the more advanced features of Final Cut Pro. The class will cover topics such as: advanced tools from the toolbar, the Ken Burns effect, Chroma Keying, Color Correction, Multi-camera editing, and Boris 3D titling. This course is designed for students comfortable in Final Cut Pro who want to expand their workflow or work on more complex projects.

Uploading Videos to the Web

(\$25) One session (3 hours)

In this course, students will learn the basics of uploading videos to the web. Starting with selecting a video hosting site, the course will go step by step through the compression/encoding process, to ultimately upload a video. The class will also show students how to submit the video to Marin TV's On Demand Site as well as distribute it to other video sharing sites.

Screenwriting

(\$75) Three sessions (9 hours)

This workshop series is meant to help writers of all levels learn the nuts and bolts of fiction screenwriting, with the end goal of writing their own scene, pilot, or short film. Students will learn how to generate ideas, create characters, write convincing dialogue, follow story structure, and put it all together. Watching examples will help demonstrate concepts and writing exercises will help push imagination to the limits.

Social Media

(\$75) Three sessions (9 hours)

This three-session course will introduce social media, the fastest growing platform for connecting to a global world. Learn how this many-to-many relationship can assist you in promoting your media. Topics include: an overview of social media, reviewing the basics of various social media sites, how to be an effective social media user and how to customize your social media pages.



Advanced Final Cut Pro

**83 courses offered for 504 certifications,
a 25% increase over the previous year.**

TRAINING

Training and Certification (July 1, 2010 – June 30, 2011)

Course	Classes offered	Attendance
Orientation	12 (2 hours)	329 registrations
Basic Field Camera	15 (3 sessions, 9 hours)	94 certifications
Final Cut Pro	14 (3 sessions, 9 hours)	125 certifications
Studio Production	10 (4 session, 12 hours)	86 certifications
Field Lighting	6 (1 session, 3 hours)	34 certifications
Pre-Production	9 (1 session, 3 hours)	44 certifications
Other Advanced Courses	17 (1-3 session)	95 certifications
Test-out Certifications	N/A	26 certifications
Total	83 orientations/course	504 certifications*

CMCM Equipment and Facility Usage (July 1, 2010 – June 30, 2011)

Marin residents that become CMCM members and pursue training to be certified in equipment usage can then reserve and check out equipment freely.

Equipment Available for Checkout:

- 11 Sony HDV-Z5 cameras with tripods, mics, batteries and flash recorders
- 5 Sony PD170 cameras with tripods
- 7 wireless microphone systems
- 30 wired microphones, lav, hand held
- 4 Field Lighting kits
- 2 Sony Anycast video switchers (studio in a box) with cables and peripheries.

In-house Reserved Equipment:

- 12 Edit Stations (iMacs with tape decks or flash card readers)
- Production Studio (4 camera robotic digital studio)
- Dub System (for transferring SVHS, Beta, ¾, DVCAM to DVD or disk)
- Edit Suite for use by several persons on a project.

Equipment Usage (July 1, 2010 – June 30, 2011)

Type	# Reservations*	# hours	in kind value*
Dub Reservations	83	83	\$2,075
Field Camera Kit	731 (43%)	5848	\$292,400
Editing Reservations	1795 (90%)	5385	\$215,400
Studio Reservations	299 (304%)	897	\$224,250
Anycast Checkouts	39 (140%)	156	\$78,000
TOTAL	2947 (76%)	12,369	\$812,125

More than \$800,000 was delivered to the community through in-kind services.



Statistics on Programming

CMCM operates Community Channel 26, Government Channel 27, and Education Channel 30 (launched in July 2010). The channels are promoted together as Marin TV. The following statistics detail programming information from July 1, 2010 to June 30th 2011. Currently the channels are available on Comcast, the AT&T U-verse system and all channels are streamed live on the internet at www.cmcm.tv. CMCM has also launched a 'video on-demand' web site for member programs and other programming of interest.

Scheduling Procedures

CMCM schedules the public channel quarterly, that is, we solicit applications and set programming times for regular series on a quarterly basis. Only Marin County residents may **submit programming** or request that other programming be aired. Regular series producers are sent renewal forms quarterly to renew their series and at that time may select their desired days and playback times. When scheduling CMCM attempts to honor those requests if there are no pre-existing conflicts but may also shift programming to days when related programming is also scheduled. CMCM is required to air every program submitted to the channel provided it does not violate programming policies, but the scheduling and frequency of the programming is determined by CMCM policies as set forth in the **Member Handbook**. All programs (except those containing adult content) will air twice, once in their scheduled evening time slot (if requested) and again in a scheduled afternoon time slot.

Programming Types

Programming is scheduled according to frequency. CMCM currently allows for daily, weekly, biweekly and monthly series programs (daily programs must have new content daily). CMCM also accepts 'specials' which are com-

monly 'one-off' programs of special events, short films, etc. While we accept any 'length' for a programming submission, those under sixty minutes are easiest to schedule during the more desirable evening hours of 7:00 – 11:00pm. Programming of particular local interest (local issues and events) may also be retained and used as repeated 'fill' programming when no other programming is regularly scheduled. CMCM attempts to schedule all programming when it is timely and special submissions usually air the same week they are submitted.

Daily program schedules for all the Marin TV channels appear on air between programs and are available for the coming week on the **website**. CMCM also worked with Comcast to finalize contractual and technical issues to enable CMCM scheduling to appear on the systems's cable program guide.

Time	Program Name
11:00	Youth Defending Youth
11:45	Canal Welcome Center
12:00	Community Announcements
01:00	Sounding Board
01:30	Marin Women's Hall of Fame
02:00	Marin Voices & Views
02:30	Making a Difference in Marin
03:00	25 Years After Chernobyl
	Mosaic
	Democracy Now!

Utilization of Channel Time

CMCM schedules the Community, Government and Education Channels 24 hours a day, seven days a week. When no regular programs are scheduled the channel has run educational satellite programming from UCTV, the Research Channel, NASA TV or the Community Calendar, which also carries Radio Sausalito music and programming in the audio track.

*There were 1961 programs/series with 19,208 runs
for 8042 hours of community programming*

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2011

With content that ranges from local events, films and documentaries, cooking, gardening, music, the arts, local news to smart meters, the Community Channel cablecasts the widest variety of local programming specific to Marin County interests. The past year saw an increase in the number of locally produced programming over the prior year and we expect that percentage to continue to grow. The Community Channel also airs national and international news programming such as Mosaic, Al Jazeera, Thom Hartman and Democracy Now, programs not available elsewhere on cable. Over the course of the last year there were 1961 program/series cablecast for a total of 19,208 runs which accounted for 8042 hours of programming.

Special Programs

A total of 418 special programs aired in the last year.

Selected Specials

International Forgiveness Day	Fringe of Marin
California Dreaming	John Perkins on Globalization
Hope in the Himalayas	Marin Healthcare District
Susan George on Neoliberalism	Heart of Marin
Trashed: The Story of Garbage	Mill Valley Seniors for Peace
Voices of Peoples History	Marin Men's Chorus Special
Breast Cancer Prevention Series	Narada Michael Walden Holiday Special
Clinical Nutrition	Marin Mind/Scapes
How The World Really Works	Future Talk: Earthquakes

Community Calendar and PSA's (public service announcements)

There were 439 scheduled hours of the community calendar with additional hours as fill programming when needed. The community calendar also includes specially produced local audio programming from Radio Sausalito that includes news and events.

Selected PSA's

Wildfire Prevention	We Need World Service Corps
Lifelong Literacy	Belvedere-Tiburon Landmarks Society
Hunger Prevention	Obtaining Housing in Marin
Mentoring Big Brothers Big Sisters	Marin County Civil Grand Jury
Teen Suicide Prevention	Marin Bocce Association
GED Achievement	Canal Alliance's Volunteers
St. Vincent de Paul of Marin	Marin Human Race

*There were 1961 programs/series with 19,208 runs
for 8042 hours of community programming*

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2011 (cont.)

Regular Program Series (daily/weekly/bi-weekly/monthly)

These are the 70 regular program series submitted or produced by local Marin residents (the previous year total was 54).

Aspect Ratio	Arts	Church of Jesus of Christ	Inspirational
Marin Art Focus Presents	Arts	Medjugori	Inspirational
Marinations	Arts	Messages of Hope	Inspirational
Slip 'N Slide Show	Comedy	Open Door Ministry Hour	Inspirational
Business with Passion	Community	Words of Peace	Inspirational
Charlando con Teresa Foster	Community	Al Jazeera	News/Public Affairs
Earth Guardians	Community	Conspiracy TV	News/Public Affairs
Encuentro Latino	Community	Democracy Now	News/Public Affairs
Marin Voices and Views	Community	Financial Pillow Talk	News/Public Affairs
Marin Women's Hall of Fame	Community	Grit TV	News/Public Affairs
Nuestras Voces	Community	Lies My Country Told Me	News/Public Affairs
Shirley Graves' Public Advocate	Community	Making a Difference in Marin	News/Public Affairs
Sounding Board	Community	Mosaic: World News	News/Public Affairs
What's Up	Community	State of Events	News/Public Affairs
Bioneers	Educational	Third World Traveler Presents	News/Public Affairs
Breaking the Chain	Educational	Thom Hartmann Program	News/Public Affairs
Edu-Me-Cation	Educational	Swaralahari	Performing Arts
Fernando's Secrets	Educational	Marin Artist Intl. Network	Performing Arts
Financial Insider Weekly	Educational	MPJC Presents	Political
GMO Education	Educational	Power in Truth	Political
Healing From the Ground Up	Educational	Tiempos de Restauracion	Religious
Miyoko's Kitchen	Educational	A Forum on Spirituality	Spiritual/Lifestyle
Spiral Into It	Educational	Beyond Today	Spiritual/Lifestyle
State of the Bay	Educational	Bible Study	Spiritual/Lifestyle
The Americas Series	Educational	Bridging Heaven and Earth	Spiritual/Lifestyle
The Recovery Station	Educational	Consciousness-Transformation	Spiritual/Lifestyle
Truth in Power	Educational	Divorce Recovery	Spiritual/Lifestyle
Wealth Advocate	Educational	Eckankar	Spiritual/Lifestyle
Bushy Report	Entertainment	Meeting with Gangaji	Spiritual/Lifestyle
Bay Area Beat	Entertainment	Rhema	Spiritual/Lifestyle
Cheese Theatre	Entertainment	Sid Roth's It's Supernatural	Spiritual/Lifestyle
Rock Report	Entertainment	Supreme Master Ching Hai	Spiritual/Lifestyle
Homeopath/Science of Healing	Health	The Art of Conscious Living	Spiritual/Lifestyle
New Age Healing and Fitness	Health	YogiViews	Spiritual/Lifestyle
Perspectives on Healing	Health	Pete and Duane's Window	Spiritual/Lifestyle

*There were 96 programs/series with 2868 runs
for 6174 hours of government programming*

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30th 2011

There were 96 Programs/Series with 2868 runs for 6174 hours of programming on the government channel. County programs cablecast live from the Civic Center with scheduled repeats in the subsequent days/weeks. CMCM also installed equipment at Mill Valley and San Rafael to enable coverage of meetings in those chambers and also installed equipment at the Civic Center to enable the play of government PSA's during recesses. Additional programming has included Research Channel, NASA TV and the Community Calendar.

Government program	# airings	Government program	# airings
Marin County Board of Supervisors	340	Connect Episode 2	8
Marin Energy Authority	197	Get Ready Marin Disaster Preparedness	8
Marin County Planning Commission	150	Conversations in Marin - Al Boro	6
Mill Valley City Council	55	LWV-6th Congressional District	6
Marin County Transit District	41	Transitions Mill Valley	6
Marin County Transit District	41	Water Summit	6
Evacuation Drill Mill Valley	39	Conversations in Marin - Joske	5
Affordable Housing	36	Home for All	5
Mill Valley Planning Commission	39	LWV-Pros/Cons State Ballot	5
Transportation Authority of Marin	31	Marin Green Commuters Speak Out	5
MTA Board Meeting	29	Greening the Marin Center	4
Connect! People, Pets and Emergencies	25	Marin Women Study	4
Connect! Breastfeeding	24	One Bay Area	4
Marin Tsunami	24	Regional Water Quality Control Board	4
Board of Supervisors - Budget Hearings	24	Teacher's P.E.T.	4
CONNECT - Episode 10	17	Celebrating Marin Bioneers	3
CONNECT - Episode 9	17	Community Announcements 30 Min	3
LWV Debate: Assessor/Recorder/Clerk	16	Conference on MGH/Civic Center	3
Marin Center For Independent Living	14	Conversations in Marin Stark Weather	3
San Rafael City Council	13	How California Can Create It's Own Credit	2
LWV Debate:Marin Healthcare District	12	Interview with Marin Transit Executive Director	2
Your Assessment Appeal	12	GED Connection 008	2
LWV Debate: MMWD Division 1	11	GED Connection 010	2
LWV Debate: MMWD Division 2	11	Library Services	2
LWV Debate: MMWD Division 3	11	Library Wins Awards	2
LWV Debate: MMWD Division 4	11	Marin General Hospital - Jon Friedenber	2
Public Hearing: Fair Housing	11	Marin General Hospital - Larry Bedard	2
San Rafael Design Review Board	11	Marin General Hospital - Lee Domanico	2
San Rafael Planning Commission	10	Maternity Services	2
CONNECT-Mental Health	10	Ross Valley Sanitary District	3
Fair Housing: Public Meeting	10	Speak Up CA!	2
Connect Episode 1	9	Vial of L.I.F.E	2

There were 195 programs/series with 3312 runs for 7572 hours of community programming

EDUCATION CHANNEL 30

The Education Channel (30) through June 30, 2011

The newest channel to the Marin TV lineup - the education channel has been slowly accumulating content as CMCM staff outreach to schools and universities. In the interim, the channel schedules programming from the University of California and Research Channels which are received via satellite.

CMCM staff have also sought out permissions for external content and now schedule full semester courses from Yale and content from the popular Khan Academy. The channel is also used for special programming on weekends featuring holiday specials, local parades and workshops or events that may be too lengthy to schedule on the community channel. More recently Dominican University began providing programming from their Leadership Lecture services and other departments at the university are now expressing interest in providing programming for the channel.

Selected Educational Series and Programs

Program	Program
University of California TV	Dominican University Leadership LectureSeries
Teacher's P.E.T.	Renewable Energy series
Clinical Nutrition series	Lecture Rita Abrams
One Book One Marin	Lecture Robert Fisk
The Food Crisis	State of Events
International Forgiveness Day	Breast Cancer Prevention series
Yale - Introduction to Psychology	Earth Guardians
Yale - Philosophy of Death	Marin Center For Independent Living
Yale - Political Philosophy	An Evening with Kay Ryan
Yale - Bio and Politics of Food	Radio Sausalito Special
GED Connection	Marin Men's Chorus Special
Khan Academy- Finances	Narada Holiday Show
Khan Academy-Cosmology	Bernie Sanders in San Francisco
GED Connection	Heart of Marin
Khan Academy- Finances	Jewish Voice for Peace
Khan Academy-Cosmology	



www.cmcm.tv

CMCM began a web presence since the very beginning of operations and has streamed the channels live and carried dynamic channel schedules since that time. In June 2011, the site received a major upgrade by staff who implemented a new set of open source tools to better facilitate our daily operations. The main site also links out to the CMCM facebook and twitter feeds as well as our On-Demand Site. At present the main organizational site receives approx. 1000 unique viewers per week and the numbers are growing.

Online Reservations

CMCM members can now reserve equipment, register for classes and make payments directly through the site which also tracks equipment usage and other necessary reporting data.

The screenshot shows a web form titled "Create Reservation". It includes a "Reserve for:" dropdown menu with "admin" selected. There are checkboxes for "Override Validation" and "Status" (Unconfirmed, Confirmed, Checked out, Checked in, Cancelled, No Show). A note states "Finalized bookings can not have time conflicts with each other." Below this is a "RESERVATION" section with "From date:" and "To date:" fields, each with a "Format: 02/21/2012" and "Format: 03:30PM" label. A "Limit Link to Available Items" button is present. On the right side, there are two lists of included items: "Sony Z5 Camera Package Includes:" (Sony Z5 Camera, 2 Batteries, 2 Flash Cards, Flash Card Recording Unit, Headphones, * Tripod not included) and "Anycast Package Includes:" (3 Sony JG17's batteries, 1 Sony Anycast Decoder, 3 Tripods w/remote controls, 2 Hard Drives with PWS cables, Control System w/ 4 Headsets, Headphones, powerstrip, 21 - 75 ft DV cable, 1 - 35 ft DV cable, 1 - 15 ft DV cable, 11 - 50 ft K&E). At the bottom right, there is a "Reservation Policies" section with a "Camera Check-In/Out Reservations:" table showing times for Tuesday, Wednesday, Thursday, Friday, and Saturday.

On-Air Calendar

Non-profits, government agencies and others use the **on-air calendar** to post notice of local events on the channels. The calendar runs daily on every channel. To submit, an individual just has to fill out a simple web form and the posting will go live to the channel - often the same day.

The screenshot shows a web form titled "Create a post for the On-Air Community Calendar". It has a "Event Title (limit 40 characters):" field. Below it is a "Title limited to 40 characters, remaining: 40" indicator. The "Event Description (limit 300 characters):" field is a large text area. Below the description is a "Description limited to 300 characters, remaining: 300" indicator. There is an "INPUT FORMAT" section. At the bottom, there is an "Event Date:" field with a "Format: Tuesday, February 21, 2012" and "Format: 03:30PM" label. A note says "Select your event date and time. This is what will display on-air. For recurring events and ongoing announcements, leave this blank and instead add your date(s) to the event description."

Marin TV On-Demand

CMCM launched this innovative aggregation site to offer on-demand content to Marin viewers everywhere. CMCM launched the site through the the Miro Community Foundation which developed the toolsets and hosting for non-profits to use. The site enables our members to automatically link their content to the site's categories and listings so users can easily locate videos from and about Marin all on one web site. At present more than 4000 videos are listed on the Marin TV On-Demand site.





CMCM Outreach and Publicity

After our first hectic year of startup work, the second year for CMCM was a time to begin promoting the channels and the center to the general public and specific constituencies. A number of the targets we set the previous year and been completed or are on-going, including:

- We began on-air and online promotions for CMCM membership and support, special events and courses.
- We performed non-profit workshops with CVNL to orientate and educate non-profit community in using CMCM resources and also tabled at their Human Race event.
- We began targeted outreach to the business community through a speakers series at local Chambers of Commerce and Rotary clubs.
- Coordinate increased visibility through community events and other local programming that we present on the channels which included covering the Larkspur/Corte Madera 4th July Parade, One Book One Marin and other large local events where we can distribute flyer promoting the programming and channels.
- We began frequent press releases and e-mail blasts for CMCM related programming and related events which are sent bi-weekly.
- We launched a Facebook page and Twitter account linking to our main web site to cross pollinate some messaging through social media.



Building Partnerships

CMCM partners with many organizations to assist in their projects and missions, including;

- CMCM made our studio space available to Jibbiggo, a local company that was working with local Haitian speakers to create a free translation app for use by relief workers in Haiti for the earthquake recovery efforts.
- Partnered with Canal Alliance to provides studio training to their youth participating in a summer video project.
- CMCM hosted several Timothy Murphy School students as interns and provided them with training in field, editing and studio production.
- CMCM worked with the Commission on Aging to begin a program series on Senior Health Issues which is now in production.
- CMCM has continued our on-going relationship with the MYC (now ROP) and train numerous high school students that come through their program.



Canal Alliance Students



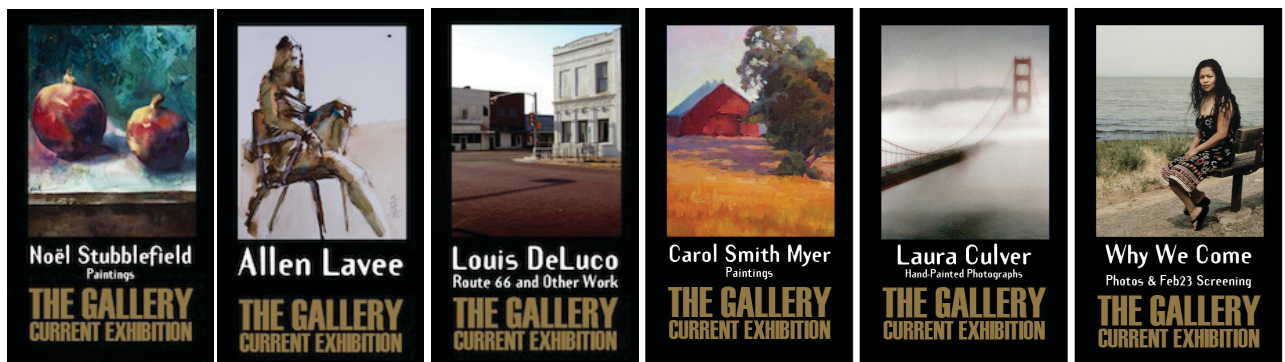
- CMCM received special recognition from the Marin Peace and Justice Coalition at their annual awards benefit for our community efforts.
- CMCM visited West Marin and participated in community discussion on how residents there could participate in creating programming for Marin TV. We are currently working with the cable provider in Pt. Reyes to send our channels to the West Marin Cable system.

The Media Center as an Outreach Tool

The media center itself has been a natural outreach tool - as most in Marin eventually come to us. We've hosted most of the local, state and national elected officials who have come to appear on various programs and the center continues to shine the spotlight many Marin County non-profits. More than 60 non-profits and community based organizations appeared on the channels in the 2010/11 period and included Canal Alliance , SAGE, The Flag Foundation for Horse/Human Partnership, Teens Turning Green, MarinLink, Alliance for Human & Environmental Health, Self-Sustaining Communities, Ecological Options Network, Transitions Sebastopol, Sustainable Living Institute, We Green You, WaccoBB, Women's Energy Matters, Zero Waste, California Teachers Association, San Rafael City Schools, Next Generation, College of Marin, Dixie School Board, California Nurses Association, Accountable Development Coalition, Marin County Bicycle Coalition, Marin Water Coalition, Marin Immigrant Rights Coalition, As You Sew, Green New Deal for the North Bay, Sierra Club California, North Bay Children's Center, Giacomini Wetlands Restoration, National Park Service, Marin Agricultural Land Trust, Cypress Grove Research Center, Tomales Bay Watershed Council, Point Reyes Bird Observatory, Turtle Island Restoration Network, SPAWN, Farallones National Marine Sanctuary, Sustainable Marin and more.

CMCM Gallery

CMCM has also opened its space to local artists to show their work and hold receptions. The exhibits help draw more people to our space and we offer a considerable amount of professionally lighted exhibition space that enables artists to hang over 20 works. This exceeds the available space at most local venues for artists to display their work. Exhibitions now rotate monthly and represent a mix of artists from local organizations, CMCM members and others who express interest.





CMCM Staff - July 2010 - June 2011

Michael Eisenmenger - Executive Director (FTE)

Sam Long – Digital Media Manager (FTE)

Jake Nicol – Facility and Operations Manager (FTE)

Megan Loretz - Digital Media Coordinator (FTE)

Damion Brown - City Production (PTE)

David S Calhoun - Station Assistant - Training (PTE)

Francisco E Diaz - Station Assistant - (PTE)

Bradford A Flaharty - Facilities (PTE)

Lindsay A Hassett - Membership Coordinator (PTE)

Edouard Marchand - Academic Intern

Kryss Solis - Station Assistant - Training (PTE)

Laura E Valladao - Station Assistant - Training (PTE)

PTE staff average between 3-25 hrs per week.

Interns

CMCM accepts academic interns from area Schools, Colleges and Universities. During the 2010/11 fiscal year we hosted 28 interns.

Position Descriptions are attached in the appendix.

CMCM Board Members

from July 2010 - June 2011

Bruce Bagnoli, *Chairperson*

Lynn Bornstein

Larry Bragman

Gregg Clarke

Frank Crosby

Sarah Darcey-Martin

Flor Emert, *Vice Chairperson*

Jim Geraghty, *Secretary*

Janette Gitler

Trish Hibbens

Dane Lancaster

George J. Rodericks

Larry Paul

Connie Rodgers

Bill Sims, *Treasurer*



current board



During our second operational year, capital expenditures under the capital plan leveled out to more modest levels at 90K. The single largest expense was for new distributed facilities, while the largest internal expense was in master control and playback to improve server capacity to meet growing storage and programming demands. Equipment repairs and replacement accounted for much of the remainder of spending.

CMCM made great strides in the second fiscal year building out three separate distributed facilities at the Marin Youth Center, Mill Valley Council Chamber and the San Rafael Council Chamber. Each location is equipped with four robotic cameras, video switcher and graphic capabilities enabling events at these locations to be recorded, streamed and/or cablecast live. Installations were designed and executed by CMCM, saving cities tens of thousands in potential costs. Few media centers in the country have accomplished such rapid growth and expansion in their first two years, and CMCM has much more planned in our third year,



A Summary of Capital Expenditures by Category Under the Capital Plan

Capital Area	As of 6/30/10	7/1/10-6/30/11	Total as of 6/30/11
Computer Edit Stations, Dubbing	\$47,282.26	\$4,261.14	\$51,543.40
Studio, Control Room	\$141,693.15	\$774.84	\$142,467.99
Office Computers	\$9,174.62	\$0.00	\$9,174.62
Field & Portable Studio Equipment	\$145,250.87	\$4,012.69	\$149,263.56
Master Control and Playback	\$143,712.59	\$10,861.48	\$154,574.07
Office Furniture and Equipment	\$22,023.07	\$1,447.08	\$23,470.15
Video Misc. - Cables/Presentation	\$16,299.00	\$1,582.56	\$17,881.56
Facility Renovation and Repair	\$277,045.84	\$2,364.47	\$279,410.31
Distributed Facilities Civic Center	\$96,953.78*	\$15,600.00**	\$112,553.78
Distributed Facilities Youth Center	\$23,165.08	\$8,769.43	\$31,934.51
Distributed Facilities City Facilities	0	\$41,145.67	\$41,145.67
Distributed Facilities Total	\$120,118.86	\$65,515.10	\$185,633.96
Grand Total	\$922,600.26	\$90,819.36	\$1,013,419.62

NOTE: All totals above are hard capital costs.

* Equipment purchased by MTA 2008 ** County iNet charges for distributed sites

See attached spreadsheet for current equipment inventory. This list is used for all equipment that is tagged with numbered labels marked "Property of MTA/CMCM". Equipment is added to this list when valued at over \$1000 (as required by the MTA/CMCM DAP agreement). CMCM also includes all equipment on this list that is checked out for public use (no matter the value). In addition to inventory labels, all equipment for public check out is also permanently engraved.



FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2010 through June 30, 2011**

	Actual
Revenue:	
Peg Fees	36,038
Net Assets Released from Restrictions	343,849
Direct Public Support	3,031
Interest Income / Investment Dividends	41,943
Fee for Service/Miscellaneous	46,403
Program Revenue	<u>37,117</u>
Total Revenue	508,380
Expenditures:	
Insurance	6,878
Capitalized Equipment this Period	64,397
Capitalized Facilities Salaries this Period	81,630
Equip. Rental/Mtc	2,467
Rent	46,655
Utilities	30,847
Salaries, capitalized	78,909
Equipment/Furniture less than \$1,000	11,284
Business Expenses	528
Advertising/Promotion	191
Contract Services	23,372
Program Expense (miscellaneous)	4
Event Expense	1,494
Operations	7,075
Salaries/Wages	186,355
Benefits	37,322
Recruitment Expense	525
Travel/Meetings	<u>1,904</u>
Total Expenditures	581,838
Total Gain (Loss) to Cash Balance for Period	(446,634)

Complete financial reporting can be found in the attachments

What is CMCM and Marin TV?

Marin TV provides southern Marin County with it's own non-commercial community, educational and governmental cable channels. Available on Comcast 26, 27, 30, AT&T U-verse 99 and on the web, the channels cablecast programming 24/7 to over 70,000 Marin households. We offer all residents of Marin access to low-cost training and the latest digital tools so they can create cable TV and online media. For schools, non-profits and government agencies, we provide special organizational services and fee-for-service production assistance. *Marin is watching Marin TV – are you what's on?*

Our Goal:

The Community Media Center of Marin (CMCM) strengthens our communities through media by striving to educate and advance the way residents, schools and governments connect with one another.



COMMUNITY MEDIA
CENTER OF MARIN
819 A Street, suite 21
San Rafael, CA 94901
415.721.0636
www.cmcm.tv