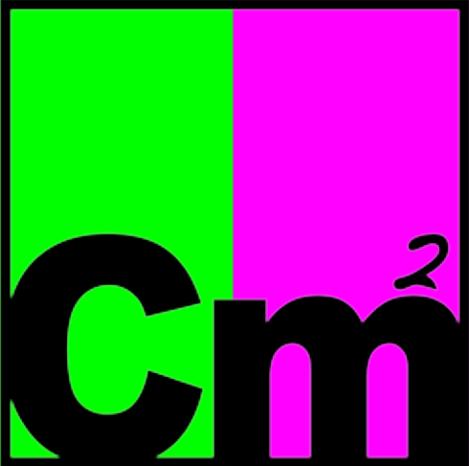


A large, stylized number '12' is the central focus of the page. The '1' is filled with a blue and white pixelated pattern. The '2' is composed of four vertical color bands: yellow, cyan, green, and magenta. A horizontal grey bar with a black-to-white gradient is positioned across the middle of the '2'.

**2011-12 ANNUAL REPORT**

The logo consists of the letters 'Cm' in a bold, black, sans-serif font, with a superscript '2' to the right. The entire logo is enclosed in a black rectangular border.

**Cm<sup>2</sup>**

The logo features the text 'marintv' in a white, lowercase, sans-serif font. The text is set against a dark green rectangular background.

**marintv**



# CONTENTS

## **Community Media Center of Marin Annual Report July 1, 2011 – June 30, 2012**

### **Table of Contents**

2	Introduction
3	CMCM Membership and Hours of Operation
4	Certification and Training
6	Equipment and Facility Usage
7	Statistics on Programming
13	Outreach and Publicity Summary
15	CMCM Board and Staff
16	Supporters

### **Attachments (electronic)**

A.	Current inventory of equipment used to provide PEG programming
B.	Position Descriptions
C.	A summary of expenditures under the Capital Plan
D.	Financials



November 2012

We are pleased to submit the fourth annual report for the Community Media Center of Marin to the MTA for the period July 1 2011 - June 30, 2012. This report represents the third 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 and second years were focussed on meeting an unexpectedly high demand for services and getting new equipment up to speed. In our second year we focussed on refining and streamlining systems and procedures as we settled into ongoing operations with more predictable workloads.

In our third year, we saw new memberships plateau and begin to drop to more normal levels though overall facility and equipment usage remained steady. We continue to adjust staffing priorities to service the ongoing community needs while also meeting the growing demand of government and educational users and applications. 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. As a result we saw donations increase from these efforts and expect the future will bring more increases. The staff are still working on the next phase of distributed facilities to bring more cities to the Government channel and we have designed, purchased and installed the necessary backend server/routing equipment and networking hardware to enable live origination from multiple locations. We are awaiting MTA decisions to move forward with more city installations.

We continue to focus on visibility, promotions and strategic partnerships, particularly now that a steady stream of local programming is underway. Though we've operated on extremely tight budgets with minimal staff capacity and have weathered some fiscal uncertainty, the prospects for the future are full of possibility and potential for the CMCM, the MTA and most importantly for the production of local PEG Media in Marin County.

Sincerely,

  
Michael Eisenmenger  
Executive Director



**CMCM Membership**

CMCM was formed as a membership organization with five member elected board positions. CMCM holds the annual member meeting and elections for open positions in October. For the 2011 election, two candidates ran for one open position and the membership elected a new CMCM member to the board.

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 (a modest fee that was increased) 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, 2011 through June 30, 2012)

Individual Members: 291

Student/Senior Members: 99

Organizational Members: 45

**Total Membership for year: 435\***

*\* Total membership reflects the annual total over the year.*

**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 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.

*435 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	21
Corte Madera	13	Point Reyes	7
Fairfax	43	Ross	3
Forest Knolls	5	San Anselmo	30
Greenbrae	6	San Geronimo	2
Lagunitas	1	San Rafael	166
Larkspur	17	Sausalito	28
Marin City	2	Tiburon	11
Marshall	2	Woodacre	6



## CMCM Certification and Training

(July 1, 2011 – June 30, 2012)

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

(\$105): 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

(\$105): 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

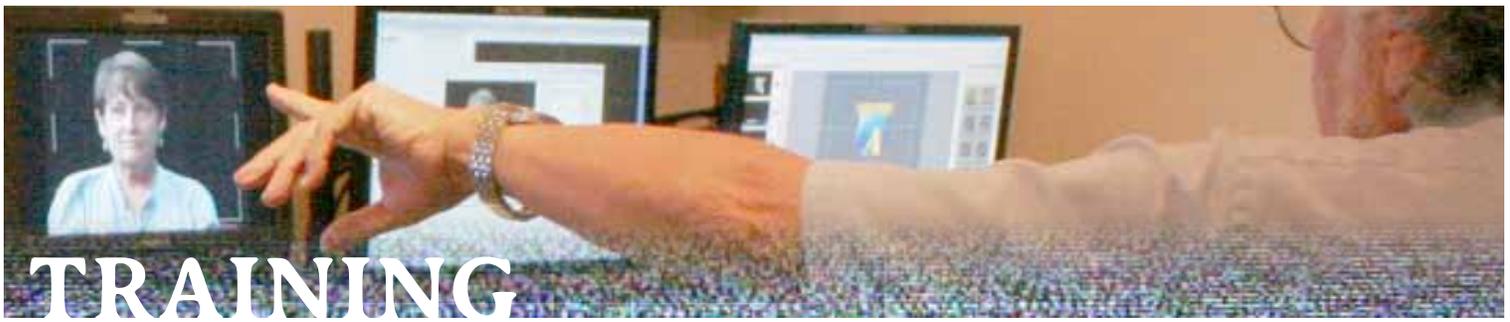
(free) This one session class is great for new computer users as well as people making the switch from PCs. If you are planning to learn Final Cut Pro or other Apple software and are not familiar with the Mac interface, this is the class for you. Topics include getting to know the Mac interface, how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

### Studio Production

(\$140): 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**

(\$35) 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**

(\$140) 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**

(\$70) 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**

(\$105) 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**

(\$30) 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**

(\$105) 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.



*Final Cut Pro Class*

# 72 courses offered for 317 certifications for equipment/facility usage

## TRAINING

### Training and Certification (July 1, 2011 – June 30, 2012)

Course	Classes offered	Attendance
Orientation	12 (2 hours)	215 registrations
Basic Field Camera	12 (3 sessions, 9 hours)	73 certifications
Final Cut Pro	12 (3 sessions, 9 hours)	87 certifications
Studio Production	7 (4 session, 12 hours)	34 certifications
Field Lighting	4 (1 session, 3 hours)	18 certifications
Pre-Production	4 (1 session, 3 hours)	12 certifications
Other Advanced Courses	25 (1-3 session)	71 certifications
Test-out Certifications	N/A	22 certifications
<b>Total</b>	<b>72 orientations/course</b>	<b>317 certifications</b>

### CMCM Equipment and Facility Usage (July 1, 2011 – June 30, 2012)

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, 2011 – June 30, 2012)

Type	# Reservations	# hours	in kind value
Dub Reservations	58	58	\$1450
Field Camera Kit	669	5352	\$267,600
Editing Reservations	1924	5772	\$230,880
Studio Reservations	350	1050	\$262,500
Anycast Checkouts	47	188	\$70,500
<b>TOTAL</b>	<b>3048</b>	<b>12,420</b>	<b>\$832,930</b>

*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](http://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.



*The CMCM Studio went live nationally for DN!*

### 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 2035 programs/series with 21,513 runs  
for 8218 hours of community programming*

## COMMUNITY CHANNEL 26

### **The Community Channel (26) through June 30, 2012**

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 2035 program/series cablecast for a total of 21,513 runs which accounted for 8218 hours of programming.

### **Special Programs**

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

### **Selected Specials**

International Forgiveness Day	Challenging Hunger
Mill Valley Poetry World Series	Steamboat Slough
The West Marin Stage	Where Hope Works
San Anselmo Festival	Wildcare
Story of Stuff: Citizens United	Biodiversity Without GMO Crops
Canal Welcome Center	Pesticides and Behavior
Mill Valley Defensible Space Against Wildfires	Narada Michael Walden Holiday Special
It Happens in Marin	Cascade Creek, Fairfax
Inspiration By Hand	Working for Water

### **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	Emergency Preparedness
Progressive Festival	Lifelong Literacy
Public Lands	Obtaining Housing in Marin
Day of the Dead (Spanish/English)	Marin County Civil Grand Jury
Teen Suicide Prevention	Energy Efficiency
Marin Open Studios	Canal Alliance's Volunteers
St. Vincent de Paul of Marin	Marin County Fair

*There were 2035 programs/series with 21,513 runs  
for 8218 hours of community programming*

## COMMUNITY CHANNEL 26

**The Community Channel (26) through June 30, 2012 (cont.)**

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

These are the 65 regular program series submitted or produced by local Marin residents (the previous year total was 70).

Aspect Ratio	Arts	Nutritional Medicine	Health
Marin Artist Intl. Showcase	Arts	Chronic Ailments	Health
Marinations	Arts	Pioneers in Healthcare	Health
Slip 'N Slide Show	Comedy	Homeopathy	Health
Restaurando en Adulam	Community	Medjugori	Inspirational
Charlando con Teresa Foster	Community	Messages of Hope	Inspirational
Earth Guardians	Community	Open Door Ministry Hour	Inspirational
Encuentro Latino	Community	Words of Peace	Inspirational
Marin Voices and Views	Community	Al Jazeera	News/Public Affairs
Marin Women's Hall of Fame	Community	Full Disclosure	News/Public Affairs
M City	Community	Democracy Now	News/Public Affairs
Shirley Graves' Public Advocate	Community	Financial Pillow Talk	News/Public Affairs
Sounding Board	Community	Lies My Country Told Me	News/Public Affairs
What's Up	Community	Making a Difference in Marin	News/Public Affairs
Bioneers	Educational	Mosaic: World News	News/Public Affairs
Breaking the Chain	Educational	The Americas Series	News/Public Affairs
Happiness Unlimited	Educational	Third World Traveler Presents	News/Public Affairs
Fernando's Secrets	Educational	Thom Hartmann Program	News/Public Affairs
Financial Insider Weekly	Educational	Swaralahari	Performing Arts
GMO Education	Educational	Marin Artist Intl. Network	Performing Arts
Healing From the Ground Up	Educational	MPJC Presents	Political
Miyoko's Kitchen	Educational	Tiempos de Restauracion	Religious
Spiral Into It	Educational	A Forum on Spirituality	Spiritual/Lifestyle
Films for Peace-Understanding	Educational	Bible Study	Spiritual/Lifestyle
The Americas Series	Educational	Bridging Heaven and Earth	Spiritual/Lifestyle
The Recovery Station	Educational	Divorce Recovery	Spiritual/Lifestyle
How the World Really Works	Educational	Eckankar	Spiritual/Lifestyle
Private Matters	Educational	Meeting with Gangaji	Spiritual/Lifestyle
The Best of Investing	Educational	Sid Roth's It's Supernatural	Spiritual/Lifestyle
Bushy Report	Entertainment	The Art of Conscious Living	Spiritual/Lifestyle
Bay Area Beat	Entertainment	YogiViews	Spiritual/Lifestyle
Cheese Theatre	Entertainment	Living Good	Spiritual/Lifestyle
Rock Report	Entertainment		

*There were 133 programs/series with 3299 runs  
for 4289 hours of government programming*

## GOVERNMENT CHANNEL 27

### **The Government Channel (27) through June 30th 2012**

There were 133 Programs/Series with 3299 runs for 4289 hours of programming on the government channel. County programs cablecast live from the Civic Center, Mill Valley and Fairfax with scheduled repeats in the subsequent days/weeks. Additional programming has included numerous County PSA's, NASA TV and the Community Calendar.

<b>Government program</b>	<b># airings</b>	<b>Government program</b>	<b># airings</b>
Marin County Board of Supervisors	146	LWV: COM Board of Trustees Candidate Debates	5
Marin County Planning Commission	75	LWV: Novato Sanitary District Candidate Debate	5
Marin County Transit District	74	LWV: Larkspur Mayoral Debate	2
Transportation Authority of Marin	21	LWV-6th Congressional District	6
Board of Supervisors - Budget Hearings	17	Connect! Binge Drinking	120
Marin County Low Income Housing	9	Mother Goose	6
Marin Energy Authority Board Meeting	84	Mill Valley Defensible Space Against Wildfires	71
San Rafael City Council	155	Marin County Local Coastal Program	77
San Rafael Design/Review Board	85	Marin Agriculture	68
San Rafael Planning Commission	66	Home Fire Prevention	83
San Rafael City Council Special Session	4	Energy Upgrade California	52
San Rafael Revelopment Agency	4	When is a Gallon a Gallon	48
Mill Valley City Council	110	The Birth of the Bay Area	70
Mill Valley Planning Commission	99	Breast Cancer Awareness	7
Mill Valley Parks and Recreation	13	Walk Bike Marin	57
Mill Valley 2040 Meetings	30	Depression Know the Signs	29
Mill Valley General Plan Update	10	Partners in Health	56
Ross Valley Sanitary District	4	Retrospective of San Rafael	24
State Assembly Candidates Forum	10	Leadership Academy	24
LWV Debate: Board of Sup. District 2	10	Zero Waste Marin: Plastic Bags	57
LWV: San Anselmo City Council Debate	10	Zero Waste Marin: Plastic Bottles	69
Belvedere City Council Candidate Forum	8	Zero Waste Marin: Paper Towels	68
Fairfax City Council Debate 2011	8	Zero Waste Marin: Junk Mail	66
LWV Debate: Board of Supervisors District 4	8	Zero Waste Marin: Compost	68
LWV Forum Ross Valley Sanitary District 1	8	One Bag Makes a Difference	56
LWV: Larkspur Candidate Debate	8	Frank Lloyd Wright Collection	54
10th District State Assembly Candidates' Forum	11	How to Participate in BOS Meetings	37
10th Dist. State Assembly Candidates' Forum	7	Farmers Market	43
LWV: San Rafael City Council Debate	6	Register to Vote	2
LWV: College of Marin Board of Trustees Candidate Debates	5	Measure A	3
LWV: San Rafael Mayoral Debate	6	Flight 14	7

*There were 565 programs/series with 5694 runs  
for 7946 hours of community programming*

## EDUCATION CHANNEL 30

### **The Education Channel (30) through June 30, 2012**

The education channel continues to accumulate content as CMCM staff outreach to schools and universities. CMCM staff have also sought out permissions for external content and now schedule full semester courses from Yale, Columbia, Khan Academy and more recently Ted Talks. 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 sports programming produced by students enrolled in a course taught by CMCM staff. CMCM also provided live coverage of the Pacifics Inaugural Baseball game and we continued our daily 13 part Mill Valley Film Festival series, the Lens.

### **Selected Educational Series and Special Programs**

<b>Program</b>	<b>Program</b>
University of California TV	Dominican University Leadership Lecture Series
Yale - Environmental Studies	Columbia - Virology
Yale - The American Revolution	Columbia - History of the World
Yale - Greek History	Marin Academy Acoustic
Yale - History of Art	Marin Academy Contemporary Jazz
Yale - Political Philosophy	Marin Academy Rock
Yale - Introduction to Psychology	Marin Academy Reggae
Yale - Philosophy of Death	Marin Academy Chorus
Yale - Political Philosophy	Marin Academy Jazz
Yale - Bio and Politics of Food	Earth Guardians
Yale - Capitalism	San Rafael Jazz Concert
Khan Academy - Finances	Dominican Women's Basketball
Khan Academy - Cosmology	Dominican Men's Basketball
Khan Academy - Art History	Singers Marin
Khan Academy - Chemistry	Marin Men's Chorus Special
Mill Valley Film Festival - The Lens	Michael Narada Holiday Show
GED Connection	Breast Cancer Incidence
College of Marin- Court Reporting	Breast Imaging
College of Marin- Organic Farming	Generations at Risk
College of Marin-Automotive	TED Talks
College of Marin-Landscaping	The Pacifics Baseball Inaugural Game



## 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. Staff are already at work on another major upgrade to the site for 2013.

## Online Reservations

CMCM members reserve equipment, register for classes and make payments directly through the site which also tracks equipment usage and other necessary reporting data. We're using open source software developed by and for the PEG TV community.



## 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.



## Marin TV On-Demand

CMCM launched this innovative aggregation site to offer on-demand content to Marin viewers everywhere. The site is freely hosted through the the Miro Community Foundation which developed the aggregation toolsets for non-profits to use. The site enables our members to automatically link their online 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

This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies. A number of the targets we set have been completed or are on-going, including:

- We have continued on-air and online promotions for CMCM membership and support, special events and courses.
- We continue to work with CVNL to outreach to the non-profit community and also tabled and participated in their Human Race fundraising event.
- Coordinate increased visibility through community events and other local programming that we present on the channels which included our own CMCM Speaker Series.
- We continue regular press releases and e-mail blasts for CMCM related programming and related events which are sent biweekly.
- We continue to use Facebook page and Twitter, linking to our main web site to cross pollinate some messaging through social media.
- We continued to meet with Rotaries and Chambers in the summer of 2011 to promote CMCM's services and opportunities to these association.
- CMCM held a Bocce Member Fundraiser in July that was very well attended by members and friends of the media center.
- CMCM members continue to organize monthly member mixers with guest speakers. Presenters have included; Cyrus Thomas, Bill Arney, Ken Smith, Antonio Sausys, Peter B. Collins, Danielle English, Michael Wolpert and Harris Cohen.



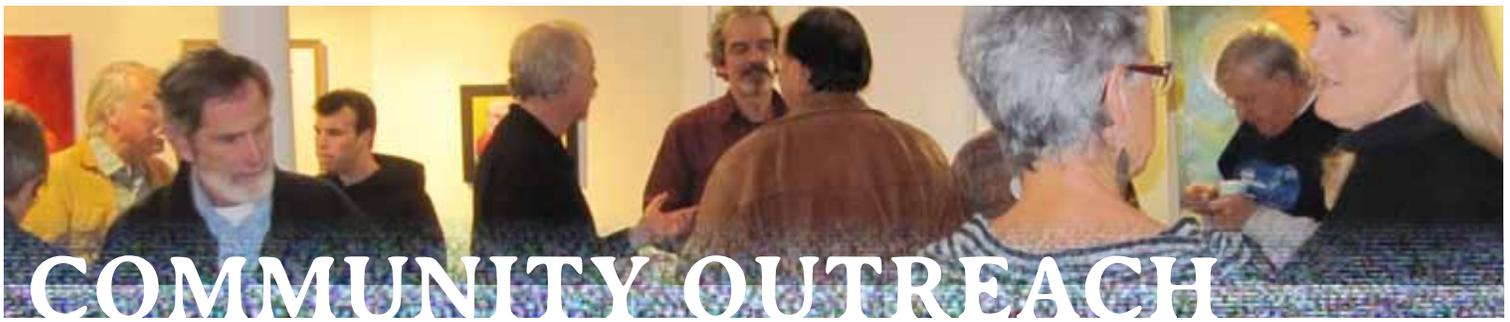
## Building Partnerships

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

- CMCM partnered with Sustainable Marin and Sustainable San Rafael on candidate forums and other events which were live webcast and later cablecast.
- CMCM staff participated with a regional group of PEG centers to share best practices, tools and ideas.
- CMCM attended meetings with the CPUC to discuss recent legislative impacts on PEG centers in California as well as other on-going policy concerns.



*Youth Camera Training*



- CMCM worked WITH Marin Open Studios to produce PSA's to promote their new open studio tours.
- CMCM has continued our on-going relationship with the MYC (now ROP) and train numerous high school students that come through their program and at the Drake High media program.
- CMCM partnered with area production companies and cablecast live coverage of the San Rafael Pacifics Inaugural Game in Albert Park. The coverage featured local announcers, elected officials and local non-profits.



*Pacifics game live production*



*Bocce Fundraiser*



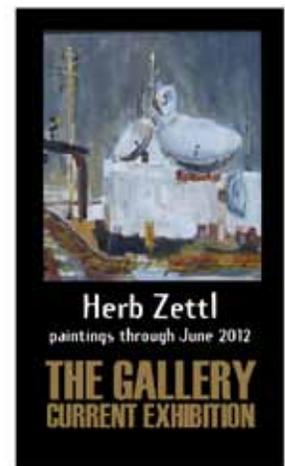
*Community screening at CMCM*

### **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. Dozens of local non-profits and community based organizations appeared on the channels in the 2011/12 year.

### **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 – Associate Director (FTE)
  - Jake Nicol – Facility and Operations Manager (FTE)
  - Megan Loretz - Digital Media Coordinator (FTE)
  - Damion Brown - City Production (PTE)
  - David S Calhoun - Studio / Membership Facilitator - (PTE)
  - Francisco E Diaz - Station Assistant - (PTE)
  - Bradford A Flaharty - Facilities (PTE)
  - Kryss Solis - Station Assistant - Training (PTE)
  - Laura E Valladao - Station Assistant - Training (PTE)
  - Natasha Vinik - Programming Assistant/Editor (PTE)
- PTE staff average between 3-25 hrs per week.*

**Interns**

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

**CMCM Board Members**

*from July 2011 - June 2012*

- Bruce Bagnoli, *Chairperson*
- Lynn Bornstein
- Larry Bragman
- Gregg Clarke
- Frank Crosby
- Sarah Darcey-Martin
- Flor Emert, *Vice Chairperson*
- Jim Geraghty, *Secretary*
- Michael Wolpert
- Jonathan Westerling
- Dane Lancaster
- George J. Rodericks
- Larry Paul
- Connie Rodgers
- Bill Sims, *Treasurer*
- Brad Van Alstyne



*2012-12 board*



**CMCM Supporters 2011-12**

*CMCM launched its first donor program in this fiscal year with a boost from the Marin County Board of Supervisors. We wish to thank all of our donors. Your support, at all levels, is key to the future of the Media Center and the preservation of the Marin TV channels.*

***Media Mogul Supporter***

Stephen Fein  
Gregg Clarke  
Barbara Muhlhauser  
City of Belvedere

***Media Benefactor Supporter***

Seniors for Peace  
William Sims  
Trish Hibben  
Kramer Herzog  
Hope Bohanec  
Social Justice Center of Marin  
League of Women Voters  
Al Boro

***Media Advocate Supporter***

Gordon Anderson  
Connie Rodgers  
Stephen Olsson  
Larry Strick  
Sandra Donnell  
Charles Lavaroni

***Critical Viewer Supporters***

Bruce Bagnoli  
Sarah Darcey-Martin  
Bill Carney & Tamra Peters  
Barbara Thornton  
Marilyn Geary  
Carol I. Moeller Costa  
Coleen LeDrew Elgin  
Flor Emert  
Edward Boyce  
Mary Van Vorhees  
Ginger Souders-Mason  
Fred Grange  
Progressive Perspectives  
Roger Stoll

***General Support***

Cynthia Weingard  
Andrew Bozeman  
Patricia McMahon  
Joan Lisetor  
Al Ardelle  
Katie Philpott  
Charles Smith  
Steven Wright  
Amy Bingamon  
Bruce Burtch  
Beth Lillard  
Michelle Shelfer  
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Nick Coccellato  
Michael Eisenmenger  
John Lynne A.T. Starr

Lake Hanyu  
Lorraine Norby  
Susan Rouder  
Martha Proctor  
Bruce Baum  
Kay Karchevski  
Louise Bruce TLC E.D.  
William Prucha  
Sue Beittel  
Margaret Jones  
Anne Layzer  
Ruth Nash  
Catherine Houghton  
Susan Schwartz  
Maura Carey  
Natasha Lowell



**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.



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