2014-15 ANNUAL REPORT marin tv



Community Media Center of Marin

Annual Report July 1, 2014 - June 30, 2015

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- A. Current inventory of equipment used to provide PEG programming
- B. Position Descriptions (no change from previous year)



We are pleased to submit the seventh annual report for the Community Media Center of Marin to the MTA for the period July 1, 2014 - June 30, 2015. This report represents the sixth full year of operations for the Community Media Center and PEG channels. We went on the air June 15th 2009 and opened the Community Media Center on June 30th of that same year.

The center saw a consistent rate of membership activity in keeping with recent years. This translated into an equivalent level of programming to the previous year. The Government channel, again, showed the greatest growth with an 18% increase in the number of programs/meetings. The Education channel saw a modest level of growth but with more Marin local schools providing programming. CMCM has since launched a youth program, The Marin Media Corps, which we hope will increase youth participation in programing production over the coming year.

The approval of bridge support funding by the MTA that provides for continued operations of the Media Center and the Marin TV channels continues to be critical and greatly appreciated. With the fiscal stability that funding makes possible, CMCM has been able to initiate the capital plan for equipment upgrades and replacement that will enable years of continued operations for the community and jurisdictions served. The CMCM Board and staff are grateful to the MTA members for their continued support that ensures a vision for a vibrant media center and array of civic media services will remain a continued reality 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.

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

Residents typically become members to utilize the center's services and equipment. We now offer opportunities for those wishing to support the work of CMCM without becoming a member. The center hosts far more individuals and groups than just the membership, and hundreds more come through the center for programs and events annually.

CMCM Membership Totals

(July 1, 2014 through June 30, 2015)

Individual Members: 196

Student/Senior Members: 42/66 Organizational Members: 28

Total Membership for year: 332*

* 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 and Saturday 11:00am–6:00pm. 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-forservice 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.

332 members from all over Marin County

Individual Member Breakdown by City:

1	Mill Valley	45
2	Nicasio	1
14	Novato	34
28	Point Reyes	4
5	San Anselmo	27
6	San Geronimo	2
5	San Rafael	116
1	Sausalito	18
6	Tiburon	12
1	Woodacre	3
1		
	1 2 14 28 5 6 5	14 Novato 28 Point Reyes 5 San Anselmo 6 San Geronimo 5 San Rafael 1 Sausalito 6 Tiburon



CMCM Certification and Training

Marin residents who 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 workshops 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 website.

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.

This past year, CMCM also began offering non-member courses for residents wishing to learn production techniques without using the center's equipment. We've been fortunate to have a number of professionals offer lecture workshops including Academy Award-winning John Korty on Directing and noted author Gael Chandler on Film Editing.

Current Core Workshops

Our Basic Core/Foundation courses, which are offered regularly, include:

Orientation (free): A 90-minute overview of 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 Production

(\$105): A three-session course (9 hours). Learn basic shooting, audio recording, and production skills to create quality programs.

Intro Final Cut Pro X

(\$105): A three-session (9 hours) hands-on course that teaches students to perform basic editing functions while becoming familiar with the Final Cut Pro user interface.

Basic Mac Skills

(free) This one-session class is great for new computer users as well as people making the switch from PCs.

Basic Studio Production

(\$140): A four-session course (12 hours) in studio production covering all aspects of the Marin TV studio.

Current Advanced Courses

With basic skills, users can also pursue more advanced course offerings.

Pre-Production

(\$35) One-session (3 hours)

The first stage of video production is the planning phase, and it is easily the most important.



Editing class



Multi-Camera Field with the Anycast System

(\$140) Four sessions (12 hours)

Learn how to use the Sony Anycast System to produce multi-camera coverage of an event on location.

Three-Point Lighting

(\$35) 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.

New Course Offerings

In the past year, CMCM added more than nine new workshops and lecture series, many made available to non-members:

Introduction to After Effects

Using After Effects to create motion graphics for video.

Introduction to Color Correction

Advanced color shading and correction in Final Cut Pro.

Audio for Final Cut Pro X

Advanced audio tips and techniques in Final Cut X.

Final Cut Pro: 7 to X

Designed for users transitioning between the versions of Final Cut Pro

On Camera Performance

Tips for talent working in front of the camera.

Bring Your Own DSLR

Take advantage of your DSLR camera's filmmaking capability. You bring the camera. We'll show you how to use it!

Photoshop: The Basics

Learn to use the world's top graphics-editing program in a hands-on three-part workshop.

Stand-Up Comedy

Learn how to write, edit, and perform comedy like a pro.

Sketch Writing

Get the skills you need to write and perform in your own sketches.

Digital Storytelling

Everyone has a story. Learn to tell yours using digital technology.

Becoming a Director

Real world experience and tips from a working professional in the field.





54 courses offered for 243 certifications for equipment/facility usage

Training and Certification

9		
Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	154 registrations
Basic Field Camera	7 (3 sessions, 9 hours)	27 certifications
Final Cut Pro	8 (3 sessions, 9 hours)	42 certifications
Studio Production	5 (4 session, 12 hours)	40 certifications
Field Lighting	3 (1 session, 3 hours)	5 certifications
DSLR Bootcamp	5 (3 sessions, 9 hours)	12 certifications
Other Advanced Courses	14 (1-3 sessions)	114 certifications
Test-out Certifications	N/A	3 certifications
Total	54 orientations/course	243 certifications

CMCM Equipment and Facility Usage

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

Equipment Available for Checkout:

- 1. 11 Sony HDV-Z5 cameras with tripods, mics, batteries and flash recorders
- 2. 5 Sony PD170 cameras with tripods
- 3. 7 wireless microphone systems
- 4. 30 wired microphones, lav, hand-held
- 5. 2 Field Lighting kits
- 6. 2 Sony Anycast video switchers (studio in a box) with cables and peripheries

In-house Reserved Equipment:

- 1. 12 Edit Stations (iMacs with tape decks and/or flash card readers)
- 2. Production Studio (4-camera robotic digital studio)
- 3. Dub System (for transferring SVHS, Beta, U-matic, DVCAM to DVD or disk)
- 4. Edit Suite for use by two or more persons on a project

Equipment Usage

Туре	# Reservations	# Hours	In kind value
Field Camera Kit	557	4456	\$222,800
Editing Reservations	1007	3021	\$120,840
Studio Reservations	391	1173	\$293,250
Anycast Checkouts	16	64	\$26,000
TOTAL	1971	8714	\$662,890

Some areas of equipment usage was lower than last year, though there was an increase in studio reservations. Since adding new field camera kits this past Summer and upgrading the studio this Fall, we are anticipating equipment usage to return to previous levels.

More than \$660,000 was delivered back 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, 2014 to June 30th 2015. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at www.cmcm.tv.

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, bi-weekly, and monthly series programs (daily programs must have new content daily). CMCM also accepts 'specials,' which are commonly 'one-off' programs of special events, short films, etc. While we accept any 'length' for a programming submission, those

under 60 minutes are easiest to schedule during the more desirable evening hours of 7:00 – 11:00 pm. 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 provides data on a weekly basis to Comcast vendors to carry the program schedules on that systems's cable program guide.

V Schedi	Program Name
Time	Youth Defending Youth
11:00	Walcome Cerric
11:45	Community Announcements
12:00	Dogra
01:00	Sounding Board Marin Women's Hall of Fame
01:30	Marin Voices & Views
02:00	Marin Voices of Marin Marin Making a Difference in Marin Marin Voices of Marin Voices o
02:30	Making a 2 25 Years After Chernobyl
03:00	Mosaic Now!

Program grids are online and on the Comcast guide

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, NASA TV or the Community Calendar, which also carries Radio Sausalito music and local audio programming in the audio track.

There were 2244 programs/series for 7918 hours of community programming

The Community Channel (26) through June 30, 2015

With content that ranges from local events, films and documentaries, cooking, gardening, music, the arts, news and public affairs, the Community Channel cablecasts the widest variety of local programming specific to Marin County interests. Over the course of the last year, there were 2244 program/series cablecast, which accounted for 7918 hours of total programming. There were 48 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 835 special programs scheduled on the channel. A breakdown of program categories is below - note that much of our youth programming airs on the Education Channel and not the Community Channel.

Arts Total Episodes: Total Airdates (Total Hours):	80 245 (113)	Documentary Total Episodes: Total Airdates (Total Hours):	170 1012 (521)
Educational Total Episodes: Total Airdates (Total Hours):	335 1103 (584)	International Total Episodes: Total Airdates (Total Hours):	11 56 (47)
News/Public Affairs Total Episodes: Total Airdates (Total Hours):	143 1535 (2183)	Youth (14+) Total Episodes: Total Airdates (Total Hours):	6 8 (01)
Cultural/Ethnic Total Episodes: Total Airdates (Total Hours):	40 240 (173)	Seniors Total Episodes: Total Airdates (Total Hours):	7 24 (20)
Inspirational/Religious Total Episodes: Total Airdates (Total Hours):	158 276 (194)	Comedy Total Episodes: Total Airdates (Total Hours):	28 38 (14)
Spiritual/Lifestyle Total Episodes: Total Airdates (Total Hours):	243 24 (02)	G/L/B/T Total Episodes: Total Airdates (Total Hours):	2 69 (48)
Health Total Episodes: Total Airdates (Total Hours):	158 640 (339)	Performing Arts Total Episodes: Total Airdates (Total Hours):	101 405 (326)
Children's Total Episodes: Total Airdates (Total Hours):	13 39 (15)	Sports Total Episodes: Total Airdates (Total Hours):	5 24 (02)
Entertainment Total Episodes: Total Airdates (Total Hours):	427 1871 (1917)	PSAs Total Episodes: Total Airdates (Total Hours):	64 9161 (72)
Political Total Episodes: Total Airdates (Total Hours):	49 238 (158)	Community Total Episodes: Total Airdates (Total Hours):	191 2674 (962) 8

There were 515 programs/series for 6745 hours of government programming

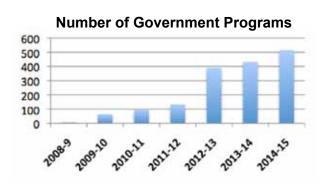
The Government Channel (27) through June 30, 2015

There were 515 Programs/Series for 6745 hours of programming on the Government Channel - an increase of 1007 hours of local government programming over the previous year. Programs are cablecast from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, Novato and Larkspur with scheduled repeats in the subsequent days/weeks. A growing number of local agencies air their meetings now, too, including Marin Clean Energy, Ross Valley Sanitary District and LAFCO.

The amount of Government Channel programming now and anticipated in the future will necessitate a request for an additional cable channel for government purposes. As many as four city government meetings occur simultaneously with increasing frequency and some meetings air on Channel 30 as a result. We're hopeful that we can meet the threshold of 56 hours of original programming per week to fulfill an additional channel request in the current year

Government program	# airings	Government program	# airings
San Rafael City Council	164	Marin County Transit District	129
San Rafael Design Review Board	147	Transportation Authority of Marin	81
San Rafael Planning Commission	73	MCE Board Meeting	48
Mill Valley City Council	139	Fairfax Town Council	62
Mill Valley Planning Commission	7 9	Fairfax Town Council - Special Meeting	30
Mill Valley Parks and Recreation	95	Fairfax Planning Commission	47
Engage Mill Valley	5	Fairfax Town Hall Forum	11
Marin LAFCO Board Meeting	27	Fairfax Special Town Council Meetings	9
San Anselmo Town Council	104	Larkspur Town Council	72
San Anselmo Planning Commission	19	Sausalito City Council	120
San Anselmo Special Meetings	12	Sausalito Special Planning Meetings	18
Marin County Board of Supervisors	209	Ross Valley Sanitary District Meeting	59
Marin County Planning Commission	123	Novato City Council	18
Marin County Board of Supervisors Budget Meetings	11	Novato Planning Commission	17

The Government Channel also carries daily blocks of programming consisting of a rotation of Public Service Announcements (PSA), Emergency Preparedness videos and shortform content. More than 300 hours of these PSAs aired over the course of the last year.



There were 819 programs/series for 8143 hours of educational programming DDICAMON CHANNED 30

The Education Channel (30) through June 30, 2015

The Education Channel continues to expand as CMCM staff outreach to schools, universities, and non-profits and seeks out other educational programming. Local libraries are also represented, with Sausalito and Mill Valley featuring their speaker series on the channel. In addition to lecture courses from Yale, UC Berkeley, and Columbia Universities, the channel also features content from UCTV, Pop Tech, Khan Academy, Ted Talks, NASA and the National Gallery of Art. The channel is also used for special programming featuring local conferences, symposiums, health-related programming and LWV Candidate Debates.

A number of local schools now provide programming for the channel. Dominican University provides lecture and sports programming produced by students enrolled in a course taught by CMCM staff. Our third year of the Sports Broadcast Summer Camp continued live coverage of several San Rafael Pacifics games. CMCM also continued a partnership with ROP and the COM Academy to create Mill Valley Film Festival coverage and other programming.

(cont.)

Educational Programming by Tonic Arab

Educational Programming	ng by Topic Area		
Pacifics Baseball Total Episodes: Total Airdates (Total Hours):	5 16 (53)	Marin Academy Music Programs Total Episodes: Total Airdates (Total Hours):	s 13 66 (31)
Bel Aire Elementary Programs Total Episodes: Total Airdates (Total Hours):	3 21 (20)	R.O.P. Media Center Total Episodes: 24 Total Airdates (Total Hours):	137 (11)
Dominican Leadership Lecture Total Episodes: Total Airdates (Total Hours):	Series 66 357 (221)	Kent Middle School Short Video Total Episodes: Total Airdates (Total Hours):	os 15 33 (01)
Tamalpais High Broadcasting N Total Episodes: Total Airdates (Total Hours):	etwork 3 23 (40)	Khan Academy Total Episodes: Total Airdates (Total Hours):	7 10 (11)
Dominican University Sport Eve Total Episodes: 4 Total Airdates (Total Hours):	ents 18 (30)	College of Marin Promotional V Total Episodes: Total Airdates (Total Hours):	ideos 5 52 (06)
TED Talks Total Episodes: 62 Total Airdates (Total Hours):	343 (98)	Sausalito Library Series Total Episodes: Total Airdates (Total Hours):	10 60 (65)
Marin County Fair Youth Short Total Episodes: Total Airdates (Total Hours):	Videos 22 192 (17)	Mill Valley Library Total Episodes: Total Airdates (Total Hours):	15 54 (71)
Open Yale Series Total Episodes: Total Airdates (Total Hours):	120 394 (330)	Environmental Forum of Marin Total Episodes: Total Airdates (Total Hours):	9 42 (96)



Rompeviento TV **UC Berkeley Programs**

Total Episodes: 20 **Total Episodes:** 17

Total Airdates (Total Hours): 37 (35) 107 (130) Total Airdates (Total Hours):

Link TV (Including Global Spirit and France 24)

National Gallery of Art Programs Total Episodes: **Total Episodes:**

Total Airdates (Total Hours): 337 (306) 22 (10) Total Airdates (Total Hours):

Columbia University Programs Pirate TV Lecture Series

Total Episodes: Total Episodes: 17

Total Airdates (Total Hours): 4 (04) Total Airdates (Total Hours): 167 (179)

UCTV Conscious Eating Conference

Total Episodes: 10 Total Episodes:

Total Airdates (Total Hours): 135 (335) Total Airdates (Total Hours): 40 (32)

NASA Candidate Debates, Marin LWV

Total Episodes: Total Episodes: 3

Total Airdates (Total Hours): 1045 (4185) Total Airdates (Total Hours): 59 (62)

Chaos Computer Conference Education Specials 90 + min.

Total Episodes: 57 **Total Episodes:** 34

206 (219) Total Airdates (Total Hours): Total Airdates (Total Hours): 257 (475)

PopTech Other Educational Specials

Total Episodes: 53 Total Episodes: 261

Total Airdates (Total Hours): 538 (136) Total Airdates (Total Hours): 2329 (1496)

(cont.) The Education Channel (30)

In addition to fostering more local content, CMCM continues to seek out other educational and informational programming relevant to our viewers. This year CMCM began carrying a Spanish Language series from Mexico City that varies in content from arts and culture to current events. We're the first in the country to bring this programming to US viewers and a number of other media centers have since followed suit.

A new development for the 2014-15 year is the launch of the Marin Media Corps. This youth-based initiative is intended to provide a structure for the center to train and mentor area youth on an on-going basis. In exchange for a reduced membership fee, the youth receive free training and then work with CMCM staff supervision on a limited number of field productions, typically of local events and/or conferences. Students can continue to produce their own work at the center. An initial group of 9 media corps students completed 10 workshops and participated in filming more than 50 hours of local content for the channels.

CMCM also facilitated camera trainings for over 20 Comacad students who worked on Bioneers Conference coverage. Other programming included Tam Broadcast Network, AIM (Tam High), Redwood TV, Marin Academy Performing Arts, Comacad, Dominican University Sports and Performing Arts program, and Marin County Fair youth video contest entries also continue to air on Channel 30 as local school-produced content.

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. The site continues to be managed entirely in-house 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. At present, the main organizational site still averages approx. 1000 unique viewers per week.

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

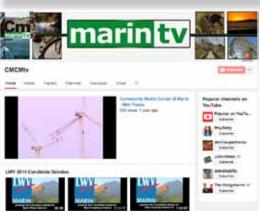
Non-profits, government agencies and others use the **on-air calendar** to post notice of local events on the channels. The calendar runs daily on every channel and has hundreds of users each year. To submit a listing, an individual just has to fill out a simple web form and the posting will go live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

Marin TV On-Demand

CMCM's On-Demand video site recently went offline when the non-profit host, Miro Community Foundation, ceased operations. CMCM currently hosts the center-produced content on its own YouTube channel and maintains similar sites for local governments and agencies. In the current fiscal year we anticpate bringing our "On Demand" content in house with the installation of upgraded master control equipment.









CMCM Outreach and Publicity

This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies in a number of ways:

- Continued on-air and online promotions for CMCM membership and support, special events and courses. CMCM also makes presentations to local groups.
- Continued outreach to the non-profit community for relevant co-production opportunities to bring their content to the channels.
- Coordinated increased visibility through community events and other local programming that we present on the channels through community partnerships.
- Continued regular press releases and e-mail blasts for CMCM-related programming and events, which are sent monthly.
- Continued to use our Facebook page and Twitter, linking to our main website to cross-pollinate some messaging through social media.
- CMCM members continued to organize monthly Media Mixers and the center hosts events, screenings and gallery receptions for artists exhibiting in our space.
- CMCM hosted a booth at the Marin County Fair for the first time, introducing the center to many Marin residents.

Building Partnerships

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

- CMCM has continued our ongoing relationship with the Intel Computer Clubhouse (now ROP) to train numerous high school students who come through that program.
- CMCM worked with COMAcad students on many projects for the Education Channel.
- CMCM launced the Marin Media Corps to better faciliate media projects involving youth and youth-based organizations.
- CMCM worked again witht the Environmental Forum of Marin to bring their annual Lecture Series to the channels and the Web.
- CMCM worked with the Marin County Department of Health on a six-part Mental Illness Awareness program series produced in English and Spanish.





CMCM continues to run an online survey. These are replies to the question:

Q: Why do you consider community media to be an important resource for residents in Marin?

Programs by the people are always much more interesting. - San Rafael

The lack of range and importance of network coverage of world news, or conversely, the depth and breadth of coverage by alternative news sources for world news. - San Anselmo

Impossible to get this information anywhere else. Even on the web. - San Anselmo

Because it is not paid by advertising.
- San Rafael

I've watched many informative programs that address today's issues (GMOs, watershed conservation, gay issues). - San Rafael

Television is an important medium for reaching large numbers of people. Government granted cable providers a monopoly, and in return, they need to make sure we have access to the system, and the tools, and the knowledge to use both. - San Rafael

Keeps residents informed of local events and allows out of the area residents the opportunity to watch local events i.e. Pacifics baseball games. I would like to watch the whole Pacifics baseball season, not just the first half.

It's difficult to get first hand information on community development and governance directly. Marin TV fills that gap and is important to having an informed citizenry. Particularly appreciated the Bernie Sanders speech coverage in Richmond in Oct. 2014. - Mill Valley

Freedom of Speech RULES!! Unusual non-mainstream and informative programming.

- San Rafael

I can't get to many meetings because of other obligations but I like to keep up with what is happening locally in government. The Yale professor lectures were very good. It is great to have them accessible to people. - Forest Knolls

It is a very important news channel without commercials. I tell all my friends to tune in to this channel. - Tiburon

Feedback from our workshop surveys on our courses:

What an honor and privilege to be a CMCMer. My imagination for years has been a caged bird. Ithink I finally found my 'sky.'" (T.O., Corte Madera)

" A great way to get and give advice on how to improve the quality of work being produced by CMCM filmmakers."

(D. J., San Anselmo)

"I really loved this class and it has motivated me to learn more about screenwriting!" (K. J., Sausalito)

"Five Stars. Two thumbs up!" (P. R., Corte Madera)

"... a relaxed learning environment ... not stressful. I would definitely recommend this class to a colleague." (W. M., Sausalito) "Wonderful opportunity to use a community resource to help community causes or highlight aspects of community."

(K. N., San Rafael)

"Hands on. Much personal attention." (B. W., Tiburon)

"You guys are the best and I certainly wouldn't be doing what I'm doing now without you. I'm very grateful!"
(B. T., Novato)

"[I liked] the small class size ... and individualized [attention]."
(Anonymous)

"I feel confident. I can book studio time and produce a show now!"
(C. L., Mill Valley)



CMCM stayed on budget for the 2014/15 year, as has been the case in previous years. During our sixth operational year we began the capital equipment updates and replacement planned for under the new DAP agreement with the MTA. The updates will continue over the next year as aging and broken equipment is replaced. To date the upgrades are running at or slightly under the projected budget of the DAP (see below). The bulk of the expenditures are slated for this and next fiscal year.

Overall CMCM finished the fiscal year in a healthy financial position. Staff worked hard to increase our fee for service work (with cities and other third parties) and exceeded projections, partly as a result of a contract with the City of Novato. PEG fees also came in slightly above expectations. The MTA bridge funding has been instrumental is making all this possible and while very grateful, CMCM is eager for the cessation of that funding once Comcast PEG fees are paid in full.

A Summary of Capital Expenditures by Category Under 2014-18 DAP Plan*

Capital Area	As of 7/1/15	14/15 Budget	Total as of 10/30/15
Computer Edit Stations, Dubbing	\$629.19		\$1,288.00
Studio, Control Room	\$28,181.77	\$43,000.00	\$38,636.00
Office/Post Computers/Equipment	\$14,519.39	\$14,000.00	\$14,732.00
Field & Portable Studio Equipment	\$66,127.59	\$96,900.00	\$78,574.00
Master Control and Playback	\$3,635.49	\$35,000.00	\$5,237.00
Video Misc Cables/Presentation	\$381.40		\$843.00
Taxes/Shipping	\$6,947.00		\$6,947.00
Grand Total	\$123,862.29	\$188,900.00	\$146,257.00

Prior Capital Expenditures by Category Under the 2008-14 DAP Plan*

Capital Area	As of 6/30/13	7/1/13-6/30/14	Total as of 6/30/14
Computer Edit Stations, Dubbing	\$83,438.86	\$412.28	\$83,851.14
Studio, Control Room	\$144,360.33	\$1,174.82	\$145,535.15
Office Computers	\$12,582.64	\$0.00	\$12,582.64
Field & Portable Studio Equipment	\$159,570.90	\$3,940.33	\$163,511.23
Master Control and Playback	\$167,003.77	\$3,139.52	\$170,143.29
Office Furniture and Equipment	\$25,539.84	\$2,245.74	\$27,785.58
Video Misc Cables/Presentation	\$20,275.49	\$933.08	\$21,208.57
Facility Renovation and Repair	\$279,842.95	\$5,034.65	\$284,877.60
Distributed Facilities Civic Center Distributed Facilities Youth Center Distributed Facilities City Facilities	\$112,728.78 \$31,934.51 \$80,049.52	\$0 \$0 \$34,196.00	\$112,728.78 \$31,934.51 \$114,245.52
Grand Total	\$1,117,327.59	\$51,076.42	\$1,168,404.01



Community Media Center of Marin Statement of Activities For the Period July 1, 2014 through June 30, 2015

INCOME	
Total PEG fees	444,756
MTA Bridge Support	220,000
I-NET reimb.	21,000
Contrib./Grants	13,226
Fee for Service	107,300
Course Fees/Membership	34,193
Investment Income	10,180
Total Income	850,654
EXPENSES	
Facilities Lease/Util/Exp	73,660
iNet Cost	21,000
Equip purch/repair/rental	11,184
Office/business exp	9,223
Advertising/Promo/Events	5,623
Prof. Svcs	31,280
Event	1,767
Insurance	7,861
Salaries (w/ capitalized)	450,967
Benefits/Payroll Tax	103,970
Travel & Meetings	1,772
Total Expenses	718,317
Balance	132,337

^{*} Depreciation of 160,065 not included in this amount.

Note: This statement is a summary of the activities of CMCM on a cash flow basis and is not intended to reflect generally accepted accounting principle. Complete financials available via bi-annual fiscal audits.



Current CMCM Staff

David Scott Calhoun - Gov. & Edu. Manager - (FTE) Michael Eisenmenger - Executive Director (FTE) Jill Lessard - Director of Operations (FTE) Megan Loretz - Director of Programming (FTE) Alejandro Palacios - Comm. & Dev. Manager (FTE) Damion Brown - Government Prod. (PTE) Bradford Flaharty - Government Prod. - Facilities (PTE) Thomas McAfee - Government Prod. (PTE) Eric Wood - Government Prod. (PTE) Cheryl Mathison - Government Prod. (PTE) Jeanette Egenlauf - Station Assistant/Instructor (PTE) Jenny Thornberg - Digital Media Assistant (PTE) Kryss Solis - Station Assistant/FCP Trainer (PTE) Francisco Diaz - Station Assistant (PTE) Jarod Stewart - Government Prod. (PTE) PTE staff average between 6-25 hrs per week.

CMCM Board Members

from July 2014 - June 2015 Cynthia Abbott Bruce Bagnoli, Chair Barbara Coler Gregg Clarke, Vice Chair Frank Crosby Jim Geraghty, Secretary Dane Lancaster Jim McCann John Morrison Larry Paul Bill Sims, Treasurer Steven Tulsky Brad Van Alstyne Lawrence Strick Michael Wolpert

Selections from this past years specials and shorts produced by CMCM

From the Marin County Fair, Pacifics Baseball, the George "Rocky" Graham Ribbon Cutting, the Environmental Forum of Marin Lecture series, Bioneers Conference, Mill Valley Film Fetival, Sea Level Rise Workshops, Flood Control, Solar Fair, Muir Woods Parking, Ferry Landings, Glyphosates, Neighborhood Associations, Citizen Marin, Sustainable Marin, to Choosing the Future We Want – CMCM covered a lot of Marin this past year! Click on pictures to open videos in a browser.



Highlights from the Marin County Fair Selections of work produced by Marin Media Corps and ROP youth.



Students Viewpoint - Bioneers 2014
Selections of work produced by Marin Media
Corps and ROP youth at the Bioneers Conference.



San Rafael High English Language Learners
From a spoken word performance project
by students of the program.



The 3D Sideshow - MVFF 2014

One of many programs produced by the
Marin Media Corp and COMAcad
of the Mill Valley Film Festival





Environmental Forum of MarinOne of the lecture series programs produced by the CMCM for EFM.



A Town Meeting with Bernie Sanders Senator Sanders' Town meeting with Bay Area residents held in Richmond CA.



A Glimpse of Marin's Future through the Owl A promotion for the OWL project, part of a series of programs on sea level rise in Marin.



Who Are We? We asked people about their experiences growing up and living here, what's important to them, what they love about Marin, and what they see ahead.



Bread and Roses - David Perron One of 12 public service announcments CMCM made for Marin nonprofits.



Youth Mental Health From a six-part series on Mental Health produced with the Marin County Department of Health



CMCM Workshops One of several on-air promotions for CMCM courses and workshops



Caravana 43 Pacifico - con Chelis Lopez
CMCM hosted the parents of the missing
students from Ayotzinapa, Mexico as they
traveled through California.



CMCM Supporters (fiscal year 2014-15)

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.

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County of Marin • City of Belvedere
Town of Corte Madera • Town of Fairfax
City of Larkspur • Town of Mill Valley
Town of Ross • Town of San Anselmo
City of San Rafael • City of Sausalito
Town of Tiburon



