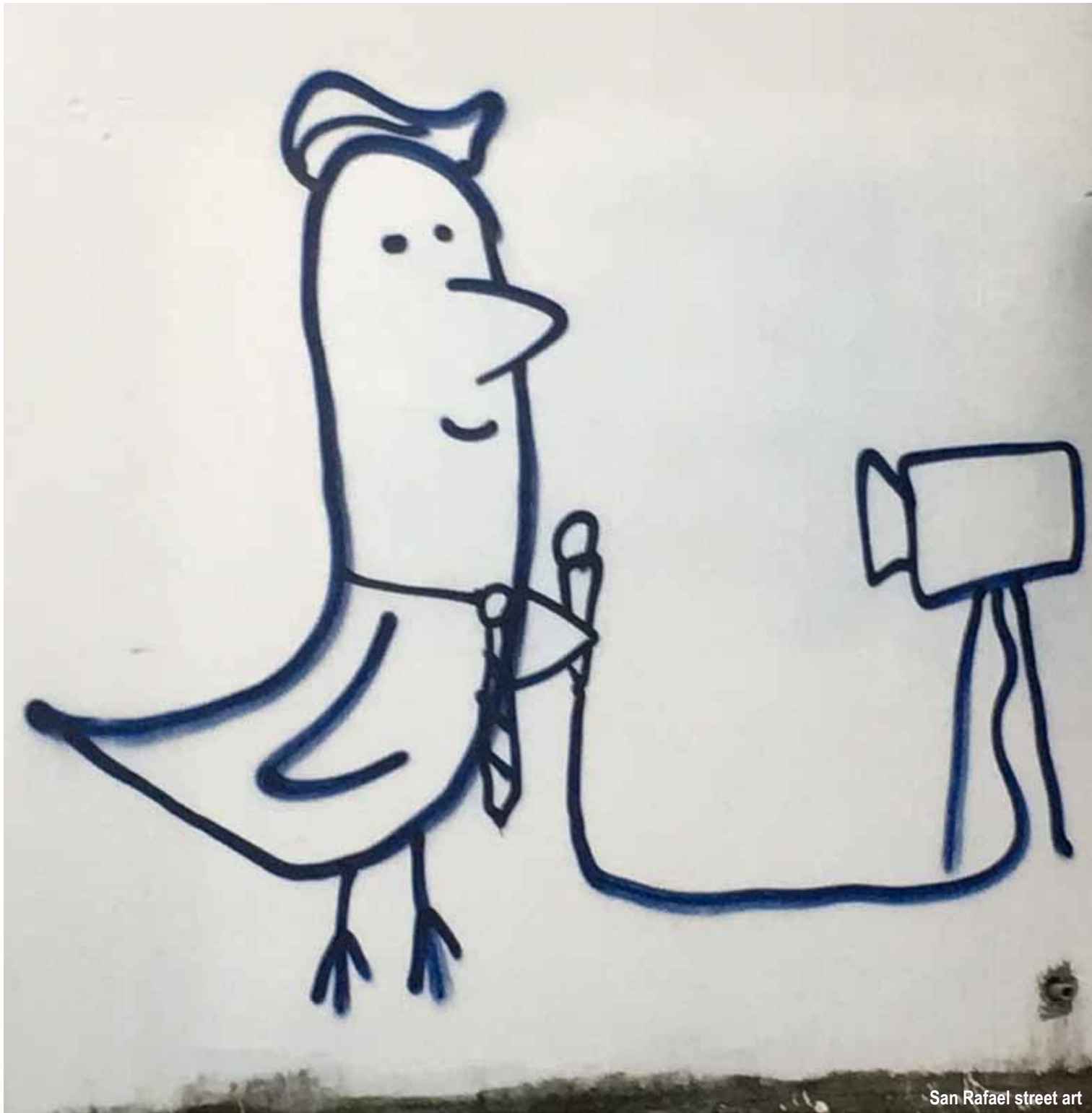


2016-17 ANNUAL REPORT





**Community Media Center of Marin**  
**Annual Report July 1, 2016 – June 30, 2017**

Table of Contents	
2	Introduction
4	CMCM Membership and Hours of Operation
6	Certification and Training
10	Equipment and Facility Usage
12	Statistics on Programming
26	Outreach and Publicity Summary
27	Financials
30	CMCM Board and Staff
34	Supporters
Attachments (electronic)	
A.	Current inventory of equipment used to provide PEG programming
B.	Position Descriptions (no change from previous year)





November 2017

We are pleased to submit the eighth annual report for the Community Media Center of Marin for the period July 1, 2016 - June 30, 2017. This report represents the eighth full year of operations for the Community Media Center and Marin TV PEG channels. We went on the air June 15, 2009 and opened the Community Media Center on June 30 of that same year.

This past year the media center was consistent with recent years in terms of membership activity and equipment usage. Programming levels remain consistent across the three channels with Government continuing to show the most growth. The Education and Community channels were consistent with last year in terms of quantity of programming.

CMCM had the largest expenditures in our four-year capital equipment budget this fiscal year as we upgraded our master control facilities. This new equipment will ensure the reliability of the channels and afford the future possibility of HD channel carriage if and when cable providers make that option available. The equipment improves the channel web streaming, on-demand and enables an archiving capability that ensures every program will be preserved. Staff have spent much of the year refining the new equipment while also maintaining older equipment, particularly government installations, some of which are reaching 7 years in age. In this current fiscal year, CMCM has begun upgrades to those older city installations based on the order in which they were installed. This process will continue over the next three to four years until all cities are upgraded to more reliable digital HD equipment.

This has all been made possible by the MTA bridge funding which ended this year when the full receipt of PEG fees began to flow. The increase in fees will continue to cover ongoing equipment repairs/replacements and allow the center to build a capital equipment reserve budget for the next round of major equipment replacements. The CMCM efforts, together with the ongoing support of the MTA, will ensure years of continued operations for all the communities and jurisdictions served. The CMCM Board and staff are grateful to the MTA members for their continued support and we look forward to the opportunities and challenges of the coming years.

Sincerely,

Michael Eisenmenger  
Executive Director





Gallery Reception



Access meeting



# THE MEDIA CENTER

## 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 continue at 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. 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, 2016 through June 30, 2017)

Individual Members: 264

Student/Senior Members: 30/57

Organizational Members: 17

**Total Membership for year: 368\***

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

## Hours of Operation

CMCM is presently open to the public Tuesday through Thursday 2:00–9:00PM, 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 9:00AM 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.

## 368 members from all over Marin County

### Individual Member Breakdown by City:

Belvedere	1	Ross	3
Bolinas	2	San Anselmo	27
Corte Madera	15	San Geronimo	2
Fairfax	31	San Quentin	1
Forest Knolls	5	San Rafael	116
Greenbrae	6	Sausalito	26
Kentfield	5	Sebastopol	1
Larkspur	8	Tiburon	15
Mill Valley	37	Woodacre	3
Novato	40	Other	22
Point Reyes	2		





Kelly prepares for her show



### 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.

CMCM also offers non-member courses for residents wishing to learn production techniques without using the center's equipment.

### 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 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.

### Multi-Camera Field Production with the Black Magic System

(\$105) Three sessions (9 hours)  
Learn how to use the BlackMagic switcher and recorders 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.







ForWords Training



MarinSEL Training



### Special Course Offerings

*Over the year, CMCM offers unique or advanced courses based on need and demand, most courses are open for members and non-memebrs.*

### Introduction to Color Correction

Advanced color shading and correction in Final Cut Pro.

### The ABCs of Audio

A basic to advanced audio workshop for field and studio productions.

### Smartphone/Tablet Moviemaking

Advanced video production using a variety of apps with your smartphone or tablet.

### DSLR Video Bootcamp

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 workshop.

### Audio for Final Cut Pro X

Advanced audio tips and techniques in Final Cut X.

### Photoshop: The Basics

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

### Directing

A lecture course on the ins and outs of documentary and Feature film production with Academy Award winning director John Korty.

### Music in the Movies

A lecture course on how music and soundtracks shape and define video/film productions.

### Storyboarding

A course on pre-production planning with storyboards to supplement scripts.

### Interview Skills

A course on improving interview skills to get the most from guests when producing video programming.

### At Ease on Camera

Introduces simple easy tools for presenting or performing, leaving you with a renewed understanding that "less is more" and being on camera can be effortless, relaxing, and fun.







Scout studio visit



Studio Class



*42 courses offered for 243 attendees*

# TRAINING

## Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	101 registrations
Basic Field Camera	10 (3 sessions, 9 hours)	60 certifications
Final Cut Pro X	8 (3 sessions, 9 hours)	29 certifications
Studio Production	4 (4 session, 12 hours)	24 certifications
Special Courses	6 (1 session)	92 attendees
Other Advanced Courses	14 (1-3 sessions)	38 certifications
<b>Total</b>	<b>42 orientations/course</b>	<b>243 certifications</b>

## 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. 12 Sony X70 cameras with tripods, mics, batteries and flash recorders
2. 8 wireless microphone systems
3. 30 wired microphones, (lav, hand-held)
4. 4 field lighting kits
5. 2 BlackMagic ATEM switchers (studio in a box) with cables and peripherals

### In-House Reserved Equipment:

1. 12 Edit Computer Stations (iMacs)
2. Full HD Production studio (4-camera robotic digital studio)
3. Dub system (for transferring SVHS, Beta, U-matic, Hi8, DVCAM tapes to DVD or hard drive)
4. Private Edit suite for use by two or more persons on a project.

## Equipment Usage

Type	# Reservations	# Hours	In kind value
Field Camera Kit	378	3024	\$151,200
Editing Reservations	681	2043	\$81,720
Studio Reservations	325	975	\$243,750
Switcher Checkouts	16	128	\$51,200







Lobby Lounge Shoot



Lobby Lounge Shoot



### 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, 2016 to June 30th 2017. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at [www.cmcm.tv](http://www.cmcm.tv).

### Scheduling Procedures

CMCM schedules the community 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 **web-site**. CMCM also provides data on a weekly basis to Comcast vendors to carry the program schedules on that systems's cable program guide.

TV Schedule	
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!

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





Photo: Staff

## There were 2865 programs/series for 7702 hours of community programming

# COMMUNITY CHANNEL 26

### The Community Channel (26) through June 30, 2017

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 2865 program/series cablecast, which accounted for 7702 hours of total programming. There were 67 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 1053 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.

<b>Arts</b> Total Episodes: 115 Total Airdates: 394	<b>Documentary</b> Total Episodes: 411 Total Airdates: 1243
<b>Educational</b> Total Episodes: 385 Total Airdates: 1115	<b>International</b> Total Episodes: 36 Total Airdates: 130
<b>News/Public Affairs</b> Total Episodes: 220 Total Airdates: 1936	<b>Seniors</b> Total Episodes: 10 Total Airdates: 43
<b>Cultural/Ethnic</b> Total Episodes: 62 Total Airdates: 289	<b>Comedy</b> Total Episodes: 37 Total Airdates: 191
<b>Inspirational/Religious</b> Total Episodes: 82 Total Airdates: 209	<b>LGBT</b> Total Episodes: 41 Total Airdates: 83
<b>Spiritual/Lifestyle</b> Total Episodes: 312 Total Airdates: 896	<b>Performing Arts</b> Total Episodes: 131 Total Airdates: 473
<b>Health</b> Total Episodes: 163 Total Airdates: 747	<b>Sports</b> Total Episodes: 5 Total Airdates: 38
<b>Children/Youth</b> Total Episodes: 15 Total Airdates: 100	<b>PSAs</b> Total Episodes: 85 Total Airdates: 6901
<b>Entertainment</b> Total Episodes: 226 Total Airdates: 478	<b>Community</b> Total Episodes: 316 Total Airdates: 8914
<b>Political</b> Total Episodes: 77 Total Airdates: 322	





Election Night Crew



Election Night Special

# There were 648 programs/series for 6584 hours of government programming GOVERNMENT CHANNEL 27

### The Government Channel (27) through June 30, 2017

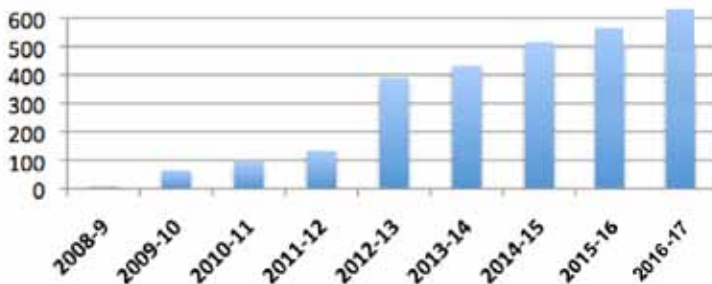
There were 648 Programs/Series for 6584 hours of programming on the Government Channel. Programs are cablecast live from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, Novato and Larkspur with scheduled repeats in the subsequent days/weeks. The Center also airs the meetings of San Rafael, Corte Madera, Marin Clean Energy, LAFCO, RVSD, Commission on Aging and the Tam School Board. As the amount of Government Channel programming continues to accumulate, many live meetings spill over onto Channel 30 to accommodate as many as possible.

The bulk of capital improvements this year was to master control equipment to improve the reliability of the government carriage as well as other channel content. There were no major new installations for the 2016-17 fiscal year, but much maintenance of existing equipment. In the current 2017-18 fiscal year, two cities are budgeted for upgrades to HD equipment to replace the depreciated SD equipment with a remainder in the budget to cover installations for cities yet to be equipped.

Government program	# airings	Government program	# airings
San Rafael City Council	165	Marin County Transit District	105
San Rafael Design Review Board	127	Transportation Authority of Marin	56
San Rafael Planning Commission	70	MCE Board Meeting	44
Mill Valley City Council	105	Fairfax Town Council	72
Mill Valley Planning Commission	76	Fairfax Town Council - Special Meeting	13
Mill Valley Parks and Recreation	55	Fairfax Planning Commission	63
Mill Valley Annual Meeting	6	Fairfax Special Planning	15
Marin LAFCO Board Meeting	19	Corte Madera Town Council	107
San Anselmo Town Council	136	Corte Madera Planning Commission	84
San Anselmo Planning Commission	114	Sausalito City Council	121
San Anselmo Special Meetings	8	Sausalito Special Planning Meetings	5
Marin County Board of Supervisors	110	Ross Valley Sanitary District Meeting	52
Marin County Planning Commission	83	Novato City Council	52
Marin County BOS Budget Meetings	16	Novato Planning Commission	43
Larkspur/Corte Madera Special	6	Larkspur Town Council	113
Marin Commission on Aging Meetings	79	San Rafael / Novato Joint Study Session	9
Off the Cuff with Jared Huffman	3	San Rafael Smart Train Meetings	13

The Government Channel carries daily blocks of programming consisting of a rotation of Public Service Announcements (PSA), Emergency Preparedness videos and short-form content. More than 94 PSAs scheduled for a total 2331 airings over the course of the last fiscal year.

Number of Government Programs









**“ I’VE BEEN ABLE TO CONQUER  
PUBLIC SPEAKING AND  
PRODUCE GREAT WORK, ALL  
WHILE ENJOYING BASEBALL! ”**

- ABDULAZIZ

SPORTS  
SUMMER CAMP  
BROADCAST

ABDULAZIZ ASHEHRI  
DOMINICAN  
SUMMER '17

marinTV  
EDUCATION CHANNEL 30

CMCM.TV/SPORTS

*There were 957 programs/series  
for 8376 hours of educational programming*

# EDUCATION CHANNEL 30

**The Education Channel (30)** through June 30, 2017

The Education Channel offerings were consistent with the previous year. CMCM staff continued outreach to schools, universities, and non-profits to seek out additional educational programming. In addition to this local content, the channel also carries lecture courses from Yale, UC Berkeley, and Columbia Universities. The channel also features freely acquired content from UCTV, Pop Tech, INKTalks, Khan Academy, TED Talks, Commonwealth Club and the National Gallery of Art. The channel is additionally used for special programming featuring live specials, local conferences, symposiums, health-related programming and LWV Candidate Debates. Local institutions providing programming for the channel included Dominican University, Marin Academy, Drake ComAcad, Kent Middle School, Bel Aire Elementary, Marin School for the Arts, Marin County Fair and Redwood High.

**Selected Educational Programming by Topic Area**

Pacifics Baseball Total Episodes: 7 Total Airdates: 7 (49)	Kent Middle School Short Videos Total Episodes: 15 Total Airdates: 31
Dominican Sports Games Total Episodes: 7 Total Airdates: 27	Khan Academy Total Episodes: 8 Total Airdates: 8
TED Talks Total Episodes: 41 Total Airdates: 79	Rompeviento Series Total Episodes: 25 Total Airdates: 639
Marin County Fair Youth Short Videos Total Episodes: 18 Total Airdates: 62	Sausalito Library Series Total Episodes: 7 Total Airdates: 11
Open Yale Series Total Episodes: 44 Total Airdates: 83	UC Berkeley Programs Total Episodes: 22 Total Airdates: 114
Marin Academy Music Programs Total Episodes: 12 Total Airdates: 43	Mill Valley Library First Friday Total Episodes: 12 Total Airdates: 25
Conscious Eating Conference Total Episodes: 11 Total Airdates: 42	Chaos Computer Club Total Episodes: 9 Total Airdates: 17 (17)
Commonwealth Club Total Episodes: 39 Total Airdates: 295	INK Talks Episodes: 23 Total Airdates: 235





# marintv

## EDUCATION CHANNEL 30

Columbia University Programs Total Episodes: 4 Total Airdates: 4	College of Marin Promotional Videos Total Episodes: 3 Total Airdates: 6
Bel Aire Elementary Programs Total Episodes: 4 Total Airdates: 15	National Gallery of Art Programs Total Episodes: 10 Total Airdates: 17
Dominican Leadership Lecture Series Total Episodes: 57 Total Airdates: 198	Pirate TV Lectures Total Episodes: 18 Total Airdates: 123
Environmental Forum of Marin Total Episodes: 6 Total Airdates: 24	Gov. Debates - League of Women Voters Total Episodes: 4 Total Airdates: 79
PopTech Total Episodes: 52 Total Airdates: 268	Rompeviento TV - Specials Total Episodes: 196 Total Airdates: 513

**(cont.) The Education Channel (30)**

This year’s CMCM Educational Youth highlights include:  
**Marin Media Corps**  
CMCM’s student program had 18 members during the fiscal year 2016-17. Students took 30 CMCM workshops for approximately 900 hours of training. Students contributed PSAs, volunteered on studio shoots, completed class video projects, or worked on personal videos.



**Dominican University**  
CMCM continues to support Dominican University’s Communications and Media Studies Department with de facto training through a required catalog course, as well as with equipment management and purchasing. The Department has a CMCM-assembled mobile video switcher unit which covers basketball and volleyball games in HD. Students also complete single-camera and multi-camera final projects which air on Education Channel 30.



# marintv

## EDUCATION CHANNEL 30

**Teen Girls Conference**  
CMCM was invited to be a table exhibitor at the 2017 Teen Girls Conference held on March 26, 2017. The exhibit included an interactive display using our multi-camera field switcher with cameras, facilitated by Jill Lessard.



*Teen Girls Conference* *Teens Are Talking*

**Facilitated Youth Workshops**  
CMCM facilitated three youth workshops for students from the Pathways Charter school, resulting in several ‘Teens Are Talking’ programs submitted by member producer Barbara Davis. Student participants worked on talent (on-camera) and technical (behind the scenes) skills. Workshop sizes ranged from 6-11 students.

**Partnership with Drake High School**  
CMCM staff was instrumental in recommending field production equipment for purchase by Drake HS’s prestigious multimedia program ComAcad, and lead several on-site trainings with the new cameras. Work on the new classroom TV studio began and was completed before the Fall semester 2017.ComAcad students also honored CMCM with a non-profit community enrichment video profiling the center’s work. An awards screening for the 2017 ‘Richies’ was held on Drake campus on February 17, 2017.

**2016 Sports Camp**  
The 2016 Sports Broadcast Summer Camp filmed 7 live Pacifics games with a crew of 7 students ranging in age from 11 to 18. Students learned all aspects of live sports television production and also earned college credit provided by Dominican University. Game coverage aired live on the Educational Channel.

**Other Youth Activities**  
In cooperation with CFI Education CMCM filmed the 2017 Environmental Youth Forum, participated at the San Rafael High School Career Fair, the 2016 Bioneers Conference, 2016 Marin County Fair, guest lectured at MarinSEL classes held at Terra Linda High School, filmed the Performing Stars EnLIGHTen STEAM event, Marin Maker Fair, Marininnovators, and co-hosted several youth field trips to the center.





Lobby Lounge Shoot



Son Jarocho Festival



## 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 page and Twitter feeds.

## 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

We've continued our **on-air calendar** for Marin non-profits, government agencies and others to post notice of local events on the channels. The calendar runs daily on every channel and has hundreds of posts each year. With our recently installed system, this will become greatly improved and more localized. 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 own in-demand video capability has returned for most programs thanks to the new master control system. The service is tied to our scheduling system and allows users to watch the programs on cable TV at a scheduled time or immediately online. The on-demand streams are full HD, unlike our cable signal which is currently SD. Our online live internet streams also received a similar HD upgrade.







### Artist-in-Residence

The Artist-in-Residence program was designed to host emerging artists by giving them an opportunity to experiment and develop new modes of working around public media. CMCM's first Artist-in-Residence was Melissa Harvey, a Union College graduate with a BA in Studio Art and English.



### Georgia Annwell Gallery

The gallery helps to advance CMCM's mission of promoting cultural arts, community media, and civic engagement by showcasing the work of established and emerging artists. Public programs such as artist talks, film screenings, art performances, and social events enhance our overall mission by supporting further opportunities for conversations to take place. The gallery hosted 10 exhibits during the Fiscal Year 16-17.



### CMCM Productions

CMCM hosted, produced and documented a wide range of interviews, publications, concerts, and exhibits from acclaimed international journalists like Carmen Aristegui, Jesus Esquivel and Amy Goodman to award-winning documentary filmmakers like Arturo González Villaseñor and many other local and international artists.



### Marin Stories - Partnership

The series Marin Stories is produced in collaboration with Marin Arts & Culture, featuring vignettes of artists of color based in Marin County. The series is featured in the bi-monthly online magazine Marin Arts & Culture and carried on the Marin TV channels.



### IJ Forums - Partnership

IJ Forums is a series of half-hour conversations featuring Marin Independent Journal's political columnist as a host and key leaders driving debate on a variety of important issues across Marin County. There were 7 episodes produced for the series during the Fiscal year 16-17



### IJ Lobby Lounge - Partnership

Lobby Lounge is a series created to showcase the talents of Marin's up-and-coming young musicians. Hosted by music columnist for the IJ and featuring middle and high school musicians, there were 9 episodes produced for the series during the fiscal year 2016-17



### Italian Film Festival - Partnership

For a second consecutive year, CMCM has partnered with the festival to promote and celebrate its 41st anniversary. As part of the collaboration, CMCM produced a highlight video hosted by the festival's director. This promotional video was featured on Telefriuli, an Italian regional television channel of Friuli-Venezia Giulia.



### Latino Film Festival - Partnership

Selected films from the 9th San Francisco Latino Film Festival were hosted by CMCM in collaboration with ForWords, The Task Force on the Americas, and Canal Alliance. The films were screened for free at the Albert J. Boro Community Center in the Canal area.





### 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 e-mail blasts for CMCM-related programming and events, which are sent monthly.
- Continued Facebook and Twitter usage, linking to our main website to cross-pollinate messaging through social media.
- CMCM members continued to organize bi-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, EcoFest and other festivals, introducing the center to countless Marin residents who may be unaware of it.
- CMCM now runs a regular advertising campaign in the Marin IJ, the result of an exchange of services that benefit both organizations.

### 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 CEC MakerSpace) to train the numerous students who come through their program.
- CMCM works with ComAcad students on many projects for the Education Channel and is training students to use their new equipment and studio that CMCM consulted on.
- CMCM continues to expand upon the Marin Media Corps to better facilitate media projects involving youth and youth-based organizations.
- CMCM continues to work with numerous other organizations on a regular basis, including The League of Women Voters, Marin Environmental Forum, Bioneers, Marin Arts Magazine, MVFF, Performing Stars of Marin, ForWords, Marin Interfaith Council and more.



Our Fair photo booth drew 800+ users.



CMCM installed upgrades to the ComAcad studio at Drake.







# FINANCES

CMCM stayed under budget for the 2016/17 year, as has been the case in previous years. During our eighth operational year we continued the capital equipment updates and replacement planned for under the new DAP agreement with the MTA. There are remaining upgrades for the current fiscal year totaling approx 100K to finish out the capital plan outlined in the DAP. To date, the upgrades are running at or slightly under the projected budget of the DAP (see below). The largest single expenditure (master control) was begun and finished in the 2016/17 fiscal year.

CMCM finished the 2016/17 fiscal year in a stable financial position. At this writing, the planned capital upgrades are nearly completed, and CMCM can anticipate smooth fiscal years ahead. The MTA bridge funding has been absolutely essential to making all this possible, supporting improved services for all our government, educational and community users.

Going forward, CMCM anticipates approximately 200K in costs associated with upgrading city facilities over the next several years. Upgrades have begun in the current fiscal year and funds for these improvements will be drawn from new PEG fees.

### Cumulative Capital Expenditures by Category Under 2014-18 DAP Plan\*

Capital Area	As of 7/1/15	As of 7/1/16	As of 7/1/17
Computer Edit Stations, Dubbing	\$26,764	\$28,258	\$34,599
Studio, Control Room	\$28,181	\$50,296	\$56,107
Office/Post Computers/Equipment	\$14,519	\$17,029	\$27,775
Field & Portable Studio Equipment	\$66,127	\$106,334	\$112,781
Master Control and Playback	\$3,635	\$21,096	\$255,259
Video Cables/Presentation/Misc.	\$381	\$1091	\$13,037
<b>Grand Total</b>	<b>\$139,607</b>	<b>\$224,104</b>	<b>\$499,561.51</b>

*\*NOTE: All totals above are hard capital costs and do not include related labor costs.*



From boxes to the racks, after much cable wrangling and hair pulling, a new master control was installed over a long week.



# FINANCES

### Community Media Center of Marin Statement of Activities For the Period July 1, 2016 through June 30, 2017

<b>INCOME</b>	
Total PEG fees	670,437
MTA Bridge Support	110,000
I-NET reimb.	21,000
Contrib./Grants	7,182
Fee for Service	110,205
Course Fees/Membership	17,279
Investment Income	2,730
 Total Income	 938,833
<b>EXPENSES</b>	
Facilities Lease/Util/Exp	82,051
iNet Cost	21,000
Equipment purchase/repair/rental	845
Office/business expense	7,600
Advertising/Promo/Events	6,334
Prof. Services	31,910
Event	2,928
Insurance	8,057
Salaries	482,284
Benefits/Payroll Tax	110,451
Travel & Meetings	929
 Total Expenses	 754,389
 Balance (before Capital Spending)	 184,444*
 2016/17 Capital Spending	 268,751

\* Depreciation of 209,034 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.





Staff on a shoot.



### CMCM Staff

David Scott Calhoun - Gov. & Edu. Manager - (FTE)  
 Michael Eisenmenger - Executive Director (FTE)  
 Jill Lessard - Director of Operations (FTE)  
 Megan Loretz - Director of Programs (FTE)  
 Alejandro Palacios - Comm. & Dev. Manager (FTE)  
 Scott Ward - Station Assistant (PTE)  
 Omid Shamsapour - Government Producer/Instructor (PTE)  
 Mary Rentzel - Digital Media Assistant (PTE)  
 Kryss Solis - FCP Instructor (PTE)  
 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)  
 Jarod Stewart - Government Prod. (PTE)  
 Casper Gorner - Government Prod. (PTE)  
 Mark Curran - Government Prod. (PTE)  
 Lawrence Levy - Government Prod. (PTE)  
 Jonah Nickolds - Government Prod. (PTE)  
 Todd Monitto - Government Prod. (PTE)  
 Blake Carlile - Government Prod. (PTE)  
*PTE staff average between 6-25 hrs per week.*



Staff hard at work.

### CMCM Board Members from July 2016 - June 2017

Cynthia Abbott  
 Bruce Bagnoli, Chair  
 Barbara Coler  
 Gregg Clarke, Vice Chair  
 Frank Crosby  
 Jim Geraghty, Secretary  
 Dane Lancaster  
 Jim McCann  
 Larry Paul  
 Bill Sims, Treasurer  
 Lawrence Strick  
 Steven Tulskey  
 Brad Van Alstyne  
 Michael Wolpert





marINSANITY comic



MarINSANITY audience



## Video Selections

Just a few selections from this past years specials and shorts produced with CMCM staff support.

(Clickable links if viewing PDF)



Marin Stories - Mia Brown



Marin Stories - Sirima Sataman



Marin Stories - Sung Kim



Gallery - Herbert Zettl Paintings



IJ Forums - Bike Trail Access



Italian Film Festival 40th Promo



County Health PSA Sonoma Fires



Lobby Lounge Concert



Lobby Lounge - in Studio



Sheri Park - REORIENT



SMART Emergency Training



Supervisor Steve Kinsey Sendoff



5th Annual Son Jarocho Festival



Llevate mis amores



Marin Open Studios PSA





**CMCM Supporters (fiscal year 2016-17)**

*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**

Tiffani and Gregg Clarke  
Stephen Fein  
Susan Kirsch  
Lawrence Strick

**Media Benefactor Supporter**

Bruce Baum  
Barbara Coler  
Maureen Block  
Miller Avenue Church  
Lori Greenleaf

**Media Advocate Supporter**

Trista Gormley  
Jessica Brown Oviedo  
Michael Gray  
Sustainable Marin  
Stolyavitch Fund  
Seniors for Peace  
Environmental Forum of Marin  
Barbara Bogard  
Mariposa de Los Angeles  
William Carney  
Michael Morrissey  
Ashley Williams

**Critical Viewer Supporters**

Amy Dunleavy	Kalih Duoa
Cheryl Scheurer	Carol Moeller Costa
Shirley Graves	Gene Cortez-Wyrsch
Dick McLane	Donna Horn
Frank Boehm	Barbara Thornton
Eric Wood	Michael Gray
Shirley Graves	Leslie Alden
Gordon Anderson	Patricia Lockard
Matthew Amis	Ginger Souders-Mason
Donna Horn	Lynn von der Werth
Gail Siegel	D.M. Gorin
David Whitney	Dick Jordan

***Special thanks to the staff and members of the Marin Telecommunications Agency for their essential support.***

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





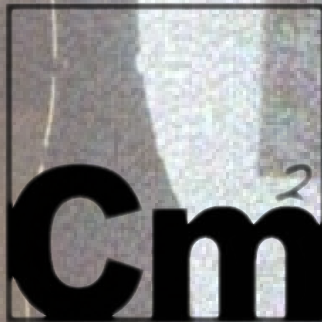
***What is CMCM and Marin TV?***

Marin TV provides Marin County with its own non-commercial community, educational and governmental cable channels. Available on Comcast 26, 27, 30, AT&T's U-verse 99 and on the web, the channels cablecast programming 24/7 to over 65,000 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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