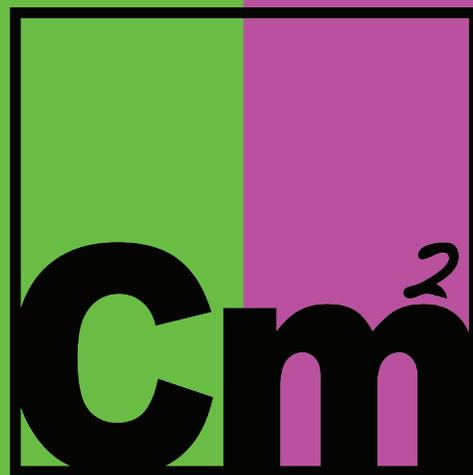


2020-21 ANNUAL REPORT



marin tv





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Community Media Center of Marin Annual Report July 1, 2020 – June 30, 2021

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November 2021

We are pleased to submit the twelfth annual report for the Community Media Center of Marin for the period July 1, 2020 - June 30, 2021. This report represents the 12th year of the organization and the tenth 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 to the public on June 30 of that same year.

Fiscal year 2020/21 was unique to say the least. We began the year with the media center already having been closed to the public for three months due to the pandemic. That closure that would continue all year, until June 15, 2021, over 15 months in total. We weren't alone of course, libraries, community centers, schools and many businesses suffered the same fate. Like many, we moved many of our services online when possible, began curbside service for some equipment usage and even offered classes outdoors when appropriate (and weather permitting). At this writing, the media center is fully open but operating at limited capacity with a mask mandate.

Certainly every non-profit and business have suffered under Covid and while CMCM is no different, we have come out of this without serious harm. Loss of earned income has been supplemented with relief funds and PEG fees fortunately remained at normal levels. As a result CMCM wasn't forced to dip into reserve funds to survive this long sleep. Most importantly, our staff remained healthy though families were struck with Covid tragedies. All in all, CMCM remains a healthy organization that is eager to get back to 100% once health and safety conditions allow a return to normal.

Sincerely,

Michael Eisenmenger
Executive Director

Note: Sadly this is our least visual annual report ever. With the center closed for the majority of the year, photo opportunities nonexistent.



CMCM Membership (background)

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 also offer opportunities for those wishing to support the work of CMCM as supporting members. The center hosts far more individuals and groups than just the active membership as the gallery and center is always open to the public.

2010-21 CMCM Membership

The pandemic kept the media center closed to our members for 50 weeks of the 20/21 fiscal year (we partially reopened June 15, 2021). Like many non-profits we took a hit on membership levels despite moving some workshops to an online format. But, hands-on equipment training and access to studio and editing was not possible given County and State health protocols.

CMCM Membership Totals

(July 1, 2020 through June 30, 2021)

Individual Members: 166

Student/Senior Members: 23/21

Organizational Members: 7

Total Membership for year: 217*

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

Hours of Operation

Pre-pandemic CMCM was open to the public Tuesday through Thursday 2:00–9:00 PM, Friday and Saturday 11:00 AM–6:00 PM. After a mandatory closure, we returned to our normal schedule on June 15, 2021.

217 members from all over Marin County

Individual Member Breakdown by City:

Belvedere	1	Novato	31
Bolinas	1	Point Reyes	1
Corte Madera	13	Ross	1
Fairfax	21	San Anselmo	8
Forest Knolls	3	San Geronimo	1
Greenbrae	3	San Rafael	59
Kentfield	3	Sausalito	19
Larkspur	14	Sebastopol	1
Marin City	1	Tiburon	3
Mill Valley	32	Woodacre	1



CMCM Certification and Training *(background)*

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. Members 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.

2020/21 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. *These were offered online via Zoom.*

Basic Field Camera Production

(\$105): A three-session course (9 hours). Learn basic shooting, audio recording, and production skills to create quality programs. *Camera classes were held outdoors, weather permitting*

and later indoors with reduced enrollments and mask requirements.

Intro Final Cut Pro X or Davinci Resolve

(\$105): A three-session (9 hours) hands-on course that teaches students how to perform basic editing functions using the Final Cut Pro user interface. *Offered online via Zoom until June 15 when reduced size classes could be held at the center.*

Basic Studio Production

(\$140): A four-session course (12 hours) in studio production covering all aspects of the Marin TV studio. *Not offered until June 15 when reduced size classes could be held at the center.*

Advanced and Special Courses

Due to the inability to offer hands-on advanced courses our normal offerings were suspended. We were able to continue our "Ask the Experts" workshops as online courses. In addition there other instructional online workshops for scripting, lighting, camera framing and using Zoom,



CMCM's popular series of master classes are back via Zoom with media-related topics presented by experts in their field. Free for all.

Finding the Humor in Life | Thursday, April 22 7:00 - 8:30 PM:

The first stand-up comedian to perform virtually online, Natasha Vinik knows a thing or two about being funny. Let her share her point of view — and valuable pointers — about how to find levity in your life — especially during challenging times.

Journey of the Independent Author | Thursday, April 29 7:00 - 8:30 PM:

Thinking about self-publishing your memoir? In practical detail, memoir author Wendy Menara explains the creative and business processes she experienced launching her first book, and shares the steps she took to land a spot on Kirkus Reviews Best Indie Books 2020..

WisdomVR Project | Thursday, May 6 7:00 - 8:30 PM:

Join founders Gary Yost and Adam Loftin in a discussion of immersive media and VR documentaries in the context of their recent VR experience "Inside COVID19" as they cut through the chaos of 2020 and dive deep in the story of how SARS-CoV-2 hijacked our culture and our bodies.

Create Your Logo | Thursday, May 13 7:00 - 8:30 PM:

Emmy Award-winning graphic designer and art director Maria-Tina Karamanlakis guides participants in the research, planning, and sketching of ideas for a logo that will evolve into an authentic reflection of your brand.

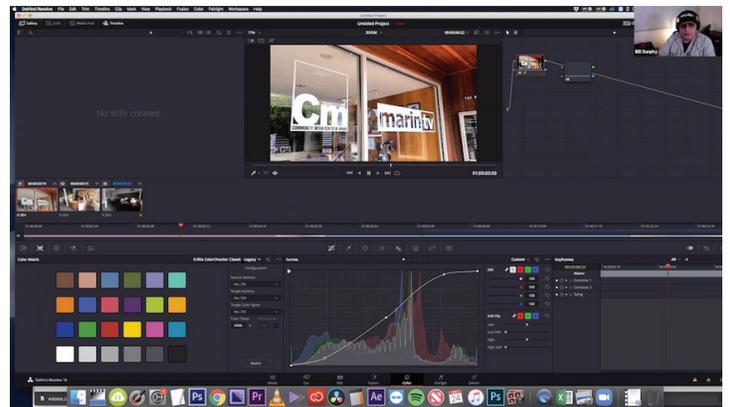
Why Do You Ask? | Thursday, May 20 7:00 - 8:30 PM:

As an award-winning network television publicist and senior writer/editor for ABC.com and Oscar.com, Jill Lessard received high praise for her interviews with major Hollywood talent. Benefit from the lessons she learned over two decades!

The Key Light



- main light in the setup, provides bulk of the illumination on your subject
- placed at 45 degrees to the subject's right or left and about 45 degrees above, aimed at the face.
- strong shadows and a good tonal range



BBC Sound Effects

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Access database metadata by clicking our dedicated [LUD file](#). If you have any queries regarding usage, please contact [jane.burton@bbc.com](#)

Description	Category	Duration (seconds)	Listen/Download	Download
Ambulance service RT arrival (distorted) with urban background on track in ambulance without engine running		47	0:00	Download
Ambulance service RT arrival (stop)		1	0:00	Download
Ambulance near door opened and door closed, hospital loading area sounds		21	0:00	Download
Ambulance near door (interior sounds)			-01:03:08	Download
Ambulance near door (interior sounds)				Download
Ambulance hand brake applied				Download

COMMUNITY MEDIA CENTER OF MARIN

THEN WHAT IS AN ALTERNATIVE TO COPYRIGHT?



- ▶ Creative Commons has become the most viable alternative in recent years specifically geared toward sharing. Prior to CC, many works just indicated no copyright or used 'copyleft' which also implied sharing is acceptable.
- ▶ Creative Commons uses self applied licenses to designate what level of protection applies, i.e. what type of sharing is permissible by the creator. CC licenses have been upheld in courts, but are not as easily enforceable as federally registered copyrights
- ▶ <https://creativecommons.org/>

Take a few moments to...

- Get a camera or download a photography app (I recommend VSCO or Lightroom)
- Get some paper and a pencil

Using either a camera or phone, I will guide you through a process of visual storytelling. Your greatest asset is creative vision, not your equipment.

Why is Sound Important?



- + Completes the picture
- + Changes our understanding of image
- + Immerses the viewer or takes them out

Props to your Sound Op!

+ Even "silent" movies had music

5



40 courses offered for 52 attendees

TRAINING

Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	94 registrations
Basic Field Camera	3 (3 sessions, 9 hours)	10 certifications
Final Cut / Da Vinci	5 (3 sessions, 9 hours)	9 certifications
Studio Production	0 (4 session, 12 hours)	0 certifications
Special Courses	5 (1 session)	71 attendees
Ask The Experts	5 (1 sessions)	93 attendees
Marin Movie Club	5 (film sessions)	52 attendees
Total	35 classes	329 Attendees

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 for free.

Equipment Available for Checkout:

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

In-House Reserved Equipment:

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

Equipment Usage

Type	# Reservations	# Hours	
Field Camera Kit	16	128	<i>Curbside pickup only</i>
Editing Reservations	14	42	<i>June 15-13, 2021</i>
Studio Reservations	2	6	<i>Studio closed</i>
Switcher Checkouts	0	0	





Programming Statistics (background)

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, 2019 to June 30th 2020. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at www.marintv.org

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, biweekly, 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 programming from FSTV, UCTV, NASA TV or the Community Calendar.

There were 4452 programs/series for 8705 hours of community programming

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2021

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. There were 58 regular program series (weekly, biweekly or monthly) submitted or produced by local Marin residents. In addition, there were 1420 special programs scheduled on the channel. A breakdown of program categories is below. *During the pandemic CMCM members submitted programming electronically since public access to the center was unavailable. Most series continued, albeit under different production circumstances. Staff also located external series of local relevance in an effort to keep fresh content on the channels.*

Arts		Documentary	
Total Episodes:	384	Total Episodes:	545
Total Airdates:	3675	Total Airdates:	2345
Educational		International	
Total Episodes:	420	Total Episodes:	56
Total Airdates :	11179	Total Airdates:	173
News/Public Affairs		Seniors	
Total Episodes:	406	Total Episodes:	24
Total Airdates:	1594	Total Airdates:	143
Inspirational/Religious		Comedy	
Total Episodes:	135	Total Episodes:	140
Total Airdates:	355	Total Airdates:	690
Spiritual/Lifestyle		LGBT	
Total Episodes:	208	Total Episodes:	34
Total Airdates:	543	Total Airdates:	49
Health		Performing Arts	
Total Episodes:	249	Total Episodes:	86
Total Airdates:	1188	Total Airdates:	190
Children/Youth		Sports	
Total Episodes:	35	Total Episodes:	17
Total Airdates:	178	Total Airdates:	155
Entertainment		PSAs	
Total Episodes:	365	Total Episodes:	152
Total Airdates:	1514	Total Airdates:	21836
Political		Community	
Total Episodes:	155	Total Episodes:	714
Total Airdates:	468	Total Airdates:	5970
Music		Cultural	
Total Episodes:	101	Total Episodes:	43
Total Airdates:	497	Total Airdates:	182

Though closed for general usage to the public during the pandemic, CMCM did make the staff and studio available for use by governmental agencies working on important public health and safety programs.



One of several Congressman Jared Huffman Town Halls originating live from the CMCM studio



FireSafe Marin began a monthly fire prevention series from the CMCM studio.

There were 664 programs/series for 7997 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2021

There were 664 Programs/Series for 7997 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, MMWD 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 Government Channel carries daily blocks of programming consisting of a rotation of Public Service Announcements (PSA), Emergency Preparedness videos and other short-form content. Dozens of Government PSAs were scheduled for a total 1760 airings over the course of the last fiscal year. Marin Cities and agencies are encouraged to submit video content anytime they have programming available.

Government program	# airings	Government program	# airings
San Rafael City Council	106	MCE Board Meeting	67
San Rafael Design Review Board	21	Fairfax Town Council	79
San Rafael Planning Commission	98	Fairfax Town Council - Special Meeting	80
Mill Valley City Council	50	Fairfax Planning Commission	41
Mill Valley Planning Commission	83	Fairfax Special Planning	8
Mill Valley Parks and Recreation	46	Corte Madera Town Council	105
Mill Valley Annual Meeting	1	Corte Madera Planning Commission	101
Marin LAFCO Board Meeting	49	Corte Madera Bicy/Ped Committee	28
San Anselmo Town Council	70	Corte Madera Flood Control Committee	14
San Anselmo Planning Commission	105	Corte Madera Park and Rec. Commission	68
Marin County Parks and Open Space	10	Sausalito City Council	126
Marin County Board of Supervisors	73	Sausalito Planning Commission	11
Marin County Planning Commission	40	Ross Valley Sanitary District Meeting	83
Marin County Transit District	65	Novato City Council	114
Transportation Authority of Marin	7	Novato Planning Commission	47
Congressman Jared Huffman	135	Larkspur City Council	115
Woodward Fire Press Conferences	75	CDC COVID-19 Promos	1760
FireSafe Marin	337	San Rafael Fire Dept Wildfire Safety	30

Immediately after the pandemic lockdown, Congressman Jared Huffman coordinated with CMCM to record Town Hall content from our studio. The County/cities we work with transitioned to virtual Zoom meetings and CMCM retooled equipment in our master control to continue live and recorded meeting carriage uninterrupted. We are currently completing new hybrid systems in council chambers so meetings in chamber can continue to have public interaction via Zoom. While very few public meetings were held in person last year, CMCM managed to ensure all the virtual meetings were cablecast either live or recorded so local residents continued to have access to important local government information.

*There were 1109 programs/series
for 8470 hours of educational programming*

EDUCATION CHANNEL 30

The Education Channel (30) Through June 30 2020

Through the 2020-2021 fiscal year, The Education Channel offerings were primarily 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 UC Berkeley, Yale, and Columbia Universities. The channel also features freely acquired content from UCTV, Pop Tech, INK-Talks, 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, (cont.)

Selected Educational Programming by Topic Area

Marin County Office of Education

Total Episodes: 55
Total Airdates: 811

CDC - Covid PSA's
Total Episodes: 32
Total Airdates: 4473

UCTV

Total Episodes: 7
Total Airdates: 173

FireSafe Marin
Total Episodes: 23
Total Airdates: 336

Ted Talks

Total Episodes: 55
Total Airdates: 719

LWV Marin Candidate Forums
Total Episodes: 19
Total Airdates: 148

Open Yale Series

Total Episodes: 26
Total Airdates: 220

National Science Foundation
Total Episodes: 9
Total Airdates: 553

Conscious Eating Conference

Total Episodes: 11
Total Airdates: 55

Schumacher Center for Economics
Episodes: 12
Total Airdates: 168

ComAcad

Total Episodes: 12
Total Airdates: 452

Univeristy of London
Episodes: 12
Total Airdates: 167

Kent Middle School Short Videos

Total Episodes: 9
Total Airdates: 339

National Gallery of Art
Episodes: 22
Total Airdates: 326

SF Moma Shorts

Total Episodes: 78
Total Airdates: 4934

MIT Open Courseware
Episodes: 2
Total Airdates: 73



Drake Graduation
 Total Episodes: 1
 Total Airdates: 11

Marin IJ Lobby Lounge
 Episodes: 20
 Total Airdates: 267

Fringe of Marin - Live
 Total Episodes: 6
 Total Airdates: 6

GCF Learning
 Episodes: 29
 Total Airdates: 3058

UC Berekley Programs
 Total Episodes: 47
 Total Airdates: 355

Rompeviento TV
 Episodes: 22
 Total Airdates: 78

Dominican Leadership Lecture Series
 Total Episodes: 3
 Total Airdates: 58

Jennie & Davis Woodworking
 Episodes: 51
 Total Airdates: 711

Common Wealth Club
 Total Episodes: 13
 Total Airdates: 378

Smithsonian Institute - Stem In 30
 Episodes: 18
 Total Airdates: 341

InkTalks
 Total Episodes: 29
 Total Airdates: 564

DefCon Computer Conference
 Episodes: 15
 Total Airdates: 257

Knowledgeable Aging
 Total Episodes: 44
 Total Airdates: 500

UC Irvine Courses
 Episodes: 23
 Total Airdates: 196

Chaos Computer Conference
 Total Episodes: 48
 Total Airdates: 569

Move, Groove and Grow
 Episodes: 10
 Total Airdates: 62

Knight Foundation Lectures
 Total Episodes: 21
 Total Airdates: 429

LWV Marin Candidate Forums
 Episodes: 19
 Total Airdates: 148

Cambridge University Courses
 Episodes: 26
 Total Airdates: 272

My School In Motion
 Episodes: 8
 Total Airdates: 60

Age Friendly Fairfax
 Episodes: 2
 Total Airdates: 37

Bioneers Series
 Episodes: 27
 Total Airdates: 913

Princeton University Courses
 Episodes: 6
 Total Airdates: 26

PopTech
 Episodes: 29
 Total Airdates: 696



(cont.) The Education Channel (30)

Marin Academy, High School 1327 ComAcad, Kent Middle School, Bel Aire Elementary, Miller Creek Middle School, Terra Linda High School, Redwood High School, and the Marin School for the Arts. Unfortunately, due to the covid pandemic, many live events, including the annual Marin County Fair had to be cancelled.

CMCM Education and Organizational Projects

CMCM's Education Program and Youth Media Academy continued to work out mutually beneficial projects with partner organizations and schools. Partnerships are designed to increase youth presence in the media center, whether it's incorporating students into existing trainings or securing funding for special youth-only trainings. Below are some specific examples of such projects and their outcomes during this past fiscal year.

CFI's My Place, My Story

CMCM collaborated with CFI Education to host the summer run of their 'My Place, My Story' youth media program. This multi-day series of youth workshops in the Winter of 2021 was facilitated by both CMCM and CFI instructors, and took place at CMCM. The films that have been produced are being showcased throughout Marin County and the Bay Area at festivals and events. Both of the Education Directors of CMCM and CFI have developed a strong partnership for years to come.

Archie Williams High School ComAcad (2020-2021)

CMCM worked directly with the Marin County Office of Education to provide educational opportunities on a professional production scale for the Communications Academy (ComAcad) at the newly named Archie Williams High School. The projects and films produced by the ComAcad students have been submitted in film festivals and throughout our network at Marin TV. The partnership also produced, and streamed the Class of 2021 graduation.

DARAJA Academy

The strong relationship between CMCM and CFI continues to grow into a wonderful partnership with the Daraja Academy, which is a school to educate Kenyan girls who cannot otherwise afford the fees associated with public secondary schools in Africa. Young high school and collegiate women from Marin flew to Kenya to document and take part in a join-educational program with young women of the same age. CMCM provided workshops for the Marin students to edit, produce, and showcase the Daraja Academy. The collaboration between CMCM, CFI, and Daraja faced a daunting task to adapt to covid pandemic. All staff members in the respective organizations stepped up and we have adapted our workshops to cater to remote learning. These students are continuing to grow their skillsets by filming, editing, and producing content that has been submitted to festivals, including the prestigious annual Mill Valley Film Festival. CMCM has hosted multiple on-site and remote workshops, in addition to advanced production live and recorded events.

MarinSEL (2020-2021)

The Marin School of Environmental Leadership, in partnership with Strategic Energy Innovations, maintains a flourishing school-community program out of Terra Linda High School. Students engage in project-based learning, many of which utilize media components. In the past CMCM has been involved via a combination of guest lectures and hosting interns at the center. This past year all contact took place online.

Fire Safe Marin

Marin TV has been working together with Fire Safe Marin, hosting their productions in our CMCM studios on a monthly basis. With all of the pandemic protocols in check, CMCM and Fire Safe Marin invite members of the government, fire departments, and local figures to be recorded and offer their personal experience and professional wisdom regarding fires and safety. The monthly studio productions at CMCM turn into monthly Marin TV broadcasts, curated by the Fire Safe Marin team, as a series called “Wildfire Watch”. The programs showcase the best practices to prevent fires and what Fire Safe Marin has in place to handle fire safety across the board.

Vivalon / Whistlestop

CMCM partnered with Vivalon (rebranded from Whistlestop) for live and pre-recorded segments honoring the Vivalon CEO Joe O’Hehir’s retirement, including interviews and testimonials from celebrities, government officials, colleagues, clients, friends, and family. These productions were major stepping stone towards enhancing a collaborative relationship between CMCM and Vivalon.

Sports Broadcasting Camp (2020-2021)

CMCM’s staff and students produced multiple live games for the defending champions San Rafael Pacifics in the Summer of 2019 and have had to cancel the camp due to the pandemic for both the 2020 and 2021 seasons. This program continues to be CMCM’s highest profile camp and training. We are aiming to get back into high gear for the upcoming 2022 season. We had multiple registered/interested students (new and repeats) who are ready to return.

Youth Media Academy (2020-2021)

CMCM has been adapting to its new and improved educational program for students to receive professional-quality production training for the 2020-2021 year. CMCM has made this program available to youth in Marin County and throughout the Bay Area. Every student will learn continue to learn audio & video production, which includes camera operation, studio production, and video editing workshops. This unique program will be filled with fun activities engaging participants in a cohesive and entertaining educational experience. We have had a number of cohorts throughout the year and are set to continue, even during this pandemic. A lot of safety measures have been put in place to ensure continuing education for our bright and hopeful youth.

ZOOM Remote Education (2021-2022)

The Director of Operations has collaborated with CMCM instructors and colleagues to set multiple core and specialty workshops to be conducted via Zoom throughout the year. CMCM put in the groundwork for upcoming Zoom workshops and the Ask The Experts series. There will be more integrated remote workshops coming in the future. Stay tuned for more updates for next year’s report!



2019/20 Youth workshop during normal times.

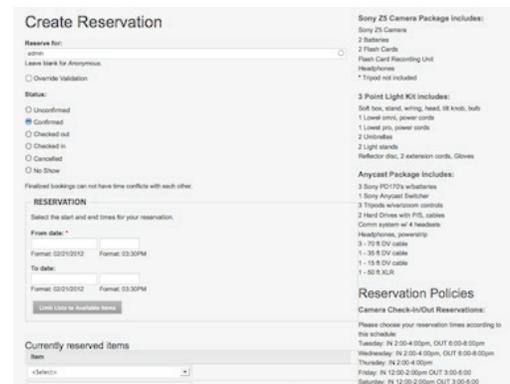


www.marintv.org

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, Instagram 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.



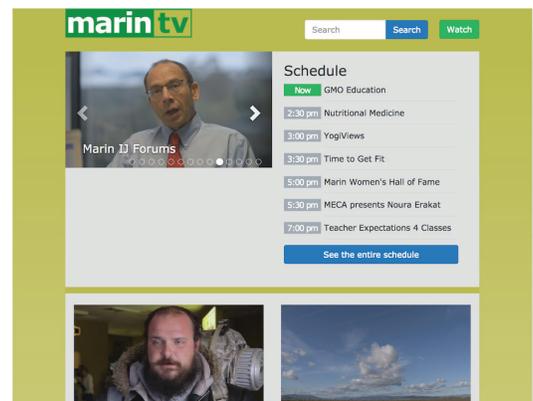
On-Air Calendar

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

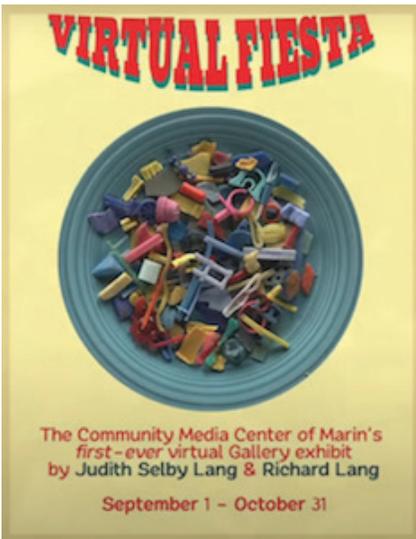
CMCM's own in-demand video capability has returned for most programs thanks to the new master control system. The service is tied to our scheduling system and allows users to watch the programs on cable TV at a scheduled time or immediately online. The on-demand streams are full HD, unlike our cable signal which is currently SD. Our online live internet streams also received a similar HD upgrade.





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. With the center closed exhibits were downscaled and moved online.



Virtual Fiesta
Judith Selby Lang and Richard Lang

IJ Lobby Lounge - Partnership

Lobby Lounge is a series created to showcase the talents of Marin’s up-and-coming young musicians. Hosted by Paul Liberatore the music columnist for the IJ and featuring middle and high school musicians. The series took a break for the pandemic but is expected to return this Fall.

Italian Film Festival - Partnership

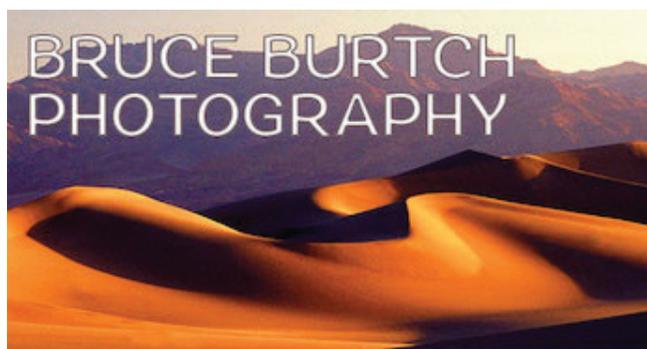
For a seventh consecutive year, CMCM has partnered with the festival, producing a highlight video hosted by the festival’s director. This promotional video is featured before each film screening in the festival.



Acceptance - artist David Normal



“A Day With the Stars: Celebrating Enlighten”
Barbara McVeigh and Maia Miglio



Photography
Bruce Burtch



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 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 online Media Mixers until the center can again host events, screenings and gallery receptions in our space.
- CMCM runs advertising 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 continued to work with numerous other organizations as much as possible on a virtual basis, including The League of Women Voters for their numerous candidate forums, , CFI, MVFF, The Performing Stars of Marin, MarinSEL and more.



CMCM carried the Rock Steady youth music festival twice via live zoom performances from all over West Marin



CMCM worked with TEDx San Rafael Women to produce their programs from the Throckmorton Theatre.



CMCM Finances in a Pandemic Fiscal Year

CMCM stayed under budget for the 2019/20 year, as has been the case in previous years. Expenditures were 44K lower than projected but income saw a pandemic hit dropping 100K from our projection, mainly due to lower production services for cities and agencies and a slight drop in anticipated PEG fees. Not indicated in the 2020-21 numbers are a PPP Loan for 104K which has since been forgiven and a 15K California Covid Relief Grant. Since CMCM kept our employees on payroll during the pandemic, we also qualify for a 152K IRS Employee Retention Credit which is pending. These income amounts will be reported in FY 2021-22 when they were received. All in all, CMCM dodged a bullet where finances are concerned in a year of uncertainty. We were more fortunate than many and were able to retool our services where needed and develop new skill sets that will make us better prepared for future fiscal years.

The majority of our capital equipment costs in 2020/21 were related to improvements in master control to accommodate the remote County and City meetings that had moved to ZOOM tools. We updated server software and installed additional computers to handle the new traffic for meeting coverage. There were also some initial equipment purchases for the planned city upgrades to ensure key items would be available when needed.

As the fiscal year wound down we were busy planning new equipment installations across all the cities. At this writing, we have completed two new installations in Ross and Tiburon, in addition San Anselmo and Larkspur were updated to new HD equipment. Each of the cities we serve is also receiving equipment to continue ongoing Zoom hybrid meetings as well as new encoders that will transmit HD back to CMCM's master control for recording and archiving.



New four camera installation, this one in Tiburon is identical to other CMCM city installations.



FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2020 through June 30, 2021**

INCOME

Total PEG fees	\$708,835
I-NET reimb.	\$17,569
Contrib./Grants	\$13,043
Fee for Service	\$92,606
Course Fees/Membership	\$3,877
Investment Income	\$20,696
Total Income	\$856,625

EXPENSES

Facilities Lease/Util/Exp	\$96,414
iNet Cost	\$17,566
Equipment purchase/repair/rental	\$14,890
Office/business expense	\$5,675
Advertising/Promo	\$1,682
Prof. Services	\$33,398
Event	\$335
Insurance	\$12,680
Salaries	\$517,325
Benefits/Payroll Tax	\$120,197
Travel & Meetings	\$0
Total Expenses	\$820,161

Net Cash Surplus (before Capital Spending) \$6,838*

2020/21 City and Capital Spending \$29,626

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 are available via bi-annual fiscal audits.



CMCM Staff 2020-21

- Scott Ward - Gov. & Edu. Manager - (FTE)
 - Michael Eisenmenger - Executive Director (FTE)
 - Jill Lessard – Director of Operations (FTE)
 - Bill Dunphy – Director of Programs (FTE)
 - Evan Johnson - Comm. & Dev. Manager (FTE)
 - Omid Shamsapour - Director of Education & Production (PTE)
 - Justin Russell - Station Assistant / Instructor (PTE)
 - Chris Brown - Station Assistant (PTE)
 - Damion Brown - Government Prod. (PTE)
 - Bradford Flaharty - Government Prod. - Facilities (PTE)
 - Thomas McAfee - Government Prod. (PTE)
 - Eric Morey - Government Prod. (PTE)
 - Jarod Stewart - Government Prod. (PTE)
 - Mark Curran - Government Prod. (PTE)
 - Jonah Nickolds - Government Prod. (PTE)
- PTE staff average between 6-25 hrs per week.*

CMCM Board Members

from July 2020 - June 2021



- Cynthia Abbott
- Bruce Bagnoli, *Chair*
- Barbara Coler
- Gregg Clarke, *Vice Chair*
- Frank Crosby
- Jim Geraghty, *Secretary*
- Dane Lancaster
- Jim Schutz
- Larry Paul
- Bill Sims, *Treasurer*
- Lawrence Strick
- Steven Tulsy
- Brad Van Alstyne
- Michael Wolpert
- Susan Pascal Beran
- Kimberly Scheibly



CMCM Supporters (fiscal year 2020-21)

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

Marin Sanitary Service
 Shira Ridge Wealth Management
 Meritas Welath Management
 Savoni 1 LLC Sankowich
 Stephen Fein
 Lawrence Strick
 Bruce Baum
 Lori Greenleaf

Media Benefactor Supporter

Roger Stoll
 Michael Morrissey
 Larry Bragman
 Soroptimist International
 Monahan Pacific
 Social Justice Center of Marin

Media Advocate Supporter

Stephanie Welch
 Stephen Tulsy
 Barbara Coler
 Stephanie Robison
 Katie Rice
 William Sims
 Katie Rice
 Ginger Souders-Mason
 Brad Flarahty
 Barbara Thornton

Critical Viewer Supporters

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 Bruce Bagnoli

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 Carla & Charles Stedwell
 Ariel He
 David Stompe
 Mary Ann Gallagher
 Mimi Newton
 Mike Wolpert
 Brad Flaharty
 Dario D'Arrigo
 Bruce Bagnoli
 Eileen Burke
 Mary Ann Maggione

Special thanks to the staff and members of the MGSA 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, *And, thanks to all our CMCM Members.*



In remembrance

Sadly, 2020-21 brought many losses to many Marin families. The CMCM family lost a dedicated board member with the passing of **Jim Geraghty** whose efforts around Marin furthered the work of many individuals and community organizations. A CMCM member since our founding **Emily Sykes** also left us, she played key role in helping to ensure community media would be a reality in Marin. And just recently one of our most prolific producers, **Bill Arney**, passed away leaving a void in our programming few can ever fill. We will never forget their contributions to the Marin community and to CMCM.

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.



COMMUNITY MEDIA
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