

2019-20 ANNUAL REPORT







CONTENTS

Community Media Center of Marin Annual Report July 1, 2019 – June 30, 2020

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
28	Financials
30	CMCM Board and Staff
32	Supporters

Attachments (electronic)

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





November 2020

We are pleased to submit the eleventh annual report for the Community Media Center of Marin for the period July 1, 2019 - June 30, 2020. This report represents the 11th 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.

2019 began and ended wonderfully, but 2020 has left much to be desired. In 2019 we celebrated our 10th year of operations with a block party and reception for the community. Everything was looking good until March 2020 when the pandemic forced us and much of Marin to close down public services. Staff remained busy however, our essential government and education services continued as we sought to help the transition to virtual meetings and classes. We installed new equipment in our master control to continue cable carriage of government meetings without interruption and we worked with many cities to help staff manage their transition to online public meetings. In education, we brought County courses to the education channel and transitioned our in person course and workshops to on-line offerings. In spite of these efforts, our annual stats around public services are necessarily impacted and we can expect more of the same in the next FY reporting as the pandemic continues.

Certainly every non-profit and business have suffered under Covid and while CMCM in no different, we have survived without serious harm. Our earned income from memberships, course fees and production services has been impacted, but CMCM received a PPP loan which covered salaries for a short term and PEG fees have remained consistent throughout the pandemic. CMCM also maintains a capital and emergency reserve which so far hasn't been needed to cover costs.

All in all, CMCM remains healthy and eager to get back to 100% once health and safety conditions allow. While there is still political chaos at the national level and continued FCC uncertainty if the current regime remains in place, we are hopeful that 2020 will end with much more optimism than it began with.

Sincerely,

Executive Director



Anniversary Party



Anniversary Reception



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, 2019 through June 30, 2020)

Individual Members: 161
 Student/Senior Members: 49/55
 Organizational Members: 23

Total Membership for year: 288*

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

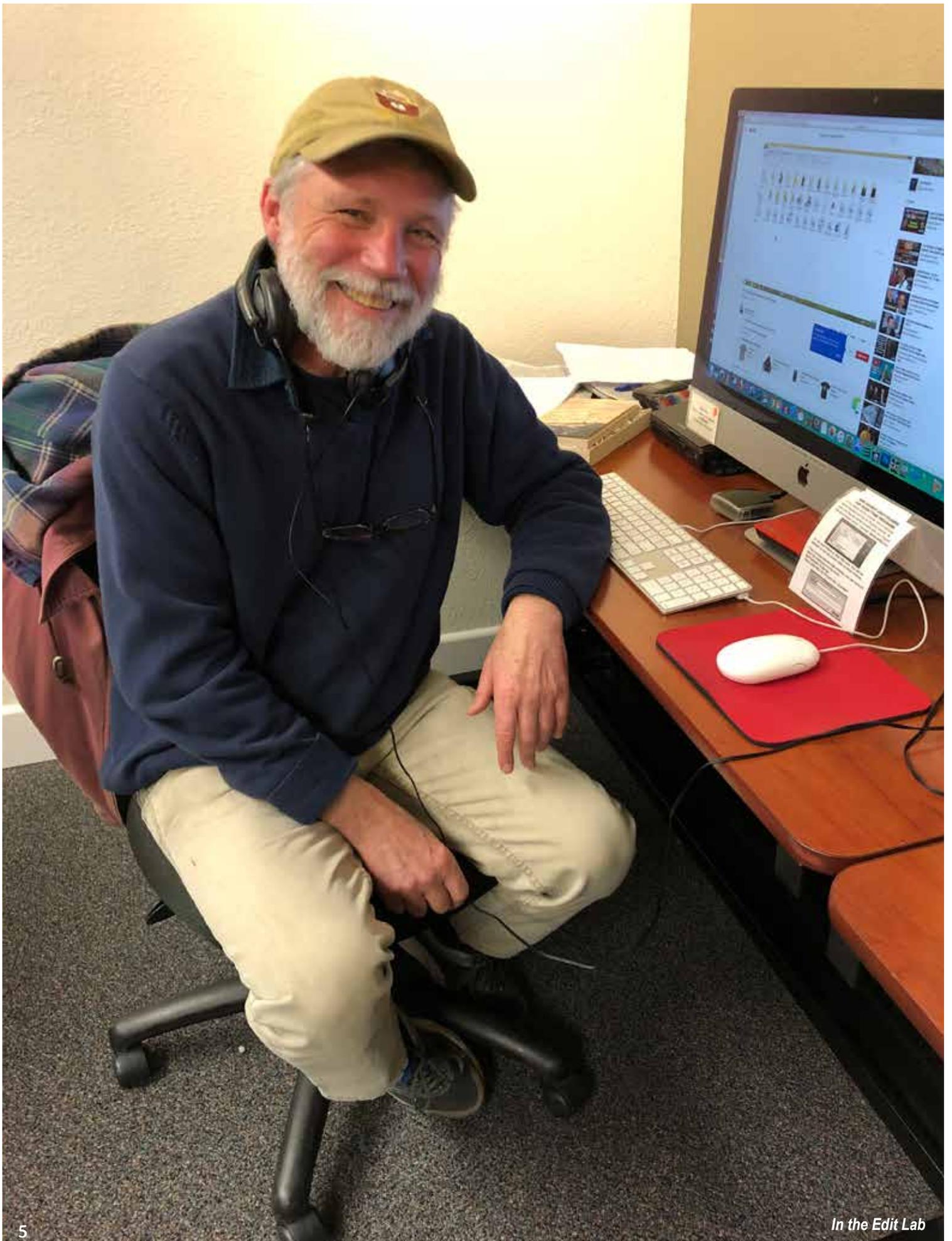
Hours of Operation

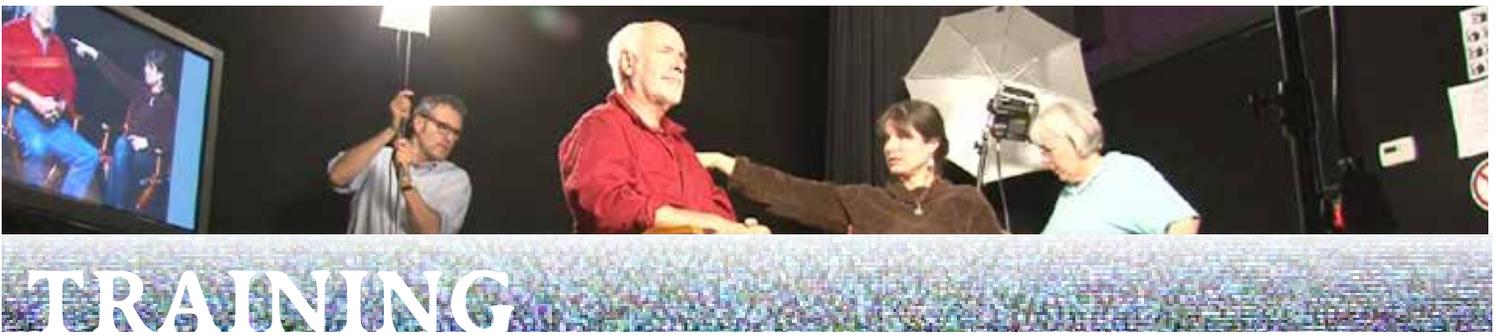
Pre-pandemic CMCM was open to the public Tuesday through Thursday 2:00–9:00 PM, Friday and Saturday 11:00 AM–6:00 PM. We open and close late to accommodate the schedules of many of our users. In addition, the facilities are available by appointment on Mondays and after 9:00 AM on other weekdays for fee-for-service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

288 members from all over Marin County

Individual Member Breakdown by City:

Belvedere	2	Point Reyes	1
Bolinas	3	Ross	3
Corte Madera	13	San Anselmo	23
Fairfax	24	San Geronimo	1
Forest Knolls	4	San Quentin	1
Greenbrae	3	San Rafael	76
Kentfield	5	Sausalito	15
Larkspur	12	Sebastopol	1
Marin City	1	Tiburon	6
Mill Valley	33	Woodacre	3
Novato	38	Other	20





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. 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.

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 how to perform basic editing functions using 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.







Special Course Offerings

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

Get Your Show to Stations Nationwide

Expand your audience! Takes video producers through the process of uploading content to PegMedia.org, where it is available to community access stations across the USA.

The ABCs of Audio

Learn about the physics of sound, signal flow through the audio chain, and how to capture the best possible audio for your recordings.

Get Your Video in Festivals & Competitions

Go for the gold! Information and insights about how to get videos the recognition they deserve.

Maximize Your Social Media Impact

Step up your social media game! Get clarity on how producers create space for their brands to live and thrive on the Internet.

Voice-Over Narration

Enhance videos with the magic of narration! This lively interactive session gives students the opportunity to explore their own narration abilities.

Introduction to Adobe After Effects

Make your videos outstanding with animation! Learn about the industry's application of choice for digital visual effects, motion graphics, and compositing.

Secrets of Set Styling

Using the Marin TV Studio, students learn how even a small budget and bare-bones design can translate into a look and feel that can help build your own brand.

Breaking the Ice

Drama games, exercises, tools and tips for physical warm-ups, group dynamics, and encouraging creativity, spontaneity, and ease in everyday life.

Elements of Good Editing

Editors can make or break a show. Understand why editors make cuts and how they tackle different genres: drama, comedy, documentary, music videos, commercials, and more.

All That Jazz

Providing the right music for a movie is as crucial as choosing the right locations or costumes. Watch and discuss clips from films highlighting jazz in music scores.





Being on Camera Workshop



Making Documentaries Workshop

40 courses offered for 249 attendees

TRAINING

Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	98 registrations
Basic Field Camera	8 (3 sessions, 9 hours)	32 certifications
Final Cut Pro X	8 (3 sessions, 9 hours)	28 certifications
Studio Production	5 (4 session, 12 hours)	24 certifications
Special Courses	6 (1 session)	62 attendees
Other Advanced Courses	1 (1-3 sessions)	5 certifications
Total	40 orientations/courses	249 participants

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:

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 peripheries

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	309	2472	\$123,600
Editing Reservations	517	1551	\$62,040
Studio Reservations	225	675	\$168,750
Switcher Checkouts	10	120	\$40,000







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, 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, 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.

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.



Covid Safe Camera Class



Field Production Class

There were 4102 programs/series for 8448 hours of community programming

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2020

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 4102 program/series cablecast, which accounted for 8448 hours of total programming. There were 79 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 1310 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		Documentary	
Total Episodes:	267	Total Episodes:	555
Total Airdates:	4006	Total Airdates:	2113
Educational		International	
Total Episodes:	498	Total Episodes:	45
Total Airdates :	1546	Total Airdates:	152
News/Public Affairs		Seniors	
Total Episodes:	374	Total Episodes:	46
Total Airdates:	2432	Total Airdates:	226
Inspirational/Religious		Comedy	
Total Episodes:	107	Total Episodes:	56
Total Airdates:	322	Total Airdates:	358
Spiritual/Lifestyle		LGBT	
Total Episodes:	272	Total Episodes:	2
Total Airdates:	742	Total Airdates:	21
Health		Performing Arts	
Total Episodes:	245	Total Episodes:	138
Total Airdates:	1062	Total Airdates:	391
Children/Youth		Sports	
Total Episodes:	50	Total Episodes:	13
Total Airdates:	202	Total Airdates:	63
Entertainment		PSAs	
Total Episodes:	281	Total Episodes:	152
Total Airdates:	896	Total Airdates:	21836
Political		Community	
Total Episodes:	149	Total Episodes:	584
Total Airdates:	506	Total Airdates:	5740



LWV Debate at Whistlestop



Agency Meeting

There were 609 programs/series for 7159 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2020

There were 609 Programs/Series for 7159 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. More than 50 PSAs were scheduled for a total 557 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	103	MCE Board Meeting	55
San Rafael Design Review Board	52	Fairfax Town Council	82
San Rafael Planning Commission	50	Fairfax Town Council - Special Meeting	16
Mill Valley City Council	62	Fairfax Planning Commission	80
Mill Valley Planning Commission	47	Fairfax Special Planning	8
Mill Valley Parks and Recreation	32	Corte Madera Town Council	73
Mill Valley Annual Meeting	1	Corte Madera Planning Commission	31
Marin LAFCO Board Meeting	21	Corte Madera Bicy/Ped Committee	13
San Anselmo Town Council	127	Corte Madera Flood Control Committee	8
San Anselmo Planning Commission	85	Corte Madera Park and Rec. Commission	52
Marin County Parks and Open Space	23	Sausalito City Council	133
Marin County Board of Supervisors	106	Ross Valley Sanitary District Meeting	102
Marin County Planning Commission	40	Novato City Council	99
Marin County Transit District	30	Novato Planning Commission	52
Transportation Authority of Marin	72	Larkspur Town Council	136
Congressman Jared Huffman	207		

Immediately after the pandemic lockdown, Congressman Jared Huffman coordinated with CMCM to record special content from our studio. We recorded over 30 programs and PSAs from Spring through the Summer which included live streamed Town Halls with politicians, scientists, government officials and other notable figures. 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 also provided technical support to city staff when needed. In addition we carried many of County Health updates and Woodward Fire briefings live, specials from MCOE and also FireSafe programming and town halls around fire prevention. The center has also done special announcements for the San Rafael Police and Fire Departments around pressing community issues and welcome other opportunities to do the same for other city agencies.



*There were 1553 programs/series
for 8596 hours of educational programming*

EDUCATION CHANNEL 30

The Education Channel (30) Through June 30 2020

Through the 2019-2020 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

Pacifics Baseball
Total Episodes: 6
Total Airdates: 6

Pop Tech
Total Episodes: 63
Total Airdates: 907

TED Talks
Total Episodes: 63
Total Airdates: 739

UC Berkeley Programs
Total Episodes: 63
Total Airdates: 3249

Marin County Fair Youth Short Videos
Total Episodes: 13
Total Airdates: 18

Mill Valley Library First Friday
Total Episodes: 9
Total Airdates: 17

Open Yale Series
Total Episodes: 33
Total Airdates: 44

Chaos Computer Conference
Total Episodes: 88
Total Airdates: 402

Conscious Eating Conference
Total Episodes: 11
Total Airdates: 55

INK Talks
Episodes: 29
Total Airdates: 492

Commonwealth Club
Total Episodes: 59
Total Airdates: 425

Architecture
Episodes: 23
Total Airdates: 80

Kent Middle School Short Videos
Total Episodes: 10
Total Airdates: 339

Sausalito Library Series
Episodes: 5
Total Airdates: 8

Rompeviento Series
Total Episodes: 171
Total Airdates: 1105

ComAcad
Episodes: 21
Total Airdates: 465



Marin Symphony Youth Orchestra
 Total Episodes: 4
 Total Airdates: 47

National Gallery of Art Programs
 Total Episodes: 26
 Total Airdates: 379

Dominican Leadership Lecture Series
 Total Episodes: 24
 Total Airdates: 109

Pirate TV Lectures
 Total Episodes: 30
 Total Airdates: 302

Environmental Forum of Marin
 Total Episodes: 2
 Total Airdates: 11

Gov. Debates - League of Women Voters
 Total Episodes: 5
 Total Airdates: 64

SF MOMA Shorts
 Total Episodes: 79
 Total Airdates: 4647

Marin IJ Lobby Lounge
 Total Episodes: 2
 Total Airdates: 75

Bioneers Conference
 Total Episodes: 18
 Total Airdates: 397

National Science Foundation
 Episodes: 13
 Total Airdates: 598

(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. However, we have significantly expanded the Marin IJ Lobby Lounge program this year. The 2019-20 season produced 11 episodes with multiple youth artists, ranging from all genres (original and covers).

CMCM Education 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 2020 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. We had 14 registered students during this cycle.



ComAcad (2019-2020)

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 High School 1327 (formerly known as Sir Francis Drake High School). Omid Shamsapour from CMCM and John MacLeod from XR Marin have partnered up with other professors to enhance and strengthen the educational program. The projects and films produced by the ComAcad students have been submitted in film festivals and throughout our network at Marin TV. Both Omid and John teamed up with staff and ComAcad students at High School 1327 to film, produce, and stream a groundbreaking drive-thru graduation. This unique one-of-a-kind event followed strict guidelines to ensure the safety of everyone who attended. The production was a great success and served as a guideline for future events set during this pandemic and beyond.

DARAJA Academy

The strong relationship between CMCM and CFI continued 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 (2019-2020)

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. CMCM has been involved via a combination of guest lectures and hosting interns at the center. Each of the interns completed 120 hours over the Fall 2019 and Spring 2020 semesters. To culminate the school year, these bright students have filmed and produced live events, including those at LucasFilm, The Marin IJ, and local High School sporting events. This partnership continues to grow each year, and we already have 3 new interns registered for the 2020-2021 school year, and have also signed up for CMCM's Youth Media Academy education program.

Performing Stars of Marin

CMCM worked with Felicia Gaston to create a promo video for this flagship youth program for the Marin City area. CMCM partnered up with Performing Stars of Marin to launch the inaugural Media Academy catered to the youth of the Performing Stars of Marin. The students continue to become regular crew members to document and produce original content throughout Marin County.

CMCM Education Projects (cont.)

Sports Broadcasting Camp (2019-2020)

CMCM's staff and students produced multiple live games in the Summer of 2019, when the San Rafael Pacifics, under new ownership, successfully defended their championship for a repeat winning season. For the 2020 season, CMCM was fully prepared to continue its highly successful annual live sports broadcast camp, set to continue from last season's success. Unfortunately the season and ensuing camp was cancelled abruptly due to the pandemic. This program continues to be CMCM's highest profile camp and training. We are aiming to get back into high gear for the upcoming 2021 season. We had 6 registered students (new and repeats) during this cycle.

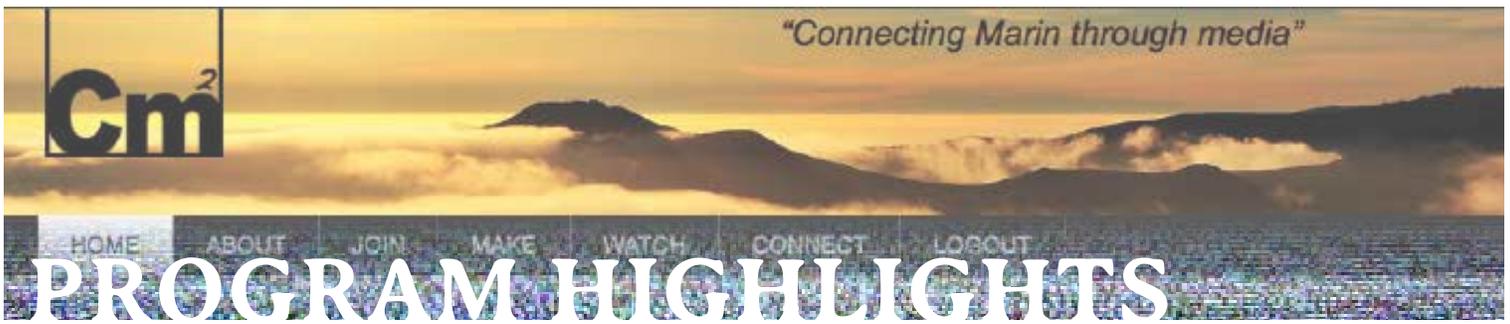
Youth Media Academy (2019-2020)

CMCM has launched a new and improved educational program for students to receive professional-quality production training for the 2019-2020 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 (2020)

The Education & Production Director worked diligently with CMCM colleagues to set multiple core and specialty workshops to be conducted via Zoom throughout the year. Stay tuned for more updates for next year's report!





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. 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.



IJ Lobby Lounge - Partnership

Lobby Lounge is a series created to showcase the talents of Marin’s up-and-coming young musicians. Hosted by the music columnist for the IJ and featuring middle and high school musicians, there were eleven episodes produced for the series



Italian Film Festival - Partnership

For a sixth 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.

Selected Video Programs



Virtual Fiesta Exhibit



Jared Huffman Town Hall



Drake High School Graduation



Lobby Lounge: ELM



ACLU Education Forum



Coronavirus Town Hall



Marin County Fair





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 Marin IJ to produce the annual Lobby Lounge youth musician series.
- 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 expanded the Marin Media Corps into the Media academy to better facilitate media projects involving youth and youth-based organizations. This program launched this year training interested youth and organizations.
- CMCM continued to work with numerous other organizations on a regular basis, including The League of Women Voters, Marin Environmental Forum, CFI, Marin Arts Magazine, MVFF, Performing Stars of Marin, MarinSEL and more.



CMCM Art Exhibit





CMCM stayed under budget for the 2019/20 year, as has been the case in previous years. During the prior year we completed the capital equipment updates and replacement planned under the previous Distributed Access Provider (DAP) agreement with the MTA. With this first major cycle of capital equipment upgrades completed, CMCM is now replenishing our capital equipment reserve in preparation for the inevitable capital equipment upgrades of the future.

We have continued our HD upgrades of the city installations we first began seven years ago. This past fiscal year we upgraded Sausalito and are planning an upgrade for San Anselmo in the current FY.

Our two-year capital plan is submitted with our Annual Budget and Plan. This outlines anticipated upcoming capital expenses for the media center and the remote city sites. City upgrades will continue as available staff time allows and other spending is anticipated to be mostly limited to repairs and maintenance of existing equipment – because equipment does break, and often when you least expect it.





FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2019 through June 30, 2020**

INCOME

Total PEG fees	\$759,417
I-NET reimb.	\$17,484
Contrib./Grants	\$17,830
Fee for Service	\$155,165
Course Fees/Membership	\$14,180
Investment Income	\$33,375
Total Income	\$915,573

EXPENSES

Facilities Lease/Util/Exp	\$93,945
iNet Cost	\$17,484
Equipment purchase/repair/rental	\$7,202
Office/business expense	\$12,882
Advertising/Promo	\$2,932
Prof. Services	\$13,493
Event	\$3,212
Insurance	\$10,644
Salaries	\$524,221
Benefits/Payroll Tax	\$129,262
Travel & Meetings	\$2,224
Total Expenses	\$817,585

Net Cash Surplus (before Capital Spending) \$97,988*

2019/20 City and Capital Spending \$43,837

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 2019-20

- 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)
 - Carl Laur - 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 2019 - June 2020



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



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North Marin Health Management

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Lawrence Brinkman
Barbara Cohen
Nancy C.L.L. SARKIS
Lawrence Stein
Steve Wolf
and FISH America LLC

MEDIA ADVOCATE
Anderman
Curtis Bennett
Brennan
Kerry Clarke
Brad Flaherty
William Gale
Kathy Gale
Lisa Schilling
Nancy Peltak
Angela Wicks

CRITICAL VIEWERS
Mark Givens
Gordon Johnson
Walt Johnson
Marianne de Leeuw
Michael Ruppberg
John Taylor
Todd Shuman
Steve Shuman
Deborah Shuman
John J. Shuman
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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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Special thanks to the staff and members of the MTA 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.*



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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