



2015-16 ANNUAL REPORT

Cm²

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Community Media Center of Marin Annual Report July 1, 2015 – June 30, 2016

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Attachments (electronic)

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



January 2017

We are pleased to submit the eighth annual report for the Community Media Center of Marin for the period July 1, 2015 - June 30, 2016. This report represents the seventh 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 fiscal year the media center saw a consistent rate of membership activity in keeping with recent years though there was a dip in equipment usage. Programming levels have been consistent across the three channels with Government continuing to show the most growth as more cities and agencies come on board. The Education channel again saw a modest level of growth but with more participation by local Marin schools providing programming. CMCM's Marin Media Corps is now in its second year and continues to show promise as a means for more youth participation in programing production over future years.

At this writing, CMCM is completing its largest capital equipment upgrade with the replacement of the head end equipment in our Master Control. This equipment replaces two separate systems that had depreciated beyond their usefulness and reliability. The new equipment provides for HD playback of programming and affords for much more flexibility and professionalism in how the channels are delivered. In the coming months, we will also be rolling out new video on-demand services in addition to a new archiving system that will maintain copies of all programming - forever. This was all made possible by the MTA bridge funding and will enable years of continued operations for the community and jurisdictions served. The CMCM Board and staff are grateful to the MTA members for their continued support and we look forward to the opportunities and challenges of the coming years.

Sincerely,

Michael Eisenmenger
Executive Director



CMCM Membership

CMCM was formed as a membership organization with five member-elected board positions. CMCM holds the annual member meeting and elections for open positions in October.

CMCM annual membership costs 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, 2015 through June 30, 2016)

Individual Members: 259
 Student/Senior Members: 36/53
 Organizational Members: 26

Total Membership for year: 374*

** 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 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.

374 members from all over Marin County

Individual Member Breakdown by City:

Belvedere	1	Mill Valley	37
Bolinas	2	Nicasio	1
Corte Madera	16	Novato	39
Fairfax	26	Point Reyes	3
Forest Knolls	5	San Anselmo	28
Greenbrae	6	San Geronimo	2
Kentfield	7	San Rafael	140
Inverness/Marshall	2	Sausalito	17
Larkspur	7	Stinson Beach	3
Marin City	2	Tiburon	14
Other	12	Woodacre	4



CMCM Certification and Training

Marin residents who would like to participate in the creation of community media programming first attend a free monthly orientation at CMCM. If a resident decides to move forward, they can secure a membership and begin taking workshops toward equipment certification. Once certified in an area of expertise, they can freely reserve equipment for field use, editing time and studio time. Equipment reservations are made online via our website.

Training is intended to provide a basic working knowledge of the equipment at hand to get new producers started. Advanced and specialty courses are also offered to those wishing to further their knowledge and experience. Professionals with previous experience can opt to test out of full courses with a special orientation to determine proficiency and brief them on procedures. We also offer weekly clinics in most areas for those with specific questions or needs pertaining to equipment use.

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

Current Core Workshops

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

Orientation (free): A 90-minute overview of CMCM and our basic services and offerings and a tour of the facility. Attendees are provided with a member handbook of policies and procedures that are reviewed in the orientation.

Basic Field Camera Production

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

Intro Final Cut Pro X

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

Basic Mac Skills

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

Basic Studio Production

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

Current Advanced Courses

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

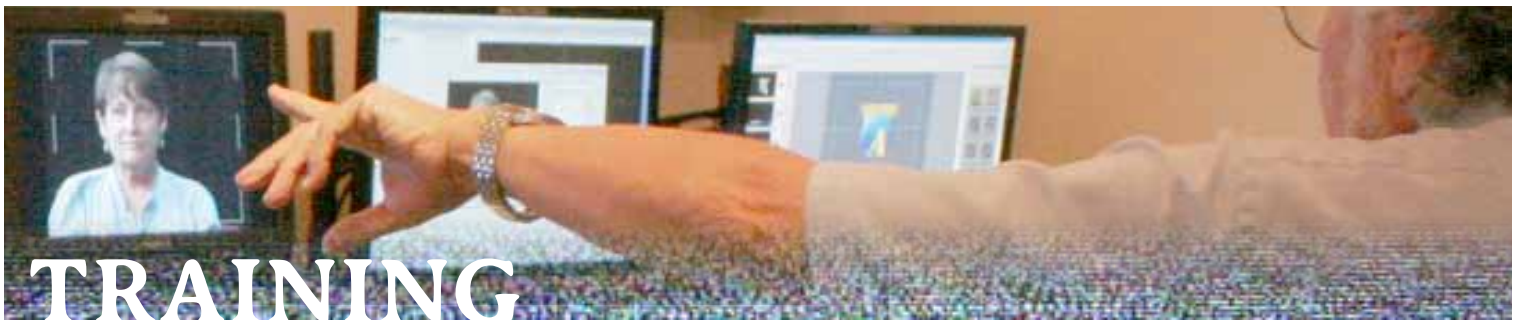
Pre-Production

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

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



Editing class



TRAINING

Multi-Camera Field Production with the Black Magic System (\$140) Four sessions (12 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, CMCM offers unique or advanced courses based on need and demand:

Introduction to Color Correction
Advanced color shading and correction in Final Cut Pro.

Audio for Final Cut Pro X
Advanced audio tips and techniques in Final Cut X.

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.

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.

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

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



49 courses offered for 296 attendees

TRAINING

Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	107 registrations
Basic Field Camera	7 (3 sessions, 9 hours)	52 certifications
Final Cut Pro	7 (3 sessions, 9 hours)	55 certifications
Studio Production	6 (4 session, 12 hours)	37 certifications
DSLR Bootcamp	3 (3 sessions, 9 hours)	11 certifications
Other Advanced Courses	20 (1-3 sessions)	139 certifications
Total	49 orientations/course	296 certifications

CMCM Equipment and Facility Usage

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

Equipment Available for Checkout:

1. 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. Edit suite for use by two or more persons on a project.

Equipment Usage

Type	# Reservations	# Hours	In kind value
Field Camera Kit	325	2600	\$130,000
Editing Reservations	686	2058	\$82,320
Studio Reservations	323	969	\$242,250
Switcher Checkouts	10	40	\$16,250



YESS Workshop
photo: Staff



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, 2015 to June 30th 2016. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at www.cmcm.tv.

Scheduling Procedures

CMCM schedules the public channel quarterly, that is, we solicit applications and set programming times for regular series on a quarterly basis. Only Marin County residents may submit programming or request that other programming be aired. Regular series producers are sent renewal forms quarterly to renew their series and at that time may select their desired days and playback times. When scheduling, CMCM attempts to honor those requests if there are no pre-existing conflicts, but may also shift programming to days when related programming is also scheduled. CMCM is required to air every program submitted to the channel provided it does not violate programming policies, but the scheduling and frequency of the programming is determined by CMCM policies as set forth in the Member Handbook. All programs (except those containing adult content) will air twice, once in their scheduled evening time slot (if requested) and again in a scheduled afternoon time slot.

Programming Types

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

under 60 minutes are easiest to schedule during the more desirable evening hours of 7:00 – 11:00 pm. Programming of particular local interest (local issues and events) may also be retained and used as repeated 'fill' programming when no other programming is regularly scheduled. CMCM attempts to schedule all programming when it is timely and special submissions usually air the same week they are submitted.

Daily program schedules for all the Marin TV channels appear on air between programs and are available for the coming week on the **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.

There were 2397 programs/series for 7838 hours of community programming

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2016

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 2397 program/series cablecast, which accounted for 7838 hours of total programming. There were 59 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 942 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:	111	Total Episodes:	378
Total Airdates (Total Hours):	376 (194)	Total Airdates (Total Hours):	1727 (852)

Educational		International	
Total Episodes:	289	Total Episodes:	11
Total Airdates (Total Hours):	1074 (578)	Total Airdates (Total Hours):	56 (47)

News/Public Affairs		Seniors	
Total Episodes:	196	Total Episodes:	10
Total Airdates (Total Hours):	2365 (2830)	Total Airdates (Total Hours):	45 (26)

Cultural/Ethnic		Comedy	
Total Episodes:	46	Total Episodes:	28
Total Airdates (Total Hours):	320 (196)	Total Airdates (Total Hours):	96 (39)

Inspirational/Religious		G/L/B/T	
Total Episodes:	143	Total Episodes:	52
Total Airdates (Total Hours):	242 (202)	Total Airdates (Total Hours):	222 (218)

Spiritual/Lifestyle		Performing Arts	
Total Episodes:	264	Total Episodes:	135
Total Airdates (Total Hours):	844 (264)	Total Airdates (Total Hours):	554 (373)

Health		Sports	
Total Episodes:	155	Total Episodes:	5
Total Airdates (Total Hours):	706 (369)	Total Airdates (Total Hours):	32 (05)

Children's		PSAs	
Total Episodes:	4	Total Episodes:	65
Total Airdates (Total Hours):	15 (10)	Total Airdates (Total Hours):	7950 (77)

Entertainment		Community	
Total Episodes:	255	Total Episodes:	238
Total Airdates (Total Hours):	650 (631)	Total Airdates (Total Hours):	1992(1079)

Political			
Total Episodes:	57		
Total Airdates (Total Hours):	236 (171)		

There were 559 programs/series for 6534 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2016

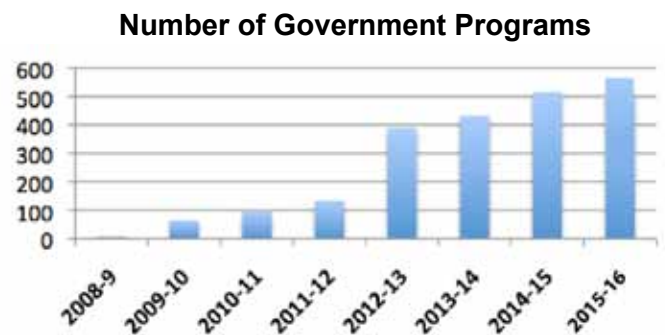
There were 559 Programs/Series for 6534 hours of programming on the Government Channel. Programs are cablecast live from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, Novato and Larkspur with scheduled repeats in the subsequent days/weeks. The Center also airs the meetings of San Rafael, Corte Madera, Marin Clean Energy, LAFCO, RVSD, Commission on Aging and the Tam School Board.

This year CMCM installed equipment at two more sites (Marin Clean Energy and Corte Madera) for live origination of meetings. CMCM staff provided production services for more than 250 meetings this past fiscal year for jurisdictions all around the County.

As the amount of Government Channel programming continues to accumulate, many live meetings spill over onto Channel 30 to accommodate as many live meetings as possible. Once the threshold of 'original programming' is consistently reached, CMCM will seek a second government channel from our cable operators, Comcast and AT&T.

Government program	# airings	Government program	# airings
San Rafael City Council	159	Marin County Transit District	71
San Rafael Design Review Board	133	Transportation Authority of Marin	54
San Rafael Planning Commission	99	MCE Board Meeting	51
Mill Valley City Council	107	Fairfax Town Council	62
Mill Valley Planning Commission	82	Fairfax Town Council - Special Meeting	12
Mill Valley Parks and Recreation	50	Fairfax Planning Commission	67
Mill Valley Annual Meeting	2	Fairfax Special Planning	15
Marin LAFCO Board Meeting	26	Corte Madera Town Council	5
San Anselmo Town Council	152	Corte Madera Planning Commission	15
San Anselmo Planning Commission	118	Sausalito City Council	123
San Anselmo Special Meetings	6	Sausalito Special Planning Meetings	30
Marin County Board of Supervisors	147	Ross Valley Sanitary District Meeting	52
Marin County Planning Commission	45	Novato City Council	51
Marin County BOS Budget Meetings	9	Novato Planning Commission	33
		Larkspur Town Council	133

The Government Channel also carries daily blocks of programming consisting of a rotation of Public Service Announcements (PSA), Emergency Preparedness videos and short-form content. More than 275 hours of these PSAs aired over the course of the last year.



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

EDUCATION CHANNEL 30

The Education Channel (30) through June 30, 2016

The Education Channel continues to expand as CMCM staff 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, Khan Academy, Ted Talks, 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, ROP Media Center, Drake ComACAD, Kent Middle School, Bel Aire Elementary, Marin School for the Arts, Marin County Fair and Redwood High in addition to additional youth programming produced in partnership with CMCM staff. CMCM engaged over 150 students this year in various activities at the media center in addition to 28 Media Corp. Students who participated in local projects (cont.).

Selected Educational Programming by Topic Area

Pacifics Baseball Total Episodes: 7 Total Airdates (Total Hours): 7 (49)	Kent Middle School Short Videos Total Episodes: 16 Total Airdates (Total Hours): 35 (01)
Dominican Sports Games Total Episodes: 2 Total Airdates (Total Hours): 7 (08)	Khan Academy Total Episodes: 9 Total Airdates (Total Hours): 18 (19)
TED Talks Total Episodes: 40 Total Airdates (Total Hours): 81 (22)	Rompeviento Series Total Episodes: 18 Total Airdates (Total Hours): 531 (470)
Marin County Fair Youth Short Videos Total Episodes: 21 Total Airdates (Total Hours): 163 (14)	Sausalito Library Series Total Episodes: 10 Total Airdates (Total Hours): 39 (38)
Open Yale Series Total Episodes: 32 Total Airdates (Total Hours): 94 (97)	UC Berkeley Programs Total Episodes: 12 Total Airdates (Total Hours): 67 (88)
Marin Academy Music Programs Total Episodes: 13 Total Airdates (Total Hours): 44 (21)	Mill Valley Library First Friday Total Episodes: 14 Total Airdates (Total Hours): 42 (55)
Conscious Eating Conference Total Episodes: 4 Total Airdates (Total Hours): 13 (10)	Chaos Computer Club Total Episodes: 9 Total Airdates (Total Hours): 17 (17)
R.O.P. Media Center Total Episodes: 15 Total Airdates (Total Hours): 92 (04)	Link TV Total Episodes: 26 Total Airdates (Total Hours): 266 (254)



Columbia University Programs Total Episodes: 1 Total Airdates (Total Hours): 1 (01)	College of Marin Promotional Videos Total Episodes: 4 Total Airdates (Total Hours): 26 (03)
Bel Aire Elementary Programs Total Episodes: 5 Total Airdates (Total Hours): 38 (42)	National Gallery of Art Programs Total Episodes: 19 Total Airdates (Total Hours): 215 (145)
Dominican Leadership Lecture Series Total Episodes: 64 Total Airdates (Total Hours): 253 (189)	Pirate TV Lectures Total Episodes: 22 Total Airdates (Total Hours): 144 (147)
Environmental Forum of Marin Total Episodes: 2 Total Airdates (Total Hours): 19 (47)	Gov. Debates - League of Women Voters Total Episodes: 9 Total Airdates (Total Hours): 102 (107)
PopTech Total Episodes: 51 Total Airdates (Total Hours): 271 (61:58:50)	Rompeviento TV - Specials Total Episodes: 269 Total Airdates (Total Hours): 782 (613)

(cont.) The Education Channel (30)

CMCM Educational highlights include;

The YESS Project YESS stands for Youth Exploring Sea level rise Science, an initiative in partnership with Marin County Planning, the Canal Welcome Center and local high schools. For the students to be able to create a video of their investigation, YESS partnered with CMCM to provide training, production support, and facilities. www.yessproject.org

Marin Media Corps The Marin Media Corps had 28 students this past year. MMC students were active at the Marin County Fair, the Bioneers Conference and other local events and activities at the center.

Sports Broadcast Camp The students (who ranged in age from 11 to 16) were trained in Sports television production and produced 7 baseball games, 6 of which aired live on the Education Channel. Each student directed the live production and completed every other technical role in the production. Some students elected to earn college credits through Dominican University. The games and more info can be found at cmcm.tv/sports.

ForWords & San Rafael High School ELD (English Learning Department) CMCM hosted students from the English Learning Department at SRHS. Three different hands-on tours/workshops were facilitated throughout the year for over 55 students.

Dominican University CMCM continues to partner with DU's Communication and Media Studies Department, airing Volleyball and Basketball games, campus events as well as students' final projects from their university video production courses.

School Visits and Field Trips CMCM hosted 8th graders from Davidson Middle School, GATE Academy, and other youth groups. We also provided training to Tam High students to facilitate training in their equipment to cover school events and their graduation ceremony.



www.cmcm.tv

CMCM began a web presence since the very beginning of operations and has streamed the channels live and carried dynamic channel schedules since that time. The site continues to be managed entirely in-house by staff who implemented a new set of open source tools to better facilitate our daily operations. The main site also links out to the CMCM Facebook and Twitter feeds.

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 On-Demand video site will soon return with the installation of our new master control system. The service will be tied to our scheduling system allowing users to watch selected programs on cable TV at a scheduled time or immediately. The on-demand streams will be full HD, unlike our cable signal which is currently SD. Our online live internet streams will receive a similar HD upgrade.





CMCM Outreach and Publicity

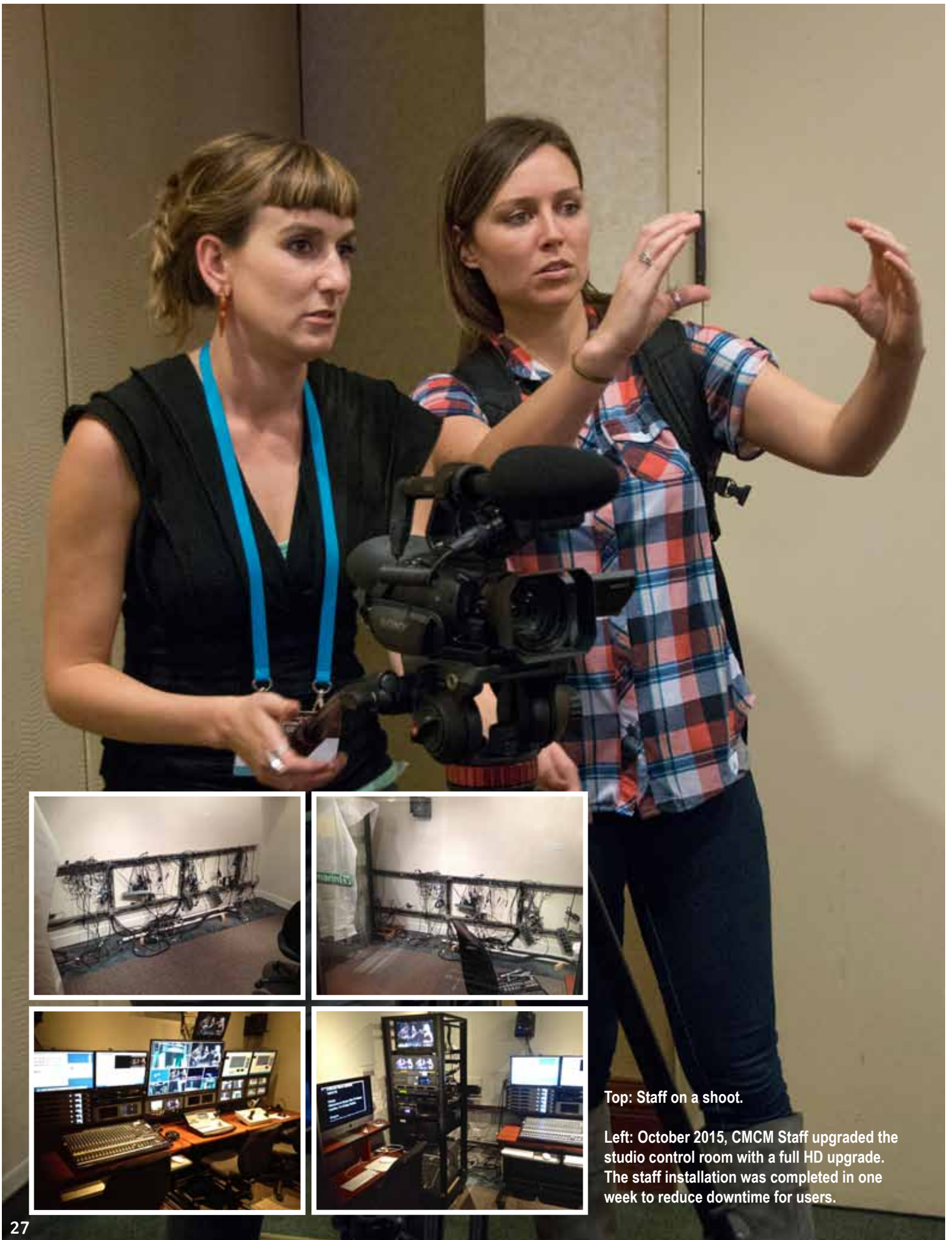
This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies in a number of ways:

- Continued on-air and online promotions for CMCM membership and support, special events and courses. CMCM also makes presentations to local groups.
- Continued outreach to the non-profit community for relevant co-production opportunities to bring their content to the channels.
- Coordinated increased visibility through community events and other local programming that we present on the channels through community partnerships.
- Continued regular press releases and e-mail blasts for CMCM-related programming and events, which are sent monthly. Numerous on-line calendars are also used.
- Continued to use our Facebook page and Twitter, linking to our main website to cross-pollinate some messaging through social media.
- CMCM members continued to organize monthly Media Mixers and the center hosts events, screenings and gallery receptions for artists exhibiting in our space.
- CMCM hosted a booth at the Marin County Fair, Bioneers and other festivals, introducing the center to many 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 develop the Marin Media Corps to better facilitate media projects involving youth and youth-based organizations.
- CMCM began a PSA series, producing more than 15 public service announcements for local non-profit organizations.
- CMCM continues to work with numerous other organizations on a regular basis, including The League of Women Voters, Marin Environmental Forum, Bioneers, CFI, MVFF, Marin Artists, Performing Stars of Marin, ForWords, Marin Interfaith Council and more.



Top: Staff on a shoot.

Left: October 2015, CMCM Staff upgraded the studio control room with a full HD upgrade. The staff installation was completed in one week to reduce downtime for users.





CMCM stayed under budget for the 2015/16 year, as has been the case in previous years. During our seventh operational year we continued the capital equipment updates and replacement planned for under the new DAP agreement with the MTA. The updates will continue over the next year as aging and broken equipment is replaced. To date, the upgrades are running at or slightly under the projected budget of the DAP (see below). The largest single expenditure (master control) was begun this past Fall and is slated to be fully completed in the Spring.

CMCM finished the 2015/16 fiscal year in a stable financial position. At this writing, the planned capital upgrades are nearly completed, and combined with increases in earned revenue sources, CMCM can anticipate smooth fiscal years ahead. The MTA bridge funding has been absolutely instrumental in making all this possible, which achieves improved services for all our government, educational and community users.

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

Capital Area	As of 7/1/15	As of 7/1/16	Total as of 12/30/16
Computer Edit Stations, Dubbing	\$26,764	\$28,258	\$34,599
Studio, Control Room	\$28,181	\$50,296	\$54,910
Office/Post Computers/Equipment	\$14,519	\$17,029	\$18,421
Field & Portable Studio Equipment	\$66,127	\$106,334	\$109,444
Master Control and Playback	\$3,635	\$21,096	\$255,055
Video Misc. - Cables/Presentation	\$381	\$1091	\$2915
Grand Total	\$139,607	\$224,104	\$475,344

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



New Video Installation at the Town of Corte Madera.



New Video Installation at Marin Clean Energy.



New CCM Master Control Facility
Left: The boxes before the installation
photo: Staff



FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2015 through June 30, 2016**

INCOME	
Total PEG fees	451,407
MTA Bridge Support	220,000
I-NET reimb.	21,000
Contrib./Grants	19,728
Fee for Service	151,360
Course Fees/Membership	27,121
Investment Income	22,471
Total Income	913,087
EXPENSES	
Facilities Lease/Util/Exp	82,407
iNet Cost	21,000
Equip purch/repair/rental	24,166
Office/business exp	7,477
Advertising/Promo/Events	5,417
Prof. Svcs	12,960
Event	854
Insurance	8,623
Salaries	471,424
Benefits/Payroll Tax	105,563
Travel & Meetings	5,200
Total Expenses	745,091
2015/16 Capital Spending	84,499
City Video Installation Corte Madera	32,154
Balance	51,343*

* Depreciation of 170,625 not included in this amount.

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



Current CMCM Staff

- David Scott Calhoun - Gov. & Edu. Manager - (FTE)
 - Michael Eisenmenger - Executive Director (FTE)
 - Jill Lessard – Director of Operations (FTE)
 - Megan Loretz – Director of Programming (FTE)
 - Alejandro Palacios - Comm. & Dev. Manager (FTE)
 - Francisco Diaz - Station Assistant (PTE)
 - Scott Ward - Station Assistant (PTE)
 - Jeanette Egenlauf - Station Assistant/Instructor (PTE)
 - Jenny Thornberg - Digital Media Assistant (PTE)
 - Kryss Solis - Station Assistant/FCP Trainer (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)
- PTE staff average between 6-25 hrs per week.*



CMCM Board Members

from July 2015 - June 2016

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



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

(Clickable links if viewing PDF)



Bioneers Youth Leadership Interview with Netta Wang; part of a series.



Downtown Streets Team, a Public Service Announcement/Short.



Youth Musicians Performing in the Lobby Lounge at Marin Center's Showcase Theater on April 22, 2016.



Highlights and interviews from the Marin County Fair from July 1 - 5, 2015



Marin County Fair 75th Anniversary Memories - memories of the fair over the years. Produced for the Marin County Fair.



Meaningful Mental Health: Suicide Prevention. Produced with the Marin County Department of Health.



Marin County Fair: STEAM Carnival interviews and highlights from the Fair.



Forum on Racial Justice. A community forum held on February 28th, 2016, Marin City.



Chelsi Lopez interviews Marc Hors about his photography exhibition held at CMCM.



IJ Forums: Homelessness in San Rafael. One in a series of regular programs produced with the support of CMCM.



Latinos en la Casa is a community health resource show created with your health and well-being in mind. In Spanish.



YESS, Youth Exploring Sea level rise Science. Video produced in conjunction with the County. English version.



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

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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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