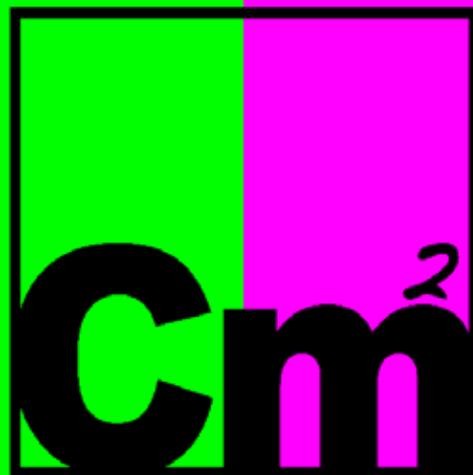


**2017-18 ANNUAL REPORT**



**marin tv**





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## **Community Media Center of Marin Annual Report July 1, 2017 – June 30, 2018**

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### **Attachments (electronic)**

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





November 2018

We are pleased to submit the ninth annual report for the Community Media Center of Marin for the period July 1, 2017 - June 30, 2018. This report represents the ninth full year of operations for the Community Media Center and Marin TV PEG channels. We went on the air June 15, 2009 and opened the Community Media Center on June 30 of that same year.

This past year the media center was consistent with recent years in terms of membership activity and equipment usage. Programming levels remain consistent across the three channels with Government continuing to provide the most hours of new programming. The Education and Community channels showed an increase in the quantity of programming over the previous year.

CMCM began winding down our 4 year capital replacement process while continuing to upgrade installations in the many cities we serve. Our original installations were already in their seventh year and were slated for a refresh. This fiscal year saw an audio and HD upgrade to Mill Valley and also for San Rafael. We currently are finishing Fairfax and then move on to a new installation in the Town of Tiburon. San Anselmo and Sausalito will receive upgrades after that.

This was the first full fiscal year when CMCM started receiving the full amount of PEG fees from Comcast. The increase in fees will continue to cover ongoing equipment repairs/replacements and allow the center to build a capital equipment reserve budget for the next round of major equipment replacements. We anticipate no internal hardships that would rock our now stable fiscal boat, but the reckless deregulatory actions of the current FCC are a cause for concern for us as well as cities and PEG centers around the country. Excepting such unwarranted intervention, the CMCM efforts, together with the ongoing support of the MTA, will ensure years of continued operations for all the communities and jurisdictions served. The CMCM Board and staff are grateful to the MTA members for their continued support and we look forward to working together as we face the opportunities and challenges of the coming years.

Sincerely,

Michael Eisenmenger  
Executive Director



Gallery Setup



Access meeting



### 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, 2017 through June 30, 2018)

Individual Members: 199

Student/Senior Members: 53/73

Organizational Members: 14

**Total Membership for year: 339\***

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

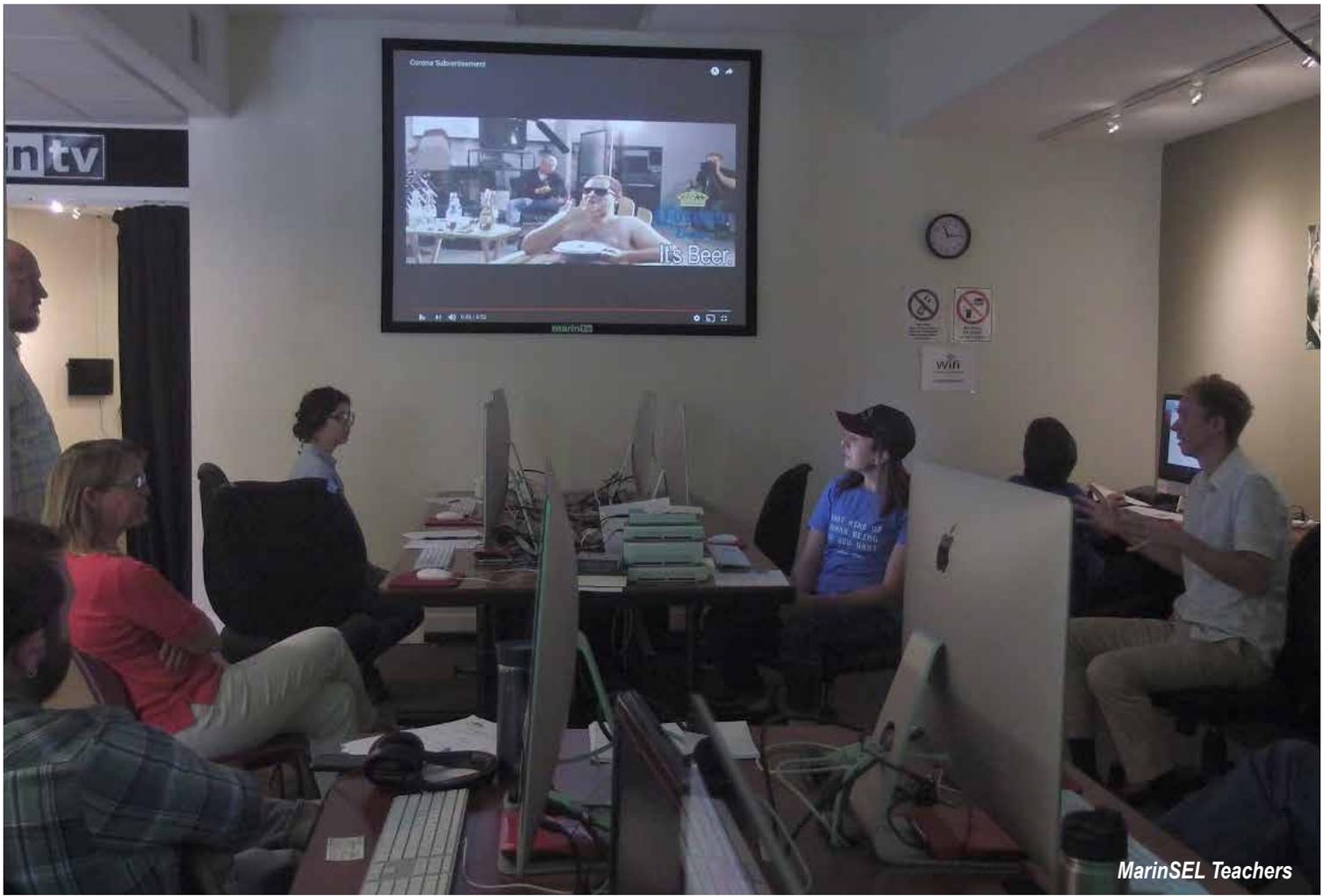
### Hours of Operation

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

## 339 members from all over Marin County

### Individual Member Breakdown by City:

Belvedere	1	Point Reyes	1
Bolinas	3	Ross	4
Corte Madera	17	San Anselmo	21
Fairfax	24	San Geronimo	1
Forest Knolls	5	San Quentin	1
Greenbrae	6	San Rafael	117
Kentfield	5	Sausalito	17
Larkspur	11	Sebastopol	1
Marin City	1	Tiburon	11
Mill Valley	32	Woodacre	2
Novato	46	Other	11



MarinSEL Teachers



ForWords ESL Program



## CMCM Certification and Training

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

Training is intended to provide a basic working knowledge of the equipment at hand to get new producers started. Advanced and specialty courses are also offered to those wishing to further their knowledge and experience. Professionals with previous experience can opt to test out of full courses with a special orientation to determine proficiency and brief them on procedures.

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

## Current Core Workshops

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

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

### Basic Field Camera Production

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

### Intro Final Cut Pro X

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

### Basic Studio Production

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

## Current Advanced Courses

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

### Pre-Production

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

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

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

(\$105) Three sessions (9 hours)  
Learn how to use the BlackMagic switcher and recorders to produce multi-camera coverage of an event on location.

### Three-Point Lighting

(\$35) One session (3 hours)

This course teaches the basic principles of three-point lighting and how to achieve greater stylistic control when shooting in the field.

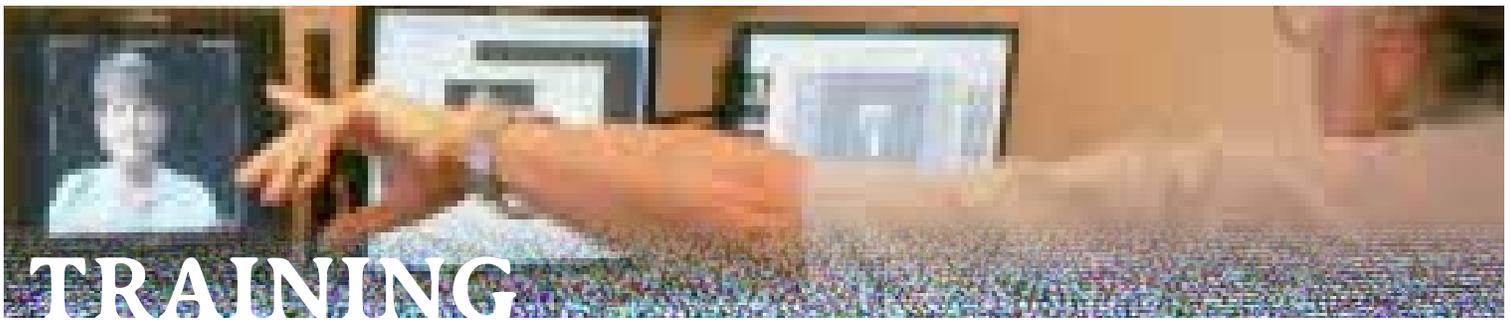




Field Camera Class



Studio Production Students



### **Special Course Offerings**

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

### **DIY Voice-Over Narration**

Enhance videos with the magic of narration! Working V/O artist Vicki Baum leads 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, Emmy Award-winning art director Maria-Tina Karamanlakis will show 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.

## **Multi-Camera Field Production**

**Fridays | April 21, 28  
3 - 6 PM**



**“Get rid of the sh\*\*\*y sound.  
Life's too short.”**

**- Hans Zimmer**

**AUDIO IN THE FIELD**  
**Wednesday, October 11(6 - 9 PM)**



Breaking the Ice Workshop



Studio Class

# 49 courses offered for 224 attendees

## TRAINING

### Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	85 registrations
Basic Field Camera	4 (3 sessions, 9 hours)	27 certifications
Final Cut Pro X	12 (3 sessions, 9 hours)	54 certifications
Studio Production	4 (4 session, 12 hours)	28 certifications
Special Courses	11 (1 session)	99 attendees
Other Advanced Courses	6 (1-3 sessions)	16 certifications
<b>Total</b>	<b>49 orientations/courses</b>	<b>309 participants</b>

### CMCM Equipment and Facility Usage

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

#### Equipment Available for Checkout:

1. 12 Sony X70 cameras with tripods, mics, batteries and flash recorders
2. 8 wireless microphone systems
3. 30 wired microphones, (lav, hand-held)
4. 4 field lighting kits
5. 2 BlackMagic ATEM switchers (studio in a box) with cables and 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	321	2568	\$128,400
Editing Reservations	797	2391	\$95,640
Studio Reservations	326	978	\$244,500
Switcher Checkouts	14	128	\$44,800





Lobby Lounge Shoot



Gerry Pearlman



### 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, 2017 to June 30th 2018. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at [www.cmcm.tv](http://www.cmcm.tv).

### Scheduling Procedures

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

### Programming Types

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

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

Daily program schedules for all the Marin TV channels appear on air between programs and are available for the coming week on the **web-site**. CMCM also provides data on a weekly basis to Comcast vendors to carry the program schedules on that systems's cable program guide.

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.

“ We’ve been here since the beginning. We were the first ones in the door, and now we can’t live without it! ”

- Kent & Katie, San Rafael



**marin tv**

Comcast 26, 27, 30 | AT&T 99

“ At CMCM, you can make the shows that are important to you. ”  
- Charlie and Julia, Ross



**marin tv**  
Comcast 26, 27, 30 | AT&T 99

## THE PEOPLE'S Environmental News

LIVE!

with CHARLIE SILER & BARBARA MCVEIGH



MARIN TV CH 26 | AT&T 99  
<http://cmcm.tv/26>

TUESDAYS AT 7 PM  
SEPTEMBER 19TH -  
NOVEMBER 14TH

“ MarIn TV gives its members total control over their productions, which fosters creative spontaneity! ”

- Jonah, Sausalito



**marin tv**  
Comcast 26, 27, 30 | AT&T 99

# There were 3194 programs/series for 8131 hours of community programming

## COMMUNITY CHANNEL 26

### The Community Channel (26) through June 30, 2018

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 3194 program/series cablecast, which accounted for 8131 hours of total programming. There were 69 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 1239 special programs scheduled on the channel. A breakdown of program categories is below. Note that much of our youth programming airs on the Education Channel and not the Community Channel.

<b>Arts</b>		<b>Documentary</b>	
Total Episodes:	182	Total Episodes:	425
Total Airdates:	5592	Total Airdates:	1555
<b>Educational</b>		<b>International</b>	
Total Episodes:	447	Total Episodes:	43
Total Airdates :	1875	Total Airdates:	115
<b>News/Public Affairs</b>		<b>Seniors</b>	
Total Episodes:	322	Total Episodes:	11
Total Airdates:	2124	Total Airdates:	40
<b>Inspirational/Religious</b>		<b>Comedy</b>	
Total Episodes:	74	Total Episodes:	34
Total Airdates:	195	Total Airdates:	109
<b>Spiritual/Lifestyle</b>		<b>LGBT</b>	
Total Episodes:	295	Total Episodes:	12
Total Airdates:	899	Total Airdates:	12
<b>Health</b>		<b>Performing Arts</b>	
Total Episodes:	256	Total Episodes:	135
Total Airdates:	843	Total Airdates:	4873
<b>Children/Youth</b>		<b>Sports</b>	
Total Episodes:	21	Total Episodes:	4
Total Airdates:	218	Total Airdates:	10
<b>Entertainment</b>		<b>PSAs</b>	
Total Episodes:	215	Total Episodes:	163
Total Airdates:	619	Total Airdates:	23836
<b>Political</b>		<b>Community</b>	
Total Episodes:	86	Total Episodes:	307
Total Airdates:	350	Total Airdates:	4966



# *There were 577 programs/series for 8685 hours of government programming*

## GOVERNMENT CHANNEL 27

### **The Government Channel (27) through June 30, 2018**

There were 577 Programs/Series for 8685 hours of programming on the Government Channel. Programs are cablecast live from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, Novato and Larkspur with scheduled repeats in the subsequent days/weeks. The Center also airs the meetings of San Rafael, Corte Madera, Marin Clean Energy, LAFCO, RVSD, Commission on Aging and the Tam School Board. As the amount of Government Channel programming continues to accumulate, many live meetings spill over onto Channel 30 to accommodate as many as possible.

This year we continued our HD upgrade path for city installations. Both Mill Valley and San Rafael received new equipment (expenditures totalling 46K). CMCM also was contracted by Marin Clean Energy to equip their new Concord offices. At this writing, CMCM is upgrading Fairfax and will launch a new installation in Tiburon soonafter. Once those are completed, upgrades will be planned for San Anselmo and Sausalito.

<b>Government program</b>	<b># airings</b>	<b>Government program</b>	<b># airings</b>
San Rafael City Council	156	Marin County Transit District	96
San Rafael Design Review Board	99	Transportation Authority of Marin	35
San Rafael Planning Commission	102	MCE Board Meeting	55
Mill Valley City Council	114	Fairfax Town Council	96
Mill Valley Planning Commission	77	Fairfax Town Council - Special Meeting	13
Mill Valley Parks and Recreation	84	Fairfax Planning Commission	55
Mill Valley Annual Meeting	10	Fairfax Special Planning	15
Marin LAFCO Board Meeting	27	Corte Madera Town Council	128
San Anselmo Town Council	121	Corte Madera Planning Commission	93
San Anselmo Planning Commission	121	Corte Madera Bicy/Ped Committee	4
San Anselmo Special Meetings	6	Corte Madera Flood Control Committee	3
Marin County Board of Supervisors	91	Sausalito City Council	116
Marin County Planning Commission	55	Sausalito Special Planning Meetings	5
Marin County BOS Budget Meetings	26	Ross Valley Sanitary District Meeting	53
Childcare Commission and Early Edu	20	Novato City Council	64
Marin Commission on Aging Meetings	55	Novato Planning Commission	44
Off the Cuff with Jared Huffman	125	Larkspur Town Council	126

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 128 PSAs scheduled for a total 4618 airings over the course of the last fiscal year. Marin Cities and agencies are encouraged to submit video content anytime they have programming available. The Government channel had fewer total shows this year but more than 252 hours of programming due to more efficient scheduling via our new master control system.



San Rafael Pathways Charter School



Lobby Lounge - Cubed

*There were 1302 programs/series  
for 8272 hours of educational programming*

## EDUCATION CHANNEL 30

### **The Education Channel (30) through June 30, 2018**

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

### **Selected Educational Programming by Topic Area**

Pacifics Baseball  
Total Episodes: 15  
Total Airdates: 34

Kent Middle School Short Videos  
Total Episodes: 16  
Total Airdates: 663

Dominican Sports Games  
Total Episodes: 8  
Total Airdates: 18

GCF Learning  
Total Episodes: 18  
Total Airdates: 1198

TED Talks  
Total Episodes: 64  
Total Airdates: 958

Rompeviento Series  
Total Episodes: 217  
Total Airdates: 1195

Marin County Fair Youth Short Videos  
Total Episodes: 17  
Total Airdates: 58

Pop Tech  
Total Episodes: 62  
Total Airdates: 923

Open Yale Series  
Total Episodes: 29  
Total Airdates: 62

UC Berkeley Programs  
Total Episodes: 38  
Total Airdates: 1956

Marin Academy Music Programs  
Total Episodes: 19  
Total Airdates: 84

Mill Valley Library First Friday  
Total Episodes: 14  
Total Airdates: 45

Conscious Eating Conference  
Total Episodes: 13  
Total Airdates: 96

Chaos Computer Conference  
Total Episodes: 42  
Total Airdates: 195

Commonwealth Club  
Total Episodes: 70  
Total Airdates: 527

INK Talks  
Episodes: 26  
Total Airdates: 663



Marin Communications Forum Total Episodes: 10 Total Airdates: 173	Conscious Eating Conference (CEC) Total Episodes: 13 Total Airdates: 96
Marin Symphony Youth Orchestra Total Episodes: 6 Total Airdates: 113	National Gallery of Art Programs Total Episodes: 19 Total Airdates: 197
Dominican Leadership Lecture Series Total Episodes: 52 Total Airdates: 192	Pirate TV Lectures Total Episodes: 25 Total Airdates: 268
Environmental Forum of Marin Total Episodes: 6 Total Airdates: 43	Gov. Debates - League of Women Voters Total Episodes: 10 Total Airdates: 127
SF MOMA Shorts Total Episodes: 24 Total Airdates: 1336	Soil Not Oil Conference Total Episodes: 20 Total Airdates: 124

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

CMCM's Education wing 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.



*Summer Broadcast Sports Camp*

### 2017 and 2018 Sports Broadcast Camp

CMCM held its annual live sports broadcast camp, covering 6 games in 2017 and 7 games in 2018 (both seasons took place in June and July, of separate fiscal years). This program continues to be CMCM's highest profile camp and training, and one alumnus has already been hired to direct live games by Contra Costa TV (home of the Pittsburg Diamonds).



### **S.T.O.P (Surviving the Odds Project)**

The most intensive youth partnership this period was a collaboration with new non-profit initiative S.T.O.P., which is a youth empowerment and media training program founded by John Wallace. With backing from the County of Marin, Mr. Wallace brought about 12 youth into the world of music production, from writing through recording and finally to music video shooting. CMCM's was retained in the form of staff and student memberships, as well as 6 specialized youth trainings.

### **County of Marin Career Explorers Program**

CMCM continued to work with Luis Luciano, Program Director for the County's Career Explorer's youth internship system. Mr. Luciano coordinated several student interviews at CMCM, one of which lead to a Spring 2018 internship for a high school student. CMCM staff also participated in a discussion panel at the program's offices that was attended by 40+ youth.

### **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 at the end of June 2018 was facilitated by CFI instructors, took place at CMCM, and also featured several sessions taught by both full time and part time CMCM staff. The CFI Education Director has indicated an interest in planning for a repeat in the coming year.

### **MarinSEL**

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 two interns completed 120 hours over the Fall 2017 and Spring 2018 semesters. One of the interns went on to join the 2018 Sports Broadcast Camp. This partnership continues to grow each year, and we already have three interns for Fall 2018.

### **Tam High School**

CMCM staff visited Tam twice in this period to help upkeep their multi-camera video equipment, now starting to show its age after initial purchasing in Fall of 2013. The set up is still functional and CMCM made recommendations to Journalism teacher Jonah Steinhart for ways to improve organization and transfer knowledge from older classes to younger.

### **Performing Stars of Marin**

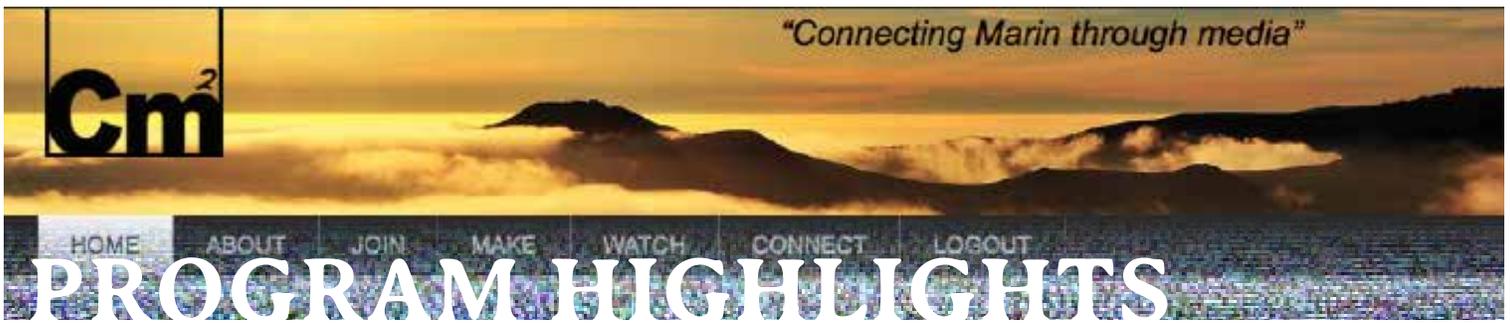
CMCM worked with Felicia Gaston to create a promo video for this flagship youth program for the Marin City area. CMCM was also involved with coverage of the 50th Anniversary of Martin Luther King Jr Day, and the 75th Anniversary Marinship Celebration, Parade, and flyover. Previous CMCM camera instructor Jeanette Egenlauf is working with Felicia to create a documentary of the youth travel around the country, including the opening of the Mississippi Civil Rights Museum, documented through the use of CMCM equipment and support.



Lobby Lounge Performance



Local Marin Band



**www.cmcm.tv**

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

**Online Reservations**

CMCM members reserve equipment, register for classes, and make payments directly through the site, which also tracks equipment usage and other necessary reporting data. We're using open source software developed by and for the PEG TV community.



**On-Air Calendar**

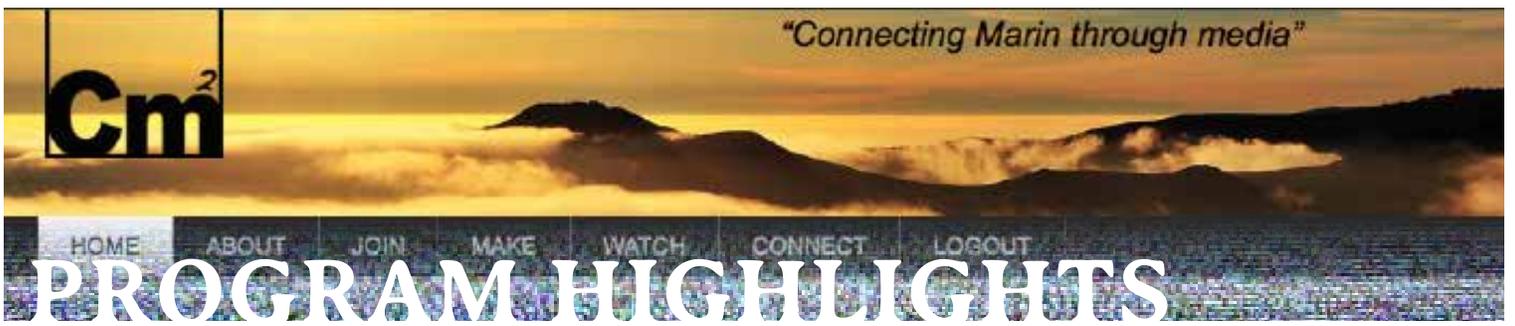
We've continued our **on-air calendar** for Marin non-profits, government agencies and others to post notice of local events on the channels. The calendar runs daily on every channel and has hundreds of posts each year. With our recently installed system, this will become greatly improved and more localized. To submit a listing, an individual just has to fill out a simple web form and the posting will go live to the channel - often the same day.



**Marin TV On-Demand**

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





"Connecting Marin through media"

CM<sup>2</sup>

HOME

ABOUT

JOIN

MAKE

WATCH

CONNECT

LOGOUT

# PROGRAM HIGHLIGHTS



## Artist-in-Residence

The Artist-in-Residence program was designed to host emerging artists by giving them an opportunity to experiment and develop new modes of working around public media. CMCM's second Artist-in-Residence was Sheri Park, who created a multi-media performance piece.



## Georgia Annwell Gallery

The gallery helps to advance CMCM's mission of promoting cultural arts, community media, and civic engagement by showcasing the work of established and emerging artists. Public programs such as artist talks, film screenings, art performances, and social events enhance our overall mission by supporting further opportunities for conversations to take place. The gallery hosted 8 exhibits during the Fiscal Year 17-18.



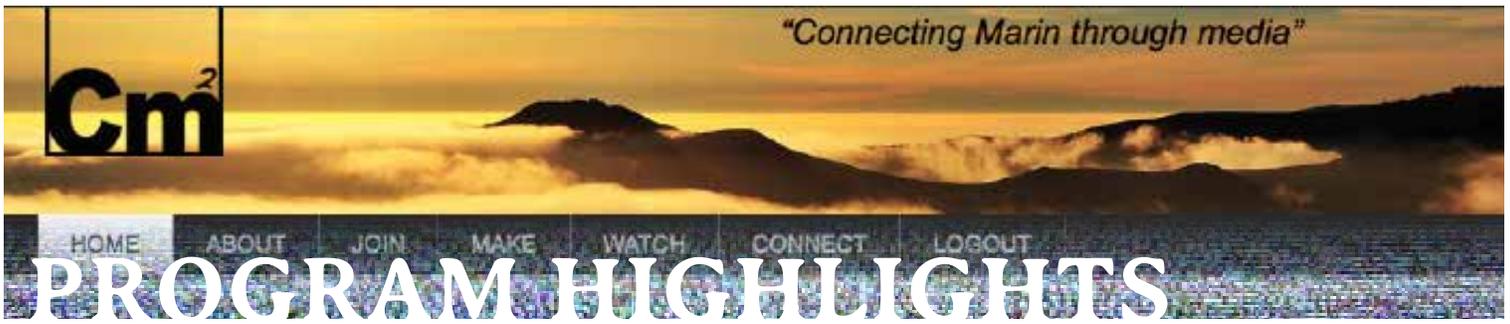
## CMCM Productions

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



## Marin Stories - Partnership

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



### **IJ Forums - Partnership**

IJ Forums is a series of half-hour conversations featuring Marin Independent Journal's political columnist as a host and key leaders driving debate on a variety of important issues across Marin County. There were 6 episodes produced for the series during the year.



### **IJ Lobby Lounge - Partnership**

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



### **Italian Film Festival - Partnership**

For a third 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.



### **Latino Film Festival - Partnership**

Selected films from the 10th San Francisco Latino Film Festival were hosted by CMCM in collaboration with ForWords, The Task Force on the Americas, and Canal Alliance. The films were screened for free at the Albert J. Boro Community Center in the Canal area.



Marin County Fair



Fairfax EcoFest



### **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 CEC MakerSpace to train the numerous students who come through their program.
- CMCM works with ComAcad students on many projects for the Education Channel and is training students to use their new equipment and studio that CMCM consulted on.
- CMCM continues to expand upon the Marin Media Corps to better facilitate media projects involving youth and youth-based organizations. This program is soon to be the Marin Media Academy, a fuller trimester program for youth.
- CMCM continues 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, Marin Interfaith Council and more.



*Off to the County Fair*



*Big Changes, a carpet refresh and a new vacuum!*



CMCM stayed within budget for the 2017/18 year, as has been the case in previous years. During our ninth operational year we continued the capital equipment updates and replacement planned for under the Distributed Access Provider (DAP) agreement with the MTA. There are only minor upgrades for the current fiscal year totaling approx 50K to finish out the capital plan outlined in the DAP. To date, the upgrades are running at or slightly under the projected budget of the DAP. With this first major cycle of planned capital equipment upgrades nearly completed, CMCM is prudently replenishing our capital equipment reserve in preparation for the inevitable capital equipment upgrades in the future.

This fiscal year we continued our HD upgrades of the city installations we first began seven years ago. To date, Corte Madera, Mill Valley and San Rafael have been newly equipped with HD installations. We are currently upgrading Fairfax and planning a new installation for Tiburon. It's expected that San Anselmo and Sausalito will follow soon after. CMCM is also planning for the eventual closed captioning requirements of government meetings and are equipped at our head end to provide that service as implemented by cities.

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

Capital Area	As of 6/30/17	FY 17/18	As of 6/30/18
Computer Edit Stations, Dubbing	\$34,599	\$0	\$34,599
Studio, Control Room	\$56,107	\$758	\$56,865
Office/Post Computers/Equipment	\$27,775	\$11,176	\$38,951
Field & Portable Studio Equipment	\$112,781	\$33,021	\$145,802
Master Control and Playback	\$255,259	\$11,806	\$267,065
Video Cables/Presentation/Misc.	\$13,037	\$497	\$13,534
<b>Grand Total</b>	<b>\$499,558</b>	<b>\$57,258</b>	<b>\$556,816</b>

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



A new video system and cabinetry for San Rafael chamber.



Custom cabinetry and syetm for the MCE Concord offices



# FINANCES

**Community Media Center of Marin  
Statement of Activities  
For the Period July 1, 2017 through June 30, 2018**

**INCOME**

Total PEG fees	822,798
I-NET reimb.	21,000
Contrib./Grants	13,971
Fee for Service	177,410
Course Fees/Membership	19,799
Investment Income	14,031
<b>Total Income</b>	<b>1,069,009</b>

**EXPENSES**

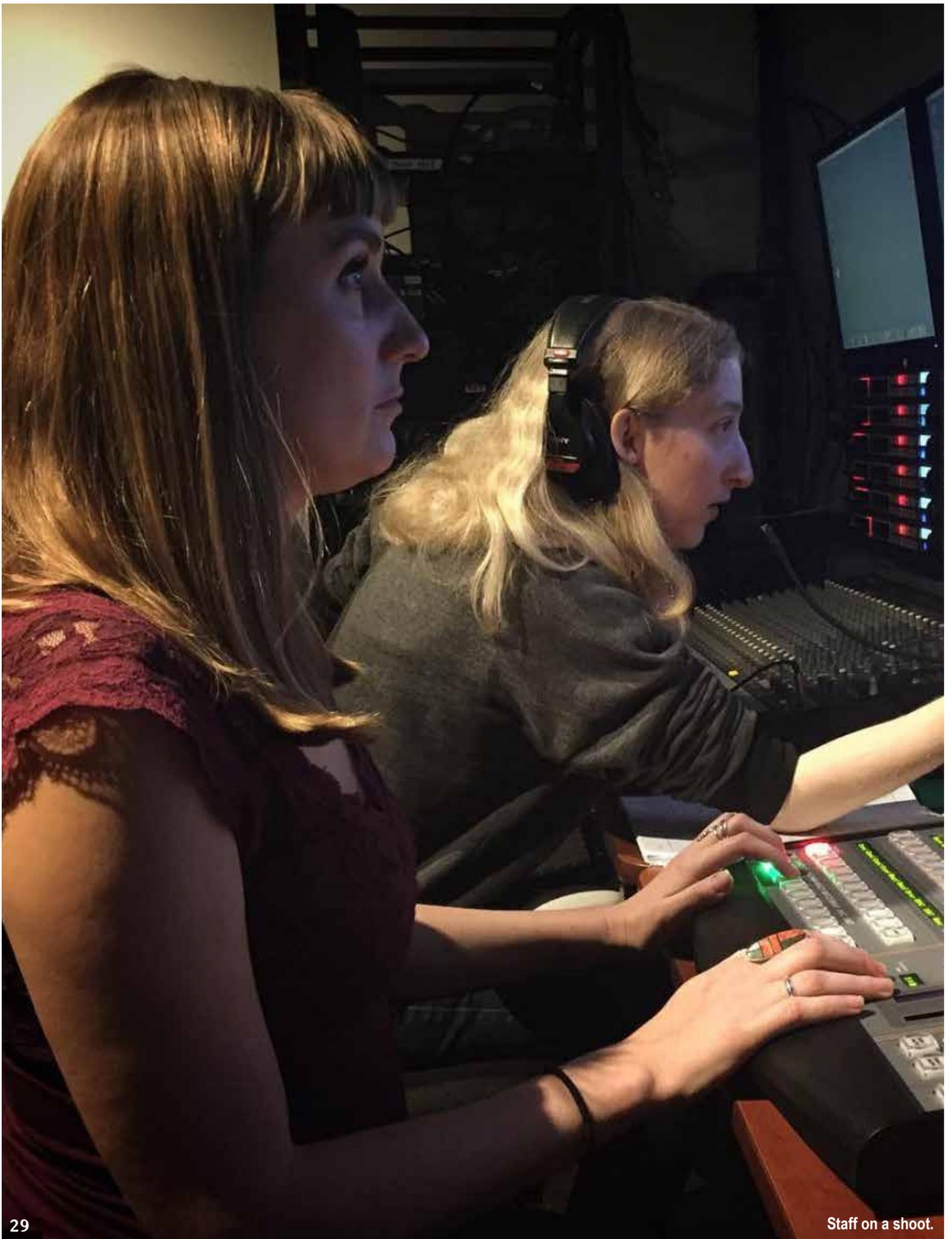
Facilities Lease/Util/Exp	93,672
iNet Cost	21,000
Equipment purchase/repair/rental	23,399
MCE Contract	28,175
Office/business expense	7,784
Advertising/Promo/Events	3,331
Prof. Services	13,630
Event	3,012
Insurance	9,115
Salaries	508,115
Benefits/Payroll Tax	112,874
Travel & Meetings	785
<b>Total Expenses</b>	<b>824,892</b>

Net Cash Surplus (before Capital Spending) 244,117\*

2017/18 City/Capital Spending 105,528

\* Depreciation of \$193,334 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 are available via bi-annual fiscal audits.





**CMCM Staff 2017-18**

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



**CMCM Board Members**

*from July 2017 - June 2018*

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





# Video Selections

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

(Clickable links if viewing PDF)



Marin Stories - Ivy Jacobson



Marin Stories - Dickens 44



Best of the Lobby Lounge



Marin Stories - Bianca Zogbi



Firestorm - Climate Day of Action



Marin Stories: Carlos Pillado



Town Hall: Homeless Youth in Marin



Drawdown Marin



Ij Forum - Marin Traffic



Wild Fire Prevention



Town Hall on Fire Preparedness



Transfronteriza



Sheri Park | REORIENT: home is where?



Protecting National Marine Sanctuaries



Latino Film Festival Trailer





## CMCM Supporters (fiscal year 2017-18)

*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**

Good Earth Natural Foods  
 Meritas Wealth Management  
 Marin Sanitary Service  
 Shira Ridge Wealth Management  
 Stephen Fein  
 Susan Kirsch  
 Lawrence Strick  
 Lori Greenleaf

### **Media Benefactor Supporter**

Bruce Baum  
 Maureen Block  
 Jeffrey W. and Kate B. Colin  
 Michael Morrissey  
 Kent and Katie Philpott  
 Seniors for Peace  
 Barbara Coler

### **Media Advocate Supporter**

Environmental Forum of Marin  
 Marin Women's Political Action Comm.  
 Roger Stoll  
 Stolyavitch Fund  
 Brad Flaharty  
 Steven Tulsy  
 Lynn von der Werth

Ashley Williams  
 Marin Artists' Intl. Network  
 Ginger Souders-Mason

### **Critical Viewer Supporters**

Cynthia Abbott	Network for Good
Renee Goddard	Leslie Alden
Bonnie Gray	Bruce Bagnoli
Georgeana Roussos	Michael Gray
Cyrus Thomas	Barbara Thornton
Kathleen Nemetz	Gary Phillips
Shirley Graves	William Sims

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

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

*And, thanks to 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  
CENTER OF MARIN  
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[www.cmcm.tv](http://www.cmcm.tv)