



2013-14 ANNUAL REPORT

cm²

marin tv



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Community Media Center of Marin Annual Report July 1, 2013 – June 30, 2014

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Attachments (electronic)

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



We are pleased to submit the sixth annual report for the Community Media Center of Marin to the MTA for the period July 1, 2013 - June 30, 2014. This report represents the fifth full year of operations for the Media Center and PEG channels. We went on the air June 15th 2009 and opened the Community Media Center on June 30th of the same year.

In the past fiscal year, the center saw a consistent rate of membership activity in facility and equipment usage, in keeping with the previous year. This translated into an equivalent level of programming to the previous year. City equipment installations, government production and other fee-for-service production increased substantially and was the largest growth area for the center, resulting in 20% more government programming as well as an increase in local educational programming. CMCM continues to increase outreach to schools and local educational institutions and is already seeing more growth in the educational area in the current fiscal year.

The most significant and welcome change for CMCM in the past fiscal year was the approval of bridge support by the MTA that provides for continued operations of the Media Center and the Marin TV channels. For the first time since it's launch in 2009, the Media Center has a firm fiscal foundation to build a future upon. With this essential support, CMCM can now complete the capital plan for equipment upgrades and replacement that will enable years of continued operations. The CMCM Board and staff are grateful to the MTA member jurisdictions for their support to ensure that the vision of a vibrant media center and array of civic media services will remain a continued reality in Marin County.

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 are currently 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. Membership information and forms are available on the website for individuals and organizations memberships.

Residents typically become members to utilize the center’s services and equipment. We now offer donor 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, 2013 through June 30, 2014)

Individual Members: 206
 Student/Senior Members: 20/58
 Organizational Members: 30

Total Membership for year: 314*

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

Hours of Operation

CMCM is presently open to the public Tuesday through Thursday 2:00–9:00 pm, Friday 11:00–6:00 pm and Saturday 12:00–6:00 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.

314 members from all over Marin County

Individual Member Breakdown by City:

| | | | |
|---------------|----|--------------|-----|
| Belvedere | 1 | Mill Valley | 31 |
| Bolinas | 3 | Nicasio | 1 |
| Corte Madera | 8 | Novato | 25 |
| Fairfax | 33 | Other | 9 |
| Forest Knolls | 3 | Point Reyes | 1 |
| Greenbrae | 4 | San Anselmo | 23 |
| Kentfield | 2 | San Geronimo | 2 |
| Lagunitas | 2 | San Rafael | 118 |
| Larkspur | 6 | Sausalito | 22 |
| Marin City | 1 | Tiburon | 14 |
| Marshall | 1 | 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.

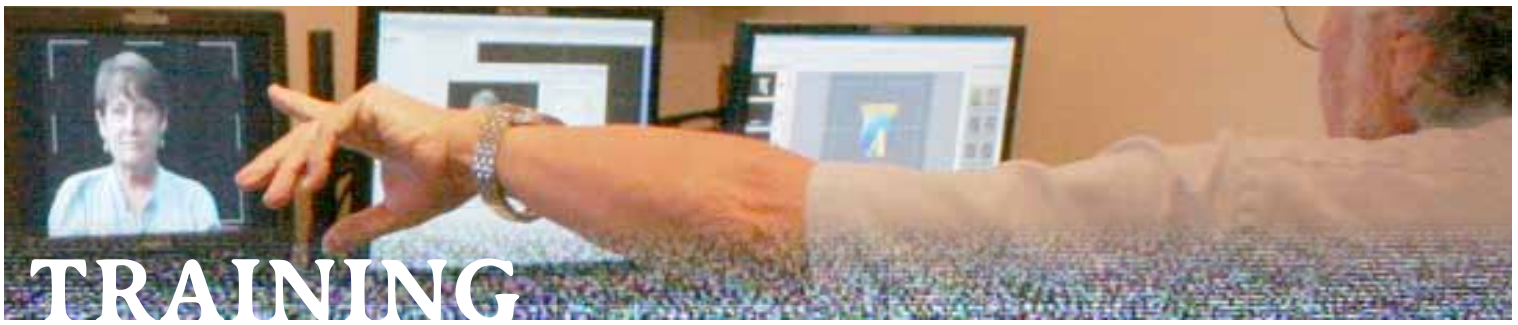
Pre-Production

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

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



directing class



TRAINING

Multi-Camera Field with the Anycast System
(\$140) Four sessions (12 hours)
Learn how to use the Sony Anycast System 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.

New Course Offerings
In the past year, CMCM added more than nine new workshops and lecture series, many made available to non-members:

Introduction to After Effects
Using After Effects to create motion graphics for video.

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.

Final Cut Pro: 7 to X
Designed for users transitioning between the versions of Final Cut Pro

On Camera Performance
Tips for talent working in front of the camera.

Bring Your Own DSLR
You bring the camera. We'll show you how to use it!

DSLR Video Boot Camp
Take advantage of your DSLR camera's filmmaking capability by taking this course.

Photoshop: The Basics
Learn to use the world's top graphics-editing program in a hands-on three-part workshop.

Stand-Up Comedy
Learn how to write, edit, and perform comedy like a pro.

Sketch Writing
Get the skills you need to write and perform in your own sketches.

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

Becoming a Director
Real world experience and tips from a working professional in the field.



Studio Class

57 courses offered for 244 certifications for equipment/facility usage

TRAINING

Training and Certification

| Course | Classes offered | Attendance |
|-------------------------|-------------------------------|---------------------------|
| Orientation | 12 (1.5 hours) | 175 registrations |
| Basic Field Camera | 12 (3 sessions, 9 hours) | 28 certifications |
| Final Cut Pro | 10 (3 sessions, 9 hours) | 40 certifications |
| Studio Production | 4 (4 session, 12 hours) | 17 certifications |
| Field Lighting | 4 (1 session, 3 hours) | 5 certifications |
| Screenwriting | 5 (3 sessions, 9 hours) | 17 certifications |
| Other Advanced Courses | 23 (1-3 sessions) | 127 certifications |
| Test-out Certifications | N/A | 10 certifications |
| Total | 57 orientations/course | 244 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:

- 11 Sony HDV-Z5 cameras with tripods, mics, batteries and flash recorders
- 5 Sony PD170 cameras with tripods
- 7 wireless microphone systems
- 30 wired microphones, lav, hand-held
- 2 Field Lighting kits
- 2 Sony Anycast video switchers (studio in a box) with cables and peripheries

In-house Reserved Equipment:

- 12 Edit Stations (iMacs with tape decks and/or flash card readers)
- Production Studio (4-camera robotic digital studio)
- Dub System (for transferring SVHS, Beta, U-matic, DVCAM to DVD or disk)
- Edit Suite for use by two or more persons on a project

Equipment Usage

| Type | # Reservations | # Hours | In kind value |
|----------------------|----------------|---------------|------------------|
| Field Camera Kit | 729 | 5832 | \$291,600 |
| Editing Reservations | 1385 | 4155 | \$166,200 |
| Studio Reservations | 328 | 984 | \$246,000 |
| Anycast Checkouts | 28 | 112 | \$28,000 |
| TOTAL | 2470 | 11,083 | \$731,800 |

More than \$731,000 was delivered to the community through in-kind services.



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, 2013 to June 30th 2014. 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 UCTV, NASA TV or the Community Calendar, which also carries Radio Sausalito music and local audio programming in the audio track.

There were 2061 programs/series for 7684 hours of community programming

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2014

With content that ranges from local events, films and documentaries, cooking, gardening, music, the arts, and public affairs, the Community Channel cablecasts the widest variety of local programming specific to Marin County interests. The Community Channel also aired national and international news programming requested by residents such as France 24, Thom Hartmann and Democracy Now! Over the course of the last year, there were 2061 program/series cablecasts, which accounted for 7684 hours of programming. These were 56 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 701 special programs scheduled on the channel.

| | | | |
|---------------------------------|-----------------|-------------------------------------|---------------------|
| Artainment | Arts | Eckankar Introductory Talk | Inspirational |
| Marin Poets Live! | Arts | Activate | Inspirational |
| Marin Artists' Showcase | Arts | The Church of the Harvest | Inspirational |
| Senior Artists of Marin | Arts | La Hora De Neopentecostes | Inspirational |
| The Little Live Show | Children's | Oral History: Jesus People Movement | Inspirational |
| The Artsy Snarky Show | Comedy | Marin Voices and Views | News/Public Affairs |
| Encuentro Latino | Community | Beyond the Media Matrix | News/Public Affairs |
| Marin Women's Hall of Fame | Community | Real World Order | News/Public Affairs |
| Shirley Graves' Public Advocate | Community | MPJC Presents | News/Public Affairs |
| Real Estate with Alberto Rios | Community | Seriously Now | News/Public Affairs |
| Marinations | Cultural/Ethnic | Democracy Now! | News/Public Affairs |
| Circles | Cultural/Ethnic | Thom Hartmann Program | News/Public Affairs |
| Charlando con Teresa Foster | Cultural/Ethnic | France 24 | News/Public Affairs |
| Financial Insider Weekly | Educational | Brunch with Bernie Sanders | News/Public Affairs |
| Best of Investing | Educational | Gay USA | News/Public Affairs |
| Sounding Board | Educational | Swaralahari | Performing Arts |
| Bay Area Beat TV | Entertainment | Bioneers | Political |
| Aspect Ratio | Entertainment | Wake Up with Dr. Cheryl | Spiritual/Lifestyle |
| Cheese Theatre | Entertainment | Bridging Heaven & Earth | Spiritual/Lifestyle |
| Rock Report | Entertainment | Art of Conscious Living | Spiritual/Lifestyle |
| The Kamla Show | Entertainment | A Meeting with Gangaji | Spiritual/Lifestyle |
| The Recovery Station | Health | A Forum on Spirituality | Spiritual/Lifestyle |
| Nutritional Medicine | Health | Musical Medicine with Soleil | Spiritual/Lifestyle |
| Chronic Ailments | Health | Words of Peace | Spiritual/Lifestyle |
| GMO Education | Health | YogiViews | Spiritual/Lifestyle |
| Healing From the Ground Up | Health | Meetings with Eli | Spiritual/Lifestyle |
| Bible Study | Inspirational | Planetary Calendar | Spiritual/Lifestyle |
| Open Door Ministry Hour | Inspirational | Restaurando en Adulam | Spiritual/Lifestyle |

There were 432 programs/series for 5708 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30 2014

There were 432 Programs/Series for 5708 hours of programming on the Government Channel - an increase of 20% in local government programming over the previous year. Programs are cablecast from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, and soon Larkspur with scheduled repeats in the subsequent days/weeks. A growing number of local agencies air their meetings now, too, including Marin Clean Energy, Ross Valley Sanitary District and LAFCO.

The amount of Government Channel programming now and anticipated in the future has necessitated a request for an additional cable channel for government purposes. As many as four city government meetings occur simultaneously with increasing frequency, creating challenges for managing live feeds and recordings for use in later cablecasts. And cumulatively the amount of hourly content is expected to exceed the capacity of a single channel.

| Government program | # airings | Government program | # airings |
|--|------------------|--|------------------|
| San Rafael City Council | 201 | Marin County Transit District - Live | 11 |
| San Rafael Design Review Board | 128 | Transportation Authority of Marin - Live | 10 |
| San Rafael Planning Commission | 54 | Transportation Authority of Marin - Recorded | 93 |
| Mill Valley City Council - Recorded | 100 | MCE Board Meeting | 41 |
| Mill Valley Planning Commission - Recorded | 90 | Fairfax Town Council | 50 |
| Mill Valley City Council - Live | 22 | Fairfax Town Council - Live | 13 |
| Mill Valley Planning Commission - Live | 20 | Fairfax Planning Commission | 59 |
| Mill Valley Parks and Recreation | 22 | Fairfax Planning Commission - Live | 12 |
| Mill Valley Fire Safe | 14 | Fairfax Special Town Council Meetings - Live | 6 |
| Evacuation Drill Mill Valley | 51 | Fairfax Special Town Council Meetings | 9 |
| Marin County Board of Supervisors - Recorded | 186 | Sausalito City Council | 73 |
| Marin County Planning Commission - Recorded | 124 | Sausalito City Council - Live | 21 |
| Marin County Transit District - Recorded | 90 | Ross Valley Sanitary Dis. Meeting | 28 |
| Marin County Board of Supervisors - Live | 38 | | |

The Government Channel also carries daily blocks of programming consisting of a rotation of Public Service Announcements, Emergency Preparedness videos and short-form content produced for the County of Marin featuring different agencies and service offerings. Due to scheduling difficulties, the League of Woman Voter Candidate Debates produced by CMCM now are cablecast on Channel 30 for greater frequency of plays.

*There were 800 programs/series
for 8094 hours of educational programming*

EDUCATION CHANNEL 30

The Education Channel (30) through June 30th 2013

The Education Channel continues to expand as CMCM staff outreach to schools universities and non-profits. Local libraries are also represented, with Sausalito and Mill Valley featuring their speaker series on the channel. In addition to lecture courses from Yale, UC Berkeley and UCTV, the channel also features content from Pop Tech, Khan Academy and Ted Talks. The channel is also used for special programming featuring local conferences, symposiums, health-related programming and LWV Candidate Debates.

A number of local schools now provide programming for the channel. Dominican University provides lecture and sports programming produced by students enrolled in a course taught by CMCM staff. Our second year of the Youth Broadcast Sports Camp provided live coverage of San Rafael Pacifics games. CMCM also continued a partnership with ROP and the COM Academy providing MVFF, Bioneers and Hooked on Marin Lecture Series programming.

Selected Educational Series and Special Programs

| Program | Program |
|---|--|
| University of California TV | LWV Debate: College of Marin |
| Open Yale - Eleven 13-week courses | LWV Debate: Larkspur/Corte Madera School |
| UC Berkeley Lectures | LWV Debate: Corte Madera |
| TED Talks: 62 Episodes | LWV Debate: San Rafael |
| Mill Valley Library First Friday Series | LWV Debate: Larkspur |
| Sausalito Library People Series | LWV Debate: Novato City Council |
| Environmental Forum of Marin Series | LWV Debate: Las Galinas Sanitary Dis. |
| Dominican Leadership Lecture Series | LWV Debate: Tam High Dist. |
| Dominican Men's Basketball | LWV Debate: Novato School Dist. |
| Dominican Women's Basketball | LWV: Healthcare Discussion Panel |
| Dominican Women's Volleyball | LWV Debate: Mill Valley |
| San Rafael Pacifics Baseball - Live | LWV Debate: BOS District 5 |
| Global Spirit Series | LWV Debate: BOS Dist. 1 |
| Khan Academy Episodes | LWV Debate: State Assembly Dist. 10 |
| Choosing the Future | LWV Debate: State Senate Dist. 2 |
| Open Mind Documentary Series | LWV Debate: Ross Valley San. Dist. 1 |
| Live Election Coverage | Sustainable San Rafael Candidate Debate |
| Mill Valley Film Festival | Hooked on Marin Lecture Series |
| Pop Tech: 24 episodes | Environmental Forum Series |
| Edible Education: 20 episodes | Michael Narada Walden Holiday Show |



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 and 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. At present, the main organizational site averages approx. 1000 unique viewers per week.

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

Non-profits, government agencies and others use the **on-air calendar** to post notice of local events on the channels. The calendar runs daily on every channel and has hundreds of users each year. 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 On-Demand video site recently went offline when the non-profit host, Miro Community Foundation, ceased operations. Staff are currently developing a new in-house site for continued aggregation of member content that is posted to the web. CMCM currently hosts the center produced content on it's own YouTube channel and maintains similar sites for local governments and agencies.





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 to 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.
- We continued regular press releases and e-mail blasts for CMCM-related programming and events, which are sent bi-weekly.
- We 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.

Building Partnerships

CMCM partners with many organizations to assist in their projects and missions, including:

- CMCM partnered again with the Environmental Forum of Marin on events that were live webcast and later cablecast.
- CMCM has continued our ongoing relationship with the Intel Computer Clubhouse (now ROP) to train numerous high school students who come through that program as well as the Drake COM Academy media program.
- CMCM worked with COM students to bring the Hooked on Marin speaker series and other events to the Educational Channel
- CMCM worked with BelAire Elementary School to revamp their CCTV system and bring their youth programming to the Educational Channel.
- CMCM worked with Tamalpais students to help their club start TBN (Tamalpais Broadcast Network), which covers their sports events now aired on the Educational Channel.



New Youth Video Content



CMCM continues to run an online survey: these are replies to the question:

Q: Do you consider community media to be an important resource for residents in Marin?

What could be better than information by, for and about Marin-ites? - San Rafael

It can deal with local issues, connect people in our area to local resources - Novato

With the changes in access to information, community media is becoming more important not only to obtain info but as a forum for expression. - Novato

Without community media, there is little left which is not corporate controlled, censored, and picked. We need to preserve, protect and EXPAND community media, and the free press. - Fairfax

There are some very bright and talented people in Marin who produce some very interesting shows. There are members of the community who want to learn how to produce a show or broadcast of some kind. Marin TV and CMCM provide opportunities for the community they wouldn't otherwise have. I feel it very important to Marin and its citizens that we support and sustain Marin TV and CMCM. - San Anselmo

It allows expression and communication with the community members, also allows important issues to be aired, government to be viewed, and expressiveness by community members. Creativity should be encouraged. - Fairfax

Feedback from our workshop surveys on our courses:

"Hands-on and detailed look at the camera that explained all my initial questions." - Anonymous

"[I liked] Adam's enthusiasm and skill level." [The workshop] was "perfect." - MY, Novato

"Could be a college course." - BW, Tiburon

"Practical instruction with tangible exercises." DA, Sausalito

"I really loved this class and it has motivated me to learn more!" KJ, Sausalito

It is our community and regular TV almost never mentions Marin News, and we have a lot to talk about. It is great for our Networking and Social life. - Sausalito

Marin TV is my number one television station. With 3 channels, I can always find commercial-free and independent free speech programming that is informative, stimulating, and/or entertaining. The educational channel is a wonderful addition. I especially enjoy the personal growth/spiritual programs and the University classes on subjects ranging from science and philosophy to Yale's music appreciation (a whole semester!) I have relatives and friends living outside of Marin who enjoy watching Marin TV's inspiring health, literary, political and environmental programs. - Mill Valley

Because our community media studio productions - created both in studio and on location in Marin - are livestreaming at cmcm.tv online, I am grateful that I can always watch local programming while away from home. It is important to me to stay in touch and to have our many city and county government, and local community groups meetings televised to the community. - Mill Valley

It's difficult to get first-hand information on community development and governance directly. Marin TV fills that gap and is important to having an informed citizenry. - Mill Valley

"... a relaxed learning environment ... not stressful. I would definitely recommend this class to a colleague." - WM, Sausalito

"Creative presentation kept it interesting ... Great experience!" - MM, Mill Valley

"[I liked] the small class size ... and individualized [attention]." - Anonymous

"You guys are the best and I certainly wouldn't be doing what I'm doing now without you. I'm very grateful!" - BT, Novato



During our fifth operational year, capital expenditures under the capital plan stayed on track as in previous years. The largest single expense was for new city equipment installations. Equipment repairs and replacement accounted for much of the remainder of spending. Overall, CMCM stayed on budget for the year, as has been the case in all previous years.

CMCM made great strides in building out two more city installations and has equipment on hand for one more. San Anselmo and Larkspur were equipped and are in early phases of meeting coverage. CMCM also provided equipment and support to expand operations in Sausalito and continues to provide support to other cities as needed. To date, seven of the eleven MTA jurisdictions now have the capacity to televise and archive their meetings, including the County of Marin, Mill Valley, Sausalito, Fairfax, San Rafael, San Anselmo and Larkspur.



A Summary of Capital Expenditures by Category Under the Capital Plan

| Capital Area | As of 6/30/13 | 7/1/13-6/30/14 | Total as of 6/30/14 |
|--|-----------------------|--------------------|-----------------------|
| Computer Edit Stations, Dubbing | \$83,438.86 | \$412.28 | \$83,851.14 |
| Studio, Control Room | \$144,360.33 | \$1,174.82 | \$145,535.15 |
| Office Computers | \$12,582.64 | \$0.00 | \$12,582.64 |
| Field & Portable Studio Equipment | \$159,570.90 | \$3,940.33 | \$163,511.23 |
| Master Control and Playback | \$167,003.77 | \$3,139.52 | \$170,143.29 |
| Office Furniture and Equipment | \$25,539.84 | \$2,245.74 | \$27,785.58 |
| Video Misc. - Cables/Presentation | \$20,275.49 | \$933.08 | \$21,208.57 |
| Facility Renovation and Repair | \$279,842.95 | \$5,034.65 | \$284,877.60 |
| Distributed Facilities Civic Center | \$112,728.78* | \$0 | \$112,728.78 |
| Distributed Facilities Youth Center | \$31,934.51 | \$0 | \$31,934.51 |
| Distributed Facilities City Facilities | \$80,049.52 | \$34,196.00 | \$114,245.52 |
| Grand Total | \$1,117,327.59 | \$51,076.42 | \$1,168,404.01 |

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

* Includes 95K in equipment purchased by MTA in 2008

See attached spreadsheet for current equipment inventory. This list is used for all equipment that is tagged with numbered labels marked "Property of MTA/CMCM". Equipment is added to this list when valued at over \$1000 (as required by the MTA/CMCM DAP agreement). CMCM also includes all equipment on this list that is checked out for public use (no matter the value).



FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2013 through June 30, 2014**

INCOME

| | |
|-------------------------------|---------|
| Total PEG fees (unrestricted) | 355,510 |
| Total PEG fees (restricted) | 49,215 |
| I-NET reimb | 21,600 |
| Contrib./Grants | 23,242 |
| Fee for Service | 44,663 |
| Course Fees/Membership | 28,512 |
| Investment Income | 24,427 |
| | |
| Total Income | 547,169 |

EXPENSES

| | |
|--------------------------------|---------|
| Facilities Lease/Util/Exp | 71,112 |
| iNet Cost | 22,050 |
| Equip purch/repair/rental | 18,579 |
| Office/business exp | 6,989 |
| Advertising/Promo/Events | 3,079 |
| Prof. Svcs | 18,696 |
| Event | 1,273 |
| Insurance | 9,406 |
| Salaries (w/ capitalized) | 387,637 |
| Benefits/Payroll Tax | 104,092 |
| Travel & Meetings | 140 |
| City Fund Equipment/Staff Time | 57,196* |

Total Expenses 700,250

Expenses in Excess of Income (153,081)**

* Expenses from a separate MTA fund of \$105,787 for city equipment/installations.

** Depreciation of 206,537 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. For complete financials, refer to the fiscal audit.



CMCM BOARD/STAFF



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)

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)
 Jeanette Egenlauf - Station Assistant/Instructor (PTE)
 Jenny Thornberg - Digital Media Assistant (PTE)
 Kryss Solis - Station Assistant/FCP Trainer (PTE)
 Francisco Diaz - Station Assistant (PTE)
PTE staff average between 6-25 hrs per week.

CMCM Board Members

from July 2013 - June 2014
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 Larry Bragman, Vice Chair
 Gregg Clarke
 Frank Crosby
 Jim Geraghty, Secretary
 Dane Lancaster
 Jim McCann
 John Morrison
 Larry Paul
 Bill Sims, Treasurer
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CMCM Member 2014 Holiday Greeting



Students Viewpoints Bioneers - Click to Watch!



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Special thanks to the staff/members of the Marin Telecommunicatison Agency for their essential support;

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 City of Larkspur
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 Town of Ross
 Town of San Anselmo
 City of San Rafael
 City of Sausalito
 Town of Tiburon



What is CMCM and Marin TV?

Marin TV provides Marin County with its own non-commercial community, educational and governmental cable channels. Available on Comcast 26, 27, 30, AT&T's U-verse 99 and on the web, the channels cablecast programming 24/7 to over 65,000 Marin households. We offer all residents of Marin access to low-cost training and the latest digital tools so they can create cable TV and online media. For schools, non-profits and government agencies, we provide special organizational services and fee-for-service production assistance.

Marin is watching Marin TV – are you what's on?

Our Goal:

The Community Media Center of Marin (CMCM) strengthens our communities through media by striving to educate and advance the way residents, schools and governments connect with one another.



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