



2011-12 ANNUAL REPORT





CONTENTS

Community Media Center of Marin Annual Report July 1, 2011 – June 30, 2012

Table of Contents

| | |
|----|--|
| 2 | Introduction |
| 3 | CMCM Membership and Hours of Operation |
| 4 | Certification and Training |
| 6 | Equipment and Facility Usage |
| 7 | Statistics on Programming |
| 13 | Outreach and Publicity Summary |
| 15 | CMCM Board and Staff |
| 16 | Supporters |

Attachments (electronic)

| | |
|----|--|
| A. | Current inventory of equipment used to provide PEG programming |
| B. | Position Descriptions |
| C. | A summary of expenditures under the Capital Plan |
| D. | Financials |



November 2012

We are pleased to submit the fourth annual report for the Community Media Center of Marin to the MTA for the period July 1 2011 - June 30, 2012. This report represents the third full year of operations for CMCM. We went on the air June 15th 2009 and opened our doors June 30th of the same year. Our first and second years were focussed on meeting an unexpectedly high demand for services and getting new equipment up to speed. In our second year we focussed on refining and streamlining systems and procedures as we settled into ongoing operations with more predictable workloads.

In our third year, we saw new memberships plateau and begin to drop to more normal levels though overall facility and equipment usage remained steady. We continue to adjust staffing priorities to service the ongoing community needs while also meeting the growing demand of government and educational users and applications. The CMCM staff deserve much credit for their tireless dedication and resourcefulness which are essential to all these efforts.

As we completed our second year, the CMCM board made fundraising the priority and has launched initiatives to secure additional funding. As a result we saw donations increase from these efforts and expect the future will bring more increases. The staff are still working on the next phase of distributed facilities to bring more cities to the Government channel and we have designed, purchased and installed the necessary backend server/routing equipment and networking hardware to enable live origination from multiple locations. We are awaiting MTA decisions to move forward with more city installations.

We continue to focus on visibility, promotions and strategic partnerships, particularly now that a steady stream of local programming is underway. Though we've operated on extremely tight budgets with minimal staff capacity and have weathered some fiscal uncertainty, the prospects for the future are full of possibility and potential for the CMCM, the MTA and most importantly for the production of local PEG Media 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. For the 2011 election, two candidates ran for one open position and the membership elected a new CMCM member to the board.

CMCM membership is annual and there is currently a \$35 membership fee for individuals and \$25 for students/seniors. Organizational memberships are also available. Membership enables residents to take courses (a modest fee that was increased) 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 viewer donorship for those wishing to just support the work of CMCM.

CMCM Membership Totals

(July 1, 2011 through June 30, 2012)

Individual Members: 291
 Student/Senior Members: 99
 Organizational Members: 45

Total Membership for year: 435*

** 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 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.

435 members from all over Marin County

Individual Member Breakdown by City:

| | | | |
|-----------------|----|--------------|-----|
| Bell Marin Keys | 1 | Mill Valley | 55 |
| Belvedere | 1 | Nicasio | 2 |
| Bolinas | 3 | Novato | 21 |
| Corte Madera | 13 | Point Reyes | 7 |
| Fairfax | 43 | Ross | 3 |
| Forest Knolls | 5 | San Anselmo | 30 |
| Greenbrae | 6 | San Geronimo | 2 |
| Lagunitas | 1 | San Rafael | 166 |
| Larkspur | 17 | Sausalito | 28 |
| Marin City | 2 | Tiburon | 11 |
| Marshall | 2 | Woodacre | 6 |



CMCM Certification and Training (July 1, 2011 – June 30, 2012)

Marin residents that 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 classes 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 web site.

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.

Current Basic Courses:

Orientation (free): A two-hour overview of the 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

(\$105): A three session course (9 hours). Learn basic shooting, audio recording and production skills to create quality programs. This core class offers hands on training with the Sony Z5 (Mini DV format) camcorders, microphones and tripods. We'll also discuss equipment safety and checkout procedures.

Basic Final Cut Pro

(\$105): A three session (9 hours) hands-on course teaches students to perform basic editing functions while becoming familiar with the Final Cut Pro user interface. Topics include basic setup, customizing preferences and settings, capturing video and audio, various editing and trimming techniques, basic audio editing and final output.

Basic Mac Skills

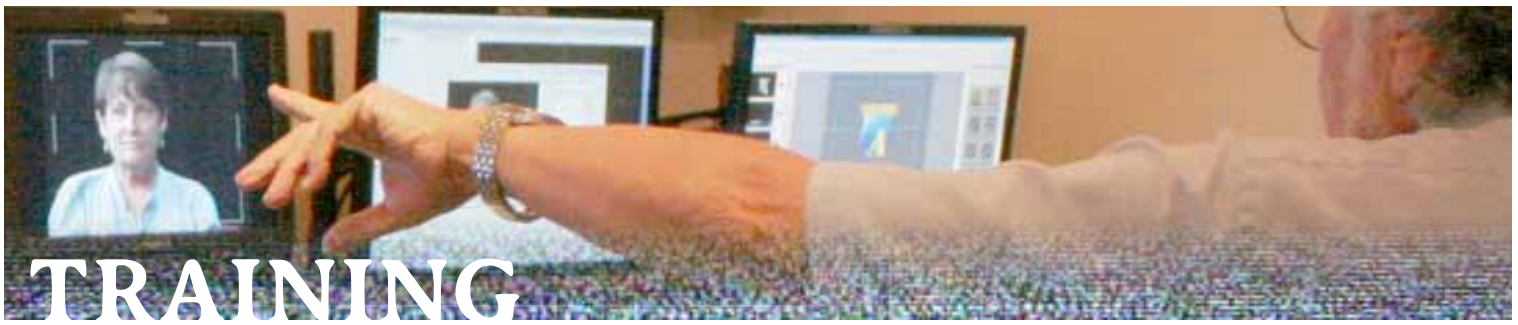
(free) This one session class is great for new computer users as well as people making the switch from PCs. If you are planning to learn Final Cut Pro or other Apple software and are not familiar with the Mac interface, this is the class for you. Topics include getting to know the Mac interface, how to open applications, and file management.

Studio Production

(\$140): Four session course (12 hours) in studio production covering all aspects of the CMCM studio including; direction, studio floor management, audio mixing, video switching, character generation, video and digital roll-ins and ingest.



studio class



Current Advanced Courses:

Pre-Production

(\$35) One session (3 hours)

The first stage of video production is the planning phase, and it is easily the most important. Pre-production is where you take the steps to make sure that you have the right research, equipment, crew, locations, schedule, and clear directions on the content you must capture.

Multi-Camera Field with the Anycast System

(\$140) four session (12 hours)

Learn how to use the Sony Anycast System to shoot multi-camera coverage of an event on-location. This hands-on workshop will include an overview of the Sony PD-170 camera and Sony Anycast System, set-up of equipment, crew communications and troubleshooting tips.

Basic Field Lighting

(\$70) 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. Attendees will learn how to safely operate several types of lights, how to use contrast ratios to create different 'moods', and how to make better use of existing conditions when few or no lights are available.

Advanced Final Cut-Pro

(\$105) Three sessions (9 hours)

This three-session course will guide students looking to take their editing skills to the next level through the more advanced features of Final Cut Pro. The class will cover topics such as: advanced tools from the toolbar, the Ken Burns effect, Chroma Keying, Color Correction, Multi-camera editing, and Boris 3D titling. This course is designed for students comfortable in Final Cut Pro who want to expand their workflow or work on more complex projects.

Uploading Videos to the Web

(\$30) One session (3 hours)

In this course, students will learn the basics of uploading videos to the web. Starting with selecting a video hosting site, the course will go step by step through the compression/encoding process, to ultimately upload a video. The class will also show students how to submit the video to Marin TV's On Demand Site as well as distribute it to other video sharing sites.

Screenwriting

(\$105) Three sessions (9 hours)

This workshop series is meant to help writers of all levels learn the nuts and bolts of fiction screenwriting, with the end goal of writing their own scene, pilot, or short film. Students will learn how to generate ideas, create characters, write convincing dialogue, follow story structure, and put it all together. Watching examples will help demonstrate concepts and writing exercises will help push imagination to the limits.



Final Cut Pro Class

72 courses offered for 317 certifications for equipment/facility usage

TRAINING

Training and Certification (July 1, 2011 – June 30, 2012)

| Course | Classes offered | Attendance |
|-------------------------|-------------------------------|---------------------------|
| Orientation | 12 (2 hours) | 215 registrations |
| Basic Field Camera | 12 (3 sessions, 9 hours) | 73 certifications |
| Final Cut Pro | 12 (3 sessions, 9 hours) | 87 certifications |
| Studio Production | 7 (4 session, 12 hours) | 34 certifications |
| Field Lighting | 4 (1 session, 3 hours) | 18 certifications |
| Pre-Production | 4 (1 session, 3 hours) | 12 certifications |
| Other Advanced Courses | 25 (1-3 session) | 71 certifications |
| Test-out Certifications | N/A | 22 certifications |
| Total | 72 orientations/course | 317 certifications |

CMCM Equipment and Facility Usage (July 1, 2011 – June 30, 2012)

Marin residents that 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. 11 Sony HDV-Z5 cameras with tripods, mics, batteries and flash recorders
2. 5 Sony PD170 cameras with tripods
3. 7 wireless microphone systems
4. 30 wired microphones, lav, hand held
5. 4 Field Lighting kits
6. 2 Sony Anycast video switchers (studio in a box) with cables and peripheries.

In-house Reserved Equipment:

1. 12 Edit Stations (iMacs with tape decks or flash card readers)
2. Production Studio (4 camera robotic digital studio)
3. Dub System (for transferring SVHS, Beta, ¾, DVCAM to DVD or disk)
4. Edit Suite for use by several persons on a project.

Equipment Usage (July 1, 2011 – June 30, 2012)

| Type | # Reservations | # hours | in kind value |
|----------------------|----------------|---------------|------------------|
| Dub Reservations | 58 | 58 | \$1450 |
| Field Camera Kit | 669 | 5352 | \$267,600 |
| Editing Reservations | 1924 | 5772 | \$230,880 |
| Studio Reservations | 350 | 1050 | \$262,500 |
| Anycast Checkouts | 47 | 188 | \$70,500 |
| TOTAL | 3048 | 12,420 | \$832,930 |

More than \$800,000 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, 2010 to June 30th 2011. Currently the channels are available on Comcast, the AT&T U-verse system and all channels are streamed live on the internet at www.cmcm.tv. CMCM has also launched a 'video on-demand' web site for member programs and other programming of interest.

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, biweekly and monthly series programs (daily programs must have new content daily). CMCM also accepts 'specials' which are com-

monly 'one-off' programs of special events, short films, etc. While we accept any 'length' for a programming submission, those under sixty minutes are easiest to schedule during the more desirable evening hours of 7:00 – 11:00pm. 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 **website**. CMCM also worked with Comcast to finalize contractual and technical issues to enable CMCM scheduling to appear on the systems's cable program guide.



The CMCM Studio went live nationally for DN!

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, the Research Channel, NASA TV or the Community Calendar, which also carries Radio Sausalito music and programming in the audio track.

*There were 2035 programs/series with 21,513 runs
for 8218 hours of community programming*

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2012

With content that ranges from local events, films and documentaries, cooking, gardening, music, the arts, local news to smart meters, the Community Channel cablecasts the widest variety of local programming specific to Marin County interests. The past year saw an increase in the number of locally produced programming over the prior year and we expect that percentage to continue to grow. The Community Channel also airs national and international news programming such as Mosaic, Al Jazeera, Thom Hartman and Democracy Now, programs not available elsewhere on cable. Over the course of the last year there were 2035 program/series cablecast for a total of 21,513 runs which accounted for 8218 hours of programming.

Special Programs

A total of 418 special programs aired in the last year.

Selected Specials

| | |
|--|---------------------------------------|
| International Forgiveness Day | Challenging Hunger |
| Mill Valley Poetry World Series | Steamboat Slough |
| The West Marin Stage | Where Hope Works |
| San Anselmo Festival | Wildcare |
| Story of Stuff: Citizens United | Biodiversity Without GMO Crops |
| Canal Welcome Center | Pesticides and Behavior |
| Mill Valley Defensible Space Against Wildfires | Narada Michael Walden Holiday Special |
| It Happens in Marin | Cascade Creek, Fairfax |
| Inspiration By Hand | Working for Water |

Community Calendar and PSA's (public service announcements)

There were 439 scheduled hours of the community calendar with additional hours as fill programming when needed. The community calendar also includes specially produced local audio programming from Radio Sausalito that includes news and events.

Selected PSA's

| | |
|-----------------------------------|-------------------------------|
| Wildfire Prevention | Emergency Preparedness |
| Progressive Festival | Lifelong Literacy |
| Public Lands | Obtaining Housing in Marin |
| Day of the Dead (Spanish/English) | Marin County Civil Grand Jury |
| Teen Suicide Prevention | Energy Efficiency |
| Marin Open Studios | Canal Alliance's Volunteers |
| St. Vincent de Paul of Marin | Marin County Fair |

*There were 2035 programs/series with 21,513 runs
for 8218 hours of community programming*

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2012 (cont.)

Regular Program Series (daily/weekly/bi-weekly/monthly)

These are the 65 regular program series submitted or produced by local Marin residents (the previous year total was 70).

| Aspect Ratio | Arts | Nutritional Medicine | Health |
|---------------------------------|---------------|-------------------------------|---------------------|
| Marin Artist Intl. Showcase | Arts | Chronic Ailments | Health |
| Marinations | Arts | Pioneers in Healthcare | Health |
| Slip 'N Slide Show | Comedy | Homeopathy | Health |
| Restaurando en Adulam | Community | Medjugori | Inspirational |
| Charlando con Teresa Foster | Community | Messages of Hope | Inspirational |
| Earth Guardians | Community | Open Door Ministry Hour | Inspirational |
| Encuentro Latino | Community | Words of Peace | Inspirational |
| Marin Voices and Views | Community | Al Jazeera | News/Public Affairs |
| Marin Women's Hall of Fame | Community | Full Disclosure | News/Public Affairs |
| M City | Community | Democracy Now | News/Public Affairs |
| Shirley Graves' Public Advocate | Community | Financial Pillow Talk | News/Public Affairs |
| Sounding Board | Community | Lies My Country Told Me | News/Public Affairs |
| What's Up | Community | Making a Difference in Marin | News/Public Affairs |
| Bioneers | Educational | Mosaic: World News | News/Public Affairs |
| Breaking the Chain | Educational | The Americas Series | News/Public Affairs |
| Happiness Unlimited | Educational | Third World Traveler Presents | News/Public Affairs |
| Fernando's Secrets | Educational | Thom Hartmann Program | News/Public Affairs |
| Financial Insider Weekly | Educational | Swaralahari | Performing Arts |
| GMO Education | Educational | Marin Artist Intl. Network | Performing Arts |
| Healing From the Ground Up | Educational | MPJC Presents | Political |
| Miyoko's Kitchen | Educational | Tiempos de Restauracion | Religious |
| Spiral Into It | Educational | A Forum on Spirituality | Spiritual/Lifestyle |
| Films for Peace-Understanding | Educational | Bible Study | Spiritual/Lifestyle |
| The Americas Series | Educational | Bridging Heaven and Earth | Spiritual/Lifestyle |
| The Recovery Station | Educational | Divorce Recovery | Spiritual/Lifestyle |
| How the World Really Works | Educational | Eckankar | Spiritual/Lifestyle |
| Private Matters | Educational | Meeting with Gangaji | Spiritual/Lifestyle |
| The Best of Investing | Educational | Sid Roth's It's Supernatural | Spiritual/Lifestyle |
| Bushy Report | Entertainment | The Art of Conscious Living | Spiritual/Lifestyle |
| Bay Area Beat | Entertainment | YogiViews | Spiritual/Lifestyle |
| Cheese Theatre | Entertainment | Living Good | Spiritual/Lifestyle |
| Rock Report | Entertainment | | |

There were 133 programs/series with 3299 runs for 4289 hours of government programming GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30th 2012

There were 133 Programs/Series with 3299 runs for 4289 hours of programming on the government channel. County programs cablecast live from the Civic Center, Mill Valley and Fairfax with scheduled repeats in the subsequent days/weeks. Additional programming has included numerous County PSA's, NASA TV and the Community Calendar.

| Government program | # airings | Government program | # airings |
|---|-----------|--|-----------|
| Marin County Board of Supervisors | 146 | LWV: COM Board of Trustees Candidate Debates | 5 |
| Marin County Planning Commission | 75 | LWV: Novato Sanitary District Candidate Debate | 5 |
| Marin County Transit District | 74 | LWV: Larkspur Mayoral Debate | 2 |
| Transportation Authority of Marin | 21 | LWV-6th Congressional District | 6 |
| Board of Supervisors - Budget Hearings | 17 | Connect! Binge Drinking | 120 |
| Marin County Low Income Housing | 9 | Mother Goose | 6 |
| Marin Energy Authority Board Meeting | 84 | Mill Valley Defensible Space Against Wildfires | 71 |
| San Rafael City Council | 155 | Marin County Local Coastal Program | 77 |
| San Rafael Design/Review Board | 85 | Marin Agriculture | 68 |
| San Rafael Planning Commission | 66 | Home Fire Prevention | 83 |
| San Rafael City Council Special Session | 4 | Energy Upgrade California | 52 |
| San Rafael Revelopment Agency | 4 | When is a Gallon a Gallon | 48 |
| Mill Valley City Council | 110 | The Birth of the Bay Area | 70 |
| Mill Valley Planning Commission | 99 | Breast Cancer Awareness | 7 |
| Mill Valley Parks and Recreation | 13 | Walk Bike Marin | 57 |
| Mill Valley 2040 Meetings | 30 | Depression Know the Signs | 29 |
| Mill Valley General Plan Update | 10 | Partners in Health | 56 |
| Ross Valley Sanitary District | 4 | Retrospective of San Rafael | 24 |
| State Assembly Candidates Forum | 10 | Leadership Academy | 24 |
| LWV Debate: Board of Sup. District 2 | 10 | Zero Waste Marin: Plastic Bags | 57 |
| LWV: San Anselmo City Council Debate | 10 | Zero Waste Marin: Plastic Bottles | 69 |
| Belvedere City Council Candidate Forum | 8 | Zero Waste Marin: Paper Towels | 68 |
| Fairfax City Council Debate 2011 | 8 | Zero Waste Marin: Junk Mail | 66 |
| LWV Debate: Board of Supervisors District 4 | 8 | Zero Waste Marin: Compost | 68 |
| LWV Forum Ross Valley Sanitary District 1 | 8 | One Bag Makes a Difference | 56 |
| LWV: Larkspur Candidate Debate | 8 | Frank Lloyd Wright Collection | 54 |
| 10th District State Assembly Candidates' Forum | 11 | How to Participate in BOS Meetings | 37 |
| 10th Dist. State Assembly Candidates' Forum | 7 | Farmers Market | 43 |
| LWV: San Rafael City Council Debate | 6 | Register to Vote | 2 |
| LWV: College of Marin Board of Trustees Candidate Debates | 5 | Measure A | 3 |
| LWV: San Rafael Mayoral Debate | 6 | Flight 14 | 7 |

There were 565 programs/series with 5694 runs for 7946 hours of community programming EDUCATION CHANNEL 30

The Education Channel (30) through June 30, 2012

The education channel continues to accumulate content as CMCM staff outreach to schools and universities. CMCM staff have also sought out permissions for external content and now schedule full semester courses from Yale, Columbia, Khan Academy and more recently Ted Talks. The channel is also used for special programming on weekends featuring holiday specials, local parades and workshops or events that may be too lengthy to schedule on the community channel. More recently Dominican University began providing sports programming produced by students enrolled in a course taught by CMCM staff. CMCM also provided live coverage of the Pacifics Inaugural Baseball game and we continued our daily 13 part Mill Valley Film Festival series, the Lens.

Selected Educational Series and Special Programs

| Program | Program |
|--------------------------------------|--|
| University of California TV | Dominican University Leadership Lecture Series |
| Yale - Environmental Studies | Columbia - Virology |
| Yale - The American Revolution | Columbia - History of the World |
| Yale - Greek History | Marin Academy Acoustic |
| Yale - History of Art | Marin Academy Contemporary Jazz |
| Yale - Political Philosophy | Marin Academy Rock |
| Yale - Introduction to Psychology | Marin Academy Reggae |
| Yale - Philosophy of Death | Marin Academy Chorus |
| Yale - Political Philosophy | Marin Academy Jazz |
| Yale - Bio and Politics of Food | Earth Guardians |
| Yale - Capitalism | San Rafael Jazz Concert |
| Khan Academy - Finances | Dominican Women's Basketball |
| Khan Academy - Cosmology | Dominican Men's Basketball |
| Khan Academy - Art History | Singers Marin |
| Khan Academy - Chemistry | Marin Men's Chorus Special |
| Mill Valley Film Festival - The Lens | Michael Narada Holiday Show |
| GED Connection | Breast Cancer Incidence |
| College of Marin- Court Reporting | Breast Imaging |
| College of Marin- Organic Farming | Generations at Risk |
| College of Marin-Automotive | TED Talks |
| College of Marin-Landscaping | The Pacifics Baseball Inaugural Game |



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. In June 2011, the site received a major upgrade 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 as well as our On-Demand Site. At present the main organizational site receives approx. 1000 unique viewers per week. Staff are already at work on another major upgrade to the site for 2013.

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. To submit, 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 launched this innovative aggregation site to offer on-demand content to Marin viewers everywhere. The site is freely hosted through the the Miro Community Foundation which developed the aggregation toolsets for non-profits to use. The site enables our members to automatically link their online content to the site's categories and listings so users can easily locate videos from and about Marin all on one web site. At present more than 4000 videos are listed on the Marin TV On-Demand site.





CMCM Outreach and Publicity

This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies. A number of the targets we set have been completed or are on-going, including:

- We have continued on-air and online promotions for CMCM membership and support, special events and courses.
- We continue to work with CVNL to outreach to the non-profit community and also tabled and participated in their Human Race fundraising event.
- Coordinate increased visibility through community events and other local programming that we present on the channels which included our own CMCM Speaker Series.
- We continue regular press releases and e-mail blasts for CMCM related programming and related events which are sent biweekly.
- We continue to use Facebook page and Twitter, linking to our main web site to cross pollinate some messaging through social media.
- We continued to meet with Rotaries and Chambers in the summer of 2011 to promote CMCM's services and opportunities to these association.
- CMCM held a Bocce Member Fundraiser in July that was very well attended by members and friends of the media center.
- CMCM members continue to organize monthly member mixers with guest speakers. Presenters have included; Cyrus Thomas, Bill Arney, Ken Smith, Antonio Sausys, Peter B. Collins, Danielle English, Michael Wolpert and Harris Cohen.



Building Partnerships

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

- CMCM partnered with Sustainable Marin and Sustainable San Rafael on candidate forums and other events which were live webcast and later cablecast.
- CMCM staff participated with a regional group of PEG centers to share best practices, tools and ideas.
- CMCM attended meetings with the CPUC to discuss recent legislative impacts on PEG centers in California as well as other on-going policy concerns.



Youth Camera Training



- CMCM worked WITH Marin Open Studios to produce PSA's to promote their new open studio tours.
- CMCM has continued our on-going relationship with the MYC (now ROP) and train numerous high school students that come through their program and at the Drake High media program.
- CMCM partnered with area production companies and cablecast live coverage of the San Rafael Pacifics Inaugural Game in Albert Park. The coverage featured local announcers, elected officials and local non-profits.



Pacifics game live production



Bocce Fundraiser



Community screening at CMCM

The Media Center as an Outreach Tool

The media center itself has been a natural outreach tool - as most in Marin eventually come to us. We've hosted most of the local, state and national elected officials who have come to appear on various programs and the center continues to shine the spotlight many Marin County non-profits. Dozens of local non-profits and community based organizations appeared on the channels in the 2011/12 year.

CMCM Gallery

CMCM has also opened its space to local artists to show their work and hold receptions. The exhibits help draw more people to our space and we offer a considerable amount of professionally lighted exhibition space that enables artists to hang over 20 works. This exceeds the available space at most local venues for artists to display their work. Exhibitions now rotate monthly and represent a mix of artists from local organizations, CMCM members and others who express interest.





CMCM Staff - July 2010 - June 2011

Michael Eisenmenger - Executive Director (FTE)
 Sam Long - Associate Director (FTE)
 Jake Nicol - Facility and Operations Manager (FTE)
 Megan Loretz - Digital Media Coordinator (FTE)
 Damion Brown - City Production (PTE)
 David S Calhoun - Studio / Membership Facilitator - (PTE)
 Francisco E Diaz - Station Assistant - (PTE)
 Bradford A Flaharty - Facilities (PTE)
 Kryss Solis - Station Assistant - Training (PTE)
 Laura E Valladao - Station Assistant - Training (PTE)
 Natasha Vinik - Programming Assistant/Editor (PTE)
PTE staff average between 3-25 hrs per week.

Interns

CMCM accepts academic interns from area High Schools, Colleges and Universities. During the 2010/11 fiscal year we hosted 28 interns.

CMCM Board Members

from July 2011 - June 2012

Bruce Bagnoli, *Chairperson*
 Lynn Bornstein
 Larry Bragman
 Gregg Clarke
 Frank Crosby
 Sarah Darcey-Martin
 Flor Emert, *Vice Chairperson*
 Jim Geraghty, *Secretary*
 Michael Wolpert
 Jonathan Westerling
 Dane Lancaster
 George J. Rodericks
 Larry Paul
 Connie Rodgers
 Bill Sims, *Treasurer*
 Brad Van Alstyne



2012-12 board



CMCM Supporters 2011-12

CMCM launched its first donor program in this fiscal year with a boost from the Marin County Board of Supervisors. 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

Stephen Fein
Gregg Clarke
Barbara Muhlhauser
City of Belvedere

Media Benefactor Supporter

Seniors for Peace
William Sims
Trish Hibben
Kramer Herzog
Hope Bohanec
Social Justice Center of Marin
League of Women Voters
Al Boro

Media Advocate Supporter

Gordon Anderson
Connie Rodgers
Stephen Olsson
Larry Strick
Sandra Donnell
Charles Lavaroni

Critical Viewer Supporters

Bruce Bagnoli
Sarah Darcey-Martin
Bill Carney & Tamra Peters
Barbara Thornton
Marilyn Geary
Carol I. Moeller Costa
Coleen LeDrew Elgin
Flor Emert
Edward Boyce
Mary Van Vorhees
Ginger Souders-Mason
Fred Grange
Progressive Perspectives
Roger Stoll

General Support

Cynthia Weingard
Andrew Bozeman
Patricia McMahon
Joan Lisetor
Al Ardelle
Katie Philpott
Charles Smith
Steven Wright
Amy Bingamon
Bruce Burtch
Beth Lillard
Michelle Shelfer
Mariposa de Los Angeles
Nick Coccellato
Michael Eisenmenger
John Lynne A.T. Starr

Lake Hanyu
Lorraine Norby
Susan Rouders
Martha Proctor
Bruce Baum
Kay Karchevski
Louise Bruce TLC E.D.
William Prucha
Sue Beittel
Margaret Jones
Anne Layzer
Ruth Nash
Catherine Houghton
Susan Schwartz
Maura Carey
Natasha Lowell



What is CMCM and Marin TV?

Marin TV provides southern Marin County with it's own non-commercial community, educational and governmental cable channels. Available on Comcast 26, 27, 30, AT&T U-verse 99 and on the web, the channels cablecast programming 24/7 to over 70,000 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
819 A Street, suite 21
San Rafael, CA 94901
415.721.0636
www.cmcm.tv