

**COMMUNITY MEDIA CENTER OF MARIN**  
**Board of Directors Meeting/Retreat**  
Notes from the December 6th CMCM Board Retreat  
*(thanks to Scott Calhoun)*

## SWOT Analysis

*An exercise to discuss the organization's strengths, weaknesses, opportunities and threats*

### Strengths

- The media center
- Good community presence
- Community of wealth
- Solid record of fiscal management credibility
- Good contract
- Stable Funding
- Community involvement and connections
- Free speech in action
- Real life media education
- Ability to communicate directly to people
- Committed/strong staff, Exec. Director

### Opportunities

- Local businesses could benefit from Marin TV
- Increasing general viewership
- Better producer show promotion
- There's lots of \$ in Marin for the right ideas
- Diversity
- Do more with Marin Symphony
- Berkeley Journalism partnership
- Bioneers partnership
- MTA disbanding
- Opportunity for greater youth involvement
- High school event programming
- People watch a lot of TV
- Community talent pool and wealth
- Growing CMCM service offerings
- Education partnership i.e. Media Corps

### Weaknesses

- Need more visibility of Marin TV
- Financial model is based on gov/city funding
- Non-diverse board
- Non-diverse members
- Need more community awareness (of programming)
- Misperceptions of CMCM's mission
- Unable to update our tech quick enough (HD)
- Small space limits growth
- Lack of outreach for community \$
- Small staff
- Trying to do too much
- Specific fundable opportunities

### Threats

- Disruptive technology's impact on broadcast/cable TV
- Less or no DIVCA PEG funding
- Web appliance increasing threatens funding model
- Understaffed
- Perception of liberal bias
- New content consumption modes / non-cable revenue producing
- No access to Comcast HD channels
- FCC threat
- CPUC threat
- MTA instability

*Areas for current and future development were discussed by area/sector:*

## Facility Development

1. Capital Upgrades are underway through 2018
2. Live HD Cablecast from remote locations a possibility
3. Satellite capacity at CMCM to send/receive (possible for remote studio rentals)

## Community

1. Member organized mixers
2. Close to capacity in terms of facility usage
3. More Partnerships (Mental Health, Open Data, Berkeley Journalism)
4. Non-member workshops are bringing in more people
5. New Cameras
6. HD Upgrade

## **Government**

### Current

1. 7 of 11 MTA member councils now on cable
2. 3 outside agencies also on cable

### To Do:

1. Gov Advisory Committee to be formed 1st quarter 2015
2. Additional Gov channel in process
3. Attend/present at Marin City Managers Meetings

## **Marin Media Corps - Youth Program**

### We Have:

1. 5 students
2. ROP Credit
3. Logo, Bioneers and MVFF examples

### We Need:

1. PTE (20 hours/week) for expansion
2. Stipend Funding
3. End of year award / screening
4. Web page
5. Posters, brochures

### Funding Sources:

1. Marin Community Foundation
2. Rotary Clubs / Local businesses
3. Grants / Underwriting
4. Small / repeating

## **Envisioning CMCM now and in 2017**

- More public/agency use of council chamber video installations
- More public awareness of opportunities and what goes on at CMCM
- Journalism program
- Satellite center
- Content that is multi-platform and robust
- More School involvement and awareness
- Hackathons
- Better member storytelling
- Improved access for underserved communities
- More youth content (independent of schools)
- Collaboration with libraries
- More diverse community content
- Marin TV app for smart devices
- Gov ch has more PSAs info campaigns
- More career development paths for youth
- CMCM plays a more of key role in state education system

## ***Items still to be discussed from the original retreat agenda***

### **Mission and Visioning Session** (Board/Staff)

Honing the CMCM Elevator Speeches for Board member use

### **A review of Board responsibilities** (Board - Bruce)

- A review of Board composition (diversity), committee memberships, their purpose and discussion of effectiveness/expectation.
- Linking committee work to goals - renew committee memberships with specific purpose/outcomes