

2018-19 ANNUAL REPORT



marintv



Community Media Center of Marin Annual Report July 1, 2018 – June 30, 2019

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Attachments (electronic)

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



INTRODUCTION

November 2019

We are pleased to submit the tenth annual report for the Community Media Center of Marin for the period July 1, 2018 - June 30, 2019. This report represents the tenth year of the organization and 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 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. Having completed our first capital replacement process, we are continuing to upgrade installations in the many cities we serve. Having upgraded San Rafael and Fairfax, We now have Sausalito slated for Dec 2019 in addition to a new install at the Marin Municipal Water District. We hope to then move on to San Anselmo and Larkspur for HD upgrades.

This was the second fiscal year of CMCM receiving the full amount of PEG fees from Comcast (1%). 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. However, the FCC, at the insistence of cable operators, is now moving forward with new orders and rule changes that pre-empt the legislative provisions for PEG in the Cable Act of 1984. While we anticipate no immediate hardships that would negatively impact our fiscal status, 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. We anticipate that these and other issues will be addressed in the courts and eventually in the 2020 elections.

Despite the dark FCC cloud, 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 year.

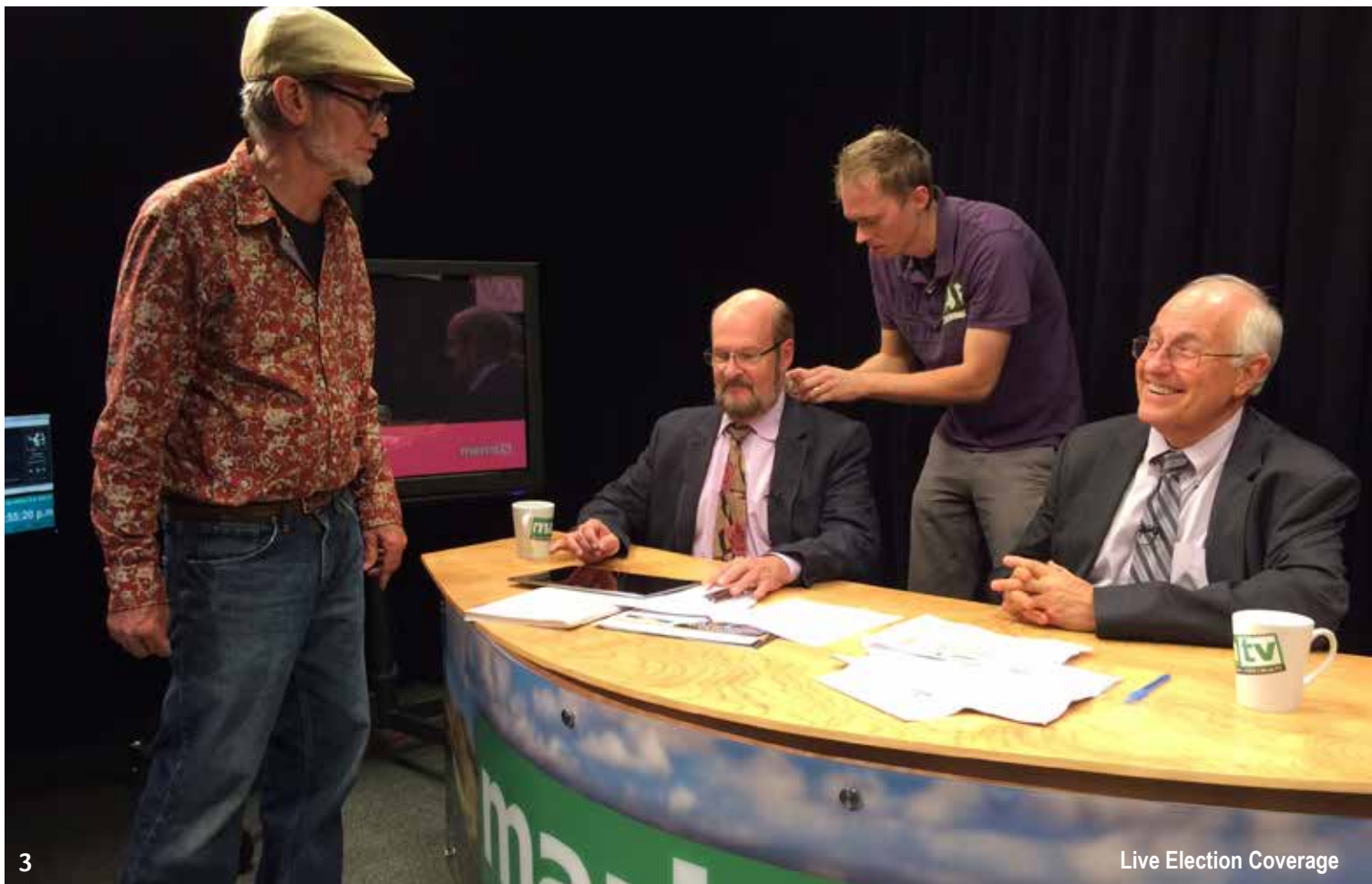
Sincerely,

Michael Eisenmenger
Executive Director





The Imam and the Pastor



Live Election Coverage



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, 2018 through June 30, 2019)

Individual Members: 201

Student/Senior Members: 50/72

Organizational Members: 23

Total Membership for year: 346*

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

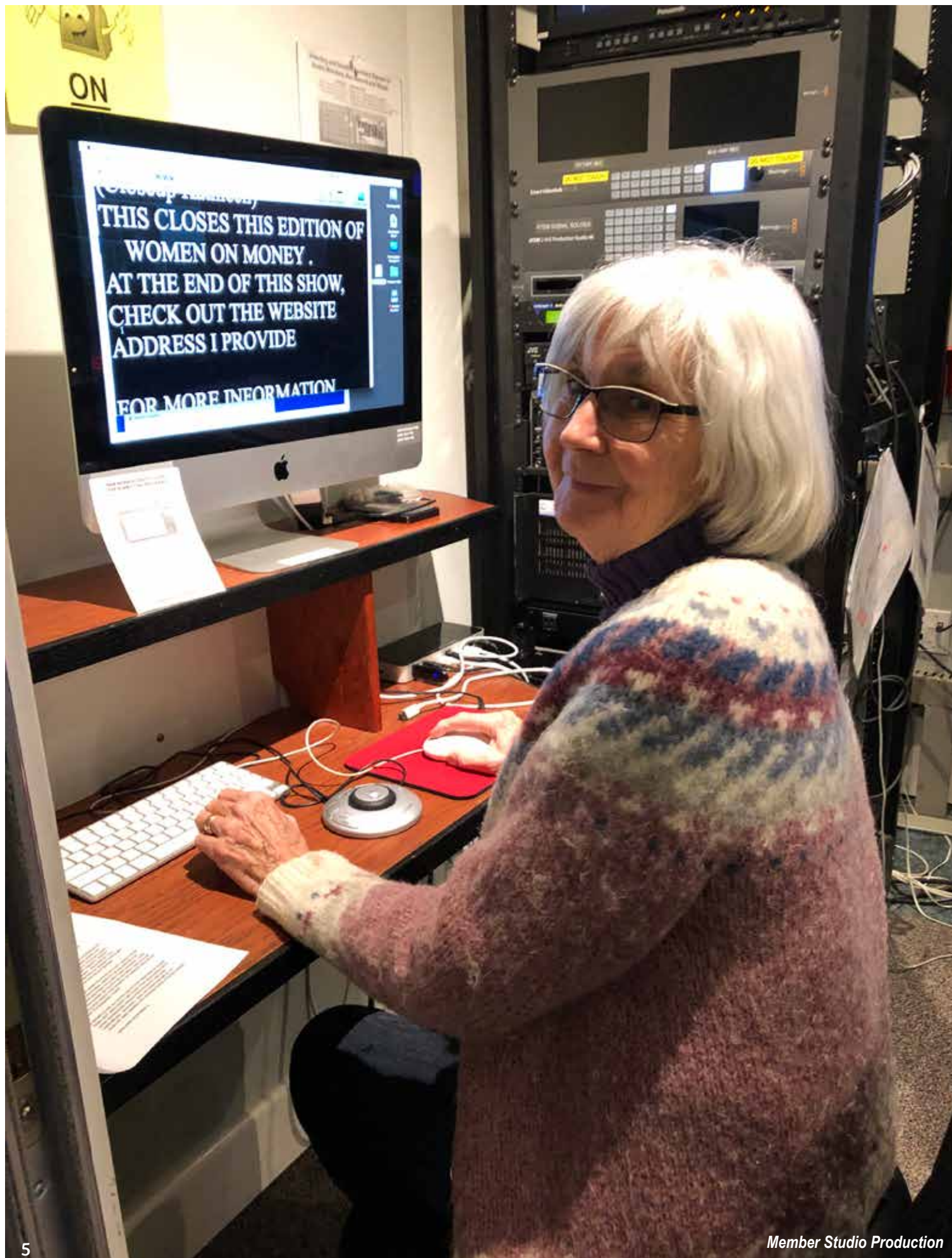
Hours of Operation

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.

346 members from all over Marin County

Individual Member Breakdown by City:

Belvedere	1	Point Reyes	1
Bolinas	2	Ross	4
Corte Madera	14	San Anselmo	27
Fairfax	27	San Geronimo	1
Forest Knolls	4	San Quentin	1
Greenbrae	7	San Rafael	105
Kentfield	9	Sausalito	15
Larkspur	11	Sebastopol	1
Marin City	1	Tiburon	9
Mill Valley	36	Woodacre	5
Novato	40	Other	25



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. Members 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 how to perform basic editing functions using 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.





Member Studio Production



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.

Voice-Over Narration

Enhance videos with the magic of narration! 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, students learn 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.





Social Media Workshop



Middel School Class



40 courses offered for 285 attendees

TRAINING

Training and Certification

Course	Classes offered	Attendance
Orientation	12 (1.5 hours)	95 registrations
Basic Field Camera	6 (3 sessions, 9 hours)	33 certifications
Final Cut Pro X	11 (3 sessions, 9 hours)	43 certifications
Studio Production	4 (4 session, 12 hours)	21 certifications
Special Courses	6 (1 session)	68 attendees
Other Advanced Courses	2 (1-3 sessions)	25 certifications
Total	40 orientations/courses	285 participants

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 for free.

Equipment Available for Checkout:

- 12 Sony X70 cameras with tripods, mics, batteries and flash recorders
- 8 wireless microphone systems
- 30 wired microphones, (lav, hand-held)
- 4 field lighting kits
- 2 BlackMagic ATEM switchers (studio in a box) with cables and peripheries

In-House Reserved Equipment:

- 12 Edit Computer Stations (iMacs)
- Full HD Production studio (4-camera robotic digital studio)
- Dub system (for transferring SVHS, Beta, U-matic, Hi8, DVCAM tapes to DVD or hard drive)
- Private Edit suite for use by two or more persons on a project.

Equipment Usage

Type	# Reservations	# Hours	In kind value
Field Camera Kit	242	1936	\$96,800
Editing Reservations	764	2292	\$91,680
Studio Reservations	331	993	\$248,250
Switcher Checkouts	12	120	\$48,400





marINSANITY Comics



Studio Audience



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, 2018 to June 30th 2019. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at www.marintv.org

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 **website**. CMCM also provides data on a weekly basis to Comcast vendors to carry the program schedules on that systems's cable program guide.

TV Schedule	
Time	Program Name
11:00	Youth Defending Youth
11:00	Canal Welcome Center
11:45	Community Announcements
12:00	Sounding Board
01:00	Marin Women's Hall of Fame
01:30	Marin Voices & Views
02:00	Making a Difference in Marin
02:30	25 Years After Chernobyl
03:00	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.



Member Equipment Checkout



Field Production Class

There were 3326 programs/series for 8169 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 3326 program/series cablecast, which accounted for 8169 hours of total programming. There were 79 regular program series (weekly, bi-weekly or monthly) submitted or produced by local Marin residents. In addition, there were 1420 special programs scheduled on the channel. A breakdown of program categories is below. Note that much of our youth programming airs on the Education Channel and not the Community Channel.

Arts		Documentary	
Total Episodes:	200	Total Episodes:	416
Total Airdates:	5597	Total Airdates:	1677
Educational		International	
Total Episodes:	484	Total Episodes:	111
Total Airdates:	1823	Total Airdates:	305
News/Public Affairs		Seniors	
Total Episodes:	365	Total Episodes:	10
Total Airdates:	1852	Total Airdates:	49
Inspirational/Religious		Comedy	
Total Episodes:	111	Total Episodes:	56
Total Airdates:	305	Total Airdates:	358
Spiritual/Lifestyle		LGBT	
Total Episodes:	280	Total Episodes:	41
Total Airdates:	868	Total Airdates:	41
Health		Performing Arts	
Total Episodes:	240	Total Episodes:	135
Total Airdates:	1132	Total Airdates:	4873
Children/Youth		Sports	
Total Episodes:	9	Total Episodes:	4
Total Airdates:	29	Total Airdates:	10
Entertainment		PSAs	
Total Episodes:	228	Total Episodes:	152
Total Airdates:	874	Total Airdates:	21836
Political		Community	
Total Episodes:	94	Total Episodes:	339
Total Airdates:	344	Total Airdates:	4939



Field Shoot for MCE Retreat



Anne arrives early for LWV Debate

There were 684 programs/series for 8066 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2018

There were 684 Programs/Series for 8066 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. We upgraded audio and video equipment in Fairfax and were prepared to start in Tiburon. At this writing, CMCM is contracted for an installation at MMWD and will launch a new installation in Sausalito soon after. Once those are completed, upgrades will be planned for San Anselmo and Larkspur.

Government program	# airings	Government program	# airings
San Rafael City Council	133	Marin County Transit District	111
San Rafael Design Review Board	124	Transportation Authority of Marin	32
San Rafael Planning Commission	100	MCE Board Meeting	55
Mill Valley City Council	108	Fairfax Town Council	82
Mill Valley Planning Commission	99	Fairfax Town Council - Special Meeting	16
Mill Valley Parks and Recreation	71	Fairfax Planning Commission	80
Mill Valley Annual Meeting	1	Fairfax Special Planning	8
Marin LAFCO Board Meeting	30	Corte Madera Town Council	110
San Anselmo Town Council	143	Corte Madera Planning Commission	127
San Anselmo Planning Commission	129	Corte Madera Bicy/Ped Committee	32
Marin County Parks and Open Space	28	Corte Madera Flood Control Committee	38
Marin County Board of Supervisors	142	Corte Madera Park and Rec. Commission	52
Marin County Planning Commission	55	Sausalito City Council	136
Marin County BOS Budget Meetings	21	Ross Valley Sanitary District Meeting	56
Just Cause for Eviction Workshop	3	Novato City Council	51
Marin County Probation Dept. - LIVE	1	Novato Planning Commission	43
Off the Cuff with Jared Huffman	21	Larkspur Town Council	136

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 150 PSAs were scheduled for a total 10,478 airings over the course of the last fiscal year. Marin Cities and agencies are encouraged to submit video content anytime they have programming available.



*There were 1730 programs/series
for 8490 hours of educational programming*

EDUCATION CHANNEL 30

The Education Channel (30) through June 30, 2019

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 Dominican 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: 6 Total Airdates: 18	Kent Middle School Short Videos Total Episodes: 7 Total Airdates: 330
Dominican Sports Games Total Episodes: 8 Total Airdates: 18	GCF Learning Total Episodes: 29 Total Airdates: 3469
TED Talks Total Episodes: 85 Total Airdates: 966	Rompeviento Series Total Episodes: 342 Total Airdates: 1829
Marin County Fair Youth Short Videos Total Episodes: 22 Total Airdates: 77	Pop Tech Total Episodes: 74 Total Airdates: 801
Open Yale Series Total Episodes: 20 Total Airdates: 432	UC Berkeley Programs Total Episodes: 68 Total Airdates: 2547
Marin Academy Music Programs Total Episodes: 20 Total Airdates: 123	Mill Valley Library First Friday Total Episodes: 14 Total Airdates: 39
Conscious Eating Conference Total Episodes: 11 Total Airdates: 94	Chaos Computer Conference Total Episodes: 40 Total Airdates: 233
Commonwealth Club Total Episodes: 79 Total Airdates: 492	INK Talks Episodes: 26 Total Airdates: 538





Marin Communications Forum Total Episodes: 15 Total Airdates: 173	Bioneers Conference Total Episodes: 16 Total Airdates: 94
Marin Symphony Youth Orchestra Total Episodes: 4 Total Airdates: 47	National Gallery of Art Programs Total Episodes: 20 Total Airdates: 264
Dominican Leadership Lecture Series Total Episodes: 52 Total Airdates: 192	Pirate TV Lectures Total Episodes: 30 Total Airdates: 293
Environmental Forum of Marin Total Episodes: 6 Total Airdates: 62	Gov. Debates - League of Women Voters Total Episodes: 7 Total Airdates: 47
SF MOMA Shorts Total Episodes: 71 Total Airdates: 3423	Marin IJ Lobby Lounge Total Episodes: 20 Total Airdates: 267

(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.

Media Academy

CMCM has launched a new and improved educational program for students to receive professional-quality production training for the 2019-2020 year. CMCM has made this program available to youth in Marin County and throughout the Bay Area. Every student will learn audio & video production, which includes camera operation, studio production, and video editing workshops. This unique program will be filled with fun activities engaging participants in a cohesive and entertaining educational experience. This provides students a wonderful hands-on opportunity to become completely immersed in digital media production. CMCM has incorporated the existing Marin Media Corps (MMC) program to merge with the new Media Academy (MA).

2018 and 2019 Sports Broadcast Camp

CMCM held its annual live sports broadcast camp, covering 7 total games in 2018 and 7 games in 2019 (both seasons took place in June and July of separate fiscal years). The San Rafael Pacifics went undefeated in every 2018 broadcast and won back-to-back Championships in 2018 and 2019. This program continues to be CMCM's highest profile camp and training.

Daraja Academy

The strong relationship between CMCM and CFI continues to grow into a wonderful partnership with the Daraja Academy, which is a school to educate Kenyan girls who cannot otherwise afford the fees associated with public secondary schools in Africa. Young high school and collegiate women from Marin flew to Kenya to document and take part in a joint-educational program with young women of the same age. CMCM provided workshops for the Marin students to edit, produce, and showcase the Daraja Academy. The collaboration between CMCM, CFI, and Daraja is set to grow exponentially for the following year.

ComAcad

CMCM worked directly with the Marin County Office of Education to provide educational opportunities on a professional production scale for the Communications Academy (ComAcad) at Sir Francis Drake High School. John MacLeod from XR Marin and Omid Shamsapour from CMCM have partnered up with other educators to enhance and strengthen the educational program at Drake High. The projects and films produced by the ComAcad students have been aired on Marin TV.

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 in the Winter, Spring, and Summer of 2019 were facilitated by both CMCM and CFI instructors and took place at CMCM. The films that have been produced are being showcased throughout Marin County and the Bay Area at festivals and events. The Education Directors of CMCM and CFI have developed a strong partnership expected to evolve for years to come.

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 interns completed 120 hours over the Fall 2018 and Spring 2019 semesters. This partnership continues to grow each year, and we already have two interns for the 2019-2020 school year who have also signed up for CMCM's Media Academy education program.

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 partnered up with Performing Stars of Marin to launch the inaugural Media Academy catered to these youth. The students have to become regular crew members to document and produce original content throughout Marin County.



Marin County Fair



Día de los Muertos Exhibit



www.marintv.org

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, Instagram 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.





Just a few selections from this past years specials and shorts produced with CMCM staff support.
 (Clickable links if viewing PDF)



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.



Marin Stories - Partnership

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



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 nine episodes produced for the series



Italian Film Festival - Partnership

For a fifth 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.



Marin Stories: Alex Friedman



New Citizens Celebration



Phyllis Gould - Marin's Rosie



Marin Stories: Ashley Eva Brock



The Faces of Restorative Justice



MCOE School Funding Forum



Jared Huffman Town Hall



KPFA Candidate Forum 1



Marin Votes - Election 2018



Marin TV: You're On the Air!



NPS: Muir Woods Update



Time to Lead on Climate



marINSANITY Episode 35



enLIGHTen



Best of IJ Lobby Lounge 2018



Fairfax EcoFest



Loading for the County Fair



COMMUNITY OUTREACH

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 Marin IJ to produce the annual Lobby Lounge youth musician series.
- 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 expanded the Marin Media Corps into the Media academy to better facilitate media projects involving youth and youth-based organizations. This program launched this year training interested youth and organizations.
- CMCM continued 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 and more.



CMCM Art Exhibit



Crewing a KPFA Roundtable



CMCM stayed within budget for the 2018/19 year, as has been the case in previous years. During the prior year we completed the capital equipment updates and replacement planned under the previous Distributed Access Provider (DAP) agreement with the MTA. With this first major cycle of capital equipment upgrades completed, CMCM is now replenishing our capital equipment reserve in preparation for the inevitable capital equipment upgrades of the future.

We have continued our HD upgrades of the city installations we first began seven years ago. This past fiscal year we upgraded Fairfax and were prepared for a fresh install for Tiburon until that was put on hold. This current year we will be upgrading Sausalito, a contract install for MMWD and hopefully an upgrade for San Anselmo late in the year.

Our two-year capital plan is submitted with our Annual Budget and Plan. This outlines anticipated upcoming capital expenses for the media center and the remote city sites. In short, City upgrades will continue as available staff time allows and other spending is anticipated to be mostly limited to repairs and maintenance of existing equipment – because equipment does break, and often when you least expect it.



**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2018 through June 30, 2019**

INCOME	
Total PEG fees	\$775,117
I-NET reimb.	\$16,500
Contrib./Grants	\$32,339
Fee for Service	\$117,015
Course Fees/Membership	\$16,753
Investment Income	\$28,654
Total Income	\$986,378

EXPENSES	
Facilities Lease/Util/Exp	\$92,889
iNet Cost	\$16,500
Equipment purchase/repair/rental	\$7,624
Office/business expense	\$10,465
Advertising/Promo	\$2,411
Prof. Services	\$38,584
Event	\$3,344
Insurance	\$9,567
Salaries	\$528,161
Benefits/Payroll Tax	\$120,205
Travel & Meetings	\$2,190
Total Expenses	\$832,002

Net Cash Surplus (before Capital Spending) \$154,376*

2018/19 City/Capital Spending \$60,246

* Depreciation of \$181,834 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.



Mary - CMCM Staff



CMCM Staff 2018-19

- 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 - Comm. & Dev. Manager (FTE)
 - Omid Shamsapour - Director of Education & Production (PTE)
 - Scott Ward - Station Assistant / Editor (PTE)
 - Justin Russell - Station Assistant / Instructor (PTE)
 - Chris Brown - Station Assistant (PTE)
 - Damion Brown - Government Prod. (PTE)
 - Bradford Flaharty - Government Prod. - Facilities (PTE)
 - Thomas McAfee - Government Prod. (PTE)
 - Carl Laur - Government Prod. (PTE)
 - Eric Morey - Government Prod. (PTE)
 - Jarod Stewart - Government Prod. (PTE)
 - Mark Curran - 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 2018 - June 2019



- 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
- New in 2019/20:*
- Susan Pascal Beran
- Kimberly Scheibly



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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.

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William Sims	Network for Good
Gary Phillips	Renee Goddard
Brad Curtis	

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.



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