



BOARD OF DIRECTORS
Regular Meeting
April 22, 2010

A G E N D A

6:00 P.M.

Offices of the Corporation
This meeting will be cablecast

1. Roll Call Page No.
- Joyce Anderson, Tess Fitzgerald, Mark Halfmoon, Joe Hall, Ian McFadden (Chair), Caryn Machado, Andre Neu, Jon Silver, Doree Steinmann [quorum is five]

2. Oral Communications

CONSENT AGENDA

3. Approve Agenda
4. Approve Minutes*
Regular Meeting of January 28, 2010
Special Meeting of February 17, 2010
Special Meeting of March 2, 2010 1-5
5. Approve Contract of Bookkeeper Eva Brunner* 7
6. Approve the Board Committee Membership and Committee Chair Revisions* 9
7. Approve the reallocation of \$22,062 from the Salary Expense Category *Director of Marketing and Development* (Account # 7511), into Operating Expense Categories. 10
8. Accept Report Out of CTV Committee Meetings*
Programming Committee 11
Fund Development and Marketing Committees 14
9. FY 2009-2010 Budget*
Approve Financial Statements as of March 31, 2010. 17

-----Agenda items continued next page

* Material included in Agenda Packet

REGULAR AGENDA

Page No

10. 2010 Special Member Election (*non-action item*)
Certification of the 2010 Special Member Election by Inspector Mary Ann Thyken and Seating of the Elected Member.
11. Watsonville Representative on CTV Board
Approval of seating Daniel Dodge as the Watsonville Representative to the vacant G4 seat on the CTV Board.
12. Board Calendar*
Discussion/Action on changing the June 24, 2010 CTV Board meeting date. 25
13. Board Retreat
Discussion/Action regarding the Board Retreat.
14. Fundraising Event*
Discussion/Action regarding the fundraising event proposed by the Marketing and Fund Development Committees. 26
15. Production Truck*
Discussion/Action regarding the CTV production truck. 27
16. Restructuring Plan*
Discussion/Action regarding the restructuring plan proposed by the Executive Director. 31
17. FY 2010-11 Activities Plan and Budget*
Consider adoption of Activities Plan, Budget and Salary Ranges as proposed by Executive Director. 35

REPORTS AND CORRESPONDENCE (non-action items):

Page No

18. Oral Report from the Board Chair
19. Report of the Executive Director* 51
20. Board Member / Staff Requests for Specific Items to Appear on next Regular Meeting Agenda (June 24, 2010):
Finance Committee meeting (review current year budget at close to year end; recommendation re selection of auditor for next FY, if necessary); At regular Board meeting: report of Finance Committee re budget and recommendation re selection of auditor; (in election years) appoint Inspector of Election.
21. Announcements
22. Adjourn to Closed Session
1. Employee Performance Evaluation Closed pursuant to Gov. Code §54957.
Title: Executive Director.
23. Reconvene in Open Session- Report Out from Closed Session
24. Adjournment

Any person may address the Board during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A maximum of five minutes will be set aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its

directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting.

Regular Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.

*** Material included in Agenda Packet**



**Personnel Committee
Regular Meeting
April 22, 2010**

A G E N D A

4:30 P.M.
Offices of the Corporation

Roll Call, Personnel Committee: Ian McFadden (Chair), Joyce Anderson, Doree Steinmann, Mary Ann Thyken (*ex officio*)

1. Discussion/Action of Reorganization Plan*

See page 35 Board Meeting agenda packet.

2. Employee Compensation/ Personnel Manual*

Pursuant to Section 11.02, conduct the annual review of wages and salaries: consider and make recommendations to the Board regarding proposed adjustments to the salary schedule (Attachment E) and related revisions to Personnel Manual.

See page 42 Board Meeting agenda packet.



**FINANCE COMMITTEE
REGULAR MEETING
April 22, 2010**

5:00 P.M.

A G E N D A

Offices of the Corporation

Roll Call, Finance Committee: Joe Hall (Chair), Tess Fitzgerald, Ian McFadden, Mary Ann Thyken (*ex officio*).

1. FY 2009-10 Budget*
Review and consider recommendation to the Board to approve financial statements as of March 31, 2010.

See page 17 Board Meeting agenda packet.
2. FY 2010-11 Budget*
Review and consider recommendation to the Board to approve FY 2010-11 Budget as proposed by Executive Director.

See page 44 Board Meeting agenda packet.
3. Contract for Bookkeeping Services FY 2010-11 *
Consider new contract with Eva Brunner as proposed by Executive Director.

See page 7 Board Meeting agenda packet.

Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.



BOARD OF DIRECTORS
Closed Session
April 22, 2010
7:00pm

A G E N D A

Offices of the Corporation

Roll Call

Joyce Anderson Tess Fitzgerald, Mark Halfmoon, Joe Hall, Ian McFadden (Chair), Caryn Machado, Andre Neu, Jon Silver, Doree Steinmann [quorum is five]

1. Employee Performance Evaluation

Title: Executive Director. Closed pursuant to Gov. Code §54957.



EXECUTIVE COMMITTEE
Regular Meeting
April 22, 2010

A G E N D A

6:00 P.M.
Offices of the Corporation

1. Roll Call

Joyce Anderson, Tess Fitzgerald, Mark Halfmoon, Joe Hall, Ian McFadden (Chair), Caryn Machado, Andre Neu, Jon Silver, Doree Steinmann [quorum is five]

ALL ITEMS AS SET FORTH ON THE AGENDA OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS NOTICED CONCURRENTLY.

IF A QUORUM OF THE FULL BOARD IS NOT PRESENT AT THE REGULAR BOARD MEETING, THE MEETING WILL BE ADJOURNED TO THE EXECUTIVE COMMITTEE MEETING. IF A QUORUM OF THE EXECUTIVE COMMITTEE (3) IS PRESENT, THE EXECUTIVE COMMITTEE WILL MEET TO TAKE ACTION ON ITEMS ON THE AGENDA.

Any person may address the Executive Committee (acting as the Board) during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A maximum of five minutes will be set aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its discretion, allow time at the end of the meeting for additional public comment. All comments must be directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting.

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EXECUTIVE COMMITTEE

Closed Session

April 22, 2010

7:00 P.M.

A G E N D A

Offices of the Corporation

1. Roll Call

Joyce Anderson, Tess Fitzgerald, Mark Halfmoon, Joe Hall, Ian McFadden (Chair), Caryn Machado, Andre Neu, Jon Silver, Doree Steinmann [quorum of Board is five, quorum of the Executive Committee is three]

ALL ITEMS AS SET FORTH ON THE AGENDA OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS NOTICED CONCURRENTLY.

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ACTION SUMMARY MINUTES
Community Television of Santa Cruz County
Regular Board Meeting
January 28, 2010

1. Roll Call

Voting Members Present: Joyce Anderson, Tess Fitzgerald, Mark Halfmoon, Joe Hall, Ian McFadden, Caryn Machado (after Item 6) Andre Neu, Jon Silver, Doree Steinmann

Voting Members Absent: Mark Halfmoon after Item 10.

2. ORAL COMMUNICATIONS:

The following people addressed the Board:

Ronald Fields

Daniel Dodge

Ron Holman

3. APPROVED the following items on the Consent Agenda:

1) Current Meeting Agenda

2) Minutes from the Annual Member Meeting of November 19, 2009 and the Organizational Board Meeting of November 19, 2009.

3) Appointing Mary Ann Thyken to Trustee of CTV's 401k Plan.

4) Review of CTV's 990 for tax year 2008

5) Accept Program Proposal Report

6) Accept Report Out of CTV Committee Meetings Appeals Board of December 16, 2009.

7) Financial Statements as of December 31, 2009; and budget adjustments proposed by the Executive Director.

Maker: Fitzgerald

Second: Neu

Ayes: Anderson, Fitzgerald, Halfmoon, Hall, McFadden, Neu, Steinmann

Nays: None

4. APPROVED by consensus resolution of Appreciation for Service and Contribution of David Gott.

The following people addressed the Board:

Danette DeVares

Ron Holman

5. **FAILED** to adopt appointing Caryn Machado to the vacant At-Large seat (A1) and Ariana Gossfeld to the vacant Member seat (P2).

Maker: Fitzgerald
Second: Halfmoon
Ayes: Fitzgerald, Halfmoon, McFadden, Neu
Nays: Anderson, Hall, Silver, Steinmann

During public comment, Caryn Machado, James Fisher, Ariana Gossfeld, Karen Lacey, Danette DeVares, and Daniel Howell addressed the Board.

6. **APPROVED** appointing Caryn Machado to the vacant At-Large seat (A1).

Maker: Hall
Second: Silver
Ayes: Anderson, Fitzgerald, Hall, McFadden, Neu, Silver, Steinmann
Nays: None
Abstention: Halfmoon

7. **FAILED** to adopt appointing James Fisher to the vacant Member seat (P2).

Maker: Anderson
Second: Steinmann
Ayes: Anderson, Hall, Silver, Steinmann
Nays: Fitzgerald, Halfmoon, McFadden, Neu
Abstention: Machado

8. **FAILED** to adopt appointing Ariana Gossfeld to the vacant Member seat (P2).

Maker: Halfmoon
Second: Neu
Ayes: Fitzgerald, Halfmoon, McFadden, Neu
Nays: Anderson, Hall, Silver, Steinmann
Abstention: Machado

9. **APPROVED** postponing appointment to vacant Member seat (P2) until the next Board meeting.

Maker: Hall
Second: Machado
Ayes: Anderson, Hall, McFadden, Machado, Silver, Steinmann
Nays: Fitzgerald, Halfmoon, Neu

- 10. APPROVED** the adoption of the CTV Board Committee appointments as proposed by Board Chair Ian McFadden.

Maker: Hall
Second: Anderson
Ayes: Anderson, Fitzgerald, Halfmoon, Hall, McFadden, Machado, Neu, Silver, Steinmann
Nays: None

- 11. APPROVED** urging Executive Director Mary Ann Thyken to move forward with research in anticipation of acquiring a mobile van and set up a contract with Santa Cruz Coast Athletics League.

Maker: Neu
Second: Hall
Ayes: Anderson, Fitzgerald, Hall, McFadden, Machado, Neu, Silver, Steinmann
Nays: None

During public comment, Bobby Ackerly, Lloyd Ellis, Ron Holman, Ron Powell addressed the Board.

- 12. APPROVED** proposed changes to the CTV Membership Categories and Scholarship Policy as recommended by the Executive Director, with the exception of wait-listing discounted members for classes.

Maker: Silver
Second: Machado
Ayes: Anderson, Fitzgerald, Hall, McFadden, Machado, Neu, Silver, Steinmann
Nays: None

During public comment, Bobby Ackerly, Ron Holman, Danette Devares and Daniel Dodge addressed the Board.

- 13. APPROVED** language change to Section 12 of Executive Director contract.

Maker: Fitzgerald
Second: Hall
Ayes: Anderson, Fitzgerald, Hall, McFadden, Machado, Neu, Silver, Steinmann
Nays: None

- 14. REPORT-** Oral Board Chair Report given by Ian McFadden.

15. **REPORT-** Executive Director Report given by Mary Ann Thyken.
16. **ADJOURNED** to Closed Session pursuant to:
 1. Employee Performance Evaluation. Closed pursuant to Gov. Code §54957.
Title: Executive Director
17. **RECONVENED** from closed session with no reportable actions.
18. **ADJOURNED** to the next regular board meeting of April 22, 2010.

Respectfully submitted by:

Alie Welch
Administrative Coordinator

ACTION SUMMARY MINUTES
Community Television of Santa Cruz County
Special Board Meeting
February 17, 2010

1. Roll Call

Voting Members Present: Joyce Anderson, Mark Halfmoon, Joe Hall, Ian McFadden, Caryn Machado, Andre Neu, Doree Steinmann

Voting Members Absent: Tess Fitzgerald, Jon Silver

2. APPROVED the purchase of a 1995 Ford Multipurpose Passenger Vehicle for \$15,876.41.

Maker: Steinmann
Second: Hall
Ayes: Anderson, Halfmoon, Hall, McFadden, Machado, Neu, Steinmann
Nays: None

During Public Comment, Ron Holman and Sandra Leigh addressed the Board.

3. ADJOURNED to the next regular board meeting of April 22, 2010.

Respectfully submitted by:

Alie Welch
Administrative Coordinator

ACTION SUMMARY MINUTES
Community Television of Santa Cruz County
Special Board Meeting
March 2, 2010

1. Roll Call

Voting Members Present: Joyce Anderson, Tess Fitzgerald, Mark Halfmoon, Ian McFadden, Caryn Machado, Andre Neu, Jon Silver, Doree Steinmann

Voting Members Absent: Joe Hall

2. APPROVED setting the Record Date for the 2010 Special Member Election to March 15, 2010.

Maker: Fitzgerald
Second: Neu
Ayes: Anderson, Fitzgerald, Halfmoon, McFadden, Machado, Neu, Silver, Steinmann
Nays: None

3. APPROVED appointing Mary Ann Thyken to Inspector of Elections for the 2010 Special Member Election.

Maker: Fitzgerald
Second: Anderson
Ayes: Anderson, Fitzgerald, Halfmoon, McFadden, Machado, Neu, Silver, Steinmann
Nays: None

4. ADJOURNED to the next regular board meeting of April 22, 2010.

Respectfully submitted by:

Alie Welch
Administrative Coordinator

DATE: 4/15/2010

TO: CTV Finance Committee and Board of Directors

FROM: Mary Ann Thyken

RE: Approval of Contract for Bookkeeper Eva Brunner

Recommendation: Approve bookkeeping contract for Eva Brunner for FY 2010-2011

Fiscal Impact: The total value of the contract is \$8,320.

I am recommending that we renew our contract with bookkeeper Eva Brunner to secure her services through the end of June 2011.

The fiscal impact of this approval is \$8,320. Eva's rate remains at \$40/hour. Funds to cover Eva's services are included in the proposed budget under Line 6900 Bookkeeping/Audit.

CONTRACT

For FY 2010-2011

This is an agreement between Community Television of Santa Cruz County (CTSCC) and Eva Brunner regarding the monthly bookkeeping for CTSCC. Eva Brunner will perform the following services and will bill CTSCC \$40.00 per hour for up to 208 hours (average 4 hours per week) in FY 2010-2011:

- Input bills and write checks, minimum of 3 times per month
- Input accounts receivable and print statements monthly
- Record deposits, minimum of 3 times per month
- Reconcile bank statements monthly
- Record payroll and other monthly transactions
- Prepare financial reports for the Board of Directors monthly
- Meet with the Director monthly to review financial statements
- Maintain capital assets depreciation report
- Work with the auditors for the annual audit
- Prepare annual 1099 Misc. statements
- Perform extra duties and projects as assigned

Eva Brunner
2120 N. Pacific Avenue #53
Santa Cruz, CA 95060

Date

Representative of CTSCC
816 Pacific Avenue, Santa Cruz, CA 95060

Date

DRAFT

OFFICERS:

Ian McFadden, Chairperson
Tess Fitzgerald, Vice Chairperson
Mark Halfmoon, Secretary
Joe Hall, Treasurer

STANDING COMMITTEES

EXECUTIVE COMMITTEE

Number of seated Board
Members less than a quorum of the Board;
quorum of the Committee is three

FINANCE AND BUDGET COMMITTEE

Tess Fitzgerald
Ian McFadden
Joe Hall (Chair)
Mary Ann Thyken (*ex officio*)

NOMINATING COMMITTEE

Ian McFadden
Joyce Anderson
Joe Hall

PERSONNEL COMMITTEE

Ian McFadden (Chair)
Joyce Anderson
Doree Steinmann
Mary Ann Thyken (*ex officio*)

OTHER COMMITTEES

APPEALS BOARD

Andre Neu
Tess Fitzgerald
Ian McFadden
Mary Ann Thyken (*ex officio*)

AUDIT COMMITTEE

Ian McFadden
Hilary Hamm
Joe Hall (Chair)

BYLAW COMMITTEE

Ian McFadden (Chair)
Andre Neu
Doree Steinmann

RULES COMMITTEE

Tess Fitzgerald (Chair)
Mark Halfmoon
Joyce Anderson
Mary Ann Thyken (*ex officio*)

FUND DEVELOPMENT COMMITTEE

Ian McFadden
Joe Hall
Joyce Anderson (Chair)
Mary Ann Thyken
Alie Welch (staff)

MARKETING TASKFORCE

Ian McFadden
Joyce Anderson
Joe Hall
Caryn Machado (Chair)
Mary Ann Thyken
Alie Welch (staff)

PROGRAMMING COMMITTEE

Ian McFadden
Jon Silver
Mark Halfmoon (Chair)
Mary Ann Thyken
Jack Hanson (staff)

TECHNOLOGY TASKFORCE

Ian McFadden
Andre Neu
Craig Jutson (Chair)
Ron Holman (staff)
Chris Neklason (Cruzio)

January 2010

DATE: 4-16-10
TO: CTV Finance Committee and Board of Directors
FROM: Mary Ann Thyken
RE: **Approval of Reallocation of Salary Expense**

Recommendation: Reallocate \$22,062 from the Salary Expense Category *Director of Marketing and Development* (Account #7511) into Operating Expense Categories as recommended by the Finance Committee

Fiscal Impact: No fiscal impact.

I am recommending that we reallocate \$22,062 from the Salary Expense Category *Director of Marketing and Development* (Account #7511) and reallocate as follows:

- \$360 into Facility/Equipment Rental (Account # 7300).
- \$14,000 into Operating Expense Category Repairs and Maintenance (account # 7400)
- \$1,500 into Office Equipment (Account # 7055)
- \$6,202 into Equipment Replacement/Repair (Account # 7050).

The funds would be used for parking expenses for the Production Truck, the refurbishment of the building, resurfacing of the stage floor, new furniture for the lobby and kitchen and additional equipment purchases including TV monitors for the lobby.

Programming Committee Meeting- Minutes

March 16, 2010

In Attendance: Jon Silver, Ian McFadden, Mark Halfmoon, Joyce Anderson, Jack Hanson, Mary Ann Thyken

Jon Silver presented the following to help establish the purpose and direction of the committee.

The intent behind creating the CTV programming committee is to provide general Board direction to the Executive Director in two areas of focus:

1) To set objectives and priorities for the development of CTV produced productions on the Education and Government channels.

Programming Recommendation:

- Community Television will develop and produce a regular ½ hour to one hour monthly, high quality, local public affairs video-magazine style program that examines local social, political and cultural issues that impact Santa Cruz County residents.*
- The Executive Director will develop a program plan to launch this new public affairs program and present the plan to the full Board of Directors. The plan should include:*
 - 1. Description of the scope, elements and style of the program*
 - 2. Provision for editorial oversight and input*
 - 3. Provision for utilizing producer and production services*
 - 4. Indication of program alignment with fundraising strategies*
 - 5. Budget*
 - 6. Timeline*

Background & Rationale:

- CTV's Board has made development of local, quality, station-produced programming a priority in the strategic plan.*
- Community TV produced two successful pilots of a similar video magazine style program: Epicenter, which received excellent feedback.*
- Focus groups conducted two years ago by the Marketing Director indicated that local public affairs/news programming is a priority among those surveyed.*
- Launching of new station-produced programming will provide various fundraising opportunities*

2) To set objectives and priorities for the programming and scheduling, and for the acquisition of programming from on-CTV produced sources on all CTV channels.

It was decided to ask the ED to bring back a program proposal for a news/public affairs program by May.

It was decided that the next meeting would be a presentation by Jack Hanson about the programming on all three channels describing programming blocks, branding and his programming philosophy.

Programming Committee Meeting- Minutes

April 13, 2010

In Attendance: Jon Silver, Ian McFadden, Mark Halfmoon, Joyce Anderson, Jack Hanson, Mary Ann Thyken

Jack Hanson presented a report on the programming of all three CTV channels.

It was decided that the committee wants to reconvene a discussion of scheduling. The next step is to have discussion and give feedback about programming on 25 and 26. The role of the committee will be to formulate strategic objectives and goals to help guide the station's programmatic philosophy.

Next meeting is scheduled for May 19th at 3pm. Location TBA.

Minutes-Marketing/Fund Development Committee Meeting

April 6, 2010, 6pm

In attendance: Joyce Anderson, Caryn Machado, Mary Ann Thyken, Alie Welch, Mark Halfmoon

1. Discussion of Fundraising Event

- Date and Time: Friday October 1, 2010, 4pm to 9pm. Entire event would be broadcast.
- Would have silent auction for those in attendance. Would have “big ticket” auction items biddable by those in attendance and those watching on TV
- Looking for potential segment hosts and MC—names suggested John Laird, Ben Holck. Will need auctioneer
- Entertainment-Children performing from Santa Cruz Performing Arts or Children’s Choir for early part of evening
- In trying to decide how to charge for the event, ideas discussed included:
 - from 4 to 6 event would be an open house, then from 7 to 9 a ticketed event
 - having a ticket for the entire event no matter when you arrive
 - having no entry fee, but charging for any food (we will charge for drinks no matter what the ticket paradigm)
- Need to get liquor permit
- Need to create an on-air message ASAP that includes a “save the date” and an ask for auction items.
- Should try to get local high school sports coaches involved (contact them before the end of the school year)
- Will review resume of a potential event planner and see if he/she is needed for the event

Goal of event is to get in at least 5 “big ticket” items for auction and to have all services, food, prizes and auction items donated or acquired for trade.

Expectations of Board Members in regards to event

- He/she will attend and help before and at the event
- He/she will help publicize the event
- He/she will commit time and/or sponsorship funding for the event
- He/she will procure at least two items for the auction
- He/she will submit contacts list for potential invitees

Fundraising Message

- Community Television is moving towards a new model of member support
- We are fundraising for our new truck that will allow us to broadcast high school sports

- We are fundraising so we can increase our participation in the community and make a difference in the lives of the people of Santa Cruz County

2. Discussion of CTV Logo



Reviewed a number of logo designs. Will go forward with image above as the basis for the logo. Will send out to designers to have lettering and colors developed.

3. Discussion of Fundraising Ideas

Discussed how much we believe we can make at the fundraising event. Decided \$10,000 was a realistic estimate.

4. Next Meeting

Decided to plan next meeting for Friday May 14 at 2pm.

Minutes-Marketing/Fund Development Committee Meeting
March 2, 2010

In attendance: Joyce Anderson, Caryn Machado, Mary Ann Thyken, Alie Welch

Will be doing a Fundraiser

Need to determine by April Board meeting

- Event structure
- Date and Time
- Logo
- Name
- Board Expectations and how they will participate
- Refine purpose—funding the truck

Need to determine by June Board meeting

- Branding
- Develop a program, web presence

Next meeting Tuesday April 6, 6pm

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY
EXPENDITURES STATEMENT
March 31, 2010

75%

Operating Expenses		2009/2010 BUDGET	Mar CURRENT	Mar YTD	% of Budget EXPENDED	AMOUNT REMAINING
6100	Advertising	2,000	150	1,067	53%	933
6300	Bank Charges	200	45	154	77%	46
6600	Dues & Subscriptions	1,745	23	1,343	77%	402
6700	Insurance	9,400	811	6,691	71%	2,709
6900	Bookkeeping/Audit	19,626	910	15,947	81%	3,679
7001	Contract Services-Studio Production	2,825	100	1,675	59%	1,150
7003	Contract Services-Janitor	400	0	0	0%	400
7010	Consulting/Producing	6,000	0	1,663	28%	4,337
7050	Equip. Replacement/Repair	65,140	6,972	40,767	63%	24,373
7055	Office Equipment	5,500	441	4,830	88%	670
7100	Office Supplies	5,000	389	3,181	64%	1,819
7105	Productions Expense	14,000	539	4,066	29%	9,934
7110	Legal Fees	2,000	0	372	19%	1,628
7200	Postage/Freight	2,250	682	1,346	60%	904
7205	Printing	1,500	107	433	29%	1,067
7210	Newsletter/Brochure/Annual Report	2,250	0	1,679	75%	571
7215	Copy Machine	3,650	432	2,704	74%	946
7300	Facility/Equipment Rental	200	70	350	175%	-150
7400	Repairs & Maintenance	13,000	1,658	4,644	36%	8,356
7401	Janitorial Supplies	1,400	105	774	55%	626
7405	Training /Conferences	2,860	55	318	11%	2,542
7640	Licenses/Fees/Misc. Taxes	6,000	645	4,489	75%	1,511
7700	Telephone	4,500	240	2,326	52%	2,174
7800	Travel/Meals	5,150	1,051	2,825	55%	2,325
7900	Utilities	19,600	1,512	15,875	81%	3,725
7910	Contract Services-Field Production	2,000	200	900	45%	1,100
7920	Retreats/Events	2,000	8	1,412	71%	588
7925	Acquisition	400	356	368	92%	33
7930	Promotional Items	2,138	0	0	0%	2,138
7920	Misc.	-	0	0		0
7950	Suspense	-	0	0		0
8600	Special Events Expense	3,700	0	1,700	46%	2,000
Subtotal:		206,434	17,501	123,899	60%	82,535
7510	Salaries-Exec. Director 1.0 FTE	58,429	18,417	43,924	75%	14,505
7511	Salaries - Director of Marketing 1.0 FTE	22,062	0	0	0%	22,062
7516	Salaries-Outreach Coordinator .55 FTE	27,203	2,210	20,462	75%	6,741
7517	Salaries-Gen. Technician .5 FTE	22,061	1,279	11,283	51%	10,778
7520	Salaries-Programming Coord. .8 FTE	38,918	3,110	26,722	69%	12,196
7525	Salaries- Director of Tech .9 FTE	50,000	-8,588	35,154	70%	14,846
7530	Salaries-Access Facilitator 1.0 FTE	38,331	3,697	27,892	73%	10,439
7535	Salaries-Admin Coordinator 1.0 FTE	46,332	4,098	34,726	75%	11,606
7540	Salaries-Playback Tech .8 FTE	29,414	2,329	20,304	69%	9,110
7545	Salaries-Operations Coordinator 1.0 FTE	47,785	4,921	33,454	70%	14,331
7575	Salaries- PT Janitorial	3,550	240	1,823	51%	1,728
7584	Salaries-PT Access Facilitator	10,920	1,029	9,293	85%	1,628
7585	Salaries-PT Access/Gov't	6,300	1,333	5,633	89%	667
7586	Salaries-PT Access/Trainers	2,464	0	814	33%	1,650
7587	Salaries-PT Access/General Asst. etc.	27,300	2,158	18,508	68%	8,792
7589	Salaries-PT Access/Prod Asst.	31,364	1,851	21,268	68%	10,096
7590	Vacation Replacement	0	0	0	0%	0
Subtotal Wages:		462,433	38,083	311,259	67%	151,174
7620	Payroll Taxes/Workers Comp	44,741	3,400	29,634	66%	15,107
7630	Health Benefits/Vision	63,002	4,573	42,424	67%	20,578
7632	Pension	14,462	2,856	9,036	62%	5,426
7663	Contract Stipend	4,138	591	2,365	57%	1,773
Subtotal Taxes/Benefits:		126,343	11,420	83,458	66%	41,111
Total Operating Expenses		795,210	67,004	518,616	65%	274,821

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY
EXPENDITURES STATEMENT
March 31, 2010

75%

INCOME		2009/2010 BUDGET	Mar CURRENT	Mar YTD	% OF BUDGET EARNED	\$ REMAINING TO BE EARNED
4100	County Reimb-Operating	680,640	56,720	510,480	75%	170,160
4102	Watsonville	5,970	1,500	4,430	74%	1,540
4103	Capitola	20,000	6,389	16,415	82%	3,585
4107	Wats/Cap/County Reimb Charter	20,400	1,700	15,300	75%	5,100
4110	Memberships	8,000	1,220	6,895	86%	1,105
4111	Administration Fees	1,300	94	467	36%	833
4112	Production Svc's-Tape Dub	3,500	290	2,708	77%	792
4200	Production Svc's-Product	36,000	625	19,604	54%	16,396
4114	Underwriting Income	1,500	0	700	47%	800
4115	Sales-Tapes	900	102	913	101%	-13
4130	Classes	7,800	420	5,228	67%	2,572
4135	3rd Party Agreement	1,200	100	1,438	120%	-238
4185	Misc. Income + Interest Income	8,000	66	8,246	103%	-246
4166	Grant		0	0		
SubTotal Income		795,210	69,226	592,823	75%	202,387
Restricted Income & Expense		0		10,060		
Total Income		795,210	69,226	602,883	76%	192,327
Net Operating Income/(Loss)		0	2,222	84,267	76%	

EQUITY IN POOLED CASH (COUNTY) as of 3/31/10	\$356,928
---	------------------

EARMARKED PROJECTS STATEMENT

FISCAL SPONSORSHIPS (summary)		Mar CURRENT	Mar YTD
Total Income		665	1,629
Total Expenses		362	362
Net Income/(Loss)		303	1,267

RESTRICTED INCOME & EXPENSE (summary)		Mar CURRENT	Mar YTD
Total Income		0	26,618
Total Expenses		1,215	16,558
Net Income/(Loss)		-1,215	10,060

< To Restricted Income & Expense line above

Year to Date Budget Analysis

	Actual YTD	YTD Budget	YTD Excess or <Deficit>
Income (Not including restricted income)	592,823	596,408	-3,584
Expenses	518,616	596,408	77,792
Net Income/TOTAL	74,207	0	74,207

Note: Acct # 4185 Total is calculated from:
 # 4165 Donations
 # 4170 Fiscal Sponsorship Income
 # 4180 Interest Earned
 # 4185 Misc. Income
 # 4190 Gain/Loss on Sale of Assets
 # 4101 County Reimbursement-Production Equipment

04/14/10

Community Television of Santa Cruz County
Balance Sheet Standard
As of March 31, 2010

	Mar 31, '10
ASSETS	
Current Assets	
Checking/Savings	
1010 — Checking-SCCCU	121,830.12
1015 — PayPal Checking-SCCCU	2,500.24
1020 — Savings-SCCCU	68,200.38
1045 — SCCCUC Money Market	77,918.28
1055 — CD Acct 2304 (13 month)	11,383.06
1060 — Savings-Wells Fargo 8885	72,145.63
1021 — Petty Cash Fund	200.00
1099 — Cash Box	40.00
Total Checking/Savings	354,217.71
Accounts Receivable	
1115 — Accounts Receivable	13,190.65
Total Accounts Receivable	13,190.65
Other Current Assets	
1117 — A/R - Temp. Restricted	423,940.81
1200 — Prepaid Insurance	5,809.79
1260 — Prepaid Expenses	15.45
Total Other Current Assets	429,766.05
Total Current Assets	797,174.41
Fixed Assets	
1600 — Production Equipment	104,985.00
1602 — Board of Supervisors Equip...	0.00
1620 — Office Furniture/Equipment	4,123.37
1625 — Leasehold Improvement	105,294.87
1650 — Future Equipment Replace...	-0.01
Total Fixed Assets	214,403.23
TOTAL ASSETS	1,011,577.64
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2000 — VISA-SCCCU	8,297.43
Total Credit Cards	8,297.43
Other Current Liabilities	
2102 — Earnings Withholdings	21.05
2125 — Payroll Tax Payable	6.54
2130 — Accrued Pension	-0.01
2140 — Accrued Vacation	19,537.91

019

04/14/10

Community Television of Santa Cruz County
Balance Sheet Standard
As of March 31, 2010

	<u>Mar 31, '10</u>
Total Other Current Liabilities	<u>19,565.49</u>
Total Current Liabilities	<u>27,862.92</u>
Total Liabilities	27,862.92
Equity	
3015 — Net Assets-Temp Restricted	423,940.81
3900 — Retained Earnings	474,239.39
Net Income	<u>85,534.52</u>
Total Equity	<u>983,714.72</u>
TOTAL LIABILITIES & EQUITY	<u>1,011,577.64</u>

04/14/10

Community Television of Santa Cruz County
A/R & Grants A/R Aging Summary
 As of March 31, 2010

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of Capitola	6,389.25	0.00	0.00	0.00	0.00	6,389.25
City Of Santa Cruz - C	242.00	0.00	242.00	0.00	0.00	484.00
City of Watsonville	1,948.50	0.00	552.00	0.00	0.00	2,500.50
County of Santa Cruz	0.00	0.00	0.00	0.00	60.90	60.90
Democratic Women's Club	0.00	0.00	0.00	0.00	175.00	175.00
Erin Brockovich	0.00	0.00	0.00	0.00	225.00	225.00
Lisa Storer	50.00	0.00	0.00	0.00	0.00	50.00
On the Same Page-Register Pajaronian	0.00	0.00	0.00	0.00	0.00	0.00
People Power	0.00	0.00	0.00	0.00	0.00	0.00
QYLA c/o Diversity Center	0.00	0.00	0.00	0.00	40.00	40.00
Santa Cruz County Redevelopment A...	0.00	0.00	0.00	0.00	1,380.00	1,380.00
Santa Cruz County Task Force	0.00	0.00	0.00	0.00	825.00	825.00
Santa Cruz Next	0.00	0.00	0.00	175.00	0.00	175.00
Santa Madre Center	0.00	-150.00	0.00	0.00	150.00	0.00
SCCRTC	184.00	0.00	184.00	0.00	0.00	368.00
SCMTD	184.00	0.00	184.00	0.00	0.00	368.00
Tim McCormick	0.00	0.00	0.00	0.00	150.00	150.00
WILPF	0.00	-225.00	0.00	0.00	225.00	0.00
TOTAL	8,997.75	-375.00	1,162.00	175.00	3,230.90	13,190.65

04/14/10

Community Television of Santa Cruz County
YTD Expenditures-Fiscal Sponsor Projects Only
 July 2009 through March 2010

	<u>Reel Wo...</u>	<u>QYTV - FS</u>	<u>TOTAL</u>
Ordinary Income/Expense			
Income			
4111 — Administration Fees	-73.58	0.00	-73.58
4165 — Donations	1,289.00	120.00	1,409.00
4170 — Fiscal Sponsorships Inco...	182.66	110.48	293.14
Total Income	1,398.08	230.48	1,628.56
Expense			
6100 — Advertising	111.60	0.00	111.60
7300 — Facilities & Equipment R...	250.00	0.00	250.00
Total Expense	361.60	0.00	361.60
Net Ordinary Income	1,036.48	230.48	1,266.96
Net Income	1,036.48	230.48	1,266.96

04/14/10

Community Television of Santa Cruz County
Community Foundation Grant
March 2010

	<u>Mar '10</u>	<u>Jul '09 - Mar '10</u>
Ordinary Income/Expense		
Income		
4166 — Grants	0.00	12,000.00
4200 — Production Service		
4230-2 — PUB-MD	0.00	500.00
Total 4200 — Production Service	<u>0.00</u>	<u>500.00</u>
Total Income	0.00	12,500.00
Expense		
7050 — Equip. Replacement/Repair		
7052 — Equip. Replacement/Capital	1,215.35	1,215.35
Total 7050 — Equip. Replacement/R...	<u>1,215.35</u>	<u>1,215.35</u>
7910 — Contract/Field Production	0.00	2,000.00
Total Expense	<u>1,215.35</u>	<u>3,215.35</u>
Net Ordinary Income	<u>-1,215.35</u>	<u>9,284.65</u>
Net Income	<u><u>-1,215.35</u></u>	<u><u>9,284.65</u></u>

04/14/10

Community Television of Santa Cruz County
Restricted Income & Expense - YTD
 July 2009 through March 2010

	<u>CFSCC</u>	<u>Cruzio</u>	<u>TOTAL</u>
Ordinary Income/Expense			
Income			
4166 — Grants	12,000.00	14,118.15	26,118.15
4200 — Production Service	500.00	0.00	500.00
Total Income	<u>12,500.00</u>	<u>14,118.15</u>	<u>26,618.15</u>
Expense			
7050 — Equip. Replacement/R...	1,215.35	12,895.60	14,110.95
7700 — Telephone	0.00	446.72	446.72
7910 — Contract/Field Product...	2,000.00	0.00	2,000.00
Total Expense	<u>3,215.35</u>	<u>13,342.32</u>	<u>16,557.67</u>
Net Ordinary Income	<u>9,284.65</u>	<u>775.83</u>	<u>10,060.48</u>
Net Income	<u><u>9,284.65</u></u>	<u><u>775.83</u></u>	<u><u>10,060.48</u></u>

Calendar for year 2010 (United States)

January Su Mo Tu We Th Fr Sa . 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 7:☉ 15:☿ 23:☾ 30:☽	February Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 5:☽ 13:☿ 21:☾ 28:☽	March Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 7:☉ 15:☿ 23:☾ 29:☽
April Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 6:☉ 14:☿ 21:☾ 28:☽	May Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 6:☉ 13:☿ 20:☾ 27:☽	June Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 4:☉ 12:☿ 19:☾ 26:☽
July Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 4:☉ 11:☿ 18:☾ 25:☽	August Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 3:☉ 9:☿ 16:☾ 24:☽	September Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 1:☉ 8:☿ 15:☾ 23:☽ 30:☉
October Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 7:☉ 14:☾ 22:☽ 30:☉	November Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 6:☉ 13:☾ 21:☽ 28:☉	December Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 5:☉ 13:☾ 21:☽ 27:☉

CTV FUNDRAISING EVENT

Time and Date

October 1, 2010

4pm to 9pm

Format

Silent Auction for those in attendance. Big-ticket item auction biddable by those watching and in attendance.

Considering Open House from 4-6 and a ticketed auction with cocktails and hors d'oeuvres from 7-9.

Fundraising Message

- Community Television is moving towards a new model of member support
- We are fundraising for our new truck that will allow us to broadcast high school sports
- We are fundraising so we can increase our participation in the community and make a difference in the lives of the people of Santa Cruz County

Expectations of Board Members

- He/she will attend and help before and at the event
- He/she will help publicize the event
- He/she will commit time and/or sponsorship funding for the event
- He/she will procure at least two items for the auction
- He/she will submit contacts list for potential invitees

DATE: 4-16-10
TO: CTV Board of Directors
FROM: Mary Ann Thyken & Craig Jutson
RE: **Production Truck**

Recommendation: Review and select one of the following truck outfitting options.

The following represents the options for outfitting the production truck. The first two options represent a lower quality video signal and all equipment is past life span, meaning parts are no longer being made for it. The standard definition SDI options indicate a jump in video quality to digital and the potential for 16 x 9 output. All cameras would be purchased used. The high definition options reflect new, but lower end cameras.

Production Truck: Outfit Options

April 19, 2010

Standard Definition Composite options 1 & 2

1) Standard Def 4:3 Consumer Composite Analog Video: \$110,000

Used Canon consumer Composite cameras, new NewTek TriCaster switcher, NewTek graphics, record on used Sony DVCam VCR, 1 channel replay
Cameras \$26k, Switcher/GFX \$20k, Replay \$7k

2) Standard Def 4:3 Industrial Composite Analog Video: \$130,000

Used Sony industrial Composite cameras and new For-A switcher, Compix graphics, record used Sony DVCam VCR, 1 channel replay
Cameras \$35k, Switcher/GFX \$25k, Replay \$7k

Standard Definition SDI options 1 & 2

3) Standard Def 16:9 Broadcast Serial Digital Video (SDI): \$195,000

Used Hitachi/Ikegami broadcast 16:9 cameras, new Broadcast Pix HD capable switcher w/ integrated graphics, record DVCam, 3-4 channel replay
Cameras \$75k, Switcher/GFX \$30k, Replay \$25-35k

4) Standard Def 16:9 Broadcast SDI: \$225,000

Used Sony broadcast 16:9 cameras, new Broadcast Pix HD capable switcher, record SD video raid, 4 channel replay
Cameras \$102k, Switcher/GFX \$30k, Replay \$35k

High Definition SDI options 1 & 2

5) High Definition PEG: \$280,000

New JVC industrial HD cameras, new Broadcast Pix HD switcher, record HD video raid, 4 channel HD replay
Cameras \$125k, Switcher/GFX \$35k, Replay \$40k

6) High Definition Industrial: \$355,000

New Hitachi low-end broadcast HD cameras, new Broadcast Pix HD switcher, record HD video raid, 6 channel HD replay
Cameras \$175k, Switcher/GFX \$35k, Replay \$70k

AVAILABLE FUNDING

Financing

Pacifica Capitol has approved a financing agreement for the amount of \$157,000. The offer is attached. If we financed to the full amount of \$157,000, it would leave us with monthly payments of \$5,034 or \$3,917 depending on term.

Savings

We currently have \$218,263 in savings that we could use some part of for the purchase

Equity and Pooled Cash

We currently have \$356,928 in equity and pooled cash. We can request that money from the county.

We have the option of putting together a combination of financial pieces to cover the costs. We will put together a plan as soon as we know which package we are going to pursue.



31726 Rancho Viejo Road, Suite 205
San Juan Capistrano, CA 92675
www.pacifica-capital.com

Phone: 949.727.3711
Fax: 949.727.3722
Bette Kerhoulas, Ext. 227

Thursday, March 25, 2010

Mary Ann Thyken
Community Television of Santa Cruz County, Inc.
816 Pacific Avenue
Santa Cruz, CA 95060

Dear Mary Ann:

As per your request, **Pacifica Capital** is pleased to submit to you our formal Lease Approval Letter. The terms and conditions are as follows:

LESSEE:	Community Television of Santa Cruz County, Inc.
EQUIPMENT:	Broadcasting Equipment
EQUIPMENT VENDOR:	To Be Determined
EQUIPMENT LOCATION:	same as above
INVOICE AMOUNT APPROVED:	\$157,000 (plus applicable sales tax)
LEASE TERM:	36 Months 48 Months
LEASE PAYMENT:	\$5,034.00 \$3,917.00
RESIDUAL POSITION:	\$1.00 Residual Position at the completion of the lease term
ADVANCE RENTALS:	First and Last Payment Required in Advance
GUARANTY:	None Required
CONDITIONS:	Vendor and Equipment Approval Automatic Check Withdrawal (ACH Requested) Site Inspection
COMMITMENT FEE:	\$1,570 to be applied towards advanced rentals

DOCUMENTATION & FILING FEES: **\$395.00** per schedule plus specific documentation costs incurred but not limited to, on-site inspections fees, UCC searches, titles fees, etc.

ADDITIONAL REQUIREMENTS: **Pacifica Capital** will execute a UCC filing in order to secure its interest in the leased equipment. Lessee is required to provide lessor with proof of insurance for the leased equipment and at the lessee's cost, an on-site inspection of the leased equipment may be required prior to funding. All signors will need to provide a copy of drivers' license or other form of legal identification. Detailed Equipment List and Equipment Vendor are subject to review and approval by Lessor.

This approval is valid until May 23, 2010. Funding is subject to lessor's receipt and final approval of all lease documentation and satisfaction of all required terms and conditions stated above. Pacifica Capital reserves the right to rescind this approval at any time should there be any material changes in lessee's company structure or credit status. Any monies collected are deemed to be earned once received by Pacifica Capital.

If you have any questions concerning the terms and conditions of this Lease Approval, please feel free to contact me directly at (949) 727-3711 or **TOLL FREE: (800) 800-8081, 227** and I will be glad to assist you in any way that I can.

I look forward to working with you on this project and developing a long-term relationship for all of your future equipment financing requirements.

Yours very truly,

PACIFICA CAPITAL

Bette Kerhoulas

Bette Kerhoulas
Managing Director

Acknowledged and Accepted By:

**Community Television of Santa Cruz
County, Inc.**

By: _____

Title: _____

Date: _____

DATE: 4-16-10
TO: CTV Personnel Committee and Board of Directors
FROM: Mary Ann Thyken
RE: **Approval of Restructuring Plan**

Recommendation: Consider adopting the following changes:

- Elimination of the Director of Marketing and Development position.
- Elimination of the Outreach Coordinator position.
- Reclassification of Part Time Access Facilitator position to Production Manager.
- Increase in Director of Technology position from .9 to 1.0 FTE

Fiscal Impact:

- These changes will have a positive fiscal impact of \$57,791.

The strategic plan calls for an emphasis on production and an organizational structure that will allow us to implement our goals effectively. Our major goal in the coming year is to roll our production truck for sports and community activities. That work calls for 4 dedicated truck positions plus 4 camera operators. In addition, in the 2010-2011 year, our overall funding from PEG fees will be reduced by nearly \$30,000. This calls for structural changes to keep us financially sound and best able to reach our increased production goals.

I am proposing the following changes. The Marketing Manager position should be eliminated. Any marketing and fundraising we do this year will need to be handled by staff, board and temporary employees, if necessary. The Outreach Coordinator position also needs to be eliminated as a cost saving measure and to move resources to reflect priorities. Some of the work of this half-time position will be absorbed by other staff members, some of the work will simply not be done at this time.

I am proposing the reclassification of the Part Time Access Facilitator. This part time position will be rolled into a new full time position, Production Manager. This new position will be responsible for production supervision, staffing productions, access facilitation, and other duties (please see job description attached). Some production supervision activities will move from the Operations Coordinator to the Production Manager and new projects, including field production, will be the responsibility of the Production Manager. This will give us the personnel we need to make the use of our production truck more cost effective.

I am also proposing the increase of the Director of Technology status from .9 to 1.0 FTE. This position is essential to operating the production truck and the most cost effective way to cover his work on the truck.

I am proposing to do away with the automatic 5% stepped raise and replace it with a potential 3% raise contingent on a positive performance review. In the coming year I will be reviewing all job descriptions and instituting a salary review for all positions, then setting up a system of salary ranges rather than automatic step ups on an annual basis.

Production Manager

Full-time, career position.

For current salary range see pay schedule.

40 hours per week;
schedule to be determined.

Under the supervision of the Executive Director, the Production Manager supervises/assists in the production of studio and field CTV staff-produced programming and provides technical support and technical training to members of the public, government, and the educational community in the operation of all CTV video equipment. This position is FLSA non-exempt and is eligible for overtime compensation.

TYPICAL DUTIES (may include, but are not limited to, the following):

- Acts as manager/producer of CTV staff-produced education and public affairs programming, including booking show talent, directing programs, scheduling and overseeing crew, ensuring on-time completion of projects, and the monitoring of program quality.
- Acts as producer of CTV government programming, including scheduling crew, ensuring on-time completion of projects, and monitoring program quality.
- Serves as crew for CTV produced shoots.
- Assists in the pre-production of CTV staff-produced government, education, and public affairs programming.
- Acts as a liaison between CTV and local government bodies CTV has contracted with.
- Assists in the development of new programming for CTV.
- Writes, shoots, edits, and produces special video projects under the direction of the Executive Director.
- Manages an archive of staff-produced programming.
- Manages CTV's production database.
- Uploads staff-produced programming to the CTV website as necessary.
- Oversees the production and delivery of program dubs to CTV clients.
- Provides technical training to potential users, as assigned.
- Assists volunteers, video users, and community producers with video equipment during multi-camera productions in the studio and in the field, including matching and adjustment of cameras, and proper set-up of all equipment.
- Supervises and evaluates subordinate staff and interns in performance of their duties as directed by the Executive Director.
- Other duties as assigned.

Cont. on next page ----->

MINIMUM QUALIFICATIONS

Knowledge Skills and Abilities:

Working knowledge of:

- Technical aspects of video production, including field and studio production, operation of cameras, tape machines, lighting, sound engineering, Final Cut Pro and other digital editing systems, and preparing and uploading video to a website.
- Effective organizational systems.
- Principles of personnel management.

Demonstrated Ability to:

- Shoot and edit video productions.
- Work creatively and flexibly in a team environment, operating autonomously under minimal supervision, but accepting direction, supervision, and guidance when appropriate.
- Transfer knowledge of highly complex equipment and production techniques to community users of various ages and levels of expertise.
- Convey a warm and welcoming public manner
- Manage multiple priorities.

Skills Required:

- Strong organizational, leadership and people skills.
- Proven verbal and written communication skills.
- General computer systems and networks and programs such as Microsoft Word, Microsoft Excel, and Filemaker Pro.

Additional Requirements:

- Must be available for work occasional evenings and weekends.
- Must possess and maintain a valid California driver's license, have a safe driving record, and maintain California minimum required automobile insurance.
- May need to regularly use a personal vehicle for business-related travel in the county.

Education/Experience Required:

Any combination of education and experience which demonstrates a minimum of two years of experience in related coordination activities or PEG access operations. A typical way to obtain these requirements would be:

An AA or BA in a media related field (or anticipated completion thereof); **AND** two years of full-time television production experience, preferably non-commercial PEG access television, **OR** two years of full-time work experience with proven ability to meet the minimum qualifications

DESIRABLE QUALIFICATIONS:

- Ability to communicate orally in Spanish.
- Previous supervisory experience.
- Knowledge of the Santa Cruz County community.

DATE: 4-16-10
TO: CTV Finance Committee and Board of Directors
FROM: Mary Ann Thyken
RE: **Approval of Budget and Workplan 2010-11**

Recommendation: Adopt the proposed Budget and Work and Activities Plan for FY 10-11.

I am pleased to submit, for the Board's approval, the following proposed Budget and accompanying Work and Activities Plan for FY 2010-11. We are receiving less funding in PEG fees in the coming year. Our monthly income from PEG payments for the City of Santa Cruz, Unincorporated Areas of the County and Scotts Valley has decreased from \$680,640 to \$651,778. To absorb this \$28,862 difference, while increasing our production capability, changes were made in both expenditures and income.

Income

Though we are expecting a decrease in PEG fees, we are expecting an increase in Underwriting, Misc. Income, Production Services, Classes and DVD sales. This requires a proactive and energized approach by staff and Board to create these new earning opportunities.

Operating Expenses

The total operating expenses will decrease from the previous fiscal year. The bulk of reduction will be in Salaries and Wages.

Non-Salary Expenses

Though some lines will decrease, the major impact will be in the increase in line 7910 Contract Services-Field Production. That line will cover the crew expense to man the production truck for local youth sports coverage.

Salaries and Wages

This line will decrease due to the elimination of two jobs and the reclassification of one. I am proposing to do away with the automatic 5% stepped raise and replace it with a potential 3% raise contingent on a positive performance review. In the coming year I will be reviewing all job descriptions and instituting a salary review for all positions, then setting up a system of salary ranges rather than automatic step ups on an annual basis. I am not recommending a COLA at this time because there are not sufficient funds to do so.

Taxes and Benefits

I am projecting that our taxes and benefits cost will increase in FY 10-11 due to a 15% increase in health insurance and additional monies for a potential 3% merit raise for all employees.



The mission of Community Television is to foster
community dialogue and individual self-expression
through television, the Internet, and other electronic media

CTV Activities Plan and Budget FY 10-11

Entering its sixteenth year, Community Television of Santa Cruz County has emerged as an essential community resource for local government, educators and citizens of the county. Like never before, Community Television is reaching out into the county to serve local non-profits and station viewers in new ways and through new channels. The coming year will see an innovative growth and focus for CTV, designed to meet the ever changing needs of members, supporters and viewers, while facing financial challenges head on.

In 2009, Community Television adopted a Strategic Plan. That plan serves as the map for the activities of 2010-11.

Programming and Production

Each year, combined stations of Community Television cable and web cast 26,208 hours of diverse local and national programming. From Democracy Now and Classic Arts Showcase, to Community Express and local event coverage, CTV enlightens, entertains and reflects Santa Cruz County.

Production— CTV currently produces literally hundreds of programs, special events, mini-docs and government meeting each year. Each year we cover over 180 meetings of local governmental bodies including local city council meetings (Santa Cruz, Capitola, Scotts Valley, Watsonville), Santa Cruz County Board of Supervisors meetings, Santa Cruz County Regional Transportation Commission meetings, and Santa Cruz Metro Transit District meetings. We produce programs such as the talk

shows “Community Express”, “Latinos Al Dia”, and “What’s Happening In Education.” We cover important local events in the community and produce for local non-profits including public service announcements, and promotional mini-documentaries. We air more than 115 hours per week (including repeats) of programming acquired and/or produced and submitted by Santa Cruz County residents who wish to exercise their free speech rights. A significant portion of these programs will be produced using CTSCC provided equipment and facilities, by producers trained at CTV.

For 2010-2011, the Strategic Plan calls for an increase in the number and variety of viewers and content providers, as well as in the quality and scope of programming. We are meeting those challenges with the following:

Station Productions

We will be completing the outfitting of a production truck that will allow us to cover remote event with an initial emphasis on weekly youth sports coverage.

Game of the Week—beginning with an agreement with the Santa Cruz Coast Athletic League, and augmented by South County and Junior College coverage, CTV will have a footprint in local sports coverage. We plan to cover up to 35 games in the first year of production.

Public affairs—CTV will be making plans for a new series that will cover local issues and activities. We will be in the planning stage through the fall, looking to launch in 2011.

For Hire—CTV will move aggressively into the work for hire arena with new materials soliciting production work including PSAs, mini-docs, and event coverage. This will allow CTV to expand its stable of competent and professional free-lance producers and editors and establish consistent production standards. Better information for clients, including a rate card will be created.

Community Coverage—CTV will work more aggressively to target events and geographic areas for coverage and calendarize and prioritize those events to chronicle our community more proactively.

The Strategic Plan calls for an increase in the number and variety of viewers through branding and with a schedule that is easier to find and understand. For that we plan the following activities:

New logo and look—a new logo will delineate the Government and Education channels from the Public Access Station. This branding will include one tag line for Government and Education and another for Public Access. The delineation and tag lines are essential as ATT Uverse comes into the marketplace and CTV channels will be identified by description lines rather than channel numbers.

Station IDs and Image spots—CTV will be creating new spots to tell viewers who we are, what we do, and why we are worthy of their support.

Training—Every year we train hundreds of county residents in the basics of video production. Each month CTV offers over 20 basic training sessions. Training topics include:

- General Orientation
- Producer's Certification
- Basic Field Camera
- Final Cut Pro Basics (Digital Editing)
- i Movie Basics (Digital Editing)
- Studio Series: Camera, Audio, Director, Character Generator, Lighting
- Field Lighting
- Multi-Camera Field Production
- Uploading for the Web

CTSCC also offer additional classes tailored to the needs of specific groups and to the general public. These include special classes taught in Watsonville, classes offered to non-members through the Santa Cruz City Parks and Recreation Department, and classes offered to local schools

The Strategic Plan calls for strengthening CTV's production quality and accessibility in 2010-11 through the support of public access producers. We will be instituting the following changes.

New classes—CTV will be introducing new classes to help producers learn the skills they need to produce quality programs. A "How to Produce" course will take members beyond the current Producer Certification to better prepare them to hit the stage. Additionally we will be reviewing the syllabi and handouts and requirements for all current classes to insure consistency and quality.

More training and meeting opportunities—CTV will reestablish regular networking events for producers with information on topics of importance and opportunities to interact with other CTV producers.

Technology Upgrades— The Strategic Plan asks that we keep CTV current with technological changes. In 2009-10 CTV launched the streaming webcast of all three channels. We have plans to improve the studio lighting. In 2010-11 we propose to upgrade the master control server.

Community Television made a big jump in 2005 when it progressed from VHS videotape to an MPEG2 or DVD capable Master Control. The next big jump for CTV needs to be modernizing its digital media capabilities by diversifying the type of media files that Master Control can play. Since CTV's investment in MPEG2 in 2005, video servers in the PEG price range have evolved to be file-flexible. There are many popular editing file types that these new video servers, such as the Tightrope SX4, are able to play. Besides file flexibility, another important reason to modernize Master Control is increasing the number of server channels will provide greater flexibility in the programming workflow by doubling the number of available video server outputs from the current four to eight, and doubling the amount of video storage from four terrabytes to eight. Right now, CTV has three television channels to program but our current video server has only four video outputs. The limitations that places on programming means that CTV cannot play consecutive media files effectively on all three channels and staff has to weave either DVD's or other media

sources into the schedule until other server outputs become available. Adding a file-flexible media server to Master Control will reduce the amount of staff time dedicated to converting all programming into MPEG2 format. Because MPEG2 is typically more compressed than Final Cut Pro's .mov files it will still be advantageous, for storage reasons, to retain MPEG2 as one of the file types that we produce, but it will be a great advantage to not have to convert everything to MPEG2 for playout from Master Control. The total cost of the Master Control upgrade is \$26,331.

Membership—A major goal of the CTV Strategic Plan is to strengthen and diversify our revenue stream to create greater financial security and flexibility. We have moved that way in 2010 by establishing a new membership level and increasing our membership roles. In the coming year we need to build on that success.

Improved messaging—through our website, letters, on air and in print we need to communicate that CTV is a member-supported organization. With the help of the Marketing committee, we need to clarify our message points. These message points will inform our image spots and all messaging moving forward.

Use of Social Media—Social Media is an effective tool for a community based organization like CTV to outreach to current/prospective members, market our video production services to local organizations and allow our channel content to engage with a wider audience. In an effort to utilize social media as a resource, we are developing a CTV Fan Page on Facebook, a CTV Twitter account, and a CTV YouTube account, in addition to our CTV blip.tv account.

Improved Outreach—CTV needs to be a presence at community events and in community activities to build awareness and membership. Events like the Gay Pride Fair, The County Fair.

Increased Push for Members and Renewals—with premiums, personalized messaging and the better establishment of need, we will aggressively solicit renewals and appeals to lapsed members. We will continue to improve our credit card membership/renewal process.

Fund Raising—The Strategic Plan asks that CTV create a Fund Development Plan to build community based support. With guidance from Marketing and Fund Development Committees, we will be working to achieve the following:

Annual Fund Raising Event—For the first time, CTV will host a fundraising event on Friday October 1st. This televised silent and live auction will feature local performers and celebrities and help CTV launch its new look, programs, production truck and message to the public.

Underwriting Program—to help offset the costs of CTV productions, we will be launching an underwriting plan. We will be developing a multi-tiered program to give local businesses value for the money they spend with CTV.

Staffing—In FY 2010-2011, CTV will employ approximately 15-20 people, but the following changes will be made to reflect the changes in the strategic plan and emphasis on production.

Elimination of Two Positions—to pay for the increased production and the decrease in funding from PEG fees, CTV must make some budget cuts. We will be eliminating the Marketing Director position (currently open) and eliminating the half time Outreach Coordinator.

Reassignment of One Position—the part time Access Facilitator will be reclassified in July into a full time Production Manager to help manage CTVs increase in production projects.

Conclusion

Community Television is at a turning point. The value of our ability to provide a vital link to information that has a major impact on the County's is ours to demonstrate. We believe we have the support of the community and that our actions in the coming year will demonstrate that support. We look forward to a challenging, but exciting and fulfilling year.

SALARY AND WAGE RANGE
MONTHLY AND HOURLY COMPENSATION
FY 10/11
REGULAR EMPLOYEES

	HOURLY RANGE	MONTHLY RANGE
EXECUTIVE DIRECTOR	Contract	TBD
DIRECTOR OF TECHNOLOGY	22.16- 29.13	3,841- 5,049
PROGRAMMING COORDINATOR	19.24- 25.29	3,335- 4,385
ADMINISTRATIVE COORDINATOR	19.24- 25.29	3,335- 4,385
OPERATIONS COORDINATOR	19.24- 25.29	3,335- 4,385
PRODUCTION MANAGER	15.22- 20.02	2,638- 3,468
ACCESS FACILITATOR	15.22- 20.02	2,638- 3,468
PLAYBACK TECHNICIAN	13.85- 18.20	2,401- 3,156
GENERAL TECHNICIAN	13.85- 18.20	2,401- 3,156

**WAGE RATE SCHEDULE PART-TIME POSITIONS
FY 10/11**

Job Title	Hourly Range
General Assistant	\$ 9.73 - \$14.70
Trainer	\$13.31 - \$18.28
Production Crew	\$13.31 - \$19.81
Government Meeting Crew Member	\$13.31 - \$18.28

Piece Rate for Event Coverage		
Piece 1	Produce, Shoot and Edit One Camera Event Coverage	\$200
Piece 2	Produce, Shoot and Edit Two Camera Event Coverage	\$325
Piece 3	2nd Camera on 2 camera shoot	\$125
Piece 4	Camera on Tricaster	\$150
Piece 5	Produce, Direct, and Edit Tricaster Shoot	\$250

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY
PROPOSED BUDGET
FISCAL YEAR 2010-11

Operating Expenses		2010/2011 BUDGET	2009/2010 REBUDGET	2009/2010 BUDGET
6100	Advertising	2,637	2,000	2,000
6300	Bank Charges	200	200	100
6600	Dues & Subscriptions	1,800	1,745	2,000
6700	Insurance	10,478	9,400	9,400
6900	Bookkeeping/Audit	21,200	19,626	22,875
7001	Contract Services-Studio Production	3,000	2,825	2,500
7003	Contract Services-Janitor	400	400	400
7010	Consulting/Producing	6,000	6,000	6,000
7050	Equip. Replacement/Repair	35,000	65,140	35,000
7055	Office Equipment	6,000	5,500	5,000
7100	Office Supplies	5,000	5,000	5,000
7105	Productions Expense	7,000	14,000	7,000
7110	Legal Fees	2,000	2,000	2,000
7200	Postage/Freight	2,500	2,250	3,000
7205	Printing	1,000	1,500	1,500
7210	Newsletter/Brochure/Annual Report	2,000	2,250	2,250
7215	Copy Machine	3,830	3,650	3,650
7300	Facility/Equipment Rental	1,000	200	200
7400	Repairs & Maintenance	4,000	13,000	5,000
7401	Janitorial Supplies	1,400	1,400	1,400
7405	Training /Conferences	2,000	2,860	2,500
7640	Licenses/Fees/Misc. Taxes	6,000	6,000	6,000
7700	Telephone	4,500	4,500	4,500
7800	Travel/Meals	4,500	5,150	5,150
7900	Utilities	19,800	19,600	19,600
7910	Contract Services-Field Production	10,000	2,000	2,000
7920	Retreats/Events	2,000	2,000	2,000
7925	Acquisition	400	400	400
7930	Promotional Items	500	2,138	500
7950	Misc.	0	0	0
8600	Special Events Expense	1,000	3,700	0
Subtotal:		167,145	206,434	158,925
7510	Salaries-Exec. Director 1.0 FTE	66,138	58,429	65,000
7511	Salaries-Director of Marketing 1.0 FTE	0	22,062	44,124
7516	Salaries- Outreach Coordinator .55 FTE	0	27,203	27,203
7517	Salaries-Gen. Technician .6 FTE	23,894	22,061	22,061
7520	Salaries-Programming Coord. .8 FTE	40,868	38,918	38,918
7525	Salaries- Director of Tech 1.0 FTE	60,147	50,000	47,059
7530	Salaries-Access Facilitator 1.0 FTE	39,540	38,331	38,331
7535	Salaries-Admin Coordinator 1.0 FTE	48,648	46,332	46,332
7540	Salaries-Playback Tech .8 FTE	30,077	29,414	29,414
7541	Salaries-Production Manager 1.0 FTE	31,656	0	0
7545	Salaries- OP Coordinator 1.0 FTE	49,441	47,785	47,785
7575	Salaries- PT Janitorial	3,550	3,550	3,550
7584	Salaries-PT Access Facilitator	0	10,920	7,100
7585	Salaries-PT Access/Gov't	7,210	6,300	6,300
7586	Salaries-PT Access/Trainers	2,575	2,464	5,800
7587	Salaries-PT Access/General Asst. etc.	26,422	27,300	27,300
7589	Salaries-PT Access/Prod Asst.	46,705	31,364	25,000
7590	Vacation Replacemnt	0	0	0
7597	Bonuses/Cola	0	0	0
Subtotal Wages:		476,871	462,434	481,277
7620	Payroll Taxes/Workers Comp	45,190	44,741	57,736
7630	Health Benefits/Vision	66,076	63,002	76,514
7632	Pension	14,953	14,462	15,558
7663	Contract Stipend	9,413	4,138	
Subtotal Taxes/Benefits:		135,632	126,343	149,808
Total Operating Expenses		779,648	795,210	790,010

**COMMUNITY TELEVISION OF SANTA CRUZ COUNTY
PROPOSED BUDGET
FISCAL YEAR 2010-11**

		2010/2011 BUDGET	2009/2010 REBUDGET	2009/2010 BUDGET
INCOME				
4100	County Reimb-Operating	651,778	680,640	680,640
4102	Watsonville	5,970	5,970	5,970
4103	Capitola	20,000	20,000	20,000
4107	Wats/Cap/County Reimb Charter	19,200	20,400	20,400
4110	Memberships	8,000	8,000	8,000
4111	Administration Fees	500	1,300	1,500
4112	Production Svc's-Tape Dub	7,000	3,500	4,500
4113	Production Svc's-Product	40,000	36,000	36,000
4114	Underwriting Income	10,000	1,500	1,500
4115	Sales-Tapes- Blank	900	900	500
4118	Misc Production Income	100	0	100
4120	Facility Rentals	0	0	400
4130	Classes	10,000	7,800	7,800
4135	3rd Party Agreement	1,200	1,200	1,200
4185	Misc. Income + Interest Income	5,000	8,000	1,500
SubTotal Income		779,648	795,210	790,010
Contract Project Net Income		0	0	0
Total Income		779,648	795,210	790,010
		0	0	0
Net Operating Income/(Loss)		0	0	0

CTSCC FY 2010-2011 Budget Line Item Descriptions

OPERATING EXPENSES

- 6100 Advertising**
Job recruitment ads; display ads in Sentinel and other print media; display ads in arts organization program booklets (e.g., Cabrillo Music Festival, etc.).
- 6300 Bank Charges**
Account service fees.
- 6600 Dues / Subscriptions / Entry Fees**
Memberships in organizations (e.g., CTCNet, Alliance for Community Media, Film Arts Foundation, Buske Group, SC Chamber of Commerce, Cultural Council, Costco); subscriptions to trade publications and local newspaper(s); entry fees (video festivals, etc.) paid by CTSCC.
- 6700 Insurance**
All insurance except worker's compensation and employee health insurance.
- 6900 Bookkeeping/Audit**
Weekly bookkeeping services; payroll and payroll tax processing charges; bookkeeping software; yearly audit and tax preparations; pension administrator fees.
- 7000 Contract Services – Government**
Independent contractors: CTSCC-sponsored government access program producers; see also Salaries, 7585.
- 7001 Contract Services – Studio Production**
Independent contractors: CTSCC-sponsored in-house productions (not including services related to community outreach projects in Special Projects, 7910); see also Salaries, 7589.
- 7002 Contract Services – Workstudy**
- 7003 Contract Services – Janitorial**
Independent contractors: special janitorial services.
- 7010 Consulting / Producing**
Contracts for securing outside technical expertise.
- 7050 Equipment Replacement/Repair**
Repair and replacement of production equipment.
- 7055 Office Equipment**
Purchase / replacement of office equipment (computers, etc.).

- 7100 Office Supplies**
All usual office supplies; also includes: books; emergency/first aid supplies; most computer software programs; kitchen supplies; light bulbs; etc.
- 7105 Production Expenses**
Tape stock; cables; adapters; batteries; gaffer's tape; lighting supplies; instrument bulbs; occasional out-of-house bulk tape dubbing jobs; meals for production crews. (Note: does not include fixed assets equipment.) Includes costs related to both Contract Services (in-house) and Special Projects (outreach) productions.
- 7110 Legal Fees**
Consultation, document drafts, etc.
- 7200 Postage/Freight**
Stamps, UPS and Fed-Ex charges.
- 7205 Printing – Office**
Out-of-house printing of letterhead, envelopes, business cards, T-shirts; Board and committee agenda packets; misc. photocopies.
- 7210 Newsletter/Brochure/Annual Report**
Out-of-house design and printing of Newsletters, Brochure, Annual Report.
- 7215 Copy Machine**
Lease and maintenance payments.
- 7300 Facility and Equipment Rental**
Off-site rental of facilities (e.g., Loudon Nelson Center); water cooler; occasional rental of production equipment or a truck for hauling.. [Note: does not include facility rental re Retreat; see 7920.]
- 7400 Repairs and Maintenance**
All facility repairs; office equipment repairs and regular maintenance; security system monitoring; HVAC maintenance; installation of locks; etc.
- 7401 Janitorial Supplies**
All janitorial supplies (including bathroom supplies).
- 7405 Training/Conferences**
Registration expense for out-of-house workshops or conferences (e.g., Alliance for Community Media conferences). [Note: does not include Board Retreat expenses.]
- 7640 Licenses, Fees, Miscellaneous Taxes**
Quarterly parking deficiency fee, City of Santa Cruz; business license fees; filing fees.
- 7700 Telephone**
Monthly local/long distance telephone service; phone/voicemail computer equipment.
- 7800 Travel/Meals**
Authorized work-related travel or meal expenses; automobile mileage reimbursement at current IRS rate.

- 7900 Utilities**
Electric; gas; water; garbage; office drinking water.
- 7910 Contract Services- Field Production**
Independent contractors' fees for special CTSCC-sponsored community outreach projects such as NAACP awards, Go For Health forum, Town Hall meetings, Pastors for Peace, Out in Our Faith, etc.
- 7920 Retreat/Events**
Retreat facility rental, food expense, facilitator fee; Annual Meeting non-production expenses facility rental, food expense for other (staff/volunteer/member) event(s).
- 7925 Acquisition**
Acquisition of videotapes and DVD's for cablecast on CTSCC channels.
- 7930 Promotional Items**
- 7950 Miscellaneous**
Unanticipated expenses that do not fit into any of the above categories.

OPERATING EXPENSES— PERSONNEL

- 7510 Salaries – Executive Director**
- 7517 Salaries – General Technician**
- 7520 Salaries – Programming Coordinator**
- 7525 Salaries – Director of Technology**
- 7530 Salaries – Access Facilitator**
- 7535 Salaries – Administrative Coordinator**
- 7541 Salaries – Production Manager**
- 7540 Salaries – Playback Technician**
- 7545 Salaries – Operations Coordinator**
- 7575 Salaries – Part-Time—Janitorial**
- 7585 Salaries – Part-Time—Access/Government**
Part-time government meeting crew members (City Councils and Commissions, County Board and Commission meetings/hearings); see also Contract Services, 7000.
- 7586 Salaries – Part-Time—Access/Trainers**
Part-time trainers.
- 7587 Salaries – Part-Time—General Assistant**
Part-time receptionists.
- 7589 Salaries – Part-Time—Production Assistants**

Part-time/on-call production assistants (e.g., studio crew); see also Contract Services, 7001.

- 7590 Vacation Replacement**
Costs of replacing personnel on leave.
- 7597 Bonus/COLA**
- 7599 Overtime**
- 7620 Payroll Taxes / Workers' Compensation**
Includes: Medicare, social security taxes; State unemployment insurance; and Workers' Compensation coverage (except work study, covered by university).
- 7630 Health Benefits — Health / Dental / Vision**
Health insurance coverage for full-time employees plus eligible dependents.
- 7632 Pension**
Quarterly employer contribution to 401(k) plan for benefited employees.
- 7633 Contract Stipend**
Cash in lieu of benefits.

INCOME

- 4100 County Reimbursement: Comcast – Operating**
County-administered income from Comcast franchise agreement.
- 4102 City of Watsonville**
- 4103 City of Capitola**
- 4107 Watsonville/Capitola/South County Reimbursement: Charter – Operating**
County-administered income from Charter franchise agreement.

EARNED INCOME

- 4110 Memberships**
- 4111 Administrative Fees**
Administrative fees from fiscal sponsorship and other grants.
- 4112 Production Services – Tape Dubbing**
- 4113 Production Services – Production**
Income from certain productions for hire (e.g., City Council/Board of Supervisors meetings). See also Contract Projects income and expenses, Special Project Accounting.
- 4114 Underwriting Income**
Monies received from sponsors underwriting CTSCC productions.
- 4115 Sales – Tapes**
Income from sale of video tape stock.

- 4118 Miscellaneous Production Income**
Lighting fees, locker rentals, music library fees, jazz cartridge rentals, T-shirt sales.
- 4120 Facility Rental**
Income received for rental of CTSCC studio or conference room (e.g., satellite downlink or special meeting).
- 4130 Classes**
Income received for all types of production classes offered at CTSCC.
- 4135 Third Party Agreement**
Income received from third-party productions pursuant to valid Third-Party Agreement (25% of fees paid to member for production service, including labor and production costs).
- 4185 Miscellaneous Income and Interest Income**
Primarily interest income.
- 4210 Production Services- Government Entities**
Income from certain productions for hire (e.g. gov meetings; mini doc, studio and field production paid for by government entities).
- 4220 Production Services- Educational Institutions**
Income from certain productions for hire (e.g. school board meetings; mini-doc, studio, and field production paid for by educational institutions).
- 4230 Production Services- General Public/Community Org.**
Income from certain productions for hire (e.g., mini doc, studio and field production paid for by members of the public, non-profits and community organizations).
- Contract Project Net Income**
Net income from contract projects and grants.

The following is not included in the proposed operating budget.

EARMARKED PROJECT ACCOUNTING

This category tracks income and expenses for Fiscal Sponsorships and Contract Projects separately from the operating budget.

Fiscal Sponsorships--Income/Expenses

As fiscal sponsor, CTSCC receives an administrative fee of all grants or donations received by sponsorees, pursuant to the Fiscal Sponsorship Agreement, and monitors expenses of the sponsoree's projects.

Contract Projects--Income/Expenses

Income and expenses related to CTSCC-produced projects contracted by outside entities.

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY

DATE: April 15, 2010

TO: Board of Directors

FROM: Mary Ann Thyken

SUBJECT: Status Report

I. RECOMMENDED ACTION

This report is for information only-no action requested

II.

SUMMARY OF ISSUES

PRODUCTION

Since January 21, 2010, Community Television has produced 35 programs including the Nexties, Special Black History Month Spots, one episode each of Community Express, Latinos Al Dia, What's Happening in Education and Youth TV.

The following shows were completed and broadcast in that time period. For a complete list of CTV productions for the last year see Attachment 1.

- Health Improvement Partnership 2009 / Howell 1/14/2010
- Senior Health Fair (Part 1) / Dinnell 1/21/2010
- Senior Health Fair (Part 2) / Dinnell 1/24/2010
- SCCCC/Head Start PSA / Giffrow 1/26/2010
- EITC/Credit Union PSA / Giffrow 1/26/2010
- Latinos Al Dia #35 / Kathy D'Angelo 1/25/2010
- Black History Short on Loudon Nelson / Mixson 2/1/2010
- Raising a Reader 2/4/2010
- June Ballot Measures / McGettigan 2/7/2010
- Pro-Choice Brunch 2010 / Jazz-elle 2/7/2010
- Project Homeless Connect / D'Angelo 2/10/2010
- Black History Short on Robert Lowery / Goldstein 2/8/2010
- Community Assessment Project / Deanna Zachary for Applied Survey Research 2/8/2010
- Gail Rich Awards/Boucher 2/12/10
- Black Oral History / McGettigan 2/18/2010 (Produced in Association)
- Social Equity thru an LGBTQ Lens / Dinnell 2/23/2010
- Our Democratic Institutions / McGettigan 2/28/2010
- Youth TV #5 Watsonville Academy / Giffrow / Gudger 2/28/2010
- Black History Short: Missionary Baptist Church Choir / Goldstein 2/8/2010
- What's Happening in Education #13 / D'Angelo 3/2/2010
- Volunteering & Community Services / Giffrow / Goldstein 2/16/2010
- Santa Cruz Dance: National Dance Week PSA / Goldstein 3/18/2010
- Pajaro Groundwater 3/22/2010
- Judges Candidate Forum CTSCC / Fine 3/28/2010
- Black Oral History #2 / McGettigan 3/28/2010 (Produced in Association)
- PV Cesar Chavez Democratic Club Endorsements / McGettigan 3/31/2010
- What's NEXT Lecture Series - Part 1 / Dinnell 4/6/2010

- The NEXTies / Dinnell 4/6/2010
- Cancer Fighting Kitchen / Beucher 4/10/2010
- Health Fair Seminar / Jazz-elle 4/10/2010
- Perspectives on Mental Health pt. 1 of 4 / McGettigan 4/10/2010
- Perspectives on Mental Health pt. 2 of 4 / McGettigan 4/10/2010
- Perspectives on Mental Health pt. 3 of 4 / McGettigan 4/10/2010
- Perspectives on Mental Health pt. 4 of 4 / McGettigan 4/10/2010
- Spin 10 Year Celebration/McGettigan 4/10/2010

We have also participated in the 2010 Census promotion with Community Calendar spots and nationally produced PSAs.

FACILITY FACELIFT

On May 17, 2010 Community Television will close for its first complete refurbishment since the doors were opened. "Operation Clean Sweep"

Location	Projected work
Lobby	replace carpet, paint walls, install monitor display, replace some furniture
Conference Room	replace carpet, fix water damage, paint walls
Checkout	fix water damage, paint north wall
Final Cut 1	fix floor and carpet
Control/Audio	paint walls
Studio	paint floor, repair walls, paint walls
Kitchen	paint walls, replace linoleum
Men's Bath	paint walls, replace linoleum
Women's Bath	paint walls, replace linoleum
Main hallway	replace carpet, paint walls
Rear Ent hallway	replace carpet, paint walls to 10 feet
Loading area	paint walls to 10 feet

There is no work planned in the Tape Archive, offices of Executive Director, Operations Coordinator, Administration Coordinator, Outreach Coordinator or Technology Director, Playback, Telecom Room or Rear Stairs. In the second floor space unneeded items will be removed, CTV storage will be condensed and administrative storage will be organized. Lockers will be removed from the hallway and the small lockers will be set up in the loading dock after the painting is complete.

The staff will be taking an active role in the process. From the 1st of May through closing time, staff will be packing up and moving out as many items as possible. On May 13 the edit bays will be dismantled in preparation for painting and flooring.

Once the renovation begins, staff will be responsible for painting doorframes and doors, replacing the splashboard in the bathrooms, painting kitchen and bathroom cabinets and removing the baseboard from all rooms that will be painted. We also hope to be utilizing community service volunteers.

Once painting and carpeting is complete staff will be reassembling the rooms, computers, phones to prepare for the reopening of the studio on June 2. Classes and editing will resume Saturday June 5th.

Our bids for painting everything but the studio floor ran from \$6,416 to \$18,200. We choose to go with Vernazza Painting with their bid of \$6,850. Our carpeting and linoleum bids were essentially the same. We chose Rainbow Carpet One's bid of \$6,895 plus tax. The studio floor resurfacing/painting bids ranged from \$5,400 for concrete resurfacing to \$8,500 for a new epoxy floor. Pending Board approval, we are opting for the concrete resurfacing, as it is less expensive, longer lasting and easier to maintain.

GRANTS

- **Community Foundation Grant**

All seven mini-docs proposed for the Community Foundation Grant are completed or in progress. All will be complete by June, but some organizations will not have much time to complete their marketing portion of project, which will continue after the grant closing date of June 30, 2010.

We have purchased a DVD printer to provide professionally finished copies of the mini-docs. We will be doing package design in April.

- **Grant Applications**

We applied for:

The Community Foundation 'Community Grants' on Feb 26, 2010 for \$15,000 to develop a video production training program relevant to South County youth, as a way to outreach to and engage South County in CTV. We have been asked to supply more information to the Community Foundation about this grant request.

The Google Grants on April 6, which will award us a free Google 'AdWords' account. AdWords show up on the right hand column of Google searches when certain relevant criteria has been met, linking searchers to your website. They will let us know if we have been awarded the grant by October 2010.

The \$10,000 (grant maximum) Driscoll's Grant to partner with Watsonville Law Center to create a series of videos, in Spanish, on consumer fraud issues. Grant is due on May 17, 2010.

The Creative Connections Fund Grant from the James Irvine Foundation, for up to \$50,000, to expand and diversify participation in our programs. Grant is due August 6, 2010.

The YouTube Non-profit Partnership. Benefits include:

- Premium branding capabilities and increased uploading capacity
- The option to drive fundraising through a Google Checkout "Donate" button on our YouTube channel
- Listing on the Nonprofit channels and the Nonprofit videos pages
- Ability to add a Call-to-action overlay on our videos to drive campaign

- Posting a video opportunity on the YouTube Video Volunteers platform to
- find a skilled YouTube user to create a video for our cause.

We are at the beginning stage of applying for a Department of Education Office of Innovation and Improvement Ready to Teach program grant. We would pursue this 2.5 million dollar grant with a number of agencies, but we would be the lead agency. The goal of the grant would be to deliver video and data in an integrated service to train teachers in the use of materials and learning technologies for to increase State academic content and student academic achievement standards.

We did not receive the Creative Work Fund grant we submitted in partnership with artist Kirby Scudder.

MEMBERSHIP

Current membership in Community Television has increased by 68 since January 21, 2010. The number of Current members has gone from 289 to 357. The newly created category, Supporting Viewer, now has 42 members. The number of members in the "Grace period" category has dropped from 46 to 35 and the number of Lapsed members has dropped from 193 to 173. The election process helped us to find some problems in our membership data. Will continue to work to improve the quality of the data. For a Membership Status Summary as of 4/12/10, see Attachment 2.

PROGRAM PROPOSALS BY MEMBERS

The Access Facilitator and Operations Coordinator supervise, monitor and assist with members' program proposals. Attachment 3 is complete list of the 122 program proposals for the past year including ongoing series.

GOVERNMENT MEETINGS

From January through April 2010, the CTV staff has covered 56 government meetings. We are moving into our busy time of the year, covering more budget meetings, so average coverage will increase from 14 to 18 meetings monthly.

CLASSES AND EQUIPMENT USAGE

This year we have had less classes, but more checkouts of equipment by more members. Since July 1st our class activity and equipment usage breaks down as follows:

Classes:

Total Classes offered: 195 Total Students: 558 Total Certifications: 319

Equipment (not including usage by staff)

Total Field Audio Checkouts: 510 Total Field Camera Checkouts: 361

Total Field Lighting Checkouts: 51 Total Flypack Checkouts: 3

Total Tripod Checkouts: 312 Total Members who checked Equipment Out: 70

VOLUNTEER HOURS

Volunteers continue their amazing support of CTV. Since July 1, 2009 volunteers have logged 1,382 hours for CTV.

STAFFING

The funds held in place for the Marketing Director will be moved into one time only capital and leasehold improvements to be spent out by the end of the fiscal year. There is no plan to hire a Marketing Director this year or in the next fiscal year.

OUTREACH

- **Field Trips**

March 30: Students and parents from Linn-Scott Charter School came into our studios. The sixth grade students participated in a studio taping of their student class project, received a tour of the facilities, and were treated to an editing demonstration by board member Jon Silver. The feedback from students and parents was very positive and the many of the students shook our hands as they thanked us!

April 17: A local Cub Scout troop of 7 year-olds will be coming into CTV to get a tour of the facilities and a studio “show and tell” by access facilitator Craig Goldstein.

- **Youth TV Program and Youth Internships**

Our latest YouthTV show highlighted Watsonville High Video Academy students and the videos produced through the academy. Two of the students who appeared on the show enjoyed the experience so much (see attached evaluations) that they applied to be interns at CTV, and will be working with the outreach coordinator this summer. Projects will include: packaging the best of the student videos from the academy to air on YouthTV, hosting the YouthTV show, and producing CTV promos and PSAs. Two students from Costanoa High School are currently also being trained and mentored as well.

- **PSA Productions and Special Outreach Groups**

We are currently re-evaluating the way we approach PSA productions. We are considering shifting from studio to field-based PSA productions in order to better visually highlight the activities of the community organizations. We hope to accomplish this efficiently by assigning interns or volunteer members to go out on location to collect B-roll and then record a voice-over using short PSA scripts provided by the organization.

We also have shifted from a monthly to an every-other-month studio production schedule for the time being. We plan to focus more on surveying the organizations that have participated on PSA Days in order to measure the impact of this resource over time. We hope this will help us in making both production and programming decisions that will maximize our resources while providing the best outcome for the organizations we promote.

We are also making a shift in the way we are utilizing the studio time by inviting specially targeted groups into the studio in order to assist them in producing very short “spotlight” programs highlighting their activities (for example, using an interview-driven, short talk show format including stills and video roll-ins of their activities). If time allows, we also schedule a PSA taping for another group. Feedback from both the volunteer crew and the outreach groups about these projects has been very positive.

- **February: Hope Services Community Membership and Media Program** (one of our ongoing partners) and their volunteer work with Animal Services. This time,

our recently trained Hope participants were both in front of AND behind the camera as crew and talent!

- April: New Brighton Middle School special education class (part of Santa Cruz County Office of Education) “Keep Our Beaches and Oceans Clean” show; also SCPD Nixle Service PSA.

TECHNOLOGY

For many years PEG Stations have been searching for software solutions that would hold a contact list of all members, a database of equipment for public and staff use, and a way to track classes and evaluate which classes and equipment are appropriate for members. Past solutions have been incomplete, and inaccessible from the web. Open source solutions have been six years in the making, required a technologist/code writer and are still in the beta test stage.

In January, CreaTV in San Jose engaged Paddington Media to create a custom software, web application that will provide role-management, inventory accounting and a project-tracking database. CTV was invited to participate in the project. We have signed a non-binding agreement and for our participation, we will receive the software program Paddington develops and tech support for one year. The cost to CTV is staff time to contribute to the software development. Director of Technology, Craig Judson, has been participating in roundtable conference calls weekly for three months to further the application development.

Paddington Media and CreaTV want to launch the beta version by May and give us something to test by June.

STRATEGIC PLAN

Emphasis this quarter has been on membership, marketing, programming and branding.

STATUS OF COMCAST AGREEMENT

The Cable Television Services franchise negotiations between Comcast and the City and County of Santa Cruz are still ongoing as of April 15, 2010.

• ATTACHMENTS

Attachment 1—Community Television Productions April 1, 2009-April 12, 2010

Attachment 2—Membership Status Summary as of 4/12/10

Attachment 3—Member Program Proposal Report April 1, 2009-4-1-2010

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY PRODUCTIONS

(April 1, 2009 to March 30, 2010)

DATE OF PRODUCTION	TITLE	COMPLETED	STUDIO /FIELD
4/4/09	Queer Youth Leadership Interviews	4/4/09	S
4/8/09	"Noche de Autores" - Dr. Alma Flor Ada	4/14/09	F
4/11/09	"Blossoms Into Gold: History Of The Croatians In The Pajaro Valley	6/15/09	F
4/13/09	Community Express #59 - (First 5)	4/24/09	S
4/17/09	Toastmasters (Rehearsal)	4/17/09	S
4/17/09	6th Annual Diabetes Forum	5/16/09	F
4/18/09	John Laird on Special Election Ballot Measures	4/24/09	F
4/22/09	Appeals Board Meeting	4/28/09	F
4/23/09	CTSCC Board of Directors	4/23/09	S
4/24/09	Santa Cruz Downtown Toastmasters	4/24/09	S
4/28/09	College Rediness Event & Celebration	NA	F
5/5/09	WHIE # 9	5/11/09	S
5/9/09	1919 Days	6/17/09	F
5/11/09	Digital Arts and New Media - Interactive Art Exhibit	NA	F
5/11/09	Community Express #60	5/18/09	S
5/15/09	Capitola History - Sandy Lydon & Carolyn Swift	6/5/09	F
5/15/09	Music in May - 2009	6/2/09	F
5/16/09	Queer Youth Leadership Awards Ceremony	6/1/09	F
5/16/09	Expanding Your Horizons Conference	6/8/09	F
5/19/09	Poetry Santa Cruz Awards Ceremony	6/9/09	F
5/20/09	Emergency Forum on the Budget Crisis	6/8/09	F
5/30/09	Grannies Concert for Peace	6/11/09	F
5/30/09	Cabrillo College Shorts Spring 2009	5/31/09	S
6/1/09	Library Joint Powers Authority Board	6/1/09	F
6/1/09	Sports & Arts Telethon LIVE- Day 1	6/1/09	F
6/2/09	Sports & Arts Telethon LIVE- Day 1	6/1/09	F
6/5/09	Interactive Art Exhibit - Part 2	NA	F
6/5/09	21st Annual Watsonville High School Sober Grad Nite	6/22/09	F
6/6/09	500 Years of Chicano History	6/22/09	F
6/6/09	79th Annual Statewide Exhibit	7/7/09	F
6/11/09	Bilingual Neighborhood Listening Session	9/18/09	F
6/20/09	Papas - 3rd Annual Father's Day Event	7/6/09	F
6/22/09	Making Racial Equality a Reality	7/13/09	F
6/24/09	Latinos Al Dia #30 (Mexican Consulate)	6/29/09	S
6/25/09	The Fraying of the Local Safety Net	7/6/09	F
6/25/09	CTSCC Board of Directors	6/25/09	S
6/29/09	Community Foundation Oral Histories	6/29/09	S
7/13/09	League of Cities Media Training	7/13/09	S
7/23/09	Fixing California's Broken Political System - 2	8/3/09	F
7/30/09	Town Hall Meeting with Bill Monning	8/19/09	F
8/1/09	Teen Battle of the Bands Concert	8/19/09	F
8/8/09	Meet the Composers - 2009	8/26/09	F
8/10/09	Community Express #62	8/10/09	S
8/15/09	Baile Folklorico Mexicano	10/16/09	F
8/15/09	Mortgage Foreclosure Workshops (3 Parts)	8/21/09	F
8/20/09	An Evening with California Democratic Party Chair John Burton	8/25/09	F

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY PRODUCTIONS

(April 1, 2009 to March 30, 2010)

8/22/09	Public Forum on the Environment	8/25/09	F
8/22/09	Community Spinners Awards Ceremony	8/27/09	F
8/23/09	ACLU Annual Awards - 2009	8/31/09	F
8/25/09	Latinos Al Dia # 31 (& Immigration	8/26/09	S
8/27/09	Health Care Reform (Farr & Monning)	9/12/09	F
8/28/09	All College Day - Celebrating Cabrillo's 50th Anniversary	9/11/09	F
8/29/09	Barbara Vogl, Celebration of Life	9/24/09	F
9/8/09	WHIE #10	9/11/09	S
9/12/09	Xochipilli 5th Anniversary	11/18/09	F
9/14/09	Fire Resistant Landscaping - The Basics	9/25/09	F
9/14/09	Community Express #63	10/19/09	S
9/15/09	PSA Day	9/16/09	S
9/17/09	'89 Quake Stories - 1	NA	S
9/24/09	Pollution Prevention Week - 2009	10/13/09	F
9/24/09	CTSCC Board of Directors	9/24/09	S
9/26/09	Celebrando las Fiestas Patrias	9/29/09	F
9/29/09	Community Committed - Town Hall Meeting	11/19/09	F
9/29/09	'89 Quake Stories Part 2	NA	S
10/6/09	Latinos Al Dia #32 (Disaster Preparedness)	10/8/09	F
10/9/09	Grand Opening Cabrillo College Crocker Theatre (Part 1 & 2)	NA	F
10/12/09	Community Express #64 (Water Issues)	10/16/09	S
10/13/09	WHIE #11	10/19/09	S
10/14/09	'89 Quake - Past - Sandy Lydon	12/9/09	F
10/15/09	'89 Quake - Present - Lynn Robinson	11/7/09	F
10/16/09	The Future of Downtown Santa Cruz	10/23/09	F
10/17/09	'89 Quake - @ the Clock	10/21/09	F
10/17/09	Jim Douglas on the Assassination of Gandhi	12/9/09	F
10/21/09	Employer Recognition Reception	11/16/09	F
10/21/09	Superior Court Judge's Race	11/9/09	F
10/28/09	Attorney General Candidate Chris Kelly	11/18/09	F
11/10/09	BOS/RDA Special Meeting	11/11/09	F
11/11/09	Veteran's Memorial Dedication	12/2/09	F
11/12/09	Health Improvement Partnership 2009	1/14/10	F
11/13/09	Noche de Autores - David Bacon	12/8/09	F
11/16/09	Latinos Al Dia #33 (Immigration, Foster Parenting, Angels)	11/17/09	S
11/16/09	Mortgage Foreclosure Workshop DVD (3 Parts)	NA	F
11/18/09	ACLU Annual Meeting 2009	12/15/09	F
11/19/09	20 Years of Pajaro Valley Prevention	12/1/09	F
11/19/09	CTV Board of Directors	11/19/09	S
11/21/09	Senior Health Fair	12/2/09	F
11/22/09	COPA Convention	12/15/09	F
11/23/09	Community Assessment Project	12/8/09	F
12/5/09	Cabrillo College Shorts - Winter 2009	12/19/09	F
12/5/09	Downtown Holiday Parade 2009	12/5/09	F
12/10/09	Raising a Reader	2/1/10	F
12/14/09	Community Express #65 (Veterans)	12/14/09	S
12/16/09	Latinos Al Dia #34 (Consumer Protection/Xmas Around the World)	12/17/09	S

COMMUNITY TELEVISION OF SANTA CRUZ COUNTY PRODUCTIONS

(April 1, 2009 to March 30, 2010)

12/18/09	2009 Cór Ainglí Holiday Concert - Part 2	12/22/09	F
12/18/09	Integrated Sciences - Student Presentation	12/28/09	F
12/18/09	2009 Cór Ainglí Holiday Concert - Part 1	12/22/09	F
1/11/10	The NEXTies (Interviews)	4/5/10	S
1/11/10	Community Express #66 (Timber)	1/22/10	S
1/12/10	WHIE #12 (O'Neil Sea Odyssey/Newcomer Program)	1/15/10	S
1/21/10	Night Light 2011 (Pre-Grant)	In Progress	F
1/23/10	2010 Pro-Choice Brunch	2/15/09	F
1/25/10	Latinos Al Dia #35 (Nutrition)	1/25/10	S
1/26/10	Gail Rich Awards 2010	2/12/10	F
1/28/10	Social Equity Thru LGBTQ Lens	2/18/10	F
1/28/10	CTV Board of Directors LIVE	NA	S
1/30/10	June Ballot Measures - Bill Monning	2/3/10	F
2/1/10	Black History Month - Loudon Nelson	1/29/10	F
2/1/10	Black History Month - Robert Lowery	2/8/10	S
2/1/10	Black History Month - Progressive Baptist Church	2/12/10	F
2/9/10	Project Homeless Connect	2/9/10	S
2/18/10	Community Read - Reyna Grande	3/12/10	F
2/18/10	What's NEXT Lecture Series - Part 1	3/17/10	F
2/20/10	Health Fair Seminar	3/31/10	F
2/20/10	Our Democratic Institutions	3/13/10	F
2/27/10	Rekindling the Spirit of the Age of Enlightenment	3/12/10	F
2/28/10	Rekindling the Spirit of the Age of Enlightenment	NA	F
3/2/10	WHIE #13	3/5/10	S
3/12/10	Perspectives on Mental Illness - Seldom Heard Stories	3/29/10	F
3/12/10	Perspectives on Mental Illness - Seldom Heard Stories	NA	F
3/13/10	SPIN 10 Year Celebration	3/13/10	F
3/15/10	Pajaro Valley Cesar Chavez Democratic Club Endorsements	3/24/10	F
3/16/10	Studio PSA Day		S
3/16/10	Judges Candidate Forum	3/28/10	F
3/18/10	Desalination and the Alternatives	In Progress	F
3/19/10	Cancer Fighting Kitchen - Rebecca Katz	4/5/10	F
3/19/10	Cancer Fighting Kitchen - Dr. Jeanne Wallace	4/5/10	F
3/20/10	Endorsement Meeting for the June Ballot	2/7/10	F
3/24/10	Live Oak Town Hall Meeting	In Progress	F
3/26/10	Seventh Annual - Diabetes Forum	In Progress	F
3/30/10	Homeless Voices	In Progress	F
3/30/10	WHIE Special 2010	In Progress	S

**Community Television of Santa Cruz County
Membership Status Summary as of 4/12/10**

Membership Type	Count
Basic.....	154
Class Scholarship.....	6
Discounted Membership.....	5
Donor.....	4
Founder.....	1
Friend.....	13
Full Scholarship.....	68
Non-User.....	9
On Hold.....	8
Patron.....	1
Producer.....	8
Scholarship.....	11
Student.....	23
Supporting Viewer.....	42
Current	357
Basic.....	16
Class Scholarship.....	2
Donor.....	1
Friend.....	1
Full Scholarship.....	8
On Hold.....	2
Scholarship.....	3
Student.....	2
Grace	35
Basic.....	98
Class Scholarship.....	4
Donor.....	1
Founder.....	1
Friend.....	4
Full Scholarship.....	30
Non-User.....	4
On Hold.....	2
Scholarship.....	5
Student.....	23
Lapsed	173
TOTAL	565

COMMUNITY TELEVISION OF SANT CRUZ COUNTY MEMBER PROGRAM PROPOSAL REPORT

ATTACHMENT 3

Proposal #	TITLE	PRODUCER	DATE	
			SUBMITTED	DATE DUE
ACTIVE PROPOSALS (37)				
509	Our Soccer league	Ellis, Lloyd	4/30/09	10/30/09
510	The World of Bio-Feedback	Gossfeld, Ariana	4/30/09	10/30/09
530	Fisherman's Day	Roth, Jed (Jared)	7/8/09	1/8/10
537	American Sign Language Santa Cruz	Satterlee, Julius	8/5/09	5/5/10
550	Creative Evolution	Rheinstein, Allah	9/24/09	4/28/10
562	Dahr Jamail	Ellis, Lloyd	10/20/09	4/20/10
570	Elevation	Michaelak, Gene	10/26/09	4/26/10
576	The "Sweepers"	Banta, Davis	11/11/09	5/11/10
577	Fish Rock	Notley, Mark	11/12/09	5/12/10
579	My Boat Show	Watkins, Ed	11/12/09	5/12/10
581	Backyard Wildlife	Kinstler, Gail	11/12/09	5/12/10
586	Santa Cruz Adult School	Vignal, Daniel	11/18/09	5/18/10
587	Key Conversations - Pediatric Health	Ferry, Marion	11/23/09	5/24/10
588	A Work in Progress	Rozenbaum, Ariel	11/24/09	5/24/10
589	Point of View	Santos, Gabriel	11/30/09	5/28/10
593	Freedom Fighters Sporting Club	Rodriguezste , Agustin	12/23/09	6/23/10
594	Ron Kaplan Sings New York	McCammon, Stuart	1/5/10	7/5/10
595	The Retired Teachers Attic	Gregory, James	1/20/10	7/20/10
Spirit of Alton: Before, During and After the				
598	Civil War	Adamson, Bruce	1/20/10	7/20/10
601	Telecomute	Gudenkauf, Gretchen	2/1/10	8/2/10
602	Planet of Dreams	Lasiuk, Jazz-elle	2/1/10	8/22/10
603	Science Fun #4	Gudger, Keith	2/1/10	8/2/10
606	Guitar Talk	Santos, Mark	2/1/10	8/2/10
610	Strengthening Roots	Lacey, Karen	2/5/10	8/5/10
612	SCDC Spring Show 2010	D'Arcy, Susan Tatsui	2/5/10	8/5/10
616	The Profit Motive with Caleb Lawrence	Mulligan, Ryan Owen	2/11/10	8/11/10
617	Lucid Universe	Lichacz, Mariola	2/11/10	8/17/10
618	Deby Grosjean's British Invasion	Steinbruner, Greta	2/11/10	8/11/10
619	Diro's Funk & Rock for Haiti	Greer, Dusty	2/17/10	8/17/10
621	BeTV	Funk, Kundini	2/25/10	8/25/10
623	Santa Cruz Soap Box	Gudger, Keith	3/16/10	9/16/10
624	Why Cuba?	Val-Leiva, Virginia ("Gina")	3/16/10	9/16/10

COMMUNITY TELEVISION OF SANT CRUZ COUNTY MEMBER PROGRAM PROPOSAL REPORT

625	Register and vote PSA	Halfmoon, Mark	2/5/10	8/5/10
627	Israeli Aparthied in Week	Halfmoon, Mark	3/16/10	9/16/10
629	Big Foot Hunter	Garcia, Ernesto	3/24/10	9/24/10
633	Gardening Show	Maurer, John	3/26/10	9/26/10
634	Intervention	Stafford, Vanessa	3/26/10	9/26/10
635	"When Howard Met Inez"	Mason, Leslie	3/29/10	9/29/10
636	Sol Train	Little, Robin	3/29/10	9/29/10
637	My Father	Lauber, Robin	3/30/10	9/30/10

OVERDUE PROPOSALS (16)

502	Don Gilletti Music Video	Lacey, Karen	4/23/09	10/23/09
504	Emergency Preparedness	Ferry, Marion	4/23/09	10/23/09
514	Letters to the President	Fogarty, Leslie	5/26/09	11/26/09
521	QDog Live at the Verve	Cusack, David	6/11/09	12/11/09
525	Capitola's 60th Birthday	Ferry, Marion	6/11/09	12/11/09
526	Portrait of My Room	Berg, Allen	6/11/09	12/11/09
533	Wierd Whirled Show	Martin, Terrance	7/13/09	1/13/10
534	Central Coast Quake of '89: 20 Years Later	Snyder, Bradley	8/5/09	2/5/10

Minnesota Memories - An Interview with

538	Howard Mason	Mason, Leslie	8/5/09	2/5/10
539	Wedding Video	Ivany, Alexander	8/10/09	2/10/10
542	Mo Animo Jones - At the Verve	Mixson, Charles	8/13/09	2/15/10
545	Santa Cruz English Country Dance	King, Michael	9/11/09	3/11/10
551	Have Beer Will Travel #2	Overhulser, Carlo	9/28/09	3/29/10
554	Test Your Taste Buds in Animation	Lasiuk, Jazz-elle	10/1/09	4/1/10
561	SANTA Cruz Tannery Arts Center	LoBue, Steve	10/20/09	4/1/10
615	D.J. Itzair	Hansen, Erik	2/10/10	3/31/10

ON-GOING SERIES (27)

44	Voices from the Village	Phillips, Charlie	11/7/03	
48	Tamara Lynn Scott Show	Scott, Tamara	4/21/01	
50	Eco Review	D'Angelo, Kathy	11/20/97	
53	Sandbar Surf TV	Braverman, Robert	9/11/95	
60	SoWat	Dinnell, Jeff	10/25/04	
67	The Idle Hands Show	Bushman, Chris (Merlin)	11/1/00	
113	Book TV	McGettigan, Peter	3/17/97	
116	Cinema Scene	McGettigan, Peter	12/7/04	

COMMUNITY TELEVISION OF SANT CRUZ COUNTY

MEMBER PROGRAM PROPOSAL REPORT

173	Look Mom, I'm on TV	Dussell, Richard	5/3/06	
234	Santa Cruz'n	Ackerly, Robert (Bobby)	12/9/06	
275	Reality Church	Barton, Karen	5/2/07	
285	Inside Santa Cruz	Anderson, Joyce	7/21/95	
289	Late Night at Bocci's Cellar	Zamora, Louis D.	5/10/07	
323	Sandra Leigh Presents	Leigh, Sandra M.	10/1/07	
328	Band Madness	Thygersen, Karri	10/3/07	
336	Skim Shady	Baldzikowski, Dana	10/15/07	
406	The Butchers	Davids, Andrew	7/9/08	
409	Let's Talk	Pinsonneault, Paula	7/23/08	
414	REVIVE	Velez, Adam	8/18/08	
452	Healing from the Roots	Cowan, Rebecca	10/15/08	
483	Heaven on Earth	Goss, Denise	3/4/09	
487	Human Rights Here Now	Sweet, David	3/6/09	
517	A Beautiful Life	Fey, Moriah	6/10/09	
524	Teacher, Speak Out!	Nichols, Peter	6/11/09	
566	Thomas MediaTV	Thomas, Anthony	10/23/09	
578	Ni Un Paso Atras	Rodriguez , Agustín	11/12/09	
584	Science Fun! 3	Gudger, Keith	11/16/09	
COMPLETED (35)				
499	The Random Prayer Loop Generator	Heaney, Norman A. "Tony"	4/4/09	Completed 5/2/09
500	Science Fun #2	Gudger, Keith	4/23/09	10/5/09
501	Kinetic Art Cruz	Gudger, Keith	4/23/09	10/23/09
503	Mother's Day Pow Wow	Lacey, Karen	4/23/09	10/23/09
508	Forum on Local Economy	King, Michael	4/28/09	10/28/09
516	An Evening with Tom Campbell	Steinmann, Doree	6/4/09	12/4/09
523	Tannery Arts Open House Concert	Lasiuk, Jazz-elle	6/11/09	12/11/09
535	SarCasm Express 13th Episode	Ferrer, Michael	8/5/09	2/5/10
540	How to Make a Simple Toy	Gudger, Keith	8/10/09	9/4/09
541	The Fringe	Little, Robin	8/10/09	2/10/10
543	The Last Minority	Dinnell, Mael	8/25/09	5/24/10
544	Community Responsters - CERT	Powell, Ron	9/9/09	3/9/10
546	The Insiders View to the H1N1 Flu	Heaney, Norman A. "Tony"	9/16/09	9/21/09
547	The Proffit Motive with Kalib Lawrence	Leigh, Sandra M.	9/24/09	3/29/10
548	Intellectual Properties Society	Beucher, John	9/24/09	6/25/10
549	Butterfly Babes' Bash	Lasiuk, Jazz-elle	9/24/09	3/24/10

COMMUNITY TELEVISION OF SANT CRUZ COUNTY MEMBER PROGRAM PROPOSAL REPORT

552	Octoberfest 2009 (PSA)	Troche-Scott, Catherine	10/1/09	4/1/10	8/25/09
553	Creating a Disaster Prep Kit	Powell, Ron	10/1/09	4/1/10	10/26/09
564	Buckminster Fuller LIVE!	Murphy, Noel	10/20/09	4/20/10	3/27/10
565	You Had To Be There - You Dunit	Banta, Davis	10/23/09	4/23/10	3/1/10
	Eduardo Xilonxochil Mural @RCNV (Long Version)	Rodriguez, Agustin	10/31/09	4/28/10	11/3/09
572		Satterlee, Julius	11/6/09	5/6/10	1/27/10
574	Music at the Rio	Steinmann, Doree	11/12/09	5/12/10	11/8/09
580	Alzheimers Association Caregivers	Leigh, Sandra M.	11/12/09	5/12/10	12/31/09
583	Spilly Chile's Rockin New Years Cheese	Powell, Ron	11/18/09	5/18/10	2/28/10
585	Save a Friend	Lasiuk, Jazz-elle	11/30/09	5/28/10	12/2/09
590	It's Not Over	Martin, Neal	12/17/09	6/17/10	12/21/09
591	Monteville Chorale Christmas Show	Gudger, Keith	12/17/09	6/17/10	12/31/09
592	Last night Santa Cruz NY Parade	Pride, Prem Devi	2/1/10	8/16/10	3/7/10
607	Passion in Motion	Garcia, Ernesto	2/5/10	8/19/10	2/23/10
609	Fernando	D'Arcy, Susan Tatsui	2/5/10	8/5/10	2/17/10
611	Stanford Dollie Reunion	Halfmoon, Mark	2/5/10	8/5/10	2/17/10
614	Documentary with Mark Halfmoon	Lasiuk, Jazz-elle	2/22/10	8/23/10	2/17/10
620	Run For Your Life	Leigh, Sandra M.	3/16/10	9/16/10	4/10/10
628	Issues 2010	Pappas, Dawni	3/26/10	9/26/10	4/10/10
630	PSA- InnerLight Choir Concert				
CANCELLED (7)					
505	It's Not Over	Lasiuk, Jazz-elle	4/23/09	10/23/09	
511	Pajaro Valley Federation of Teachers	Nichols, Peter	5/12/09	11/12/09	
512	SCCo Building and Fire Code Appeals Board	Halfmoon, Mark	5/12/09	11/12/09	
522	Merit Academy's Environmental Summit	D'Arcy, Susan Tatsui	6/11/09	12/11/09	
	Amateur Radio & the Services They Provide to the Community	Powell, Ron	8/5/09	2/5/10	
536		Lasiuk, Jazz-elle	10/30/09	4/28/10	
571	418 Music Project	Ellis, Lloyd	2/1/10	8/2/10	
605	Human Rights - Overcoming Racism				

CLIPPINGS

SERVING SANTA CRUZ
COUNTY SINCE 1856

Santa Cruz Sentinel

WEDNESDAY
MARCH 24, 2010

SCCAL SOFTBALL | SPORTS, B7

LEAGUEOPENER

SLV TOPS RIVAL SCOTTS VALLEY, 6-3

MAKING AN ETHANOL SPLASH | EXTRA, B1

DARYL HANNAH GOES GREEN IN SC



066

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75 CENTS AT NEWSSTAND



Daryl Hannah touts ethanol

Actress brings 'Kill Bill' Trans Am to Santa Cruz

By LAURA COPELAND

lcopeiland@santacruzsentinel.com



SHMUEL THALER/SENTINEL PHOTOS

TOP: Actress Daryl Hannah converted her Trans Am to ethanol power. The car was given to her by director Quentin Tarantino after she drove it in the movie 'Kill Bill.'

ABOVE: Hannah is joined by car builder Dave Stoltz, ecologist David Blume and Scotts Valley car detailer and painter Karl Ryan in downtown Santa Cruz next to her ethanol-powered Trans Am on Tuesday.

SANTA CRUZ — Daryl Hannah stopped downtown Tuesday at the community television studio, bringing with her the 1979 Pontiac Trans Am she drove in 'Kill Bill.'

The actress and environmental activist appeared with local ecologist David Blume on Community TV's live call-in show "Eco-Review" to promote ethanol as an alternative energy source.

"Many, if not most, of the problems we face as a species come from the way that we produce our energy," Hannah said.

Last year she had the sports car converted to run off 85 percent ethanol, or E85, a move she says rebuts concerns from the U.S. Environmental Protection Agency about using higher blends of ethanol.

Federal regulations limit the amount of ethanol per gallon of gas to 10 percent. The EPA is considering a waiver that would allow states to mandate an increase in the maximum alcohol fuel blend to 15 percent nationwide. Opponents of the E15 waiver cite safety concerns, namely corrosion and overheating, and some are skeptical of ethanol's environmental benefits.

Blume and Hannah argue that increasing the use of alcohol as a blended additive would reduce toxic emissions currently gener-

ated by burning gasoline.

"People just don't know that alcohol fuel is a possibility," said Blume, who'll travel with the actress to the capital this afternoon for a press conference encouraging the EPA to lift the restriction sooner rather than later.

Hannah called the Live Oak ecologist her environmental "guru." The pair has been working together for more than a decade, and it was Blume who suggested Hannah resurrect the iconic car as a "spokesvehicle" for their cause.

"Rats were under the hood," Blume said. "She wouldn't drive it because it ran on gas, so it was just sitting there."

The "Splash" actress, who turns 50 this year, has been an environmentalist for years, and has been arrested twice at protests. She chained herself to a tree in 2006, protesting a Los Angeles landowner's decision

WATCH AT HOME

Eco-Review will re-broadcast the episode that features Daryl Hannah. "The Greening of the Auto Industry: From Paint to Fuel," 6 p.m. Tuesdays and Fridays through April 23 on Community Television, channels 27 and 73.

to evict farmers from the property to make room for a warehouse.

"I wasn't making an environmental decision at the time," Hannah said of becoming a vegan as an 11-year-old, "but it seems when you take an action that's a mindful, responsible action in one way, it's going to be better for everything else down the line."

Other panelists on the hour-long show were Karl Ryan of

Professional Touch Auto Body in Scotts Valley, who stripped the peeling paint from the Trans-Am and applied an eco-friendly coat, and Dave Stoltz, an Auburn engineer who helped with the fuel conversion.

The foursome took calls from viewers locally and farther afield, including an "ethanol disciple" from Wisconsin who praised Blume's work. They discussed alcohol as an alternative fuel not only for transportation but also for use in cook stoves and home heating systems.

Hannah lives off the grid herself, she said, in a solar-powered Southern California farm she refers to as "misfit circus," home to abandoned and disabled animals.

"Eco-Review" host Tom Harvey led the group outside for the last five minutes of the program when the flaxen-haired actress climbed into the Trans-Am and drove out the back lot onto Front Street.

Junior Leader Volunteer Program

Teens 13 to 17 years of age are encouraged to apply. Gain valuable work experience and vocational skills while volunteering in City of Santa Cruz Parks and Recreation Day Camp programs this summer. Program and training operate June 16 through August 15. Flyers and applications are available at the Parks and Recreation Office, 323 Church Street, Santa Cruz, CA, 95060. Application deadline is **Friday, May 15**. Interviews will be scheduled in late May or early June for new applicants. Returning Junior Leaders will not be interviewed, but are required to submit an application and a supplemental placement form. Returning Junior Leaders will be mailed placement information. For more information call 831-420-5270.

Teen Classes

TEEN TV: VIDEO PRODUCTION CAMP 13 - 18 yrs 5 days
Lights, camera, action! Experience first-hand what happens behind the scenes of a television program. In a week-long format, learn what goes into producing a TV show. Learn how to operate studio equipment, such as a studio camera, switcher, teleprompter, audio, and graphics, also how to conduct 'On location' interviews using Community TV's field equipment. Students will help create content for a show they produce on the final day of class. Class fee includes membership to Community Television, which allows access to production equipment and more classes for those who wish to continue after the camp. If you've always wanted to learn what it takes to make television, this is the class for you.

Community Television Studio Community Television Staff
816 Pacific Ave \$150.00(R)/\$190.00(N)

#13458 M - F 10:00 am - 1:00 pm 07/19 - 07/23

BE IN YOUR OWN BAND 11 - 18 yrs 10 days
This class focuses on playing with other musicians in a band setting. Open to bass, guitar, drum, keyboard and vocalists. Other instruments are welcome with instructors permission. Some experience is **REQUIRED**. Guitar and bass players must be able to tune their instruments and find notes on the neck. Drummers must be able to count time and play a basic consistent beat. Keyboard players must bring their own keyboard. All students should know at least one song all the way through. Class will cover music theory, song-writing, meeting other musicians, band formation & performance skills. Come with your formed band or as an individual looking for group playing experience. Drum kit, guitar, bass and amplification will be provided. Bring your own instrument, cable, tuner and sticks as applicable. Note: This class may not be appropriate for beginning musicians. Questions? Contact robin@beinyourownband.com or call 831-345-5224. Scholarships available through Santa Cruz Performing Arts.

Teen Center Robin Macomber
301 Center St \$175.00(R)/\$205.00(N)

#13622 M - F 11:00 am - 12:30 pm 07/19 - 07/30

TEEN KAYAK CAMP 12 - 15 yrs 2 days
This fun two-day class starts with a review of basic paddling and rescue techniques in the Santa Cruz harbor. Once students are comfortable handling their kayaks, we'll head into the bay for a tour of the local kelp beds and marine life. On the second day we'll paddle over to a local beach for an adventurous day, learning how to handle kayaks in the surf zone and launching them from the beach. This class is a great way to gain personal confidence, learn ocean awareness and meet new friends. Please wear a swimsuit and bring a lunch and water. A material fee of \$45.00 is due to the instructor in the first class.

Kayak Connection SC Yacht Harbor Kayak Connection Staff
413 Lake Ave \$65.00(R)/\$79.50(N)

#13346	M, W	10:00 am - 4:00 pm	07/12 - 07/14
#13347	M, W	10:00 am - 4:00 pm	08/02 - 08/04
#13348	T, TH	10:00 am - 4:00 pm	08/17 - 08/19

5 DAY TEEN KAYAK CAMP 12 - 16 yrs 5 days
This program includes five days of kayak instruction with tours of Elkhorn Slough, Santa Cruz and Capitola in traditional sea kayaks, and kayak surfing in sit-on-top kayaks. There will also be games and recreation on the beach. The camp meets every day at the Venture Quest Kayak Rental office on the Santa Cruz Wharf. All equipment included. Bring a lunch.

Venture Quest Kayak Rental Office Dave Johnston
Santa Cruz Wharf \$205.00(R)/\$261.50(N)

#13448 M - F 9:00 am - 3:00 pm 07/12 - 07/16

YOUTH ROCK CLIMBING CAMP 11 - 17 yrs 5 days
Rock Climbing is an exciting and challenging sport that demands a high level of personal responsibility. Climbing challenges your mind while building every muscle in your body. Learn to climb in a World Class Facility! Level I - Safety procedures for climbing and rappelling. Level II - Primary movement techniques and footwork. New! Level III - Building on the skills learned in Level I & II, this course goes on two field trips to Castle Rock State Park. (Tuesday & Thursday 9:00 am - 4:00 pm) Note: Instructor permission is required to skip Level I and student must have Belay Card. All participants require a signed Pacific Edge Liability Waiver. All equipment is provided.

Pacific Edge Climbing Gym Pacific Edge Staff
104 Bronson St #12 \$100.00(R)/\$125.00(N)

#13469	M - F	1:00 pm - 3:00 pm	06/21 - 06/25
#13470	M - F	3:30 pm - 5:30 pm	06/21 - 06/25
#13471	M - F	3:30 pm - 5:30 pm	06/28 - 07/02
#13472	M - F	1:00 pm - 3:00 pm	06/28 - 07/02
#13473	M - F	1:00 pm - 3:00 pm	07/05 - 07/09
#13474	M - F	3:30 pm - 5:30 pm	07/05 - 07/09
#13475	M - F	1:00 pm - 3:00 pm	07/12 - 07/16
#13476	M - F	3:30 pm - 5:30 pm	07/12 - 07/16
#13477	M - F	1:00 pm - 3:00 pm	07/19 - 07/23
#13478	M - F	3:30 pm - 5:30 pm	07/19 - 07/23
#13479	M - F	1:00 pm - 3:00 pm	07/26 - 07/30
#13482	M - F	3:30 pm - 5:30 pm	07/26 - 07/30
#13483	M - F	1:00 pm - 3:00 pm	08/02 - 08/06
#13484	M - F	3:30 pm - 5:30 pm	08/02 - 08/06
#13485	M - F	1:00 pm - 3:00 pm	08/09 - 08/13
#13486	M - F	3:30 pm - 5:30 pm	08/09 - 08/13

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Youth TV Evaluation

Being part of a TV show for the community channel was sensational. I was very nervous. I really was. I thought it was going to be much more different than what I experienced. We all did so good!

When I walked in the building I was surprised that the community channel was located in downtown Santa Cruz. I thought that they would be located in a more open area for studio space and all that good stuff but it's amazing how the only thing you need is a space, not big space, but space! We got a glimpse at the control room and it's almost like ours. It's easy to work and it looks neat. The crew was so nice and warm with us. I really saw them as professionals they were very helpful and straight to the point.

The studio looked amazing! When I saw it on the monitor it looked big and very "funky" which totally gave it a juvenile look. I was surprised that the studio was just a room with a piece of carpet, couch, with lots of shaped platforms, different sized TVs and the lights that were giving it that funky feel. It looked really nice and fancy. The TV that was hanging from the ceiling was cool to watch.

I thought that during the show there was probably going to be more instruction and talking but instead it just flowed along. It was interesting that time was short and its weird how it's going to schedule for a one-hour show, so I get how things on TV are timed now. I was so nervous it probable didn't seem like it but I was. I felt so dumb when I would almost laugh. It was so quiet. I thought there was going to be more people. It was awesome though. Alex and Gabe were so good! I thought there was going to be this

crazy non stop reading from the teleprompter and this really long live conversation that would make you choke but the people really helped and I'm glad there was cuts in between.

Over all this experience was completely experimental to me. It prepared me for hopefully future TV interviews. I had fun but I didn't feel I did to great but I did fine. I loved it and it was exciting to learn and be apart of something so special. I really hoped we could of stayed longer and explored a bit more. I hope to go back some day soon again.

Evaluation

Alex Santana

My experience as a host for the Youth T.V. segment of our Community Television station was phenomenal. Being a part of the Watsonville High School Video and Broadcasting class has given me somewhat of an experience behind the workings of a television program. I've been able to previously anchor our school's morning news show as well as working behind the scenes doing jobs such as producer, control room director, and even script writer for example. However, being able to see a real and professional television studio allowed me to appreciate the television business even more.

As a future career goal I am aiming to work for the G4 studios in Los Angeles as either a host or a behind the scenes man. Up until the day I met Helen Giffrow I considered my Video and Broadcasting class as a training session that would get me introduced and, in a way, ready for the career field I am aiming for. When I was told that I was chosen to host Youth T.V. by our teacher Mr. Rivas I felt as if it was one step closer to me to reaching my goal. I also felt as if I was taking other steps after meeting Helen Giffrow and getting a rough skeleton on how Mr. Rivas and she believed the show should run and collaborated our ideas as to content and set design. It was a liberating sensation knowing that I was just as much a part of the show as everybody else who would be working on it and When it came down to film I knew what I was doing, I was calm, I was prepared, and above all I was enjoying the time I had in the studio.

My experience as a host could not be replaced by anything, it was truly phenomenal. Knowing that the people I would be working with were welcoming and that I was taking a few more steps to reaching my goal as working for G4 made me enjoy the program even more. I am very thankful towards Helen Giffrow for giving thee Watsonville High School the spotlight and allowing a student to interview the guests. After being there I'm even interested in applying for an internship over the summer.

From: Paul Brindel <paul@cabinc.org>
Date: Wed, 7 Apr 2010 12:09:30 -0700
To: Kathy D'Angelo <kathy@communitytv.org>, Cc:
<michelle@santacruzibible.org>, <nkrantz1@health.co.santa-cruz.ca.us>,
<shana.sloan@co.santa-cruz.ca.us>,
<dr.simmons@plazalaneoptometry.com>, <nowenter@gmail.com>,
<denise.acosta@usw.salvationarmy.org>,
<darrieg@homelessgardenproject.org>, 'Chris Johnson-Lyons'
<chrisjl@cruzers.com>, 'Tom Helman' <tomh@cruzers.com>
Subject: RE: PHC TOTALS

Kathy,

Thanks for giving this event the coverage it deserved.

The Sentinel relegated this incredible event to a section far to the rear of page one, an event where hundreds of volunteers and a thousand homeless people came together so that people in need could receive services.

We can always count on CTV.

Paul Brindel