

# Connecting our Community

## INSPIRE



### EDUCATION “South County Youth”

CTV implemented its South County based youth media training program helping students at Renaissance High School and Lakeview Middle School turn their ideas and visions into fun video projects.

## ENGAGE



### GOVERNMENT Public Meetings

The workings of our government need to be open, transparent and accessible. CTV presents the meetings of our county, and the cities within, unedited and in their entirety. Citizens have the information they need to make the important decisions about our future.



## PARTICIPATE



### PUBLIC ACCESS 2011 Volunteer of the Year

David Goldman has been a member of CTV since 2010, and has clocked over 1000 volunteer hours to date. He has taken several of our field and studio classes and you're likely to find him working on several shows a week, directing or operating a studio camera. Thank you David!

**2011 - 2012  
REPORT TO THE COMMUNITY**

## ***A Message from the Chair of the Board of Directors***



*Caryn Machado*



*Keith Gudger*

This has been a challenging year for CTV and our Board of Directors. Our newly formed “ad-hoc” committee will be addressing the demands of operating under the state law known as “DIVCA”. As the fiscal year end approached, this committee and the marketing committee met weekly to create business and marketing plans. We had a productive board retreat with many positive ideas from the staff and board members for cutting costs and increasing revenue.

At fiscal year end we lost our Executive Director. Many thanks to Mary Ann Thyken for leading us through tumultuous times. After a short but successful Interim Executive Director search, we were very fortunate to recruit Lynn Miller to CTV. His experience and knowledge have been critical in helping CTV and the Board face the DIVCA challenge. We continue to meet

with the County Board of Supervisors every few months. CTV and the Board will need to address fund development this year. We had a successful “Bowl-A-Thon” last year, and we need to build on this success.

Many thanks also to CTV members for stepping up and approving the by-laws changes. This difficult vote, in which members gave up their rights to change the by-laws and elect board members, was crucial for us to move forward with DIVCA required changes. With that, we are pressing forward with a regional partnership agreement with CMAP as well as other cost and revenue changes.

The Board thanks our dedicated staff for their many contributions this past year. Starting with the High School Football Jamboree at Cabrillo College, the CTV sports production team covered the high school football and basketball seasons. These productions earned WAVE awards two years in a row!

I want to thank all staff and members for their support of the Board. We all want to see CTV continue to serve our community as we face the many changes ahead.



*Lynn C. Miller*

The Board of Directors hired me at the end of June 2012 to be the Interim Executive Director. It is my commitment to work with the Board, staff, members and the larger community to establish a sound, stable and sustainable program pre and post DIVCA. As you are aware DIVCA will significantly change the funding mechanism from a funding for all aspects of CTV to a more restricted utilization of these funds. While we will not see a significant decrease in funding as a result of the DIVCA changes, we will see a marked difference in the way in which we utilize these funds. Most specifically the changes in DIVCA severely restrict salaries and benefits. It is my intent to continue the work started on a larger collaborative to bring economy of scale to the region, by actively engaging with our community folks in

the Bay Area in an effort to expand our current media focus and address the issues of DIVCA. To that end I will work with CTV through that transition. I thank the Board, staff, members and other associated agencies for their support during these changing times.

*Sincerely, Lynn C. Miller  
Interim Executive Director*

### ***CTV Board of Directors***

***Caryn Machado***  
*Escrow Assistant  
Old Republic Title Company*

***Joe Hall***  
*Management Professional  
City of Santa Cruz*

***Doree Steinmann***  
*Producer  
Steinmann Productions*

***Isaac Rodriguez***  
*Full Time Student  
Cabrillo College*

***Keith Gudger***  
*Electrical Engineer  
Retired*

***Adam Wade***  
*Coordinator, Curriculum & Instruction  
Santa Cruz County Office of Education*

***Jennifer Pittman***  
*Freelance Writer*

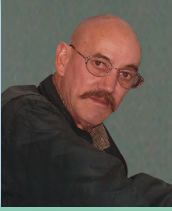
***Mathilde Rand***  
*School Principal  
Retired*

***Tess Fitzgerald***  
*Clerk of the Board  
County of Santa Cruz*

***James Fisher***  
*Director/Owner  
The CosmoFactory Cosmotology Academy*

***Denise Gallant***  
*Producer/Instructor  
Video 4/Cabrillo College*

# Donors and Sponsors



**David Gott**  
CTV Patron  
1943 - 2012

*"CTV is the voice of the community. Free speech is not a given. Many before us have fought and died to keep our country free for each and every one of us. Right or wrong, the true story will be telecast here, not on broadcast television. To give my expertise, time, and money is just the right thing to do."*

*CTV is creating a scholarship fund in honor of David. All donations received will go directly to help pay for classes for members who apply and qualify for this program.*

## ***Become a CTV Donor***

In order to sustain the connection we collectively create through media, we need your support. From showcasing our talented young athletes and providing digital media skills to budding young videographers, to promoting non-profit services and increasing transparency of local government, CTV is a pathway for the exchange of local information. Please consider becoming a CTV Donor. Our Donor Portal is at [communitytv.org/donate](http://communitytv.org/donate). Thank you for your support.

## ***Become a CTV Sponsor***

Every year, CTV produces regular series like Community Express and local government meetings, as well as special event coverage of local youth sports, concerts, parades, elections, and many other occasions of high interest to residents in Santa Cruz County. Sponsorships help us support these programs and give you the opportunity to show off that support to your customers.

Call the Station at 831-425-8848 to become a CTV Sponsor.



**Cruzio**  
Internet

**Santa Cruz Sentinel**  
[www.santacruzsentinel.com](http://www.santacruzsentinel.com)



## **Patrons**

David Gott  
Pittman Family Foundation

## **Founder**

Ted Silveria

## **Champions**

Doree Steinmann  
Lynn Dunton  
Ronald Scadina II  
David Sweet  
Tony Heaney  
Jennifer Pittman  
Randy Flick

## **Friends**

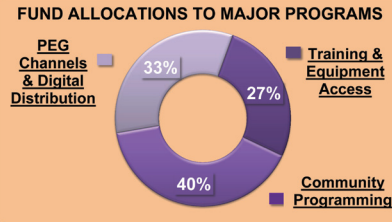
Ron Holman  
Andre Neu  
Joe Hall  
Leslie Mason  
Mary Ann Thyken  
James Fisher  
Robin Lauber  
Charles Dixon  
Adam Wade  
George Haas  
Ron Lampi

## ***CTV Non-Profit Organizational Members***

Hope Services - Homeless Services Center - YWCA Watsonville  
Monterey Bay Conservancy - United Way of Santa Cruz - Santa Cruz Educational Foundation  
- Santa Cruz Art League - Imagine Supported Living and Employment Services  
Santa Cruz Community Counseling Center - Cabrillo Republican Women Federated  
First Church of Christ, Scientist - Community Housing Land Trust of Santa Cruz County Inc.



# Major Programs



## CTV Produced Community Programming

*CTV's video production staff covers a wide variety of local events, lectures, celebrations, youth performances and more. Through our local government meeting and election coverage, CTV promotes government transparency and participatory democracy in Santa Cruz County. CTV also serves as an outreach outlet for local non-profits to inform the local community about the invaluable services they provide. CTV connects the local community through media.*

**Community Event Coverage** - CTV covers local, cultural and educational events such as *Santa Cruz Reads - Edgar Allan Poe* for the Santa Cruz Public Library, Cabrillo Music Festival's *Meet the Composers*, LIVE coverage of *National Dance Week 2012*, Imagine Supported Living and Employment Services, *A Gathering of Extraordinary People*, and the *Nadhery/Calciano Youth Symposium on Suicide - The Silent Epidemic* for the Dominican Hospital Foundation, as well as the *Japanese Cultural Fair*, the *Downtown Santa Cruz Holiday Parade*, and over 13 high school and college sports events. The CTV production truck had a strong presence at the *2011 Santa Cruz County Fair*. Altogether, CTV staff covered 125 community events.

**Public Affairs Programs** - CTV produces and co-produces local programs throughout the year, such as *Latinos al Día*, about local issues affecting the Latino community; *Community Express*, CTV's local news magazine; and *Transportation Café*, a co-production with the Santa Cruz County Regional Transportation Commission.



**Local Government Meeting and Election Coverage** - CTV provides local government meeting coverage, streaming many government meetings live to the internet to broaden public access to meetings and allow for a more informed community. CTV covers the following meetings: Watsonville City Council & Planning Commission, Scotts Valley City Council and Fire District, Santa Cruz and Capitola City Council, the Santa Cruz County Board of Supervisors, as well as the Metro Transit District, the Regional Transportation Commission, and annual Budget Hearings county-wide. CTV covered a total of 157 government meetings. Another way CTV encourages participation in democracy and increases issue-awareness in voters is through Election Coverage. CTV aired over 300 hours of programming dedicated to the 2012 June Election. The programming included Candidate Forums with contenders from the Water & Fire Districts, School Boards, Board of Supervisors and City Councils, and 3 minute Meet the Candidate Statements.

**Non-Profit Promotion** - CTV produces and accepts pre-produced Public Service Announcements (PSAs) for local non-profit organizations. The non-profits CTV served this FY include the Land Trust of Santa Cruz County, United Way of Santa Cruz, Volunteer Center of Santa Cruz, Health Improvement Partnership, The Resource Center for Non-Violence, and Save Our Shores. Over 140 Public service announcements played multiple times on all three CTV channels throughout the year. CTV also helps promote non-profits by advertising the services they offer through the production and televising of mini-documentaries.

**Youth Programs** - CTV covers many events and performances by and about local youth, including *Jovenes SANOS - Youth in Action*, *Teen Battle of the Bands*, *Queer Youth Leadership Awards*, and countywide high school basketball, softball, baseball, football, swimming, wrestling, and lacrosse.



## PEG Channels and Digital Distribution

*CTV programs three cable channels twenty-four hours a day, seven days a week. CTV also uploads and digitally distributes community programming across many different Internet interfaces to facilitate the wide distribution of public access programming.*

**Public, Education, and Government Channels (PEG)** - CTV's staff-produced and curated community programming airs on the Educational and Government channels viewable on Comcast Channel 25/ Charter Channel 71 and Comcast Channel 26/Charter Channel 72, on AT&T Channel 99, and streaming live on the internet at [www.communitytv.org](http://www.communitytv.org). Santa Cruz County residents provide the video content for Public Access Comcast Ch 27/Charter Ch 73, which also can be found on AT&T Channel 99 and streams live on the Internet. Santa Cruz County residents provided 7,246 hours of programming for Channel 27/73 independently as well as through use of CTV's facilities and video equipment. Access producers' programming ranged in genre from Local Arts, Church Services, Demonstrations, Documentaries, Environmental, Lectures, Music, News, Talk Shows and more. Among these were *Human Rights Here and Now*, *Eco-Review*, *Your Second Fifty Years*, *Skim Shady*, *Voices from the Village*, *Move On and Look Mom! I'm on TV*. The public access channel played 66 regularly produced series submitted by Santa Cruz County residents.

## Video Production Training, Production Support, and Facilities and Equipment Access

*Through a low-cost annual membership, CTV offers the residents of Santa Cruz County video production training classes and free access to our professional television studio and video production equipment. Facility and equipment access is supported by dedicated technical staff to guarantee that the access needs of all producers with varying abilities and experience are met.*

**Video Production Training** - CTV offers video production training classes including: studio camera, studio audio, studio lighting, directing and producing, blue screening, titling, field camera, field lighting, Final Cut Pro editing, uploading to the web, and special workshops on digital storytelling and interviewing techniques. CTV taught a total of 228 classes to 709 students. Additionally, local youth can learn 21st Century job skills through our video production summer camp and internships. Interns worked a total of 1219 hours. Thanks to grants this fiscal year from the Community Foundation of Santa Cruz County, CTV began production on a documentary for the Japanese Cultural Fair. Also through a grant from James Irvine Foundation, CTV implemented a twelve-week video production training program for youth in South Santa Cruz County. CTV also offered several Non-Profit Organization Informational Meetings.

**Video Production Support** - Similar to how the staff technicians in computer labs are always on hand for user's questions, problems, and issues, CTV offers assistance to community producers for public access studio productions and use of in-house editing systems through our Access Facilitators. Access Facilitators help the public navigate through the sometimes complex and technical nature of studio production and non-linear editing. Without this dedicated staff, the road to access would be bumpy for some and utterly impossible for a few. Access Facilitators worked a total of 2,286 hours.

**Facilities and Equipment Access** - Community users can reserve and utilize CTV's facilities and video production equipment at no cost. CTV offers a professional television studio, three Final Cut Pro digital editing suites, 10 complete field camera kits and a field multi-camera kit. Community producers reserved the studio 347 times, clocked 2,844 hours on the video editors, and checked out field camera kits a total of 270 times. All programming created at CTV's facilities and with CTV's equipment plays on CTV's public access channel.



## Grants

*the*  
**Community Foundation**  
of Santa Cruz County

*the James Irvine* foundation

This project, funded by the **Community Foundation of Santa Cruz County** and the **James Irvine Foundation**, was implemented by Community Television staff. CTV began its South County based youth media training program helping students at Renaissance High School and Lakeview Middle School turn their ideas and visions into fun video projects. Students were trained in all aspects of field production, including pre-production, production and post-production. Students walked through each phase of a project to the successful creation of content. In addition to the fun involved in making their own programming and projects, students learned about the technical sides of producing their content. Instruction included using new HD cameras, several types of microphones, tripods, and digital editing software.



A special thank you to Courtney Rudd at Renaissance and the whole after school program at Lakeview for helping make our programs possible. We are looking forward to another successful year!

*the*  
**Community Foundation**  
of Santa Cruz County

Through a grant from the **Community Foundation of Santa Cruz County**, CTV also began production on a documentary for the Japanese Cultural Fair. CTV is presenting some of the best examples of the arts and crafts and skills of Japanese culture, many of which may be diminishing as its proponents are aging. This project captures performances and demonstrations of those activities on video, along with an explanation of their importance.

CTV also received a GO GREEN grant from the Community Foundation to help us improve our practices to be more environmentally friendly.

## Internships



Community Television had a fantastic group of multi-talented, hard working, dedicated interns this year. Virtually every CTV field and studio and government production had at least one intern on the crew. We could not have accomplished so much without them. Ryan Mulligan trained and managed this record number of interns. As a culminating experience, the interns produced two high quality live shows, *“One Night Stand”* and *“The Call Back.”* This was a great example of combining outreach, public relations and training while lowering production costs.



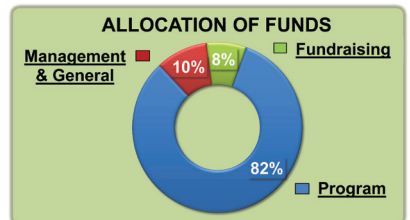
## Financials

### Statement of Activities June 30, 2012

	<i>Unrestricted</i>	<i>Temporarily Restricted</i>	<i>Total</i>
<b>Revenues and Other Support:</b>			
PEG Access Fees	18,284.00	825,420.00	843,704.00
Grants	1,000 .00		1,000.00
Memberships	9,630.00		9,630.00
Production Fees	52,408.00		52,408.00
Consultant Service Contract	5,970.00		5,970.00
Sales	2,115.00		2,115.00
Donations - In-Kind	282,030.00		282,030.00
Special Events Revenue	13,281.00		13,281.00
Interest Income	696.00	791.00	1,487.00
Administration Fees	1,124.00		1,124.00
Miscellaneous Revenue	9,919.00		9,919.00
Contract Projects and Fiscal Sponsorships	5,306.00		5,306.00
<b>Net Assets Released from Restrictions:</b>			
Grants	31,001.00	(31,001.00)	
Operating Budget	632,124.00	(632,124.00)	
Rent Expense	105,408.00	(105,408.00)	
<b>Total Revenues and Other Support</b>	<b>1,169,296.00</b>	<b>58,678.00</b>	<b>1,227,974.00</b>
<b>Expenses:</b>			
Program Expenses	980,519.00		980,519.00
Management Expenses	117,657.00		117,657.00
Fundraising Expenses	90,586.00		90,586.00
<b>Total Expenses</b>	<b>1,188,762.00</b>		<b>1,188,762.00</b>

### Change in Net Assets June 30, 2012

Change in Net Assets	(19,466.00)	58,678.00	39,212.00
Net Assets, Beginning of Year	552,826.00	317,428.00	870,254.00
Net Assets, End of Year	533,360.00	376,106.00	909,466.00





*"Community TV plays a major role in keeping government open and accessible through the regular televising of City and County government meetings, candidate forums, town halls, and other public events that contribute to an informed citizenry. I wholeheartedly support CTV in its mission to strengthen participatory democracy by providing media "of, by and for the people."*

**Mark Stone**  
County Supervisor - 5th District



*"Community Television plays a vital role in helping our United Way communicate with our county's residents. They film all our important community events and share the information with the broader community."*

**Mary Lou Goeke**  
Executive Director - United Way of Santa Cruz County



*Community Television is a valuable asset for South Santa Cruz County residents. Through its coverage of local government meetings, Community TV keeps the public informed about very important decisions the City Council and other agencies make. Community TV also covers special events such as the Santa Cruz County Fair and high school sports. In addition, Watsonville CTV offers after school programs which teach students how to produce great shows. Community TV is a great resource for everyone!*

**Irwin Ortiz**  
Deputy City Clerk - City of Watsonville



*The annual Nadherny/Calciano Memorial Youth Symposium in collaboration with The Dominican Hospital Foundation will be celebrating its 15th year this upcoming March. It brings world class experts to provide education to professionals in our community who work with youth, to enhance their knowledge base and really make a difference. Community Television of Santa Cruz County has been at each symposium for the past 7 years. The very professional crew shoots and produces a high quality product for ongoing cablecast on Community Television. These productions provide a valuable educational opportunity for our entire community. We are indeed fortunate to have this service.*

**George Jarro RN**  
Director Behavioral Health Services - Dominican Hospital