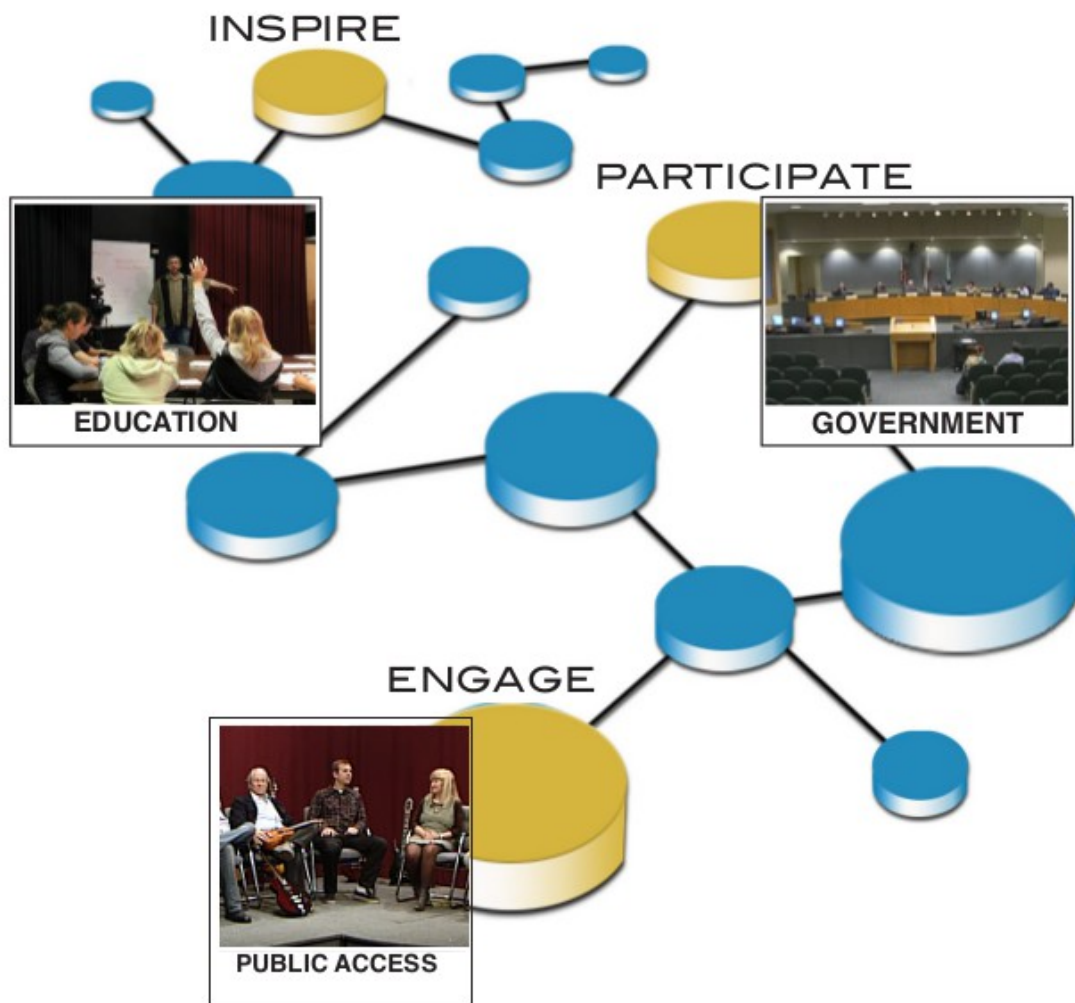


*Connecting our Community*



REPORT TO THE COMMUNITY

**2013-2014 Annual Report**  
**Community Television of Santa Cruz County**

## A Message From Station Director Lindsey Bishop and Board Chair Keith Gudger



*Lindsey Bishop*

The last year saw many changes at CTV. Due to the restrictions of the state law known as DIVCA (Digital Infrastructure Video Competition Act), we downsized to about half of our previous years' budget.

The year began with our Interim Executive Director Lynn Miller stepping aside as our contract with Community Media Access Partnership (CMAP) began.



*Keith Gudger*

Kathy Bisbee became our Executive Director and Nick Brandt our Information Technology Director. Under their guidance, we did the following this year:

- Installed a new broadcast server in the County building - the community now uploads content directly, no more DVDs!
- Administered the Dunbar Productions Contract - 10 full length professional productions plus 24 promos.
- Launched "Cruz TV", our curated channel.
- Media services Coordinator Victor Hermann joined the staff.
- The CTV Board streamlined and reduced committees.
- Implemented an online user portal for member management
- Volunteer Coordinator AmeriCorps Scott Haynes.
- Complete rewrites of CTV policies:
  - Finance,
  - Personnel,
  - Rules and Procedures.



*Kathy Bisbee*



*Nick Brandt*

- Produced a more than 70 page business plan and delivered it to the County in November
- Upgraded our phone systems to VOIP, saving time and money.
- Upgraded editing suites with new software and hardware
- Significant technical upgrade to studio:
  - High Definition Cameras
  - New High Definition capable switcher (TriCaster)
- Revamped entire operation during a 3 month shutdown.
- Grand Re-Opening Event on April 15 with S.C. Chamber ribbon cutting.
- Introduced fee and "store credit" services due to loss of operating revenue.
- Sponsor of the Watsonville Film Festival
- New alarm system, card-key locks and security cameras throughout facility.

- New Station Director Lindsey Bishop - Welcome Lindsey!
- New channel branding, YouDotGov, CruzTV, Public Access
- Renewal of County Contract.
- Renewal of facility lease with provisions for DIVCA.
- Hired Director of Production and Content - shared with CMAP
- Studio Lottery for more equitable allocation of studio resources.
- Web based equipment checkout, self-help forums for members and problem tracking for studio supervisors.
- Interns from UCSC and Cabrillo produced and edited many hours of content.
- Trained certified volunteers in 3 areas: Production Assistants, Equipment Specialist & Studio Supervisors - more than 50 signed up.



*Victor Herrmann*

## CTV Staff

Lindsey Bishop

Station Director

Victor Herrmann

Media Specialist

Josh Becker

Director of Content and Production

Melanie Sweet

Bookkeeper

## CTV Board of Directors

Keith Gudger, Board Chair  
(2014, Appointed)

Nathan C. Benjamin  
(2017, Post-Sec. Edu.)

Mathilde Rand, Vice Chair  
(2016, Appointed)

Adam Wade  
(2014, K-12 Education Rep)

Caryn Machado  
(2014, Appointed)

Joe Hall, Treasurer  
(2014, City of Santa Cruz)

James Fisher  
(2014, Appointed)

Lou Tuosto  
(2017, City of Watsonville)

Tess Fitzgerald, Secretary  
(2015, County of Santa Cruz)

Tom Manheim  
(2017, Appointed)

Doree Steinman  
(2017, City of Capitola)

# Certified Volunteer Program

One of the biggest and most exciting changes for CTV this year was the introduction of the Certified Volunteer Program. We've had more than 50 volunteers go through this program in three areas: Production Assistant, Equipment Specialist and Studio Supervisor. For Community TV to continue to provide services to our Community Producers, this program must succeed. These volunteers are now running major parts of our operations. In many key areas volunteers have stepped up on their own to provide needed services.

- Nick Brandt led a major overhaul of our studio and facility. We've upgraded to complete



*David Goldman*

High Definition capability. The facility can now be opened, run, and closed by our Studio Supervisors. This is in part thanks to the new alarm system, closed-circuit camera monitoring and key-card entry systems. David Goldman (and others) invested large amounts of their time to make these upgrades happen. Live and taped shows are happening again, all in High Definition! Thank you David!

- CTV has field equipment that the public and CTV members can check out for field productions. After major upgrades in field equipment to make our offerings more viable, Mathilde Rand, who is also CTV Board Vice Chair, spent hours cataloguing and cleaning up our inventory. Several volunteers helped her, including Karen Barton and Annie Newman. They've completely streamlined the check-out process and made it happen. Thank you Mathilde!



*Mathilde Rand*

- CTV has always provided a Community Calendar for nonprofits in our county, as well as Public Service Announcements. Volunteer Lynn Dunton took over the calendar slide production, and has created many slides for nonprofits. He's also participating in and directing our PSA days, where nonprofits come into the studio to make short videos for our channels and the Internet. He's jumped in to tackle many of our technical issues, and is now helping with our web site revamp. Thank you Lynn!



*Lynn Dunton*

- As mentioned above, getting our equipment check out situation under control was a huge undertaking. Now that it's in order, we needed a volunteer to manage the process and schedule Equipment Specialists. Long time volunteer Annie Newman has stepped up and is administering this function for CTV. In the age of DIVCA, we don't have operating funds for staff for these positions, and we depend on volunteers like Annie to step up and help us out. Thank you Annie!



*Annie Newman*

- During the 2013-14 year, we had an AmeriCorps staff member, Scott Haynes, who was our Volunteer Coordinator. When his year ended, it looked like we would not have anyone to fill this position. Karen Scott volunteered to be the Volunteer Coordinator, and is scheduling studio reservations and Studio Supervisors. She also takes care of volunteers helping on staff productions. We provide limited free field production to local nonprofits, but we must do this completely with volunteers as we have no budget for this. Karen is making sure that these productions are covered, while getting our Certified Volunteers “store credit” to use for their own productions. Thank you Karen!



*Karen Scott*

- CTV has a long history of community members producing content in our studio and with our field equipment. We depend on community productions to keep our channels relevant with local content. The transition to an all volunteer model hasn't been easy, and many of our long-time producers and directors have struggled during the transition. To smooth this process, volunteer Linda Janakos stepped up and created the Producer / Director study group. She is running regular meetings with relevant agendas and has organized the group into technical self-help areas. She's spearheaded “Easy Steps” guides to all of the technical areas in the studio, and provided this content to all of the producers. This coordination has considerably lessened the burden on staff and other volunteers. Thank you Linda!



*Linda Janakos*

- We've had to downsize our facility “footprint” and reduce the amount of props and other unused equipment we've accumulated over the years. Several volunteers, spearheaded by John Maurer, have been busy cleaning up our “mess”. We hope to have a live auction of good equipment during our December First Friday event. Thank you John!



*John Maurer*

- Our Studio Supervisor program is up and running with no staff involved, meaning live and taped shows are happening again. We've got a Studio Supervisors study group, “bug” tracking and volunteer forums and manuals and troubleshooting guides for our volunteers. Several volunteers come in regularly and repair equipment as needed. All the CTV volunteers take great pride in the fact that we're helping each other and making this new model work. We've had two groups go through the training, and the newest group is diving right in with great enthusiasm. A new volunteer to CTV's program, Steve Pleich, exemplifies this spirit by asking for as many shifts as we can give him. Thank you everyone!



*Steve Pleich*



## Staff programming

CTV's video production staff cover 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 to local nonprofits to inform the local community through media.

- ➔ "Re-inventing Community Television" - 3 episodes.
- ➔ Showdown In Surftown, a community assessment project in Watsonville.
- ➔ Documentary projects for UCSC and Cabrillo College.
- ➔ The 2014 Gail Rich Awards.
- ➔ SCC RTC La Fonda Bridge Reopening.
- ➔ QYLA "Re-inventing Community Television" - 3 episodes.
- ➔ Showdown In Surftown, a community assessment project in Watsonville.
- ➔ Documentary projects for UCSC and Cabrillo College.
- ➔ The 2014 Gail Rich Awards.
- ➔ SCC RTC La Fonda Bridge Reopening.
- ➔ QYLA
- ➔ First Fridays
- ➔ Candidate Forums
- ➔ Youth Violence Prevention Task Force Presentation
- ➔ Meet the Composers
- ➔ The 21st Annual Santa Cruz County High School Poetry Competition Reading & Awards Ceremony
- ➔ SCC RTC Passenger Rail Renaissance
- ➔ SCC RTC Building the Foundation for a Passenger Rail Renaissance
- ➔ 2014 Nadherny/Calciano Youth Symposium
- ➔ 2014 SCCAL Wrestling Tournament
- ➔ 8th Annual All Star Lions Bowl
- ➔ The Train to Christmastown
- ➔ CTV Volunteer Training
- ➔ Xochipili 2013
- ➔ Latinos Al Dia (2 episodes)
- ➔ The Exceedingly Open Mic
- ➔ Motion Pacific Spring Showcase
- ➔ Climate Action Plan for the City of Santa Cruz
- ➔ Environmental Update with John Laird
- ➔ Implementation of the Affordable Care Act
- ➔ Women and the Law
- ➔ County Supervisors: "It Gets Better"
- ➔ Candidate Forums

#### Community Event Coverage -

CTV covers local, county-wide, cultural and educational events such as Santa Cruz Reads; The John Steinbeck series for the Santa Cruz Public Library, Cabrillo Music Festival's Meet the Composers and The Youth Council presentation on Turning the Curve in Violence for the Criminal Justice Council.

#### Local Government Meeting and Election Coverage -

CTV provides local government meeting coverage, streaming many government meetings live on the Internet and providing Video-on-Demand services 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
- Capitola City Council
- The Santa Cruz County Board of Supervisors.
- Metro Transit District and the Regional Transportation Commission
- The Soquel Creek Water District
- Annual Budget Hearings county-wide.

#### Nonprofit Promotion -

CTV produces and accepts pre-produced Public Service Announcements (PSAs) for local non-profit organizations. The non-profits CTV served this FY included the, League of Women Voters, Santa Cruz County Employee Credit Union and the Health Improvement Partnership. 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 Queer Youth Leadership Awards, Be the Difference Awards, Youth Music Showcase and Lion's Senior Bowl.

#### Public, Education, and Government Channels (PEG) -

CTV programs three cable channels twenty-four hours a day, seven days a week. CTV also digitally distributes community programming across the Internet. 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. Access producers' programming ranged in genre from Local Arts, Church Services, Demonstrations, Documentaries, Environmental, Lectures, Music, News, Talk Shows and more.

#### 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 low cost access to our professional television studio and video production equipment. Facility and equipment access is supported by dedicated volunteers.

CTV classes include: studio camera, audio, lighting, directing and producing, blue screening, titling, field camera and lighting. Local youth can learn 21st century job skills through our internships. Interns worked over a thousand hours. CTV offers assistance to community producers for public access studio productions and use of in-house editing systems through our Certified Volunteer Program. Certified Volunteers help the public navigate through the sometimes complex and technical nature of studio production.

#### Facilities and Equipment Access -

Community users can reserve and utilize CTV's facilities and video production equipment at low cost. CTV offers a professional High Definition television studio, Premier digital editing suites and complete field camera kits. All programming created at CTV's facilities and with CTV's equipment plays on CTV's public access channel.

## Financial Summary

### Statement of Activities as of June 30, 2014

	Unrestricted	Temporarily Restricted	Total
<b>REVENUES AND OTHER SUPPORT:</b>			
Grants - County Operating Budget		\$ 605,035	\$ 605,035
Grants - County Special Revenue		19,635	19,635
Grants			-
Management	\$ 1,353		1,353
Operating Contracts	22,756		22,756
Memberships	1,445		1,445
Production Fees	23,766		23,766
Sales	359		359
Donations - In-Kind	223,028		223,028
Miscellaneous Revenue	19,372		19,372
Contract Projects and Fiscal Sponsorships	4,405		4,405
Special Events Revenue (Net of Expenses)	-		-
Interest Income	103		103
Third Party Agreement	500		500
<b>Net Assets Released from Restrictions:</b>			
Grants	5,000		5,000
Grants - Released from Prior Year	36,878	(36,878)	-
Grants - County Special Revenue	19,635	(19,635)	-
Operating Budget	544,923	(544,923)	-
Rent Expense	106,562	(106,562)	-
<b>Total Revenues and Other Support</b>	<b>1,010,085</b>	<b>(83,328)</b>	<b>926,757</b>
<b>EXPENSES:</b>			
Program Expenses	634,159		634,159
Management Expenses	241,433		241,433
Fundraising Expenses	153,986		153,986
<b>Total Expenses</b>	<b>1,029,578</b>		<b>1,029,578</b>
<b>CHANGE IN NET ASSETS</b>	<b>(19,493)</b>	<b>(83,328)</b>	<b>(102,821)</b>
<b>NET ASSETS, Beginning of Year</b>	<b>539,369</b>	<b>499,393</b>	<b>1,038,762</b>
<b>NET ASSETS, End of Year</b>	<b>\$ 519,876</b>	<b>\$ 416,065</b>	<b>\$ 935,941</b>

### **Government Entities Served**



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www.communitytv.org

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