



Annual Report for Community TV of Santa Cruz 2015/2016



Executive Producer,  
Ethan Black on  
location for the movie  
*An Unplanned  
Awakening.*

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## *A message from Board Chair, Keith Gudger.*

This year we at CTV continued our management contract with Community Media Access Partnership (CMAP) and welcomed Becca King Reed as our joint Executive Director.

Becca quickly picked up the reins, realized the value of our Digital Media / Coworking Center idea and set a plan in motion. Together, Becca and the board have made great strides toward securing CTV's future. Below are highlights of this year's accomplishments,



CTV Board Chair,  
Keith Gudger

### Digital Media / Coworking Center Plan

- Identified a partner, The Satellite Centers, with a successful track record in co-working
- Began and completed discussions with The Satellite Centers to implement a Digital Media Co-working Center together.
- Completed Business Agreement and Sub-Lease agreement with The Satellite Centers.
- Selected and signed lease for a new facility at 325 Soquel Ave.. in Santa Cruz.

### Administration



CTV E.D. Becca King Reed

- Completed contract discussions with Santa Cruz County for a 3-year contract.
- Cleaned up financial statements and moved payroll in house for considerable savings.
- The CTV Board Treasurer completed the cost saving close out of the 401K program.
- Moved our on-line users portal over to a self-hosted site, saving thousands of dollars.
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### Risk Management

- Created a revamped Risk Management policy that requires all producers to include disclaimers.
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### Personnel

- Hired Ethan Black as our Executive Producer – and immediately started booking many new projects.
- Hired and trained a new team of government technicians
- Interns from UCSC and elsewhere produced and edited many hours of content.

### Public Access

- Formed Volunteer Advisory Committee to oversee Public Access.

- Revamped and restarted Member Orientations to emphasize the need for volunteers to fully participate.
- Re-branded public access to “SC Currents” and moved public access services to [sccurrents.org](http://sccurrents.org)
- Held a successful logo contest for SC Currents.
- Regularly scheduled meetings for studio supervisors, producers/directors and Tricaster support.
- Restarted public access training with a volunteer training coordinator.
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#### Facilities and Equipment

- Cataloged and inventoried several hundred pieces of used but not useful (to us) equipment and sold more than \$10,000 of it.
- Built a database of our video archive. More than 1000 videos have been cataloged.
- Completed plans and permitting for new facility.
- Began remodeling our future facility

#### R&D

- Began bi-monthly meetings between Board representatives of CMAP, CTV and AMP (Monterey) to explore the idea of collaborating on regional programming and other endeavors.
- Developed a Citizen Journalism class series with journalist Jennifer Pittman.
- Developed an Adobe premier editing class



CTV's professional production team on location at Cabrillo College





Future home of our digital media & coworking space

## **New Digital Media /Coworking Space**

This Year we embarked on a partnership with local company, Satellite Teleworking. This has enables us to jointly open a Digital Media Coworking Center. We've secured a great location on Soquel Avenue and begun construction. Our center will offer on-demand office space and coworking area in conjunction with a state-of-the-art Media center. This center will include a new studio, high-end video equipment for rent and access to video professionals. We're excited to start-up this new venture with an experienced partner and bring these new services to Santa Cruz County.

## **Volunteer Advisory Committee**

After the success of the Certified Volunteer Program in 2013, the volunteers at CTV increased their involvement in providing Public Access services, including regular orientation sessions; PSA Days; and volunteer-led studio, editing and field camera classes. The volunteer coordinator was pivotal in bringing volunteers together with a common calendar and communication lines.

While volunteers continued to work as studio supervisors, equipment specialists and production assistants for professional productions, several took on leadership roles, such as holding informative meetings and workshops for

producers and directors, offering studio support for directors and character generators. This resulted in the establishment of coordinator positions for all aspects of the volunteer involvement. The list includes, among others, Volunteer, Training and Outreach Coordinators.



As an expression of the empowering effect of their work, volunteers proposed a name change for the Public Access

channel. After a survey and vote by members the name “SC Currents” was put to the Board, which enthusiastically embraced it. After an open logo contest the volunteers chose a logo for the [sccurrents.org](http://sccurrents.org) web site that handles volunteer activities.

The team effort was strengthened when the CTV Board appointed a Volunteer Advisory Committee (VAC) to run Public Access. This committee meets monthly and continues to explore ways to involve volunteers and reaching out to the community.

Part of the wish to connect with the community, the VAC started two new programs:

1. Non-Profit Spotlight where one local Non-Profit is highlighted with on-site interviews and video clips as well as a studio interview.
2. Santa Cruz Currents, a monthly news program, produced with a completely new approach on CTV Public Access.

Through guidelines for volunteer involvement and a credit system, the activities for Public Access are growing and the goals are made clear to prospective volunteers. The credit system identifies how volunteers can earn credit for specific jobs that further CTV and Public Access role in the community.

The VAC hopes that CTV and Public Access will see an even larger growth and public involvement in the coming years.



CTV Produced Community Programming

CTV's video production staff provides coverage of 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. This year CTV has brought more than 950 hours of meetings into the homes, phones, computers and tablets of local residents. CTV also serves as an outreach channel to local nonprofits that wish to inform the local community through media.



Community Event Coverage - CTV covers local, countywide, cultural and educational events such as the following:

- ∞ Sempervirens Fund Redwood National Monument Kick-Off
- ∞ 2015 Nadherny/Calciano Youth Symposium on Autism
- ∞ California Dept. of Public Health FACE Program (April – May)
- ∞ California Conservation Corps
- ∞ International Jazz Day
- ∞ Health Improvement Partnership of Santa Cruz County
- ∞ Second Stories
- ∞ Meet the Composers
- ∞ Xochipilli Dance performance
- ∞ Monte Vista Christian School Graduation

- ∞ Second Harvest's "Let's Fight Hunger" campaign for National Hunger Action Month
- ∞ Tasting Under the Redwoods video
- ∞ The Train to Christmas town
- ∞ CTV Volunteer Training
- ∞

Professional Productions – CTV also provides affordable production services delivered by experienced professionals.

- "Take Back Your Taxes", a joint educational program with CMAP.
- Documentary projects for UCSC and Cabrillo College.
- New Teachers video (2 episodes.)
- Zyppha Video (promotional video for a national product)
- Forte Voice Academy Music Video
- An Unplanned Awakening – movie

#### Volunteer Advisory Committee Programming

This year the Volunteer Advisory Committee (VAC) came together as a group to conceive of and create programs of benefit to Santa Cruz County. They have created two shows, which currently appear on Channel 27; *The Non-Profit Spotlight* and *Santa Cruz Currents*. *The Non-Profit Spotlight* is a half-hour program that showcases local non-profits. Executive Directors share the



mission of their organization and stories of their efforts in the community. Viewers learn how the organization benefits our county and how they, themselves, may provide support or get help. Organizations highlighted include:

- The Digital Nest, Second Harvest, Ecology Action, Santa Cruz County Animal Shelter, O'Neil Sea Odyssey, WomenCare and Save Our Shores.

Santa Cruz Currents is a news and currents events program. Each episode features interviews with local newsmakers, arts and events field pieces, science and tech news cast and the community calendar.

As a community service, CTV's volunteers continue to host PSA day. Once a month, local non-profits can come into the studio where the volunteers will shoot a PSA for them. The volunteers also edit the PSA and upload it to our server so it can be scheduled to appear on channel 27. Organizations that have been served include: Santa Cruz County Animal Shelter, Community Action Board of Santa Cruz County, California Rural Legal Assistance, Vista Center for the Blind and Visually Impaired, Survivors Healing Network and SCORE.

Nonprofit Promotion - CTV produces and accepts pre-produced Public Service Announcements (PSAs) for local non-profit organizations. CTV also helps promote non-profits by advertising their 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 and Be the Difference Awards. CTV also provides speakers and field trip visits for local youth organizations such as the Boy Scouts and Youth Programs such as the Santa Cruz police department's PRIDE program.

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.

**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. This Year we began offering a more flexible "Field Shoot" style of coverage in order to accommodate sites without remote camera setups.

CTV covers the following meetings:

- Watsonville City Council and Planning Commission
- Scotts Valley City Council and Fire District
- Santa Cruz City Council
- 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

CTV also offers installation, upgrades and maintenance of remote telecast equipment.



**Video Production Training and Support** - CTV offers video production training classes including: studio camera, studio audio, studio lighting, directing and producing, chroma keying, titling, field camera and lighting. Local youth can learn 21st century job skills through our internships. 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.

**Membership Services** -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.

**Community Classes**  
CTV is building a slate of classes for the general public. This year we launched three new offerings; Video Editing with Adobe Premier, Advanced Editing with Adobe Premier and Citizen Journalism. We are happy to report that the Citizen Journalism class was the genesis for the new member program Santa Cruz Currents.



**CTV Staff**

Becca King Reed  
Executive Director

Ethan Black  
Executive Producer

Victor Herrmann  
Media Specialist

Josh Becker  
Director, Content and Production

Melanie Sweet  
Accountant

**CTV Board of Directors**

Keith Gudger, Board Chair  
(2018, Appointed)

Mathilde Rand, Vice Chair  
(2016, Appointed)

Adam Wade  
(2018, K-12 Education Rep)

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

Joe Hall, Treasurer  
(2018, City of Santa Cruz)

James Fisher  
(2018, Appointed)

Lou Tuosto  
(2017, City of Watsonville)

Larry Laurent, Secretary  
(2017, City of Capitola)

Tom Manheim  
(2017, Appointed)

Maitreya Maziarz  
2015, County of Santa Cruz)  
Keith Gudger, Board Chair  
(2018, Appointed)

# Statement of Activities as of June 2015

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
Revenues and Other Support:			
Grants – County Operating Budget	294000.00		
Grants – County Special Revenue	80149.59		
Grants	0.00		0.00
Management	0.00		
Operating Contracts	19693.50		
Memberships	1082.00		
Production Fees	25677.00		
Sales	451.50		
Donations – In-Kind	161488.00		
Miscellaneous Revenue	4901.54		
Contract Projects and Fiscal Sponsorships	6639.38		
Special Events Revenue (Net of Expenses)	0.00		
Interest Income	63.86		
Third Party Agreement	0.00		
Net Assets Released from Restrictions:			
Grants			
Grants			
Grants			
Operating Budget			
Rent Expense			
Total Revenues and Other Support	594146.37		
Expenses			
Program Expenses	174670.30		
Management Expenses	223025.30		
Fundraising Expenses	2410.27		
Total Expenses		400105.87	
CHANGE IN NET ASSETS			194040.50
NET ASSETS, Beginning of Year			935279.64
NET ASSETS, End of Year			967832.15