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MEMORANDUM

DATE: November 10, 2022

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Community Media Center of Marin (CMCM) Annual Report Transmittal

Recommendation

Receive the CMCM Annual Report for July 2021 – June 30, 2022.

Discussion

The Marin Telecommunications Agency (MTA) and CMCM entered into an [amended agreement](#) January 23, 2020 whereby the MTA designated the CMCM to continue to serve as the Dedicated Access Provider (DAP) to manage the Media Center and provide PEG access programming and services pursuant to the terms of the new DAP Agreement.

After the dissolution of MTA on June 30, 2020, MGSA took over that agreement. The agreement requires the CMCM to provide an Annual Report at a regular meeting in the second or third quarters of the fiscal year, e.g., between September 1 and March 31.

This report is a retrospective view of the CMCM activities for July 2021 through June 2022, representing the CMCM's thirteenth full year of operation. The information required to be in the Annual Report and related documents per the DAP Agreement is identified below. The 2021-2022 Annual Report is attached.

Michael Eisenmenger, Executive Director of the CMCM will be available to answer any questions that the Board might have. The annual report and other materials provide information about the many aspects of the CMCM's work and describes the extent of their activity within the Marin community. The DAP Agreement identifies that annual information provided should include:

- Statistics on programming and services provided and the number and types of persons using the PEG access facilities.
- Current and complete listing of CMCM's Board of Directors and employees, including a description of each employee's functions.
- Every two years, year-end financial statements audited and reviewed by a certified public accountant along with the management letter prepared by the accountant. In alternate years, year-end financial statements which may be unaudited.
- Actual year-end revenues, and actual year-end operating and capital equipment and facilities expenses, as compared to the budget submitted with the Annual Plan or the budget as later revised and approved by CMCM.
- A summary of outreach and promotional efforts to the community and fundraising efforts.
- A summary of feedback received from viewers, programmers, or others in the community.
- A current inventory of equipment used to provide PEG programming (including a description of the ownership, date of acquisition and useful life).
- Most recent state and federal tax filings.
- A summary of any pending litigation.
- A summary of expenditures by category under the Capital Plan.
- Such other information as may be reasonably requested by the MGSA.

Attachments

- Attach E1 – CMCM Annual Report for FY 2021-22

2021-22 ANNUAL REPORT







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Community Media Center of Marin Annual Report July 1, 2021 – June 30, 2022

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INTRODUCTION

November 2022

We are pleased to submit the 13th annual report for the Community Media Center of Marin for the period July 1, 2021 - June 30, 2022. This report represents the 13th year of the organization and the twelfth full year of operations for the Community Media Center and Marin TV PEG channels. We began cablecasting June 15, 2009 and opened the Community Media Center to the public on June 30 of that same year.

Fiscal year 2021/22 has been a year of retooling after a long covid closure. In post-pandemic Marin residents are still cautious but the media center has had gradually increasing traffic over the year, though not yet up to pre-pandemic levels. The bulk of our work these past year two years have been government related as we outfitted council chambers for hybrid use, completely rebuilt others and added a new cities and agencies to our installation work. With much of the heavy lifting for government work nearly behind us, we will again be able to focus on expanding the offerings and opportunities at the media center for Marin residents and youth.

Sincerely,



Michael Eisenmenger
Executive Director



THE MEDIA CENTER

CMCM Membership (*background*)

CMCM was formed as a membership organization with five member-elected board positions. CMCM holds the annual member meeting and elections for open positions in October.

CMCM annual membership costs continue at a \$35 membership fee for individuals and \$25 for students/seniors. Organizational memberships are also available. Membership enables residents to take courses (for modest fees) and when certified, use the equipment for free. Information and forms are available on the website for individuals and organizations interested in memberships.

Residents typically become members to utilize the center's services and equipment. We also offer opportunities for those wishing to support the work of CMCM as supporting members. The center hosts far more individuals and groups than just the active membership as the gallery and center is always open to the public.

2021-22 CMCM Membership

The media center partially reopened June 15, 2021 for limited class sizes and access. We were fully open later in the Summer. Like many non-profits we are still recovering in the post-pandemic environment as people slowly become more confident in sharing space indoors with others.

CMCM Membership Totals

(July 1, 2021 through June 30, 2022)

Individual Members: 168

Student/Senior Members: 19/22

Organizational Members: 11

Total Membership for year: 220*

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

Hours of Operation

CMCM is open to the public Tuesday through Thursday 2:00–9:00 PM, Friday and Saturday 11:00 AM–6:00 PM. After a mandatory closure, we returned to our normal schedule on June 15, 2021.

220 members from all over Marin County

Individual Member Breakdown by City:

Corte Madera	11	Novato	35
Fairfax	17	Ross	1
Forest Knolls	3	San Anselmo	14
Greenbrae	3	San Geronimo	1
Kentfield	3	San Rafael	66
Larkspur	8	Sausalito	19
Marin City	1	Tiburon	6
Mill Valley	31	Woodacre	1



TRAINING

CMCM Certification and Training (background)

The 2021-22 fiscal year saw a slow return to our hands-on foundation courses after a 15 month closure. Initially we held classes at half enrollment for social distancing but by the end of the year we returned to normal class sizes. We saw a gradual uptick in interest and enrollments which has continued to the present time.

Marin residents who would like to participate in the creation of community media programming first attend a free monthly orientation at CMCM. If a resident decides to move forward, they can secure a membership and begin taking workshops toward equipment certification. Once certified in an area of expertise, they can freely reserve equipment for field use, editing time and studio time. Equipment reservations are made online via our website.

Training is intended to provide a basic working knowledge of the equipment at hand to get new producers started. Advanced and specialty courses are also offered to those wishing to further their knowledge and experience. Members with previous experience can opt to test out of full courses with a special orientation to determine proficiency and brief them on procedures.

CMCM also offers non-member courses for residents for seminars and workshops.



Studio Workshop

2021/22 Core Workshops

Our Basic Core/Foundation courses, which are offered regularly, include:

Orientation (free): A 90-minute overview of CMCM and our basic services and offerings and a tour of the facility. Attendees are provided with a member handbook of policies and procedures that are reviewed in the orientation. *These were offered online via Zoom.*

Basic Field Camera Production

(\$105): A three-session course (9 hours). Learn basic shooting, audio recording, and production skills to create quality programs. *Camera classes were held outdoors, weather permitting and later indoors with reduced enrollments and mask requirements.*

Intro Final Cut Pro X or Davinci Resolve

(\$105): A three-session (9 hours) hands-on course that teaches students how to perform basic editing functions using the Final Cut Pro user interface.

Basic Studio Production

(\$140): A four-session course (12 hours) in studio production covering all aspects of the Marin TV studio.

Advanced and Special Courses

CMCM offers occasional workshops for scripting, lighting, camera framing and using Zoom as well as advanced courses. We didn't offer our popular 'Ask the Experts' series this year. Instead we focussed on the foundation courses and helping people get back into production would more beneficial.

30 courses offered for 188 attendees

TRAINING

Training and Certification

This year represented a return to hand-on training and we chose to focus on our foundation courses to help individuals begin producing programs again. We also saw a good uptick in equipment use, particularly in studio which had been closed for the 15 month pandemic.

Course	Classes offered	Attendance
Orientation	9 (1.5 hours)	58 registrations
Basic Field Camera	6 (3 sessions, 9 hours)	18 certifications
Final Cut / Da Vinci	15 (3 sessions, 9 hours)	33 certifications
Studio Production	6 (4 session, 12 hours)	28 certifications

CMCM Equipment and Facility Usage

Marin residents who become CMCM members and pursue training to be certified in equipment usage can then reserve and check out equipment for free.

Equipment Available for Checkout:

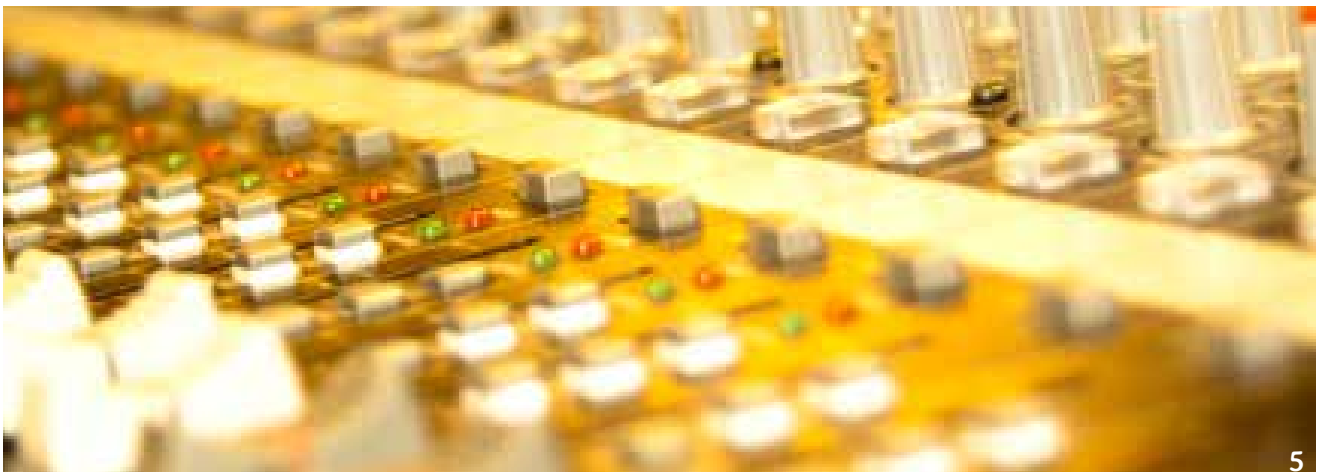
- 12 Sony X70 cameras with tripods, mics, batteries and flash recorders
- 8 wireless microphone systems
- 30 wired microphones, (lav, hand-held)
- 4 field lighting kits
- 2 BlackMagic ATEM switchers (studio in a box) with cables and peripheries

In-House Reserved Equipment:

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

Equipment Usage

Type	# Reservations	# Hours
Field Camera Kit	152	1216
Editing Reservations	48	144
Studio Reservations	106	318
Switcher Checkouts	6	48





Programming Statistics (background)

CMCM operates Community Channel 26, Government Channel 27, and Education Channel 30 (launched in July 2010). The channels are promoted together as Marin TV. The following statistics detail programming information from July 1, 2019 to June 30th 2020. Currently the channels are available on Comcast, the AT&T U-verse system and streamed live on the internet at www.marintv.org

Scheduling Procedures

CMCM schedules the Community Channel quarterly, that is, we solicit applications and set programming times for regular series on a quarterly basis. Only Marin County residents may submit programming or request that other programming be aired. Regular series producers are sent renewal forms quarterly to renew their series and at that time may select their desired days and playback times. When scheduling, CMCM attempts to honor those requests if there are no pre-existing conflicts, but may also shift programming to days when related programming is also scheduled. CMCM is required to air every program submitted to the channel provided it does not violate programming policies, but the scheduling and frequency of the programming is determined by CMCM policies as set forth in the Member Handbook. All programs (except those containing adult content) will air twice, once in their scheduled evening time slot (if requested) and again in a scheduled afternoon time slot.

Programming Types

Programming is scheduled according to frequency. CMCM currently allows for daily, weekly, biweekly, and monthly series programs (daily programs must have new content daily). CMCM also accepts ‘specials,’ which are commonly ‘one-off’ programs of special events, short films, etc. While we accept any ‘length’ for a programming submission, those

under 60 minutes are easiest to schedule during the more desirable evening hours of 7:00 – 11:00 pm. Programming of particular local interest (local issues and events) may also be retained and used as repeated ‘fill’ programming when no other programming is regularly scheduled. CMCM attempts to schedule all programming when it is timely and special submissions usually air the same week they are submitted.

Daily program schedules for all the Marin TV channels appear on air between programs and are available for the coming week on the **web-site**. CMCM also provides data on a weekly basis to Comcast vendors to carry the program schedules on that systems’s cable program guide.

TV Schedule

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

Program grids are online and on the Comcast guide

Utilization of Channel Time

CMCM schedules the Community, Government and Education Channels 24 hours a day, seven days a week. When no regular programs are scheduled, the channel has run educational programming from FSTV, UCTV, NASA TV or the Community Calendar.

There were 4558 programs/series for 8475 hours of community programming

COMMUNITY CHANNEL 26

The Community Channel (26) through June 30, 2022

With content that ranges from local events, films and documentaries, cooking, gardening, music, the arts, news and public affairs, the Community Channel cablecasts the widest variety of local programming specific to Marin County interests. There were 54 regular program series (weekly, biweekly or monthly) submitted or produced by local Marin residents. In addition, there were 1909 special programs scheduled on the channel. A breakdown of program categories is below. *During the pandemic CCMC members submitted programming electronically since public access to the center was unavailable. Most series continued, albeit under different production circumstances. Staff also located external series of local*

Arts		Documentary	
Total Episodes:	437	Total Episodes:	464
Total Airdates:	4304	Total Airdates:	1412
Educational		International	
Total Episodes:	385	Total Episodes:	51
Total Airdates :	878	Total Airdates:	138
News/Public Affairs		Seniors	
Total Episodes:	375	Total Episodes:	21
Total Airdates:	1452	Total Airdates:	100
Inspirational/Religious		Comedy	
Total Episodes:	135	Total Episodes:	40
Total Airdates:	355	Total Airdates:	249
Spiritual/Lifestyle		LGBT	
Total Episodes:	118	Total Episodes:	34
Total Airdates:	272	Total Airdates:	49
Health		Performing Arts	
Total Episodes:	277	Total Episodes:	69
Total Airdates:	2106	Total Airdates:	132
Children/Youth		Sports	
Total Episodes:	38	Total Episodes:	12
Total Airdates:	127	Total Airdates:	130
Entertainment		PSAs	
Total Episodes:	413	Total Episodes:	117
Total Airdates:	1466	Total Airdates:	11837
Political		Community	
Total Episodes:	155	Total Episodes:	866
Total Airdates:	468	Total Airdates:	5410
Music		Cultural	
Total Episodes:	116	Total Episodes:	27
Total Airdates:	452	Total Airdates:	140

There were 586 programs/series for 8365 hours of government programming

GOVERNMENT CHANNEL 27

The Government Channel (27) through June 30, 2022

There were 586 Programs/Series for 8365 hours of programming on the Government Channel. Programs are cablecast live from the Civic Center, San Rafael, Mill Valley, Sausalito, San Anselmo, Fairfax, Novato and Larkspur with scheduled repeats in the subsequent days/weeks. The Center also airs the meetings of San Rafael, Corte Madera, Marin Clean Energy, LAFCO, RVSD, MMWD and the Tam School Board. As the amount of Government Channel programming continues to accumulate, many live meetings spill over onto Channel 30 to accommodate as many as possible.

The Government Channel carries daily blocks of programming consisting of a rotation of Public Service Announcements (PSA), Emergency Preparedness videos and other short-form content. Dozens of Government PSAs were scheduled for a total 2660 airings over the course of the last fiscal year. Marin Cities and agencies are encouraged to submit video content anytime they have programming available.

Government program	# airings	Government program	# airings
San Rafael City Council	104	MCE Board Meeting	169
San Rafael Design Review Board	16	Fairfax Town Council	148
San Rafael Planning Commission	72	Fairfax Town Council - Special Meeting	7
Mill Valley City Council	139	Fairfax Planning Commission	16
Mill Valley Planning Commission	132	Fairfax Special Planning	8
Mill Valley Parks and Recreation	41	Corte Madera Town Council	71
Marin Municipal Water District Board	2	Corte Madera Planning Commission	100
Marin LAFCO Board Meeting	6	Corte Madera Bicy/Ped Committee	17
San Anselmo Town Council	168	Corte Madera Community Chat	90
San Anselmo Planning Commission	152	Corte Madera Special Community Meetings	60
Marin County Parks and Open Space	9	Sausalito City Council	68
Marin County Board of Supervisors	83	Sausalito Planning Commission	32
Marin County Planning Commission	89	Ross Valley Sanitary District Meeting	163
Marin County Transit District	136	Novato City Council	114
Transportation Authority of Marin	4	Novato Planning Commission	47
Congressman Jared Huffman	63	Larkspur City Council	183
CDC COVID-19 Promos	659	Larkspur Planning Commission	21
Fire Safe Marin	474	San Rafael Fire Dept. Wildfire Safety	30

Government meetings continued mostly as Zoom-only meetings though some councils re-started in-person meetings using our hybrid installations. We anticipate that all meetings will return to in-person/hybrid format in the new year as the state order sunsets. Zoom has created a more labor intensive effort for CMCM as meetings are carried via computer streams. We hope to have better network service for our encoders in the new year so we can return to more automated operations.

There were 1127 programs/series for 8262 hours of educational programming

EDUCATION CHANNEL 30

The Education Channel (30) Through June 30 2022

Through the 2021-2022 fiscal year, The Education Channel offerings were primarily consistent with the previous year. CMCM staff continued outreach to schools, universities, and non-profits to seek out additional educational programming. In addition to this local content, the channel also carries lecture courses from UC Berkeley, Yale, and Columbia Universities. The channel also features freely acquired content from UCTV, INK Talks, TED Talks, Commonwealth Club and the National Gallery of Art.

The channel is additionally used for special programming featuring live specials, local conferences, symposiums, health-related programming and LWV Candidate Debates. Local institutions providing programming for the channel included Dominican University, (cont.)

Selected Educational Programming by Topic Area

Marin County Office of Education

Total Episodes: 53
Total Airdates: 796

CDC Covid PSA's

Total Episodes: 31
Total Airdates: 7232

UCTV

Total Episodes: 49
Total Airdates: 552

FireSafe Marin

Total Episodes: 32
Total Airdates: 1127

Ted Talks

Total Episodes: 49
Total Airdates: 459

LWV Marin Candidate Forums

Total Episodes: 5
Total Airdates: 128

Open Yale Series

Total Episodes: 26
Total Airdates: 387

National Science Foundation

Total Episodes: 9
Total Airdates: 479

NASA TV

Total Episodes: 51
Total Airdates: 293

Schumacher Center for Economics

Episodes: 19
Total Airdates: 229

ComAcad

Total Episodes: 12
Total Airdates: 413

Univeristy of London

Episodes: 16
Total Airdates: 240

Kent Middle School Short Videos

Total Episodes: 4
Total Airdates: 282

National Gallery of Art

Episodes: 16
Total Airdates: 182

NAB Covid PSA's

Total Episodes: 31
Total Airdates: 7323

MIT Open Courseware

Episodes: 2
Total Airdates: 39



Learn to Grow - Gardening
 Total Episodes: 14
 Total Airdates: 293

Marin IJ Lobby Lounge
 Episodes: 2
 Total Airdates: 27

Free Speech TV
 Total Episodes: 7
 Total Airdates: 41

GCF Learning
 Episodes: 28
 Total Airdates: 2499

UC Berekley Programs
 Total Episodes: 46
 Total Airdates: 2632

Archie Williams/Redwood Graduations
 Episodes: 2
 Total Airdates: 20

Dominican Leadership Lecture Series
 Total Episodes: 21
 Total Airdates: 156

Jennie & Davis Woodworking
 Episodes: 46
 Total Airdates: 468

Common Wealth Club
 Total Episodes: 16
 Total Airdates: 156

Smithsonian Institute - Stem In 30
 Episodes: 28
 Total Airdates: 242

InkTalks
 Total Episodes: 28
 Total Airdates: 368

Steve Butler
 Episodes: 27
 Total Airdates: 346

Knowledgeable Aging
 Total Episodes: 38
 Total Airdates: 307

UC Irvine Courses
 Episodes: 31
 Total Airdates: 378

Chaos Computer Conference
 Total Episodes: 3
 Total Airdates: 15

Move, Groove and Grow
 Episodes: 18
 Total Airdates: 346

Knight Foundation Lectures
 Total Episodes: 43
 Total Airdates: 971

My School in Motion
 Episodes: 8
 Total Airdates: 62

Cambridge University Courses
 Episodes: 21
 Total Airdates: 392

My School In Motion
 Episodes: 8
 Total Airdates: 62

Age Friendly Fairfax
 Episodes: 38
 Total Airdates: 307

Bioneers Series
 Episodes: 33
 Total Airdates: 604

Princeton University Courses
 Episodes: 1
 Total Airdates: 2

PopTech
 Episodes: 16
 Total Airdates: 312



(cont.) The Education Channel (30)

Marin Academy, ComAcad, Kent Middle School, Miller Creek Middle School, Terra Linda High School, Redwood High School, and the Marin School for the Arts. Unfortunately, due to the covid pandemic, many large scale events were still on hold or scaled back from previous years.

CMCM Education and Organizational Projects

CMCM's Education Program and Youth Media Academy continued to work out mutually beneficial projects with partner organizations and schools. Partnerships are designed to increase youth presence in the media center, whether it's incorporating students into existing trainings or securing funding for special youth-only trainings. Below are some specific examples of such projects and their outcomes during this past fiscal year.

CFI's My Place, My Story

CMCM collaborated with CFI Education to host the summer run of their 'My Place, My Story' youth media program. This multi-day series of youth workshops in the Winter of 2022 and a triple-booked Summer 2022 facilitated by both CMCM and CFI instructors, and took place at CMCM. The films that have been produced are being showcased throughout Marin County and the Bay Area at festivals and events. Both of the Directors of CMCM and CFI have developed a strong partnership for years to come. We had over 30 registered students during this cycle.

Marin County High School Graduation Live Streams

CMCM worked directly with the Marin County Office of Education to provide educational opportunities on a professional production scale for the Communications Academy (ComAcad) at the newly named Archie Williams High School. Marin TV and XR Marin have partnered up with tenured professors and graduate students to enhance and strengthen the educational program. The projects and films produced by the ComAcad students have been submitted in film festivals and throughout our network at Marin TV. Marin TV's crew produced live graduation streams for both Archie Williams High School and Redwood High School for this unique one-of-a-kind event for those who attended the live ceremony, where the graduates walked with pride, and for friends and families watching from all over online. The productions were successful and will serve as a guideline for future live graduation events.

eXpress Studio (XS)

CMCM launched it's fifth and newest core workshop called the "eXpress Studio" which takes all of the fundamentals taught in the Basic Studio Production class and integrating elements from the main studio into a one-person production operation. The eXpress Studio will serve as a conduit for people to single-handily produce a podcast program live and/or recorded. The host can have a solo show and guests in person and/or remote via Zoom from anywhere in the world. The workshop has prerequisites to be an active CMCM member and to already be studio certified (by completing the main studio workshop).

Fire Safe Marin

Marin TV has been working together with Fire Safe Marin, hosting their productions in our CMCM studios on a monthly basis. CMCM and Fire Safe Marin invite members of the government, fire departments, and local figures to be recorded and offer their personal experience and professional wisdom regarding fires and safety. The monthly studio productions at CMCM turn into monthly Marin TV broadcasts, curated by the Fire Safe Marin team, as a series called “Wildfire Watch”. The programs showcase the best practices to prevent fires and what Fire Safe Marin has in place to handle fire safety across the board.

MarinSEL Internship Education Program

The Marin School of Environmental Leadership, in partnership with Strategic Energy Innovations, maintains a flourishing school-community program out of Terra Linda High School. Students engage in project-based learning, many of which utilize media components. CMCM has been involved via a combination of guest lectures and hosting interns at the center. The interns are set to meet their internship hours quote by the end of each semester before graduation. To culminate the school year, these bright students have filmed and produced live events, including those at LucasFilm, The Marin IJ, and local High School sporting events. This partnership continues to grow each year, and we already have interns registered for the 2022-2023 school year.

RxSafeMarin Productions

Marin TV partnered up with the RxSafeMarin organization to produce, film, and edit multiple projects, including the homeless camps and drug-rehab success stories, motivating people who are directly and/or indirectly impacted by these socioeconomic issues that are often ignored by the general public. The inspiration and success from these productions and events raised more awareness thanks to the collaborative efforts of CMCM and their community/production partners.

Performing Stars of Marin’s Marin City 80th Anniversary Events

CMCM partnered up with Performing Stars of Marin to launch the inaugural Youth Media Academy catered to the youth of the Performing Stars of Marin. The students become regular crew members to document and produce original content throughout Marin County. Marin TV worked with the Performing Stars of Marin to produce, film, and edit several local events for Marin City’s 80th Anniversary Events, including Bartolini Gallery Openings, The Spirit of Joseph James Play, and the “Blues ‘n’ Soul Party In The Park” Music Festival. The success from these events and productions has created more opportunities for Marin TV to connect with the community, more than ever.

Italian Film Festival, Día de Muertos

For the eighth consecutive year, CMCM has partnered with the festival, producing a highlight video hosted by the festival’s director. This promotional video is featured before each film screening in the festival. CMCM also works with the Al Boro Community Center to cover the annual Día de Muertos events and parade.



Marin City 80th Anniversary Exhibition



www.marintv.org

CMCM began a web presence since the very beginning of operations and has streamed the channels live and carried dynamic channel schedules since that time. The site continues to be managed entirely in-house by staff who implemented a new set of open source tools to better facilitate our daily operations. The main site also links out to the CMCM Facebook, Instagram and Twitter feeds.

Online Reservations

CMCM members reserve equipment, register for classes, and make payments directly through the site, which also tracks equipment usage and other necessary reporting data. This year we switched to a third party solution for class registration, equipment usage and membership.

On-Air Calendar

We've continued our **on-air calendar** for Marin non-profits, government agencies and others to post notice of local events on the channels. The calendar runs daily on every channel and has hundreds of posts each year. With our recently installed system, this will become greatly improved and more localized. To submit a listing, an individual just has to fill out a simple web form and the posting will go live to the channel - often the same day.



Marin TV On-Demand

CMCM's own in-demand video capability has returned for most programs thanks to the new master control system. The service is tied to our scheduling system and allows users to watch the programs on cable TV at a scheduled time or immediately online. The on-demand streams are full HD, unlike our cable signal which is currently SD. Our online live internet streams also received a similar HD upgrade.





CMCM Outreach and Publicity

This year, CMCM continued promoting the channels and the center to the general public and broader Marin constituencies in a number of ways:

- Continued on-air and online promotions for CMCM membership and support, special events and courses. CMCM also makes presentations to local groups.
- Continued outreach to the non-profit community for relevant co-production opportunities to bring their content to the channels.
- Coordinated increased visibility through local programming that we present on the channels through community partnerships.
- Continued regular e-mail blasts for CMCM-related programming and events, which are sent monthly.
- Continued Facebook and Twitter usage, linking to our main website to cross-pollinate messaging through social media.
- CMCM members continued to organize bi-monthly online Media Mixers until the center can again host events, screenings and gallery receptions in our space.
- CMCM runs advertising in the Marin IJ, the result of an exchange of services that benefit both organizations.

Building Partnerships

CMCM partners with many organizations to assist in their projects and missions, including:

- CMCM continued to work with numerous other organizations as much as possible on a virtual basis, including The League of Women Voters for their numerous candidate forums, CFI, MVFF, The Performing Stars of Marin, MarinSEL and more.



Youth Training

FINANCES

CMCM Finances in a Post-Pandemic Fiscal Year

CMCM stayed well under budget for the 2021-22 year, as has been the case in previous years. Expenditures were more than 100K lower than projected. Income got a boost from PPP, ERC and a CA Relief Grant but government related earned income remained low due to continued remote meetings. PEG fees stayed consistent.

The majority of our 2021/22 capital equipment costs were again related to upgrading and outfitting council chambers to accommodate hybrid meetings. A number of our existing installations dated to 2011 and were completely updated with new HD video equipment to accommodate hybrid meetings. CMCM designs, purchases and installs the necessary equipment for all these chamber installations saving city member of MGSA tens of thousands each year. We also continued to make upgrades in our master control to handle the new traffic for meeting coverage. A snapshot of government upgrades over the last 18-24 months:

Local Municipalities:

Sausalito - upgraded to HD video system with hybrid option, replaced audio system

San Anselmo - upgraded to HD video system with hybrid option

Tiburon - new HD installation with hybrid option

Larkspur - upgraded to HD video system with hybrid option

Ross - new HD installation with hybrid option

Fairfax - upgraded to HD video system with hybrid option, new projection system

San Rafael - added hybrid system

Corte Madera - new HD installation with hybrid option

County agencies

MMWD installed hybrid equipment and additional audio equipment to existing installation

MWPA - new HD installation with audio system and hybrid option (in process)

RVSD - new HD installation with audio system and hybrid option (in process)



Larkspur upgrade to HD Hybrid



Sausalito Audio Upgrade



Testing new wireless system for MWPA



FINANCES

**Community Media Center of Marin
Statement of Activities
For the Period July 1, 2021 through June 30, 2022**

INCOME

Total PEG fees	\$731,157
I-NET reimb.	\$5,453
Contrib./Grants	\$303,463
Fee for Service	\$88,691
Course Fees/Membership	\$9,210
Investment Income	(\$91,586)
Total Income	\$1,046,388

EXPENSES

Facilities Lease/Util/Exp	\$105,746
iNet Cost	\$5,453
Equipment purchase/repair/rental	\$18,552
Office/business expense	\$7,174
Advertising/Promo	\$20
Prof. Services	\$13,875
Event	\$493
Insurance	\$16,165
Salaries	\$459,362
Benefits/Payroll Tax	\$113,371
Travel & Meetings	\$785
Total Expenses	\$737,847

Net Cash Surplus (before Capital Spending) \$245,313*

2021/22 City Capital Spending \$63,228

Note: This statement is a summary of the activities of CMCM on a cash flow basis and is not intended to reflect generally accepted accounting principle. Complete financials are available via bi-annual fiscal audits.



CMCM Staff 2021-22

Scott Ward - Gov. & Edu. Manager - (FTE)
 Michael Eisenmenger - Executive Director (FTE)
 Bill Dunphy – Director of Programs (FTE)
 Evan Johnson - Comm. & Dev. Manager (PTE)
 Omid Shamsapour - Director of Operations (FTE)
 Justin Russell - Station Assistant / Instructor (PTE)
 Damion Brown - Government Prod. (PTE)
 Bradford Flaharty - Facilities (PTE)
 Eric Morey - Government Prod. (PTE)
 Jarod Stewart - Government Prod. (PTE)
 Jonah Nickolds - Government Prod. (PTE)
PTE staff average between 6-25 hrs per week.

CMCM shed one of our full time position during the pandemic after the departure of one staff person. Given the pandemic we chose not to fill the position until needed. Of our four full time employees, three have been entirely devoted to government related work the past two years doing hardware upgrades/installations and managing more labor intensive live feeds for Zoom meetings.

CMCM Board Members

from July 2021 - June 2022

Cynthia Abbott
 Curtis Aikens
 Bruce Bagnoli, *Chair*
 Barbara Coler
 Gregg Clarke, *Vice Chair*
 Nicole A. Cruz
 Mariposa de Los Angeles
 Nick Mitchell
 Chris Zapata
 Larry Paul
 Bill Sims, *Treasurer*
 Lawrence Strick
 Steven Tulsy
 Brad Van Alstyne
 Michael Wolpert
 Susan Pascal Beran *Sec.*
 Lorenzo Jones





CMCM Supporters (fiscal year 2021-22)

We wish to thank all of our donors. Your support, at all levels, is key to the future of the Media Center and the preservation of the Marin TV channels.

Media Mogul Supporter

Shira Ridge Wealth Management
Meritas Wealth Management
Stephen Fein
Bruce Baum
Marin Sanitary Service
Good Earth
Lawrence Strick

Media Benefactor Supporter

Savoni 1 LLC Sankowich
Roger Stoll
Monahan Pacific
Ginger Souders-Mason
Social Justice Center

Media Advocate Supporter

Seniors for Peace
Stephen Tulsy
Barbara Coler
Stephanie Robison
Barbara Thornton
Lori Greenleaf

Critical Viewer Supporters

Fredda Kaplan
Katie Philpot
Barbara Bogard
Vicki Nichols
Carla & Charles Stedwell
Ariel He

Thomas McAfee
Kelli Petersen
Beverly Kamphoefner
David Stompe
Mary Ann Gallagher
Mimi Newton
Mike Wolpert
Bruce Bagnoli
Eileen Burke
Mary Ann Maggiore

Special thanks to the staff and members of the MGSA for their essential support.

County of Marin • City of Belvedere • Town of Corte Madera • Town of Fairfax
Town of Mill Valley • Town of Ross • Town of San Anselmo • City of San Rafael
City of Sausalito • Town of Tiburon, *And, thanks to all our CMCM Members.*



In remembrance

Sadly, 2021-22 brought many losses to many Marin families. The CMCM family lost a dedicated board member with the passing of Bill Sims who served as the organization's treasurer since the very beginning. Bill shared his knowledge with local non-profits and was active in local Democratic politics, his generosity and experience will be missed. Marin also lost renowned film director John Korty who had kindly shared his experience and professional knowledge with others in several workshops held at CMCM.

What is CMCM and Marin TV?

Marin TV provides Marin County with its own non-commercial community, educational and governmental cable channels. Available on Comcast 26, 27, 30, AT&T's U-verse 99 and on the web, the channels cablecast programming 24/7 to over 65,000 Marin households. We offer all residents of Marin access to low-cost training and the latest digital tools so they can create cable TV and online media. For schools, non-profits and government agencies, we provide special organizational services and fee-for-service production assistance.

Marin is watching Marin TV – are you what's on?

Our Goal:

The Community Media Center of Marin (CMCM) strengthens our communities through media by striving to educate and advance the way residents, schools and governments connect with one another.



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