



South Sacramento Neighborhood News and Youth Media Council

Improving Communications and Healthy Lifestyles
In Sacramento County's Most Diverse Community

Part I: Narrative - Final report

What progress has been made (activities, resources, evidence) during the reporting period toward the achievement of each outcome listed in the Grant Agreement? If progress was not made, please indicate why not.

- 1. Increase the amount of community health media coverage in Sacramento as evidenced by the establishment of two fully equipped neighborhood news bureaus in South Sacramento and training of leaders of community organizations that will house the bureaus.***

Asian Resources (Stockton Blvd.) and La Familia Family Counseling (Franklin Blvd.) were designated as the neighborhood nonprofit agencies designated as "Neighborhood News Bureaus". Each was outfitted with Dell computers and Sony Vegas editing software and two Flip video cameras. Training in journalism skills and video production was provided to staff and youth volunteers at both agencies for the first six months of the program. These stories were uploaded to the web site AccessLocal.tv and shared with the aggregated web sites of the Sacramento Bee (Sacramento Connects) and KXTV News10 ABC Television (My Neighborhood). These stories are archived and available to all using a pull down menu on the web site under the names of the organizations.

Asian Resources journalists have contributed more than 20 articles and more than 200 photos pertaining to community health issues such as: “Boys and Men of Color Summit at UC Davis”, “Come to the Bullying Prevention Symposium”, “Youth Volunteers Clean Up Curtis Park”, “Above the Influence” (Alcohol and Drug Abuse), “Summer Youth Employment Program (video), and “Hmong Teen Pregnancy”.

La Familia journalists have contributed more than 25 articles pertaining to community health issues such as: “Kids Should Not Be Put On Death Trials”, “Teen Pregnancies”, “Volunteering in Sacramento Benefits Everybody”, and “Not Looking for a Handout, Looking for a Better Future”.

Most of the stories were written by high school and college age youth and under thirty year old agency staff. The young journalists and videographers were representative of the agencies involved with most being of Hispanic, Latino and Asian American families. During the two-year duration of the grant, more than fifty youth and staff were directly involved in creating digital content for the web site as “Neighborhood News Youth Correspondents”.

The program met the stated goal and each continues to produce content about their organizations. However, the turnover in youth facilitators proved to be an ongoing challenge. During the first year of the program Asian Resources assigned four different facilitators to the project and La Familia assigned three. This staff turnover and the ever-changing youth involvement made once per week training sessions inadequate to tell the many stories from these neighborhoods. In the second year of the program, “Youth Correspondents” were selected and mentored from many different organizations located in the “Building Healthy Communities” service area. Careful selection of candidates, structured training, specific targeted assignments, clear deadlines, plus the addition of an incentive program has enhanced the number and quality of the articles and programs submitted for publishing.

2. Engage youth in generating community health stories as evidenced by the training of at least 50 youth media creators whom will have the opportunity to create daily posts on the blog pages of the two neighborhood news bureaus and whose contributions will be compiled on AccessLocal.tv

During the two-year grant period, more than fifty youth media creators were trained, facilitated, and have made contributions to the web site from Asian Resources and La Familia. In addition to young people associated with the original two organizations, our efforts have invited hundreds of South Sacramento youth and their mentors to add additional digital content to the web site. They include: Sacramento City Unified School District, Sacramento Public Library & the Valley High-North Laguna Branch, Sacramento Food Bank and Family Services, Sam Pannell Community Center, Southgate Parks & Rec Department, and the Burbank High School “Titan TV”.

Special efforts have been made in the past year by Access Sacramento staff and Youth Mentor Isaac Gonzalez to engage the new “Building Healthy

Communities” nonprofit agencies to contribute their press releases and planned activities calendars to the site. In the two years of the program, more than 1,000 stories and videos have been uploaded to the site and shared with local media outlets.

3. Increase the visibility of youth media in Sacramento as evidenced by the establishment of a Youth Media Council that will develop strategies to make youth media content more accessible and the launch of a Youth Media Forum in the first quarter of 2011.

During the two-year period of The California Endowment grant, Access Sacramento in partnership with the U.C. Davis School of Education - Center for Community School Partnerships, and the Sacramento City Unified School District organized two “Youth Media Forums for Social Change”.

The Sacramento Bee hosted the May-2011 event for 100 youth and family members in the Bee community room at 21st and Q in downtown Sacramento. Managing Editor Tom Negrete, a South Sacramento native, was the keynote speaker. Contributing to the planning effort were media representatives from Fox 40, KCRA Channel 3, KXTV News10, and the Sacramento Press. Youth media examples were shown and discussed by those present. The entire event was videotaped by Access Sacramento and hosted on the AccessLocal.tv web site. Lunch was served and reporter notebooks commemorating the day were given to all participants.

The following year in May-2012, the “YMFSC” event was hosted by Sacramento Press at their offices in the Old Railyard at 4th and I Streets. Jared Goyette, Editor-in-Chief, was the keynote speaker. Attendance included more than 100 youth on site and another 30 students joined via Google Hangout software “LIVE” from J.F. Kennedy High School. Excerpts from more than twenty youth created videos were highlighted and t-shirts awarded to all participants. The event was streamed “Live” by an Access Sacramento video crew and hosted on the AccessLocal.tv web site.

During the intervening summer of 2011, a Youth Media Task Force was organized by Access Sacramento and met on five different occasions in the Coloma Center TV Studio. Representatives from local media partners included: KCRA Channel 3, Fox 40, KXTV News10, KOVR Channel 13, Capital Public Radio, the Sacramento Bee, the Sacramento Press, and Living in the West Magazine. They were joined by representatives of all five Neighborhood News agencies, the County Librarian and youth from La Familia and Asian Resources. As a result of these five sessions, efforts were focused on the following priorities in the final year of the TCE grant:

- Greater participant training in content creation and NNB uploading
- Create an AccessLocal.tv Facebook and Twitter pages
- Provide tangible items and other incentives for youth involvement

- Reach out to local school districts and teachers for content and support
- Grow traffic to AccessLocal.tv site
- Seek additional grant support to grow project
- Continue to explore business ad revenue to share with NNB organizations

4. *Raise awareness about community health in the broader Sacramento area, as evidenced by the launch of the web site AccessLocal.tv, the effort to pursue at least five local media partnership that publish at least one youth-created story daily from AccessLocal.tv.*

As mentioned in the previous answers, we have enjoyed great success introducing our youth media programs and AccessLocal.tv to local media – television, print and online. From the beginning in October 2010, all content is automatically shared via RSS with the web sites of the Sacramento Bee and KTVU News10 ABC. For the first 18 months of the program, we averaged 3-5 stories per week. But for the past six months, we have been offering our “Neighborhood News Youth Correspondents” specific writing assignments, deadlines, financial stipends and Target gift cards to their friends who contribute stories to the site. These efforts have accomplished our goal of at least one new story or video per day and averaging 60 new stories per month. The most recent development beginning the week of 11/25/12, adds NNB-YC news stories weekly to the Sacramento Press web site with links back to the “Youth News” section of AccessLocal.tv.

By reviewing the AccessLocal.tv topics under the “Youth News” heading, one is impressed by the many “health and well being” topics reported by our correspondents. Here are a few titles posted within the past two months: “Young Mothers Must Strive to Be Extraordinary”, “Urban Farming: A New Way of Producing Food”, “What Brought Me Back to the Brink of Veganism”, and “Fairytale Town Hosts Canned Food Drive”.

- ***Have you encountered any unexpected successes and/or challenges during this reporting period?***

Given the complexity of the overall plan, we have achieved our goals within the two-year window of the grant. The web site is functioning well as an online platform for surfacing and sharing all manner of digital content directly and via local major media partners, surfacing previously untold hyper-local stories from the underserved communities of South Sacramento. While expected, the success of the program is both (a) simple to explain – gathering and distributing stories of life in our wonderfully diverse neighborhoods - and (b) challenging – identifying, training, and facilitating the “digital contributions” of many individuals and organizations, posting them to an aggregated Word Press web site, and sharing the content with all local media organizations interested.

We have encountered many challenges during the two years and successfully adapted our tactics to address them. For example:

Technical Web Site Issues – Weekly meetings have permitted ongoing tweaks. Issues have been primarily centered on: (a) Training new users to upload content from their own computer or smart phone; (b) Routine and random web site updates from Word Press and adjusting the HTML code accordingly; (c) The addition of new features to the site to make it more attractive and useful – improvements such as: “Geo-mapping” of the story location, improved uploading of images, easier to identify tabs and links to specific content, and simplifying the process of uploading and sharing videos.

Cooperation of Major Media Organizations in Region – Community media facilitator, Access Sacramento, has successfully served as a “neutral party” in the competitive world of regional news and information providers. Though varied in the level of cooperation, every major television station has contributed to the success of the program. KCRA Channel 3 hosted the First Youth Media Forum and continues to be supportive of the process. Both the print and online versions of the Sacramento Bee have featured stories and content developed by the NNB and hosted the Second Annual YMF. The online Sacramento Press hosted our Third Annual Youth Media Forum for Social Change and continues to find new ways of highlighting our Youth Correspondents.

The news gathering field continues to be very competitive but the identification of hyper-local stories as “news leads” for newsrooms depleted by lay-offs combined with the NNB-YC development of our future generation of journalists have successfully positioned the NNB concept as a project worth supporting.

Training New Neighborhood News Bureau Youth Correspondents (NNB-YC) – When the project was proposed in Fall 2010, we underestimated the number and frequency of staff and student volunteer turnover at the NNB partner sites. With each weekly training meeting, our staff mentors were confronted with new youth facilitators or training meetings were postponed due to poor attendance. Due to financial cut-backs, many youth facilitators were cut (City of Sacramento Pannell Center) or actual sites closed (Southgate Parks Florin Creek Center).

This training challenge “churn” was addressed by developing a specific group of “Youth Correspondents” who worked closely with a specific NNB-YC mentor (Isaac Gonzalez). Each Youth Correspondent received a weekly financial stipend for follow-through with specific assignments on deadline, and invited peers to also create content, thus expanding the number of youth participants. Gonzalez summarizes this experience as follows:

“While we also continued to motivate area youth to generate content, it wasn’t until Summer 2012 when the final piece of the puzzle came into place. Funding was identified by Cooper to hire and maintain a core group of six “Neighborhood News Correspondents”, from within the BHC target area, to train, encourage, and facilitate the ongoing production of youth media. We committed a serious amount of funding and time into our initial correspondents, and development an

incentive model that required each of the youth to go back into their communities, find peers who could also write stories and produce videos, and then take that content and award monthly prizes based on relevancy, scope, and its power to motivate others to follow in kind.”

“The results so far have been encouraging. When I began training youth media producers, I would recommend topics for them to cover and report back on. Now, once the correspondents are trained and able to flex their voice, they’re the ones coming to me with the hard-hitting issues they want to write about. Gangs, drugs, teen pregnancy, suicide, transportation, school discipline, bullying, healthy food choices, volunteering, local governance, law enforcement... the list just goes on and on.”

“Currently, we’ve just hired our second group of correspondents, and retained one of shining stars for our summer program to act as a peer-mentor. They met once a week for a training/production meeting, twice a month to produce and record an internet radio show that can be heard around the world, and produce videos using specialized equipment purchased just for them and this project.”

“Going forward into 2013, I envision that our group will be seasoned and ready to be deployed into breaking news environments, covering important and topical events as they happen, from a youth perspective. Our primary focus area will remain the BHC target area, but we also cover the surrounding areas as well, in order to remain relevant in the Sacramento region. Internally, fundraising has been added to our list of things to do, to maintain their stipends and the monthly awards for submitted peer produced content.”

- ***Any requested changes to any outcome or workplan? If yes, please list.***

This is the final report for the Grant (October-2010 through October-2012). We thank the California Endowment for your investment in South Sacramento and for providing the funds needed to transition the “Neighborhood News Bureaus” from a concept to a reality.

- ***Have you identified or developed any additional materials (e.g., media, tools, surveys) that are helpful in communicating the value or context of the work? If yes, please list (do not submit materials unless requested by an Endowment Program Manager).***

One of the advantages of designing an “alive & breathing” web site, is as the archive for the work completed during the two-year duration of the Grant. We invite The California Endowment community to read, look, and listen to the more than 1,000 stories, videos, and audio podcasts created by South Sacramento residents and friends.

Part II: Narrative - Final report

Did you meet the desired outcomes of this grant? If no, please explain.

Yes, on behalf of the Access Sacramento staff, partner organizations and contractors, we hope this Final Report and a review of the AccessLocal.tv web site satisfies the desired outcomes as stated in 2010 original TCE application. Here is a brief synopsis of specific benchmarks accomplished in the past two-years.



AccessLocal.TV

**Neighborhood News Development Timeline
October 2010 Through November 2012
Compiled by Kristian Manoff, Web Site Designer**

October 2010 through December 2010 – 20 AccessLocal.TV Posts

- Access Sacramento forms Neighborhood News partnerships with South Sacramento Non-Profits utilizing Word Press Multisite
- AccessLocal.TV creates accounts for Neighborhood News Partners to control their own content and edit their own stories.
- AccessLocal.TV Pilot Content provided by Access Sacramento staff and volunteers.
- Members can upload Stories, Images, and Videos about their Neighborhoods.
- Feedback from Neighborhood News Partners about features and work flow is implemented into site updates.
- AccessLocal.TV hosts workshops to train the trainers on using Word Press to post content.
- South Sacramento Partners begin posting content with images and video.
- Feedback from Neighborhood News Partners about features and work flow is implemented into site updates.

January 2011 through June 2011 – 120 AccessLocal.TV Posts

- Social Media Sharing is Added to all stories and pages of AccessLocal.TV
- Youth Media Forum hosted by Sacramento Bee creates Youth Driven Neighborhood News Videos.
- AccessLocal.TV home page begins to rotate images linking to other Youth Driven News sites in Sacramento including the Sacramento Education Consortium and the Tower of Youth.
- AccessLocal.TV and Access Sacramento host Local Media Open House featuring commercial and non-profit news organizations featuring websites and videos with free wi-fi and giveaways.
- AccessLocal.TV features CA Endowment Building Healthy Communities (BHC) Video showcasing youth driven content in South Sacramento.
- Stories from Neighborhood News Partners showcase community center activities.
- Feedback from Neighborhood News Partners about features and work flow is implemented into site updates.

July 2011 through December 2011 – 341 AccessLocal.TV Posts

- AccessLocal.TV becomes aggregated by Sacramento Bee's Sac Connect and News10 My Neighborhood programs.
- Youth Media Task Force Formed to bring additional stories and Videos to AccessLocal.TV. Five meetings held during summer months.
- Isaac Gonzalez is hired on a part time basis to develop Youth Driven Neighborhood News content and trainings.
- AccessLocal.TV design is updated and new design is researched and developed with feedback from content providers and NNB Partners.

January 2012 through June 2012 – 725 AccessLocal.TV Posts

- New AccessLocal.TV design is implemented featuring full page for desktops and mobile enhanced layout.
- Youth Internship Program is announced to add Youth Driven Neighborhood News Content.
- Isaac Gonzalez begins working on a full time basis creating content and training Non-Profit Partners.
- AccessLocal.TV and Access Sacramento host Second Local Media Open House featuring commercial and non-profit news organizations featuring websites and videos with free wi-fi and giveaways.
- Third Annual Youth Media Forum for Social Change is hosted by Sacramento Press. Two-hour event is streamed “Live” to web site.

June 2012 through December 2012 – 1,110 AccessLocal.TV Posts

- AccessLocal.TV Youth Neighborhood News Correspondent program is established headed by Isaac Gonzalez, youth are paid and trained to produce stories, images, and videos.
- AccessLocal.TV implements the AccessLocal.TV GeoLocator to feature maps on every page of the website showing where in Sacramento stories are written about.
- AccessLocal.TV GeoLocator post view features the CA Endowment Building Healthy Communities Zone outline showing South Sacramento Neighborhood News Impact.
- Youth Neighborhood News Correspondent produced Podcasts are added.
- Video Production Green Screen equipment, support, and training are established for Neighborhood News Partners.

Do you have any additional comments on, information about or highlights from your work and its impact on TCE's mission?

How do we sustain the program financially now the TCE Grant has expired? We had hoped to sell advertising revenue generated by the web site. With the cooperation of the Sacramento Press and their parent organization, we enlisted the SLOAN online advertising service once the web site had been established. The revenue generated however is less than \$100 per month. The Board of Access Sacramento has decided to pursue a major event to raise funds for the Youth Correspondent stipend program.

On April 4, 2013, Access Sacramento will host “Sacramento Has Talent” on the stage at the Crest Theater. The best local talent will be on display honoring Dr.

Barbara O'Connor with the first "POV Award" for her advocacy work with youth and senior citizens. She exemplifies "the Power of Voice expressed from a unique Point of View". The goal of the evening ticket sales and major corporate underwriting will be funds sufficient to support the continuation of our Neighborhood News Youth Correspondent stipend program. We will invite The California Endowment to join with others as a major underwriter of this annual event.

Part III: Organizational Information - Final Report

Have you reconciled your bank accounts currently? If no, please explain.

Yes, we conduct an annual fiscal review. Copies of the Balarsky and Associates, C.P.A. document are available upon request.

Are you current on your payroll taxes? If no, please explain.

Yes, our bookkeeping firm Malkasian and Associates calculates and reports all payroll and related taxes to the appropriate agencies annually. All payroll taxes are calculated and paid quarterly.

Have you made any changes to your board, staff or nonprofit status? If yes, please explain.

Access Sacramento Staff has remained constant throughout the project.
Ron Cooper, Executive Director
TD Trice, Programming Director
Elizabeth Harrison, Online Media Content

Access Sacramento Board of Directors

Jo Ann Fuller, Board Chair (Common Cause - Nor Cal – retired)
Carl Burton Past Board Chair (political organizer)
Gary Martin, Vice Chair (Broadcast TV Instructor, Cosumnes River College)
Walter Yost, Secretary (Newspaper Reporter, retired)
Charlene Jones, Programming Committee Chair (Grant Writing)
Marcum K. Jones, Finance Committee Chair (Corporate Finance)
Clayton Moore (Apple, retired)
Mayue Carlson (Realtor)
Edgar Calderon (Advertising and Marketing)
Edward Fletcher (Newspaper Reporter)
Dawn Deason (Media)
Alexander Vasquez (Self- Employed)
Leon Harris (DMV, retired)
Nahid Kabbani (News Reporter, retired)
Ruth Ibarra (SEIU Union)

Further questions may be directed to the Project Coordinator:

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