



**ACCESS SACRAMENTO BOARD REPORT TO  
SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION  
May 15, 2009**

Access Sacramento’s six-month progress report features key projects completed in the current fiscal year, a matrix of basic programming statistics and highlights, representative audience data, and the Access Sacramento Board approved budget for fiscal year 2009-2010. The Board provides this information to our membership and to SMCTC per our grant agreement. We appreciate the Cable Commission’s continuing support of community media.

**Request for Status Quo Funding Continues Five Years of Fiscal Prudence**

Access Sacramento has maintained a very conservative budgeting policy for the past five years. Permanent positions were significantly reduced in 2003 due to a 35% cut in the SMCTC grant and those personnel cuts have remained. Due to the current fiscal crisis facing all local nonprofit organizations, government entities and businesses, the Access Sacramento Board of Directors shall continue this fiscal prudence by authoring a 2009-10 fiscal year budget anticipating no additional revenue from SMCTC. Accordingly, no salary increases are included in the proposed budget, and no increases are requested from SMCTC for additional equipment funding. Equipment purchase needs shall be met using the Access Sacramento equipment reserve.

**SMCTC Cable Revenues Show Steady Annual Growth Each Year 2003-2008**

Revenue from the cable company’s franchise fee payments have increased during the five-year time period 2003-04 to 2007-08. In addition, the recent May 1, 2009 SMCTC authorized 1% State DIVCA legislative increase will generate an additional estimated \$2 million more per year in new SMCTC revenue for next fiscal year and beyond. Revenue estimates from previous SMCTC budget documents indicate:

- 2003-04 ACTUAL Annual Franchise/License Revenue \$ 8,252,111
  - 2007-08 ESTIMATED Annual Franchise/License Revenue 10,356,751
  - 2003 vs. 2008 difference in SMCTC FF revenue 2,103,640
- SMCTC estimated five-year increase of +25%

**Significant Cuts Continue at Access Sacramento – 23.4% less than 2002 grant**

- 2002-03 SMCTC Grant to Access Sacramento \$741,042
- 2009-10 Requested SMCTC Grant - 568,211
- 2002 SMCTC grant compared to 2009 Access request (\$172,831) LESS

The cutbacks instituted in 2003 remain in effect at Access Sacramento. Our request for SMCTC status quo grant funding of Access Sacramento is -23.4% less when compared to grant funds received by Access Sacramento in 2003. During these fiscally demanding five years ---

- **No full time staff hired since 2003 budget and personnel cuts**
- **Reduced production hours and staffing remain in effect**
- **Equipment replaced on “as-needed” basis for five years**
- **No cost of living increase (COLA) requested for 2009-10**
- **No additional SMCTC equipment funding requested for 2009-10**
- **Access Sacramento funds to be expended for any equipment replacement**

Together, SMCTC and Access Sacramento have been a very productive and efficient team. Adapting to the fiscal challenges presented in 2003, Access Sacramento significantly cut back expenses, assigned added responsibilities to the remaining staff, and continue to practice very conservative fiscal policies. Our Board, staff and volunteers have achieved “more for less” during this five-year period and respectfully request no further cuts be administered at this time. Given the significant grant reduction Access Sacramento received in 2003, SMCTC steady revenue increases during the same period, and our creative, cost-effective adaptations during this five-year period - the Board of Access Sacramento respectfully requests status quo fiscal support from SMCTC, continuing the 2008-09 grant funding level of \$568,211.

### **2009-010 SMCTC Funding Request**

Continued funding ensures another productive year of “Hometown-TV” community events and “Game-of-the-Week” high school and college sports - a success story for SMCTC and Access Sacramento. We have included a detailed listing of the sixty-nine programs produced or planned thanks to the designated grant funding, The sixty-nine programs are noteworthy because they are diverse in content, recorded at various Sacramento County locations and significantly capture nineteen more events than the fifty required by the SMCTC grant requirements. To continue this wonderful success and expand our volunteer program productivity, the Board of Directors recommends SMCTC’s consideration and approval of the requested budget items:

- **Annual base grant funding for Access Sacramento of \$568,211 which includes the continuation of the HT-TV and the GOTW projects, creating a minimum of 50 events per year.**
- **No cost of living allowance (COLA) and no additional equipment funding are requested. Necessary equipment improvements will be funded from our equipment reserve. During this difficult funding year for local government, the Board of Access Sacramento appreciates the fiscal continuity provided by the Cable Commission.**

### **Reserve Fund Helps Replace Production Equipment**

Access Sacramento has committed a portion of our equipment reserve fund (a designated reserve of \$15,000 minimum per year) to expand our programming partnership with SMCTC, Comcast, SureWest and AT&T. During the past nine months we have accomplished the following:

- The replacement Production Bus purchased last fiscal year (thank you again) has been completely renovated and is being used weekly for Hometown-TV and Game of the Week events. All renovation costs, equipment updates, and rewiring were achieved by utilizing existing Access Sacramento staff and our equipment replacement fund.

- Switcher, cameras and LED lighting equipment have been purchased for a small "Host Operated Television" (HOT) studio in our Production Office. Designed to minimize the number of technical studio crewmembers from 6-8 trained personnel down only one operator, the HOT studio will be utilized for smaller talk show productions including "live" call-in programs and community news updates from "Neighborhood News Bureaus". HOT Studio should be ready for use in the next 3-6 months. Larger studio productions and studio training will continue to use the Coloma Center television studio.
- Two additional nonlinear video editing workstations (i-Mac's) have been purchased for the media lab. Five editing workstations are now available for public use.
- Six flat screen monitors were purchased for media lab Internet computers used for computer workshop training.
- Two large flat screen monitors with DVD's were added to the main studio. New studio furniture was also purchased and used regularly on many shows including "TechLeader. TV" featuring California State Agency chief information officers and Sacramento City Unified Schools "Parent Connection"

## **Benchmark Events and Progress Report** (November 15, 2008 – May 15, 2009)

### **Sacramento Bee Marketing Partnership "Community Media Sights & Sounds"**

Effective March, 2009, Access Sacramento staff author articles in the "Our Region" page for the electronic edition of the Sacramento Bee ([www.sacbee.com](http://www.sacbee.com)). This cements a growing relationship with the Bee sharing content on their web site and, in turn, Access gains new visibility for our activities and programming. By summer, Melanie Sill, Editor in Chief and Tom Negrete, On-Line Editor pledge a full page on the web edition Bee for Access Sacramento content and streamed programming, similar to our own web page.

### **Dave Walker and Lois Hart Work With Board to Expand Community Reporting**

At the March 19, 2009 meeting of the Access Sacramento Board, "Dave & Lois" proposed a partnership with Access Sacramento to seek out new ways of expanding local news stories and investigative journalism in the Capital City. Together, we are researching models similar to the web site [www.voiceofsandiego.com](http://www.voiceofsandiego.com). In the next year we will jointly seek foundation grant funding to expand local electronic journalism and the training of "community correspondents".

### **Access Sacramento Launches Fundraising for "Neighborhood News Bureaus"**

The funds raised at the "Lunch With Amy Goodman" event (April 2, 2009) signal the first dedicated funding for the training of "Community Correspondents". Together with the help from the Sacramento Bee, Dave & Lois, and other local journalists and educators, we will identify leaders from various geographic, ethnic, cultural, NPO and Arts organizations and train them to tell the stories of their communities. Our long-term vision (2-4 years) would be to "orchestrate" "Neighborhood News Bureaus" and fundraise and expand local news coverage at a critical time for local journalism and local media organizations.

### **Improved Web Site – Weather Report, PCS Films, Community Events & More**

Beginning in April, 2009, Access Sacramento updated features on our web site front page ([www.AccessSacramento.org](http://www.AccessSacramento.org)).

- Web site is easier to navigate
- New icons for watching/listening to Channel 17, 18 and “The Voice”
- Direct links for Program Schedules for all radio and television series programming
- Daily updated weather information plus a weekly forecast for the region
- You-Tube “snapshots” of “Place Called Sacramento” films from the past five years. All PCS films are posted on You-Tube, the most popular Internet web site.
- Community Calendar with Access and local NPO events now formatted as a “script” automatically pulling events of the day to the web front page for free, timely publicity
- Invites web viewers to sign-up for our free weekly electronic newsletter
- Easy “one-click” links to key Access documents and our programming partners

### **New Weekly Electronic E-mail Newsletter Distributed to all Members and Friends**

Each Monday, Access Sacramento now sends a colorful e-mail newsletter using the Constant Contact service. At \$300 per year, the electronic version of our former monthly newsletter is very cost effective. Printing and mailing the old snail-mail “Viewfinder” cost approximately \$1,000 per month. Using e-mail, we can send a weekly newsletter and save thousands per year. We currently have 800 subscribers. Our goal is more than 1,500 by 2010.

### **Access Sacramento Organizes and Documents Local Media Discussion**

Working together with the Sacramento Media Group and California Common Cause, Access Sacramento hosted a discussion of local media on April 2, 2009. More than 100 people attended including many local media leaders. A two page summary of the event is included in the Appendix of this document. A final report and a video documentary will be presented to local media organizations attending and sent to the Federal Communications Commission. Future similar events are being planned in partnership with other organizations.

### **Opening Doors: Finding the Keys to Open Government**

Web streamed panel “live” from Washington D.C. was shared with friends of the League of Women Voters in our TV Studio March 20, 2009 in celebration of “Open Government” Week.

### **Comcast “On-Demand” Digital Service Includes Several Access Sacramento Popular Series**

In addition to all HT-TV and GOTW events, Access Sacramento has added several other programs to the “On-Demand” lineup. These program series include: “Kid’s Corporation”, Tech Leader TV”, “Livewire”, and “Listen Up, Sacramento!” Comcast “On-Demand” provides anytime viewing of sports and select community events for digital Comcast subscribers throughout the coverage area. A summary of recent “on-demand” viewings is included in this document.

### **“Hometown-TV” and “Game of the Week” Events Continue to Exceed SMCTC Goals**

Access Sacramento was successful in documenting sixty-nine events between July 1, 2007 and April 25, 2008 (see Attachment A for details). The SMCTC grant stipulated a minimum of fifty events during the 12-month fiscal year. We anticipate a final tally of approximately sixty-nine events covered in the current fiscal year.

### **Fundraising & “Friend-raising” Events Help Further Community Media**

Access Sacramento worked with other community organizations to create several “community building” opportunities during the past 9 months.

- **2008 “Place Called Sacramento” Film Festival** October 4, 2008 with 850 attendees at Crest Theater (raised \$6,000 for Access Sacramento after expenses)
- **Opening Doors: Finding the Keys to Open Government** in partnership with League of Women Voters, March 20 with 20 attendees
- **“Broadcast Blues” film documentary – West Coast Premiere at Crest Theater** with Sue Wilson on March 28 with 350 attendees (raised \$400 after expenses)
- **“Community Discussion on Local Media”** in partnership with California Common Cause April 2, 2009 with 100 attendees
- **“Lunch with Amy Goodman of Democracy Now!”** on April 17 at California Stage with 90 attendees (raised \$1,000 after expenses)

### **Programming Distribution Partners Calculate Solid Viewership Numbers**

Thanks to our programming and distribution partners, the Sacramento Metropolitan Cable Television Commission, Video Streaming Services Company, FireSpring web hosting services, and Comcast “On-Demand”, the audience for Access Sacramento locally produced programming and web based information is steadily increasing regionally and around the world. Here is a snapshot of our viewership numbers from four different perspectives:

- A. **“Streamed” Internet viewers of Channel 17**
- B. **Comcast “On-Demand” Viewers of specific programs**
- C. **Web site views at [www.AccessSacramento.org](http://www.AccessSacramento.org)**
- D. **Survey Monkey Television Series Viewership Survey Results**

#### **A. ‘Streamed’ on Internet Individual Viewings of Chan. 17**

Statistics supplied by Video Streaming Services Company for [www.AccessSacramento.org](http://www.AccessSacramento.org)

A “viewer” must go to the web site and click on the “Watch Channel 17” icon or “bookmark” the icon to be counted as watching the channel. Average viewings on Channel 17 during 9 month period July, 2008 – March, 2009

**11,661 average views per month - 389 views per day.**

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

### **B. Comcast “On-Demand” Regional Individual Viewings**

Orders for specific programs count when a Comcast cable viewer going to “Channel One On-Demand” clicks through “Get Local” till they pick a specific Access Sacramento program. The individual program viewing statistics are supplied by Comcast on-line services. We thank Comcast for these audiences survey results.

#### **September 2008**

Sac High vs. Valley High Football	636 viewings
“Maddbacker” Charity Basketball Tournament	256
“Sammies” Best Local Bands (Sacramento News & Review	157
Pacific Rim Festival 2008	144
<b>17 programs listed for total September viewings of :</b>	<b>1,499</b>

#### **October 2008**

Grant vs. Oak Ridge Football	925
Sac High vs. Valley High Football	536
Sac High vs. Burbank Football	470
Christian Brothers vs. Oak Ridge girls volleyball	258
Wheelchair Charity Softball game	190
<b>17 programs listed for total October viewings of:</b>	<b>3,013</b>

#### **November 2008**

Grant vs. Oak Ridge football	852
Laguna Creek vs. Elk Grove	483
Sac High vs. Burbank football	430
Christian Brothers vs. Oak Ridge girls volleyball	387
Jesuit vs. Folsom football	297
Sac High vs. Valley football	284
Wheelchair Charity Softball game	208
Casa Roble vs. Del Campo football	170
<b>25 programs listed for total November viewings of:</b>	<b>3,680</b>

**December 2008**

Grant vs. Oak Ridge football	712
Granite Bay vs. Grant football	497
Christian Brothers vs. Oak Ridge girls volleyball	409
Sac High vs. Burbank football	338
Del Campo vs. Inderkum football	321
<b>25 programs listed for total December viewings of:</b>	<b>3,752</b>

**January 2009**

Skyline vs.. Sac High boys basketball	402
McClymonds vs. Jesuit boys basketball	294
Granite Bay vs. Grant High football	220
Sheldon vs. Sac High boys basketball	211
Christian Brothers vs. Oak Ridge girls volleyball	169
Del Campo vs. Inderkum boys basketball	147
Kids Corporation (total views of 7 different programs)	241
Tech Leadert.TV	53
<b>38 programs listed for total January viewings of:</b>	<b>2,545</b>

**February 2009**

Sheldon vs. Sac High boys basketball	419
Skyline vs. Sac High boys basketball	219
McClymonds vs. Jesuit boys basketball	209
Sheldon vs. Pleasant Grove boys basketball	152
Kids Corporation (total views of 10 different programs)	228
Tech Leader.tv	55
<b>33 programs listed for total February viewings of:</b>	<b>1,971</b>

**C. Web Site Visitors for 9 months**

Statistics calculated by FireSpring – the web host site for [www.AccessSacramento.org](http://www.AccessSacramento.org)  
 Total views of web site during 9 months of fiscal year 2008-09 = 45,585 visits  
 Average visits per month = 5,073 per month

**Access Sacramento**

**Web Stats from July 2008 thru March 2009**

Month	Unique visitors	Number of visits
Jul 2008	4549	6746
Aug 2008	4752	6282
Sep 2008	4652	6148
Oct 2008	4430	6168
Nov 2008	4038	5635
Dec 2008	3803	5003
Jan 2009	3922	5105

Feb 2009	3429	4774
Mar 2009	3697	5324
<b>Total</b>	<b>37272</b>	<b>45585</b>

**D. “Survey Monkey” Web Site Cable Channels Viewership Survey Results**

Non-scientific “snapshot” of statistics from **Survey Monkey** “on-line” questionnaire  
 Go to [www.AccessSacramento.org](http://www.AccessSacramento.org) and complete on-line. Limited to no more than one response per computer.

<b>Total questionnaires completed November thru March</b>	<b>67</b>
<b>How many are Sacramento County residents?</b>	<b>90.6%</b>
Comcast viewers?	64.1%
Surewest?	10.9%
AT&T?	0%
Other?	14.1%

<b>Do you watch local, community programming?</b>	
Regularly (more than 10 times per month)	26.6%
Occasionally? (1-10 times per month)	54.7%
Never	20.3%

<b>Have you watched Channel 17 Internet “Streamed”?</b>	
Yes	35.9%
No	60.9%
Don’t have Internet	3.1%

<b>Largest Local Series Viewership – percentage watched 1-10 times in past month</b>	
Hometown-TV Events (most watched local series)	42.1%
Media Edge – progressive news magazine	39.2%
Livewire – local nonprofits, arts & entertainment	36.9%
Sacramento Soap Box – progressive talk	35.7%
Ancient Wisdom – new age	33.3%
UFO Connection	29.7%
Game of the Week – local HS and college sports	29.1%
Religious Services (all faiths)	25.5%
Nancy Bradley Psychic Hour	24.1%

<b>Largest Non-Local Series Viewership – percentage watched 1-10 times past month</b>	
Democracy Now! (most watched non-Sac program)	55.3%
Free Speech TV (FSTV) Documentaries	42.8%
DW-TV (news from Europe)	37.9%
LINK-TV Documentaries	25.5%
Humrahi (Hindi Music Videos)	23.3%
Mosaic (news from Middle East)	20.4%

**Race:**

White?	54.7%
Persons of Color?	25.0%
Declines to State?	20.3%

### **Production Partnership with Video Streaming Services**

Access Sacramento's partnership with VSSC is creating new programming for our channels by documenting state agencies public meetings and posting them onto their web sites and playing them over the local cable channels. Several projects were completed including two, eight hour days of "live" streaming to the Internet featuring special state-wide training for all schools in California, direct from the California Department of Education at 15<sup>th</sup> and N Streets.

### **Board of Directors Adds Experienced New Members**

Serving as volunteer "ambassadors" to the community, the Access Sacramento Board added several new Board members and special advisors with expertise in State agency communications, senior issues, and legal advice.

- Inderjit Singh Kallirai, State of California Information Officer (Board)
- Xochitl Arellano, Communications for State Senate Latino Caucus (Board)
- Margie Metzler, Senior Activist Gray Panthers (Board)
- Peter Brixie, Attorney (Legal Advisor)
- Patrick Powers, (Public Relations Advisor)
- Dave Walker and Lois Hart, (grant writing and Internet news advisors)

Continuing members of the Board include:

- Carl Burton, Chair – Tax Payer Rights advocate
- Gary Martin, Vice-Chair – TV Department Head, Cosumnes River College
- Mary Reddick, Programming Chair – CSU Sacramento, On-Line Librarian
- Renae Dunn, Treasurer – Real Estate Broker and active in Paradise Baptist Church
- Abhaya Maharaj, Middle School teacher and leader in Hindi community
- Arne Sampe, Retired Army and community leader for Toastmasters
- JoAnn Fuller – Associate Director of California Common Cause
- Alexander Vasquez, Voice Radio Programmer
- Charlene Jones – Disabled citizen rights advocate and community organizer
- Clayton Moore – Apple Corporation Technical Advice Supervisor
- Richard Novoa, State Agency (retired), Sacramento Sports Commission

Other, non-voting advisors to the Board include:

- Anthony Salamanca, Secretary – CA. Department of Education, Retired
- George Hall – Video Streaming Services Corporation (business advisor)

## **PROGRAMMING COMMITTEE REPORT**

**All Television Programming (Channels 17 & 18)**

**July 1, 2008 – March 31, 2009 (nine months)**

**Original Programming Total Hours Channels 17 and 18 (all sources)**

Actual hours (2007-08)	To Date Actual Hrs (08-09)	Projected Actual (08-09)	Goal 2008-09
9,426 (12 months)	8,019 (9 months)	9,732	9,750

**Access Sacramento & SECC Original Hours Programming By Origin**

	(2007-08 actual)	(9 Month actual)	(Projected 08-09)
All Local Programming	2,899	2,166	2,888 (same)
Non-local (local provider)	2,035	1,767	2,356 (+13.7%)
Community Messages (channel 18)	1,612	1,206	1,612 (same)
(includes original community radio)	6,546	5,139	6,852 (+4.6%)
Total hours SECC 1 <sup>st</sup> Run (9 months)	2,880	2,880	2,880 (same)
Acc/Sac and SECC Total Hours	9,426	8,019	9,732 (+3.2%)

**HT-TV & GOTW SMCTC Grant Funding Increases Local Programming**

In fiscal year 2003-2004, the Access Sacramento base grant funding was cut 35% from \$620,000 per year to \$420,000. The projections for this year, however, indicate the HT-TV and GOTW supplemental grants have been successful in reversing this trend and we see a consistent increase in local program production. Thank you SMCTC for your continuing financial support.

**Local Original Programming Hours Produced in Sacramento County Since Cut in Funding**

2004-05 actual	2005-06 actual	2006-07 actual	2007-08 actual	2008-09 projected
2,182	2,131	2,517	2,899	2,888

**Access Sacramento Programming Highlights of 2008-2009**

Channels 17 and 18 are programmed 24 hours per day, 365 days per year, 17,520 total hours for two channels with original video and audio programming produced or provided by residents of Sacramento County. We project 9,732 original hours (55.5%) shall be cablecast during this fiscal year are unique programs, never before seen or heard in Sacramento County. Commencing in spring 2008, Channel 18 is now streamed to the Internet. Anyone in the world can now go to [www.AccessSacramento.org](http://www.AccessSacramento.org) and watch local programming from Sacramento County from both channel 17 and 18 and community radio, “The Voice”. “Act Local, Think Global” encourages our volunteers to consider their impact on audiences around the world.

**LiveWire- A weekly “Live” Arts and Entertainment News Program Since 1992**

The Producer for LiveWire, Michelle Barbaria, along with host, Ray Tatar continue to support local arts and entertainment on the show. Michelle and Liz Harrison, Co-Producer, further the training of our new studio volunteer members as they apply their new technical skills in a “live” studio production. LiveWire helps complete our training program in the following ways:

- “LIVE” crew experience introduces trainees to a quality production in service to NPO community

- To gain confidence, we feature specialized training for those who want to focus on a particular piece of equipment including cameras, switcher, audio board, character generator, lights and directing
- We have ‘pre’ and ‘post’ production meetings to help new member-producers learn specific areas and work more effectively together as a team
- Access Sacramento has initiated four new television series from people who took the Access Sacramento Studio Workshop and came to LiveWire to get certified and trained.
- In the coming year, Livewire will expand our guest roster
- LiveWire will feature more guests from the “live” theater community on the show
- The LiveWire blogspot at [www.livewiredirt.blogspot.com](http://www.livewiredirt.blogspot.com) is being maintained by Production Assistant , Amy Lawrence.
- Porducer Michelle Barbaria also blogs about LiveWire on the Access Sacramento’s new Sac Bee Blog in the “Our Region” section online at Sacbee.com.

LiveWire features the People , Places, and Events from All of Sacramento county. Here is a month-by-month synopsis of guests and topics dating back to June 2008.

- **June 08’** BodyTribe exercise and fitness, Best of Broadway 2008, Del Paso Heights Farmer’s Market, local play “The Effect of Gamma Rays on Man-in-the-Moon Marigolds”, update Veteran’s History Project, Planned Parenthood classes, International Festival, I-5 highway repair update
- **July 08’** “Sammies Day” featuring Kelli from Sacramento News & Review and band “The Ancient Sons”, local film “Sawtooth”, non-profit Blue Avacado e-newsletter, band “The Infamous Swanks”, OK Youth Program, Friends of the State Fair with highlights of the 2009 State Fair at Cal Expo
- **August 08’** Next Generation Film Festival, local play “Mixtitlan”, United Way update on activities, Humor Times and their new electronic format, local play “Miss Gun”, Fine Arts Festival of Elk Grove, local book “Sanctified H.O.T.T.I.E.”, Midtown Edible Crawl for the Cure fundraising event
- **September 08’** InAlliance, Inc., Sacramento International Gay and Lesbian Film Festival, Serna Village housing update, A Place Called Sacramento Film Festival, California Arts Day with the CA Arts Council, local club Krazy Sac Ladz, First Room Theatre Guild, Blind Olympics, A Taste of Sacramento
- **October 08’** Halloween Special featuring the kids from Kid’s Corporation, book “Open Grave”, H.P.I. and Gold Rush Ghosts presents “Ghost Girls”, Sacramento Horror Film Festival, American Paranormal Investigations
- **November 08’** Run for the Hungry, local book “Life is in Session- Are You Present?”, “Curl Up with a Book Day” featuring authors Jaleh Donaldson and Diane Farr, Housing Now, local play “The Women of Lockerbie”

- **December 08'** LiveWire Holiday Special featuring Kid's Corporation, singers Carla Meyers and T.D. Trice, and Story Teller Brian Hilleburt,. Updates from Urban League, and Grey Panthers
- **January 09'** Listen Up! Sacramento new music show, local play "Lyrebird", AFICE, fundraiser "Cirque De L'Amour" featuring Trick Roper and Whip-master James Barrera, Midtown Players for Loaves and Fishes benefit
- **February 09'** Northern California Egg Artists, Paradise Ministries Parent- Teacher Mentoring Program - Welcome Home, local play "The Treasure of the Sierra Madre", Sacramento's Poet Laureate Julia Connor, Sacramento Jewish Film Festival, A Place Called Sacramento Film Festival
- **March 09'** Sacramento International Film Festival, Sacramento Zoo, Sacramento SPCA, Sacramento County 4-H, Filmmaker Sue Wilson presents "Broadcast Blues", Sacramento Food Bank, Miss United States 2006-2007
- **April -** California Water Conservation, play "Frida Kahlo", Access show "Good Work Now" with Brian Moffit, Sacramento Sirens women's football team, youth play "Circus", A Touch of Understanding, 3 Penny Puppet Festival

### **"A Place Called Sacramento" Festival and Film Production Contest Celebrates 9<sup>th</sup> Year**

October 5, 2008 welcomed more than 800 local residents to the beautiful Crest Theater for the Ninth Annual PCS World Premiere. These all locally created films are premiered at the Crest Theater, posted on our web site, and played throughout the year on our channels. This unique contest and volunteer production effort has produced 88 films about the people and places here in Sacramento. The PCS premiere also serves as the primary fundraising and "friend-raising" event of the year. The 2009 PCS premiere will be at the Crest Theater on October 4, 2009. Scripts have been received and the ten winners for 2009 shall be announced at our "Cast and Crew Call" event May 20, 2009.

### **Channel 17 Volunteer Series Feature Local Guests and Timely Topics**

- **"Media Edge"** (Sundays 8-10 PM Channel 17) reached a significant benchmark in March with the 200<sup>th</sup> episode and distribution to ten other public access organizations.
- **"Listen Up, Sacramento!"** (first and third Tuesday 11 PM channel 17) features local bands and musicians of all types. Production is coordinated with Sacramento News & Review "Sammies" and "Jammies" awards programs.
- **"Good Work NOW!"** With Brian Moffitt (Sundays 7:30 PM Channel 17) has received much press recently due its timely and in-depth content on all types of employment related topics. Dr. Moffitt works with the City of Sacramento in Organizational Development.
- **"Kids Corporation"** (Saturdays 10 AM Channel 17) features great local content by and for kids 8-12 years old. Mike Martin won the Wilson Mentorship award for his leadership.
- **"TechLeader.tv"** is "live" twice per month on Channel 17 and the Internet interviewing leaders from major state agencies such as: State Education Superintendent O'Connell, California Chief Information Officer Terri Takai and Secretary of State Deborah Bowen.

- “Parent Connection” (9 PM Saturdays Channel 17) features guests and current information from the Sacramento City Unified School District Information Office.

### **www.AccessSacramento.org Serves as Information and Program Platform to the World**

Our web page has undergone many changes during the past year serving as a marketing and programming tool for the organization and our members. Some recent additions include:

- Web streaming of Channel 17
- Web streaming select Channel 18 programs presented as MPEG 2 files
- Web streaming of community radio “The Voice”
- Direct links from our home page to various external links --  
 LiveWire – Our local program of arts/entertainment/local non-profits  
 Democracy Now – Progressive News from around the World  
 DW-TV -- Daily News, Art, and Entertainment from the heart of Europe.  
 Link TV -- Global and national news, documentaries, and cultural programs  
 Mosaic – World News from the Middle East translated into English  
 Sacramento News & Review – Local Independent Alternative  
 “Place Called Sacramento” videos for 2005-2008  
 Community Events Calendar – Daily updates free to Local NPO groups  
 Training/Workshops -- current TV & Radio production workshop schedules  
 Access Sacramento News sections  
 Program Schedule section –includes a brief description of the radio programs  
 Publications – downloadable documents Playback Request, Talent Release, etc.

Our ‘What’s New’ section displays new items on the home page for quick referral including “Hometown TV” applications and PCS Script Submission forms

### **New Look for Community Message Information on Our Automated Bulletin Board**

The Access Sacramento Bulletin Board continues to undergo major changes in the way it looks. Utilizing Photoshop, as well as Digital Juice's Juice Drops media software, our Channel 17 and 18 bulletin boards have become more inviting and pleasing to the eye. In the next three-months, we will further update the “Skin” of each channel to include much more information. The Bulletin Board (Channel 18 only, overnight and weekend days) alternates each hour with broadcast quality news from DW-TV. The Messages are important marketing tools and include:

- Marketing messages promoting, at no charge, Sacramento County nonprofit organizations and their events
- Marketing of Access programming schedules, information, workshops and classes
- On-air acknowledgements for Access Sacramento business underwriters.
- Community Radio “The Voice” “underneath” the bulletin board

### **Deutsche Welle Television (DW-TV)**

Daily news from the heart of Europe, DW-TV is broadcast in 100% English and features 30 minutes of world news followed by 30 minutes of documentaries or magazine style cultural programming from all continents of the world. The Access Sacramento Board programs DW-TV to provide a fresh, daily, European perspective on world events and as an alternative to U.S. network coverage.

### **Access Sacramento and the Sacramento Educational Cable Consortium (SECC)**

SECC and Access share programming responsibilities for both Channels 17 and 18 for the 9 months of the school year. The SECC member organizations provide 2,880 hours of the 17,520 total hours available on Channels 17 and 18 (16.4%). SECC “distance-learning” college courses are cablecast on Channel 17 from 7 AM - 5 PM M-F and channel 18 from 8 AM - 2PM M-F during the school year. The combination of DW-TV from Germany, SCOLA television news from around the world, the Classic Arts Channel, NASA programming and other news and science programs make Channels 17 & 18 the most content diverse and international of all local channels, broadcast or cable.

**Community Radio Update**

**KCBL Community Radio, “The Voice”** the only locally produced, non-commercial, general audience radio in Sacramento County, is carried 24/7 on the cable system in the following four different ways:

- (1) Cable radio frequency 88.7 FM to homes hooked up a “splitter”
- (2) Switch to the Second Audio Frequency (SAP) on Channel 17 24/7
- (3) Heard on all cable sets when channel 18 Bulletin Board Messages are seen
- (4) Internet access on “Live 365” (see above) in partnership with Comcast.

**ACCESS SACRAMENTO PROPOSED BUDGET**

**FISCAL UPDATE**

(Nine Months 7/1/08 – 3/31/09)

**2009-2010 SMCTC GRANT REQUEST**

Effective 2007-08, “Hometown TV” and “Game of the Week” grants are included as part of the base grant. The SMCTC base grant request for fiscal year 2008-09 is for \$568,211 (\$471,532 major grant and \$96,679 for HT-TV and GOTW). For purposes of comparison, we will continue to separate the HT-TV and GOTW grants as separate line items (\$46,679 for a minimum of 25 community events and \$50,000 for a minimum of 25 sporting events). NOTE: SMCTC grant payments are received on February 15 and August 15, therefore “Actual Revenue” figures extend six weeks into next fiscal year

<b>REVENUE</b>	<b>Current budget FY (07-08)</b>	<b>Actual Revenue FY (9 months)</b>	<b>New Budget FY (08-09)</b>
SMCTC Grant & Interest	\$471,532	\$471,532	\$471,532
Membership/Training Fees	38,000	15,554	33,000
Note: Majority of series memberships are paid in May and June and not yet received.			
Productions	37,600	45,251	39,000
Underwriting/Fundraising			
Grants/Donations/Reserve	45,500	39,583	48,600
“Hometown TV” (SMCTC)	46,679	46,679	46,679
“Game-of-the-Week” (SMCTC)	50,000	50,000	50,000
SMCTC Equipment	0	0	0
<b>Total Revenue</b>	<b>\$689,311</b>	<b>668,599</b>	<b>688,811</b>

**Total SMCTC 2009-10 Grant Request: \$568,211**

<b>EXPENDITURES</b>	<b>Current budget FY (07-08)</b>	<b>Actual Expenses FY (9 months)</b>	<b>New Budget FY (08-09)</b>
Personnel with HT-TV & GOTW)	\$411,411	\$316,644	\$415,072
Benefits & Workman's Comp	77,350	53,618	77,350
Facilities	66,500	57,304	71,500
Services & Supplies	52,250	35,088	50,000
Educational Stipends	2,500	900	2,500
Fixed Assets/Equipment/Contingency	47,800	21,236	43,889
Production Expenses	31,500	25,702	28,500
Equipment Replacement (2 vehicles)	0	0	0
<b>Total Expenses</b>	<b>\$689,811</b>	<b>\$510,492</b>	<b>\$688,811</b>

Any questions may be directed to Board Chair Carl Burton and/or Executive Director, Ron Cooper.  
 Access Sacramento  
 4623 T Street, Suite A  
 Coloma Community Center  
 Sacramento, CA. 95819  
 (916) 456-8600 #112



## **Attachment A**

### **“Hometown-TV” and “Game of the Week” UPDATED Program Report**

July 1, 2008 – April, 2009

Sixty-nine Events completed or scheduled  
 (Fifty are required in SMCTC Grant)  
 90 hours of Local Programming

HT-TV applications are received and scheduled for production by Programming Committee, the 2nd Thursday of each month at 3:30 PM. Application forms are located on front page of web site [www.AccessSacramento.org](http://www.AccessSacramento.org)



## **Attachment B**

### **“Local Voices Discuss Media Coverage in Our Community” April 2, 2009 at the Coloma Community Center California Common Cause, Sacramento Media Group, and Access Sacramento**

More than 100 local media consumers, academics, designers, bloggers, reporters and professional media managers gathered at the Coloma Community Center Auditorium April 2, 2009 from 6:00 – 8:30 PM to discuss their opinions of local media coverage, pro and con. The event was the first of its kind and was organized by California Common Cause, the Sacramento Media Group (SMG) and Access Sacramento.

As individual guests arrived they were asked by volunteer members of the Sacramento Media Group to pre-select their preferred media platform for receiving local information. They were asked to choose from these five options: television, radio, print, Internet, or general media. They were then asked to sit in a group with others who had chosen the same media platform.

Each of the five media platform groups attracted between 15-25 participants and with the help of SMG facilitators, each group discussed the following topics for approximately 10 minutes per topic:

- Diversity – “Does your selected local medium reflect our cultural diversity?”
- Political Coverage – “How well does your medium cover local politics?”
- Community Input – “How well does your medium invite community input?”
- Public Affairs – “How well does \_\_\_\_ inform the community about events, issues, and available resources?”
- Broadband Internet – “How significant is access to Broadband Internet to every home in Sacramento County? Why?”

One by one, each participant was asked to comment on each topic from the perspective of their selected medium. For example, if you chose "local television" as your media platform group, you were invited to answer the question, "How does local television address issues of local cultural diversity?"

Each group member was given 30-60 seconds to summarize his or her opinions to the other members of the group. Scribes documented the comments of each individual. After all five topics were discussed, a spokesperson was selected from each of the five media platform groups and each presented their key findings to the larger group at the end of the evening. Below you will find the raw data recorded by the scribes and facilitators of each of the five media groups. The data from each individual participant is listed under each of the five topic areas discussed.

Though challenging to coordinate, the Sacramento Media Group felt the evening was a success. Charlene Jones, one of the SMG organizers commented, "We started and stopped on time and each person had an opportunity to speak on each topic. The turn-out was very satisfying with a real cross section of local residents. Their individual comments at the end of the evening seemed very positive."

KCRA News Director Anzio Williams challenged the group, "With local television, viewers have a choice. If you don't like what you are watching, change the channel". Sue Wilson, documentary filmmaker of the movie "Broadcast Blues" replied "Maybe that's possible with local television but local radio listeners have no such options for alternative points of view on local radio stations. Conservative talkers are in and Progressive voices are shut out!" Media professionals included representatives from KCRA, KOVR, KMAX, Inside East Sacramento, the Sacramento Bee, Sacramento Press, plus others.

The final report shall summarize key public comments and shall be shared with interested local media organizations, SMG members, interested public and members of the Federal Communications Commission. A television documentary of the event has been edited by Access Sacramento and shall be included with the written report. The SMG immediate and long term goals for this type of forum are:

- (1) **Improve the Discussion Format** - Develop a public event format for media professionals and media consumers to meet and discuss the impact of local media on their community.
- (2) **Create a Report** - Summarize the findings from these discussion groups in a report and share with all interested parties, especially local media executives and the five members of the Federal Communications Commission.
- (3) **Replicate in Other Communities** - Document the organization of the event, evaluate its effectiveness, and adjust as needed creating a format to be replicated in other communities.

- (4) **Continue Local Discussions** - Find other organizations in the Sacramento region to periodically help SMG organize similar events.
- (5) **Seek FCC Mandate** - At the direction of the FCC, incorporate the findings of all future meetings as an FCC requirement for local radio and television license renewal proceedings.

For information on the Sacramento Media Group and how to join their regular monthly meetings, contact Jo Ann Fuller of California Common Cause at (916) 443-1792 ext. #11