



**ANNUAL REPORT  
JULY 1, 2014- JUNE 30, 2015**

November 19, 2015

Access Sacramento is a community-based nonprofit foundation, supporting members' First Amendment rights, as a one-stop-shop for production services, including training, equipment use and access to producing programs for cable, radio and on the Internet. Access Sacramento provides the community an opportunity to create programs that are authentic, artistic and original in content to represent the region's true diversity. By providing quality services, residents, youth, and community leaders share their distinct voices on issues that are important to the community. Everyday, Access Sacramento informs and positively impacts the Sacramento County region – "Making a Difference, One Voice at a Time."

Support by the Sacramento Metropolitan Cable Television Commission, enables Access Sacramento to provide programming, training and other relevant services to the community. This report outlines the impact these activities had between July 1, 2014 and June 30, 2015. Detailed information in the report includes:

- Statement of Financial Activity 2014-15
- Programming Activity
- Training Activity
- Operational Events and Activities

The year-end financial statement indicates a decrease in net cash assets from the previous fiscal year 2014-15, primarily attributed to increased equipment expenditures from the PEG Capital Equipment and Leasing grant from the Sacramento Metropolitan Cable Television Commission (SMCTC), following a significant decrease in spending in 2012-13 during an executive director transition. The organization continues on a steady course as responsible stewards of SMCTC funding and sustainable programs and services.

Exciting things happened this past year including Access Sacramento winning two WAVE Awards for Best in the West access programming and licensing approval from the FCC for KUBU's over-the-air operation. Additionally, the Sacramento Video Industry Professionals group joined Access Sacramento providing additional monthly outreach.

Thank you for your continuing support of community media in Sacramento County. Questions may be directed to Executive Director Gary Martin.

Jo Anna Davis, Board Chair

Gary Martin, Executive Director

*The following summary is presented pursuant to the “Fifth Amendment to License and Operations Agreement Pertaining to Use of Community Programming Channels” dated June 11, 2015 which substantially modifies language originally approved Nov. 6, 2003, and previously amended in 2006, 2010, 2012, and 2014.*

The Board of Directors for Access Sacramento continues to provide prudent stewardship of the resources provided by SMCTC and additional revenue from other sources. The Access Sacramento bookkeeping service is Malkasian Accountancy, CPA and the annual fiscal review is conducted with Tom Balarsky and Associates, CPA. Each year our “Reviewed Financial Statement” is completed by Balarsky and Associates and is submitted to the SMCTC with this annual report.

The 2014-15 year brought a 2% Cost-of-Living-Allowance (COLA) increase in our SMCTC base grant; the first COLA since 2008-09 and only the second since 2006-07.

New PEG designated equipment and lease payment grant funds were expended per the approved budget. Access Sacramento very much appreciates the PEG grant so that well-used equipment may be replaced and for the support to existing and new services. A retirement in senior staff during this cycle has allowed additional restructuring and process changes with improved competitive bids, ordering of equipment, but also bringing tasks of merging old and new equipment, re-training staff and members bringing new energy and opportunity to Access Sacramento. Grant funds were encumbered and expended from the temporarily restricted SMCTC equipment reserve.

Augmenting our staff of four fulltime employees and five permanent part-time employees, we thank the hundreds of Access Sacramento members who volunteer thousands of hours to produce and provide a rich mix of culturally diverse programs each year. They continue to “Make a Difference, One Voice at a Time” and allow us to successfully “stretch” our grant funding. NOTE: Figures below do include “In-Kind Contributions” from Video Streaming Services Company for streaming video and audio services for Channels 17 & 18.

## I. FISCAL REPORTING

### a. Statement of Financial Activity

The complete Financial Statements Year Ended June 30, 2015 is included at the end of this document as APPENDIX A. Following are pages 2, 3, and 4 of that document.

#### STATEMENT OF FINANCIAL POSITION JUNE 30, 2015 and 2014

<b>ASSETS</b>	<b>2015</b>	<b>2014</b>
Current Assets		
Cash	\$ 210,537	\$ 256,590
Cash - Reserve Funds (Note 5)	50,000	50,000
Prepaid Insurance	-	-
Total Current Assets	<u>260,537</u>	<u>306,590</u>
Other Assets		
Advance to Employee	2,080	-
Deposit on Fixed Asset (Note 9)	<u>50,000</u>	<u>-</u>
Total Other Assets	<u>52,080</u>	<u>-</u>
Furniture and Equipment (Notes 1 and 6)		
Furniture and Equipment	1,614,331	1,518,902
Less Accumulated Depreciation	<u>1,252,852</u>	<u>1,108,802</u>
Net Property and Equipment	<u>361,479</u>	<u>410,100</u>
<b>TOTAL ASSETS</b>	<u>\$ 674,096</u>	<u>\$ 716,690</u>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities		
Accounts Payable	19,861	15,599
Accrued Vacation (Note 8)	<u>\$ 17,555</u>	<u>\$ 19,502</u>
Total Current Liabilities	<u>37,416</u>	<u>35,101</u>
Net Assets		
Unrestricted	531,332	531,901
Temporarily Restricted	<u>105,348</u>	<u>149,688</u>
Total Net Assets	<u>636,680</u>	<u>681,589</u>
<b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<u>\$ 674,096</u>	<u>\$ 716,690</u>

**STATEMENT OF FINANCIAL ACTIVITY  
FOR THE YEAR ENDED JUNE 30, 2015 and 2014**

	2015			2014		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
<b>Support and Revenue</b>						
SMCTC Grant (Note 3)	\$ 503,996	\$ -	\$ 503,996	\$ 489,211	\$ -	\$ 489,211
SMCTC One Time Install	51,324	-	51,324	-	-	-
Grants Foundation	33,025	-	33,025	13,307	-	13,307
PEG Capital & Facilities Grant (Note 7)	239,591	105,348	344,939	217,312	149,688	367,000
Release of Restriction - Current Year (Note 7)	149,688	(149,688)	-	203,316	(203,316)	-
Interest Income	322	-	322	378	-	378
Memberships	19,283	-	19,283	19,168	-	19,168
Film Festival	9,260	-	9,260	9,360	-	9,360
Underwriting	3,800	-	3,800	2,000	-	2,000
User/Rental Fees	8,986	-	8,986	12,251	-	12,251
Training Fees	8,706	-	8,706	10,857	-	10,857
Contracted Production	18,475	-	18,475	15,750	-	15,750
Donations	3,522	-	3,522	5,341	-	5,341
In-Kind Donations	15,000	-	15,000	15,000	-	15,000
Fundraising	13,384	-	13,384	6,922	-	6,922
<b>Total Support and Revenue</b>	<b>1,078,362</b>	<b>(44,340)</b>	<b>1,034,022</b>	<b>1,020,173</b>	<b>(53,628)</b>	<b>966,545</b>
<b>Operating Expenses</b>						
<b>Personnel</b>						
Executive Director	86,033	-	86,033	81,697	-	81,697
Executive Director - Retired	-	-	-	21,769	-	21,769
Office Coordinator	26,334	-	26,334	27,380	-	27,380
Director/Trainer	10,710	-	10,710	-	-	-
Programming Director	39,845	-	39,845	39,326	-	39,326
Chief Technician	14,635	-	14,635	16,632	-	16,632
Hometown TV Salary/Contracted	41,123	-	41,123	50,358	-	50,358
Digital Media Coordinator	25,250	-	25,250	26,337	-	26,337
On-Call Production/Office	44,119	-	44,119	57,371	-	57,371
Radio Production Coordinator	26,832	-	26,832	25,891	-	25,891
Playback Operator and Assistant	22,896	-	22,896	23,760	-	23,760
Production Director - #1	39,542	-	39,542	44,468	-	44,468
Multi-Media Projects Coordinator	27,189	-	27,189	27,211	-	27,211
Temp Help	22,170	-	22,170	30,167	-	30,167
NNB Project	13,472	-	13,472	-	-	-
Fundraising/Underwriter Coordinator	3,400	-	3,400	11,679	-	11,679
<b>Total Personnel</b>	<b>443,550</b>	<b>-</b>	<b>443,550</b>	<b>484,046</b>	<b>-</b>	<b>484,046</b>
<b>Burden</b>						
Payroll Tax Expense	35,141	-	35,141	40,767	-	40,767
Medical Insurance	38,246	-	38,246	42,377	-	42,377
Retirement Plan	10,912	-	10,912	11,634	-	11,634
Workers' Compensation	11,214	-	11,214	8,857	-	8,857
<b>Total Burden</b>	<b>95,513</b>	<b>-</b>	<b>95,513</b>	<b>103,635</b>	<b>-</b>	<b>103,635</b>

	2015			2014		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Occupancy						
Building - Rent Expense	54,740	-	54,740	53,899	-	53,899
Security	4,331	-	4,331	4,405	-	4,405
Utilities	12,560	-	12,560	11,877	-	11,877
Insurance	22,030	-	22,030	23,095	-	23,095
Total Occupancy	<u>93,661</u>	<u>-</u>	<u>93,661</u>	<u>93,276</u>	<u>-</u>	<u>93,276</u>
General Administration						
Office Expense	6,330	-	6,330	5,021	-	5,021
Telephone	7,275	-	7,275	7,821	-	7,821
Postage	3,236	-	3,236	2,743	-	2,743
Printing	729	-	729	958	-	958
Subscriptions & Publications	1,576	-	1,576	2,032	-	2,032
Legal & Accounting	29,090	-	29,090	20,834	-	20,834
Community Relations	15,022	-	15,022	9,444	-	9,444
Mileage, Parking & Travel	8,193	-	8,193	3,067	-	3,067
Promo & Advertising	9,779	-	9,779	5,500	-	5,500
Training	1,479	-	1,479	3,017	-	3,017
Film Festival & Talent Show	11,972	-	11,972	2,779	-	2,779
Total General Administration	<u>94,681</u>	<u>-</u>	<u>94,681</u>	<u>63,216</u>	<u>-</u>	<u>63,216</u>
Production						
Tape Stock	908	-	908	1,813	-	1,813
Program Guide / Viewfinder	738	-	738	891	-	891
Maintenance, Parts, etc.	77,396	-	77,396	67,645	-	67,645
Total Production	<u>79,042</u>	<u>-</u>	<u>79,042</u>	<u>70,349</u>	<u>-</u>	<u>70,349</u>
In-Kind Expenses	<u>15,000</u>	<u>-</u>	<u>15,000</u>	<u>15,000</u>	<u>-</u>	<u>15,000</u>
Equipment						
Leased Server Storage	93,904	-	93,904	62,982	-	62,982
Leased Equipment	19,526	-	19,526			
Depreciation	144,054	-	144,054	133,855	-	133,855
Total Operating Expenses	<u>1,059,405</u>	<u>-</u>	<u>1,078,931</u>	<u>1,026,359</u>	<u>-</u>	<u>1,026,359</u>
Change in Net Assets - Unrestricted	<u>\$ 18,957</u>	<u>\$ (44,340)</u>	<u>\$ (44,909)</u>	<u>\$ (6,186)</u>	<u>\$ (53,628)</u>	<u>\$ (59,814)</u>

**i. Revenue Detail: Sources in Excess of \$10,000**

The only contributor whose donation exceeded \$10,000 this year was The California Endowment, whose grant supporting Access Sacramento's Neighborhood News Correspondents youth training program and the AccessLocal.TV news website amounted to \$25,000.

**ii. Expense Detail: Expenditures in excess of \$5,000**

Unrestricted Funds

- |                                                                                                                                                     |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1. Alliant Insurance Services                                                                                                                       | \$10,431 |
| Special Liability Insurance Policy – Annual fee covering Board of Directors, Staff, Sacramento Metropolitan Cable Television Commission and others. |          |
| 2. Kaiser Permanente (Two Months)                                                                                                                   | \$8,592  |

PEG Funds

Specific Vendor Checks

- |                                                                                                                                                                    |                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 3. California Media Solutions                                                                                                                                      | \$6,958               |
| Purchase of a digital media projector for large-scale display of media for instruction or production.                                                              |                       |
| 4. Broadcasters General Store                                                                                                                                      | \$8,069               |
| Radio/audio servers and Internet audio monitoring equipment, plus universal power supplies, battery back ups and surge suppression to protect broadcast equipment. |                       |
| 5. Broadcasters General Store                                                                                                                                      | \$5,969               |
| Radio/audio transmission modulation monitor, server and support equipment for monitoring and controlling broadcast audio remotely                                  |                       |
| 6. VMI, Inc                                                                                                                                                        | \$21,216              |
| Three studio grade camera tripods and three Libec teleprompters with screens, mirrors, mounts and cabling, plus control software.                                  |                       |
| 7. California Media Solutions                                                                                                                                      | \$14,002              |
| Three studio camera viewfinders                                                                                                                                    |                       |
| 8. HD Integration Plan (2 times)                                                                                                                                   | \$7,500 (2x=\$15,000) |
| Documentation, research and fully-developed plan for construction of a remote HD broadcast truck with its supporting equipment.                                    |                       |

## Other Initiatives (Aggregated Expenses)

1. Coloma TV Studio \$30,000  
In addition to the previously mentioned tripods, prompters and viewfinders, a variety of upgrades to control room monitors, a replacement studio fire-retardant drape, and miscellaneous audio, microphones, and amplifiers and intercom upgrades have been purchased.
  
2. Live Truck Connectivity \$19,530  
This is the leased LiveU system that provides video broadcast capacity from a remote 'backpack' using cell phone technology to transmit audio/video to a server that reassembles the six separate signals back into full broadcast quality video. For use with Game of the Week and Hometown TV live events in the field.
  
3. Neighborhood News Bureau Servers \$39,000  
Production computer servers and leases for web based systems and services including AccessSacramento.org, AccessLocal.TV and the ingest and processing of NNB reporter's video content. Systems include storage and web display of video news packages, written blogs, podcasts, and the storage, recall and display of content through the AccessLocal.TV web site.
  
4. Community Memory Project \$31,000  
Pilot project implementation of ingest and storage of Access Sacramento programming with word-search linkage directly to videos with the matching content. Indexed content pilot determined by the programming committee, with unification possible with broader plans for an eventual video on demand system.
  
5. Green Studio Field Production Studios \$29,295  
Maintenance on installation of video programming for the cable channels using long-term placement of equipment in the field with partner non-profits including Asian Resources, Sacramento County Public Library and the Nonprofit Resource Center. Process for a fourth placement moving toward a redesigned usage-model and RFP.

**b. Financial Position**

The complete Financial Statements Year Ended June 30, 2015 is included at the end of this document as APPENDIX A. Following is page 6 of that document.

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED JUNE 30, 2015**

<b>Cash Flows from Operating Activities</b>	<b>2015</b>	<b>2014</b>
Increase / (decrease) in Net Assets	\$ (44,909)	\$ (59,814)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities:		
Depreciation	144,054	133,855
Increase in Vacation Accrual	(1,947)	(3,758)
Increase (Decrease) in Accounts Payable	4,262	7,986
Net Cash Provided by Operating Activities	<u>101,460</u>	<u>78,269</u>
<b>Cash Flows from Investing Activities</b>		
Deposit on Fixed Asset	(50,000)	-
Purchase of Fixed Assets	<u>(95,429)</u>	<u>(188,493)</u>
Net Cash Provided by Investing Activities	<u>(145,429)</u>	<u>(188,493)</u>
<b>Cash Flows from Financing Activities</b>		
Advance to Employee	<u>(2,084)</u>	<u>-</u>
Net Increase in Cash	<u>(46,053)</u>	<u>(110,224)</u>
<b>Cash, Beginning of Year</b>	<u>306,590</u>	<u>416,814</u>
<b>Cash, End of Year</b>	<u><u>\$ 260,537</u></u>	<u><u>\$ 306,590</u></u>



## II. PROGRAMMING, TRAINING AND OPERATIONS REPORTING

### a. Programming Activity.

#### Programming Actual Totals for Year July 1, 2014 – June 30, 2015

Programming inclusive of community education radio & television fill channels 17 and 18 twenty-four hours a day, seven days a week for a total of 17,520 hours of original and encore programming on both channels. Of this total, 5,469 hours are original, non-repeat programming (31%). As of June 2015, there were 72 separate series managed by our TV Programming Department. Additionally, there was a significant increase in radio series programmers since the launch of KUBU in November 2014. The trend has been for TV programmers to submit shorter programs than in past years, but for radio programmers to turn in nearly two hours each.



Changes in our broadcasting partnership with the Sacramento Educational Cable Consortium (SECC) resulted in more broadcasting opportunities for Access Sacramento programmers since SECC no longer needed broadcast time on Access Sacramento's channels during this fiscal year. This additional airtime allowed an expansion of hours for cable time by "The Voice of Sacramento" KUBU 96.5 FM, which can be heard along with increased exposure for community calendar events and messages from our bulletin board system.

Here are details of our original hours of programming from all sources.

#### All Television Programming (Channels 17 & 18) July 1, 2014 – June 30, 2015

##### Access Sacramento **Original** Programming By Origin

	2014-2015 Actual Total hours	2015-16 Predicted Total hours
Local Programming	2,133	2,170
Non-Local (Submitted by local residents)	2,130	2,180
Community Messages and Radio	<u>1,206</u>	<u>1,400</u>
Total Original hours (all sources)	5,469 hours	5,750 hours

Access Sacramento Original First Run (Local)      994 hours      1010 hours

The balance of the time on the channels is taken up with encore programming.

**Four “Zones” of Community Messages on Bulletin Board** Channel 18 only, (overnight and weekend days) alternates each hour with news from the world on DW-TV. We have created four (4) zones of information over a static photo of (1) the tree shaded T street neighborhood (Channel 17) and (2) the Old Sacramento waterfront at dusk (Channel 18). Each zone exhibits constantly rotating messages about community events, upcoming classes, program highlights, upcoming programming, and the weather report. Combined with “The Voice of Sacramento” KUBU 96.5 FM community radio programming and public service announcements, Channel 18 is a multi-media entertainment modeled after the commercial digital channels. The bulletin board messages include:

1. Marketing messages promoting, at no charge, Sacramento County nonprofit organizations and their events. No direct “call to action” or donation info is permitted.
2. Access Sacramento programming schedules, membership information, workshops and classes, encourage active participation in local “neighborhood “ TV and Radio.
3. On-air acknowledgements for business underwriters who support Access Sacramento special events. Each message rotates for approximately 12 seconds each. Current PBS underwriting guidelines are used.
4. The music and information “underneath” the bulletin board is Access Sacramento Community Radio “The Voice of Sacramento” for both channels 17 & 18.

**Cable Channel 17 is defined as a local Community Use channel**, programming only “family friendly” programming twenty-four hours per day, seven days per week.

Programming content is under the stewardship of the Access Sacramento Board of Directors and its designees. Most channel 17 programs are produced by local residents and groups. All channel 17 programming is also “streamed” on the Internet to the world at [www.AccessSacramento.org](http://www.AccessSacramento.org) in partnership with Video Streaming Services Company.

**Cable Channel 18 is defined as a public access**, constitutionally protected, free speech forum and invites any Sacramento County resident to share a wide diversity of opinions, speakers, languages, and topics with their Sacramento County cable-subscribing neighbors. Programs considered to be inappropriate for family viewing are not seen until after 11:00 p.m. and only on Public Access, however, this mature programming is less than 5% of the total local programming submitted to channel 18.

**Approximately 60% of channel 18 programs are religious** or faith-based in content.

Programs on channel 18 may be “streamed” on the Internet if they are submitted as MPEG 2 files. Many churches now use this feature to offer their affiliated missions around the world.

**Local and International Programming Reflective of our Diversity** -- Programs submitted reflect our religious, ethnic, cultural, political, and entertainment values and beliefs. We present programming in 11 different languages and approximately 25 percent of our programming features a language other than English.

## Sacramento Specific Programming Initiatives

More information about all of Access Sacramento's programming can be found on the Weekly Programming Grid, which describes a typical weekly program schedule for Channel 17, Channel 18 and The Voice of Sacramento KUBU 96.5 FM's Audio programming. For more information, visit [http://www.accesssacramento.org/program\\_schedules/tv.html](http://www.accesssacramento.org/program_schedules/tv.html).

### Television Programming

#### **“Hometown TV” and “Game of the Week” (SMCTC Production Grants)**

**SMCTC Grant Expectations:** Complete a minimum of 25 county-wide “Hometown-TV” (HTTV) events taped in the current fiscal year and 25 local high school or college sports covered as the “Game of the Week” (GOTW).



**Description:** During 2014-15, 57 full length events were broadcast either live or taped, encompassing 75 different segments or programs and more than 130 hours of local TV coverage. Over the past six years, Access Sacramento has averaged nearly 60 events per year. “Hometown TV” and “Game of the Week” projects are events that bring pride to their geographic, school, ethnic or cultural communities, by sharing them with the 250,000 “cable neighbors” and viewers when “streamed” on the Internet to audiences around the world. For HTTV, local nonprofit groups are invited to apply, submit their applications to the Programming Committee, modifications to the application are made if necessary, and are either approved or denied for production. GOTW contests are selected from various girls and boys high school and college sports throughout the year. The selected events are videotaped by a crew of 4-14 trained Access Sacramento staff members and trained volunteer/members. **See Appendix B for a full list of 2014-15 Hometown TV and Game of the Week Events.**



## LiveWire! – Arts and Entertainment Programming

**Description:** Now in its 24th year, LiveWire! is produced weekly on channel 17. LiveWire! is the longest running televised interview program in Sacramento television (originating in 1992 with more than 1,100 programs produced). Featured guests on LiveWire! include local nonprofit organization leaders to share their fundraising events. Additionally, other community members and guests provide information on a variety of topics including new films, books, musical and theatrical performances, and more. DVD copies are distributed to all featured guests.



## Listen Up, Sacramento! – Music Programming



**Description:** The Access Sacramento produced program features local up and coming and reputable bands and musical groups of all genres and languages. The program has featured everything from Spanish language post-punk to spoken word poetry. Listen Up! Sacramento also works at preserving local music history by creating “Flashback” programs. These programs include footage from local community producers at Access Sacramento and date back to the mid 1980s up to the early 2000’s. DVDs are distributed to all featured guests.

## Radio Programming

Community Radio Programming from KUBU 96.5 FM “The Voice of Sacramento” is the only local community-produced, non-commercial, general audience radio operation in Sacramento County. It is carried 24/7 on the cable system as follows:

1. Switch to the Secondary Audio Program (SAP) on Channel 17 and Channel 18.
2. Heard on all cable sets whenever the Community Calendar bulletin board messages are seen on Channels 17 and 18.
3. “The Voice” community radio has distribution 24/7 on the internet at our two web sites [www.AccessSacramento.org](http://www.AccessSacramento.org) and [AccessLocal.Tv](http://AccessLocal.Tv). Go to the front page of either website and click on KUBU-The Voice icon and enjoy local community radio from any computer in the world. Mobile device users can also tune in the Internet signal by using the TuneIn or Live365 mobile radio apps.
4. <http://sacramentoconnect.sacbee.com/contributor/565/> An outreach from the Sacramento Bee also provides a link back to the KUBU-LP 96.5 FM website.



KUBU 96.5 FM is also heard over-the-air as an FCC licensed low-power FM radio station and can be heard free of charge on any radio within approximately five miles of the downtown area.

## **b. Training Activity.**

Before submitting a program for cablecast on 17 and 18, one must have skills and access to production equipment to create the program. The first step is an Access Sacramento membership (\$30/annually). For those who wish to use Access Sacramento equipment, production equipment training is offered year-round at the Coloma Center studios and other “on-location” opportunities, including our NNB partner organizations and Cosumnes River College. We train in all phases of television and radio production and digital content uploading. Training is required before any Sacramento County resident may safely use the equipment for the production of programming. Most of the workshops listed below are offered in series throughout the year. For details on the specifics of the training workshops, time, date and place, go to the website: [AccessSacramento.org](http://AccessSacramento.org)

### **Current Membership**

Membership as of June 16, 2015 was 418. Although members will participate in a variety of activities and cross from one broadcast platform to another, basic memberships are tracked in specific categories and should not be construed as a member’s sole activity. Membership is maintained and updated throughout the year on a daily basis, with renewals billed on a monthly schedule for those whose one-year cycle is about to conclude. Primary membership categories include Adult 288, Radio 42, Series Provider 72, Senior 8 and Student 8.

### **Production Training for TV and Radio**

*Numbers indicate students enrolled or event attendees for the year.*

- **Basic Orientation**  
(Free, one session of one hour) - Free, mandatory, 75-minute session offered twice each month. Provides overview of organization, rules, and a tour. Learn the history of Access Sacramento, its rules and regulations as they relate to you and the procedures you’ll need to follow for submitting programming. Includes joint sessions with the Northern California Filmmaker Coalition, and the California Film Arts Alliance.  
**2014-15 Number of Participants:** 168
- **Introduction to Single Camera Production and Editing**  
(fee \$60, eight sessions of 3 hours) - Eight, 3-hour sessions on basic use of portable video cameras and Apple computer-based, non-linear editing workstations. Shoot high definition (HD) video with professional quality audio and then computer edit final television programs using Apple’s Final Cut Pro X Software. Once completed, certified members may check out/reserve our cameras and editing workstations. Each session is “hands on learning.” [Class size 6 per class]  
**2014-15 Number of Participants:** 72

- **Place Called Sacramento Film Production Workshops**

This workshop was redesigned in 2012-13 into two workshops to facilitate a move into film production more quickly.

<b>Title and Description</b>	<b>Maximum Enrollment</b>	<b>Number of Participants</b>
Short Form Script Writing Class	20	9
Short Film Production Tips	15	13
Acting for the Camera	12	4
NEW Basic Make Up Techniques for Film and TV	8	3
PCS Pre-Production Planning	20	18
PCS Post-Production Editing	20	14

- **“Cast & Crew Call” for “A Place Called Sacramento” Project**

(Free to interested participants) - The “Cast & Crew Call” invites local residents to listen to “pitches” from ten selected filmmakers and then form into teams, producing the films over the summer months. The “world premiere” of the final films is always the first Sunday in October at the Crest Theater “Big Screen”.

**2014-15 Number of Participants:** 260

- **Intro to Multiple Camera Studio Production**

(Fee \$40, six sessions of 3 hours) – This workshop teaches safe use of television studio, cameras, lighting, microphones, and working together as a production team of 5-10 people. The training provides an opportunity for individuals to learn how to effectively work as a team and the basic essentials to become a valued member of a production crew. This workshop includes instruction and hands on practice. Upon completion of the workshop and post training volunteer requirements, certified individuals are eligible to volunteer for productions in the main studio.

**2014-15 Number of Participants:** 49

- **Community Radio Production**

(Fee \$20, 4 sessions of 2 hours) – This training opportunity teaches basic skills in radio program production including cueing media, tracking/recording programs on computer, voice/microphone techniques, perform DJ news and other behaviors required of an on-air talent. Participants learn the proper use of voice and music for Access Sacramento’s over the air KUBU-LP 96.5 FM as well as our existing cablecast, SAT and Internet streaming.

**2014-15 Number of Participants:** 39

- **Truck Training at Access Sacramento**  
(Fee \$30, 4 sessions plus three volunteer remotes required) After completing the Multiple Camera Studio Production Class, students are encouraged to take the Truck Class for remote production on the RV or with the NewTek Tricaster.  
**2014-15 Number of Participants: 9**

#### New Classes offered in 2014-15:

- **Producing a Television Show**  
The Producing a Television Class is for members who have a creative idea for a TV show and don't know where to start. The class instructs student on how to become a producer. In television production, producers oversee the planning of a show and have many different responsibilities on and off the set.  
**2014-15 Number of Participants: 17**
- **Advanced Studio Production**  
This class is for the certified studio members who want a higher knowledge of our TV studio. This class may cover advanced camera work, set design and lighting techniques, advanced video switching and CG graphics, audio enhancement tips, etc.  
**2014-15 Number of Participants: 6**
- **Tricaster Training**  
Students learn how to use a green-screen virtual reality studio. After completing the traditional studio class, this class teaches students how to use The NewTek Tricaster, coupled with the latest in NewTek's LiveSet™ technology.  
**2014-15 Number of Participants: 11**

#### **c. Other Events**

##### **Highlights and Events**

Full details of week-by-week activity is available on-line at the Access Sacramento's Newsletter Archive accessible from a linke on the website homepage

[www.AccessSacramento.org](http://www.AccessSacramento.org)

##### **Special Events**

**15<sup>th</sup> Annual "A Place Called Sacramento" Film Festival** at the Crest Theatre  
(\$12 all seats) Primary fundraising and outreach event celebrating Sacramento area filmmakers. Featuring the world premiere of 10 A Place Called Sacramento original films.  
**2014-15 Number of Participants: 560**



### **3<sup>rd</sup> Annual Sacramento Has Talent**

This showcase of Sacramento Regional talent included a television open audition live from Access Sacramento, and then 12 finalists who performed at the Crest Theatre. The event includes presentation of Access Sacramento's "Power of Voice" award to a local citizen who embodies Free Speech and democratic ideals.

**2014-15 Number of Participants: 428**

### **Access Partnerships with Community Events**

*This represents only a partial list of community events that Access has participated in during 2014-15.*

- Carmichael Elks July 4 Independence Day Parade Live
- Youth Chefs cook for CA Foundation for Agriculture TV Premiere
- Town Hall Meeting on Climate Change Broadcast
- Sacramento Black Book Fair Authors TV Premiere
- CA Water Ski Pro Am Finals at Bell Aqua Lakes Rio Linda
- FCC Net Neutrality Hearing with US Representative Doris Matsui at the State Capitol
- United Latinos, APAPA, and Measure L Voter Information Forums
- CA Dept. of Ed / Living in the West / Access Sac DVD Released At Sutter Fort
- KUBU 96.5 FM "The Voice of Sacramento" Launched
- Sacramento "Symphony of 1000" Broadcast premiere at Memorial Auditorium
- Annual "Santa LIVE" with Sacramento children on Live Wire
- Three HTTV premieres: Hunger Battle, Social Equality, and Sutter Cancer Sacramento
- "Snow Much Fun" and Sinag-Tala Holiday Review
- Annual "Pig Bowl" Law vs. Fire Football Game Live Telecast
- Miss Sacramento City & Sacramento County Pageant Premieres
- Pleasant Grove HS Students use Access Truck for Basketball Game
- High School PSA winners named, benefits local non-profits
- "Power of Voice" Award to Basim Elkarra of the Center for American-Islamic Relations
- Sacramento Political Ethics Forum broadcast
- Eye on Sacramento Conference broadcast
- Metro 14 Weekly Civic Meetings Simulcasts on KUBU launch

### **Access Sacramento Public Relations Activities**

- **Weekly E-Mail Newsletter** - This electronic newsletter keeps members and the community informed on current activities and programming updates. Currently it is sent to more than 2,900 e-mail addresses (members, friends, and media outlets).

- **Social Media**
  - **YouTube Channel** - YouTube “Access Sacramento” channel featuring PCS films and other original programming content.
  - **Facebook** - Access Sacramento’s Facebook page has more than 1,700 likes. Other pages are updated manually in support of the Place Called Sacramento Film Festival and LiveWire! programs. The AccessLocal.tv website automatically feeds its Facebook page.
  - **Twitter** – @accessac has more 1,600 followers. @SacGOTW, Hometown Sports Game of the Week provides in-game updates to nearly 300 followers many times during an event and is frequently retweeted to more than 14,000 others. @AccessLocaltv automatically tweets when its Facebook page is updated.
  
- **Annual Meeting** - Following the regular June monthly Board of Director’s Meeting, Access Sacramento fulfills its obligation to hold an annual membership meeting. This meeting is televised live on channel 17. The Board of Director election results are announced, financial and programming reports are provided and annual awards recognizing members for their achievements and service to Access Sacramento are announced. In June, 2015, the following awards were presented:  
HONORS FOR 2015 MEMBER VOLUNTEERS
  - Channel 18 Series Provider – Don Cooper, “Music & The Spoken Word”
  - Channel 18 Series Producer – Danny Schneider, “Danny Schneider’s Show Of Music”
  - Channel 17 Series Producer – Gerald Ward, “Valley To Vietnam” & “Digital Stories”
  - Channel 18 Best New Series – Dr. Robin Scott Peters, “Arting About”
  - Radio Producer of the Year – Charlene Jones, “Sacramento Airs”
  - Radio "Rookie" of the Year -- Jim Forbes, “U.S. Blues”
  - TV "Rookies" of the Year - Marcus Jackson
  - TV "Volunteer Helper" of the Year – Van Gordon
  - TV Interns of the Year – Matt Cooper, Emmanuel Enaigbe, Gregory Kuropat, Francis Lin (College), Sebastian Monzon, Henry Plessner, Dylan Weightman (HS)
  
- **Sacramento Bee Connects and News10 Web Sites** - electronic edition RSS feed from the SacBee includes dedicated website link to the AccessLocal.TV daily. A similar function is in place with KXTV News10.  
For more information visit:  
<http://sacramentoconnect.sacbee.com/contributor/565/>  
<http://southsacramento.news10.net/>
  
- **Internet Streaming** - Channels 17 & 18 and KUBU 96.5 FM “The Voice of Sacramento” radio stream live on [AccessSacramento.org](http://AccessSacramento.org) and [AccessLocal.Tv](http://AccessLocal.Tv).
  
- **Free Promotion on Community Calendar and Bulletin Board** - Local NPO’s send postmaster@AccessSacramento.org information for free website “Community Calendar” and channel 17 & 18 “Bulletin Board” notification messages.

- **Non-Profit Google AdWords Partnership** – A new free partnership with Google includes \$10,000 in free monthly AdWords promotions. If the click-through rate can be maintained above 1% for six months, then the grant could be boosted to \$40,000.
- **Regional Program Distribution** - Sharing of programs such as “Media Edge,” “Half Circle” and “Sacramento Soapbox” with other public access channels.
- **Speaking Engagements** - The Executive Director, various staff and board members made presentations at the California Film Arts Alliance, California Film Foundation, Tower of Youth, Cosumnes River College, Alliance for Community Media National and Regional Conferences, California Endowment Project Meetings, Big Day of Giving, Sacramento Video Industry Professionals, California Public Utilities Commission, Sacramento Video Industry Professionals, Pleasant Grove High School, Luther Burbank High School, and the Non-Profit Resource Center.
- **Video Competitions** - Regional Western Access Video Excellence “WAVE” and national Hometown programming competitions

#### Strategic Planning Efforts Help Plan Our Future Goals for 2013-2016

The Board of Directors for Access Sacramento continues supporting the following five strategic goals:

**Strategic Goal 1:** Rebrand Access Sacramento and Raise the Level of Awareness of the Organization and its Services

**Strategic Goal 2:** Expand and Diversify Funding Sources and Level

**Strategic Goal 3:** Build a Stronger More Engaged Board

**Strategic Goal 4:** Provide Services, Equipment, and Programming to Meet the Needs of the Community

**Strategic Goal 5:** Improve Channel Signal Quality and Access to Program Information on Interactive Program Guides on Cable System

**Further comments or questions?**

**Please contact:**

**Gary Martin, Executive Director**

Access Sacramento

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Appendix A

Sacramento Community Cable Foundation DBA –  
Access Sacramento  
(A California Nonprofit Corporation)

Financial Statements Year  
Ended June 30, 2015

Compiled by Balarsky & Associates, CPA'S

Contact: Gary Martin, Executive Director and a copy of Financial Review will be provided.  
Complete copy on file with SMCTC office.



Appendix B  
GAME OF THE WEEK & HOMETOWN-TV SUMMARY  
57 County-wide Events recorded with 75 Program Entries  
50 required by July 1, 2015

<b>2014-15 Hometown and Game of the Week Events</b>					
<b>Date</b>	<b>Name of Event</b>	<b>Event</b>	<b>Episode</b>	<b>Prog #</b>	<b>Length</b>
7/3/14	Bon a la Beef - California Foundation for Agriculture	1		1	0:55:30
7/4/14	56th Annual Carmichael Elks Independence Parade 'LIVE'	1		1	1:20:30
7/5/14	Morris League Baseball Sacramento Legends vs Sacramento Ms	1		1	3:20:59
7/19/14	Sacramento Solar Cooking Festival	1		1	0:28:00
8/10/14	Stairway to Stardom - Teen Band Competition	1	Part 1	1	1:13:54
			Part 2	1	1:31:32
8/11/14	Interfaith Iftar	1		1	1:07:45
8/29/14	Game of the Week High- Rocklin vs. Pleasant Grove H.S. Football 'LIVE'	1		1	3:16:08
9/5/14	Game of the Week High - Sacramento vs. El Camino H.S. Football 'LIVE'	1		1	3:28:10
9/9/14	An Inspiring Evening with Mike George	1		1	1:28:00
9/13/14	Game of the Week High - Jesuit vs. Christian Brothers H.S. Football 'LIVE'	1		1	2:45:30
9/14/14	12th Annual California Women's Waterski Pro Am 'LIVE'	1		1	1:48:05
9/14/14	12th Annual California Men's Waterski Pro Am 'LIVE'			1	2:01:57
9/19/14	Game of the Week High - Burbank vs. Folsom H.S. Football 'LIVE'	1		1	2:58:30
9/21/14	International Day of Peace	1		1	0:46:01
9/24/14	FCC Net Neutrality Field Hearing 'LIVE'	1		1	1:47:57
9/26/14	Game of the Week High - Granite Bay vs. Folsom H.S. Football 'LIVE'	1		1	2:43:10
9/27/14	2014 APAPA Voter Education & Candidates Forum	1	Part 1	1	0:56:53
	2014 APAPA Voter Education & Candidates Forum- 7th District Congressional Debate		Part 2	1	0:42:22
	2014 APAPA Voter Education & Candidates Forum- District 6 State Senate Debate		Part 3	1	0:43:00
	2014 APAPA Voter Education & Candidates Forum- State Assembly Debate		Part 4	1	1:10:04
	2014 APAPA Voter Education & Candidates Forum- Measure L Debate		Part 4	1	1:05:07
9/27/14	Latino Voter's Forum	1	Part 1	1	2:18:00
			Part 2	1	2:40:04
10/2/14	Game of the Week - Bella Vista vs. Antelope HS Girl Volleyball	1		1	1:32:19
10/3/14	18th Annual North America All Youth Film & Education Day	1	Part 1	1	1:01:41
			Part 2	1	0:57:15
			Part 3	1	0:58:21
			Part 4	1	1:23:22
			Part 5	1	1:21:14
10/5/14	Pleasant Grove vs. Franklin Football 'LIVE'	1		1	2:36:19
10/6/14	Eye on Sacramento: Measure L Forum	1		1	1:47:10
10/10/14	Game of the Week - Casa Roble vs Vista del Lago H.S. Football 'LIVE'	1		1	3:00:13
10/12/14	Symphony of 1000	1		1	1:19:16
10/17/14	Game of the Week High - Grant vs. Monterey Trail H.S. Football 'LIVE'	1		1	3:16:00
10/18/14	Heifer International: Beyond Hunger	1		1	1:15:16
10/24/14	Game of the Week High - Del Campo vs. Antelope H.S. Football 'LIVE'	1		1	2:44:30
10/31/14	Game of the Week High - Rio Linda @ Inderkum H.S. Football 'LIVE'	1		1	3:28:30
11/7/14	Game of the Week High - Pleasant Grove vs. Franklin Football 'LIVE'	1		1	3:18:00
11/13/14	Live KUBU Ribbon Cutting	1		1	0:35:35
11/22/14	2014 Youth Jr. Shrine Bowl	1		1	2:28:33

12/6/14	2nd Annual Snow Much Fun & Tree Lighting	1		1	0:18:34
12/7/14	Sinag-tala 2014: Theatrical Review	1	Part 1	1	1:21:14
			Part 2	1	1:32:23
12/12/14	Game of the Week - Lincoln vs Christian Brothers H.S. Basketball Tournament	1		1	1:34:52
	Game of the Week - Yuba City vs Monterey Trail H.S. Basketball Tournament			1	1:31:41
12/20/14	Game of the Week - Whitney vs Foothill H.S. Boy's Basketball Tournament	1		1	1:52:55
	Game of the Week - Cordova vs Sacramento H.S. Boy's Basketball Tournament			1	1:48:14
12/27/14	Game of the Week - McClatchy vs Cordova H.S. Boy's Basketball Tournament	1		1	1:42:21
	Game of the Week - Burbank vs Franklin H.S. Boy's Basketball Tournament			1	1:38:54
1/2/15	Game of the Week - High School Girls Basketball - Roseville vs Rosemont	1		1	2:12:44
1/10/15	Game of the Week - High School Girls Basketball - Christian Brothers vs St. Francis	1		1	2:01:20
1/13/15	Game of the Week - High School Girls Basketball- Monterey Trail vs. Franklin	1		1	1:45:29
1/17/15	64th Annual Miss Sacramento County Program	1		1	2:14:11
1/20/15	High School Boys Basketball- Woodcreek vs Folsom	1		1	1:48:14
1/24/15	Pig Bowl/Guns & Hoses 'LIVE'	1		1	2:55:28
1/30/15	High School Boys Basketball- Pleasant Grove @ Jesuit	1		1	1:34:04
2/7/15	High School Boys Basketball - Modesto Christian vs Capital Christian	1		1	1:54:38
2/11/15	High School Basketball - St. Francis vs Jesuit	1		1	2:11:15
2/13/15	Pleasant Grove High TV Presents: Sheldon @ Pleasant Grove High School	1		1	1:22:33
2/17/15	Game of the Week - High School Girls Basketball - Modesto Christian vs. Capital Christian	1		1	1:54:15
2/19/15	League of Women's Voters & Eye on Sacramento	1		1	1:46:48
2/20/15	Cosumnes River College vs. Santa Rosa Men's Basketball Game 'LIVE'	1		1	2:18:32
	Cosumnes River College vs. Santa Rosa Women's Basketball Game 'LIVE'	1		1	2:08:03
3/15/15	Nowruz Festival	1	Part 1	1	1:52:16
			Part 2	1	2:04:01
4/2/15	Sacramento Has Talent	1		1	1:14:57
4/18/15	Annual Breast Cancer Health Walk	1		1	0:18:34
4/19/15	Under the Lights- High School Quarterback Challenge	1	Part 1	1	0:50:52
			Part 2	1	0:46:47
			Part 3	1	0:54:57
4/25/15	American Hellenic Professional Society	1		1	0:59:59
4/25/15	Encina HS Alumni Basketball Game	1		1	1:46:48
	Encina HS Alumni Hall of Fame	1		1	0:45:15
5/16/15	Summer Edge Jazz Concert ( Editing in Progress)	1		1	1:49:12
	Total number of Events	Events #		Prog #	Total Hrs. Done
		57		75	130:33:02

