



**FISCAL YEAR-END REPORT TO MEMBERSHIP and  
SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION  
JULY 1, 2010- JUNE 30, 2011  
November 18, 2011**

Each year on this date, Access Sacramento's Board of Directors provides to the Sacramento Metropolitan Cable Television Commission (SMCTC) and our Membership a synopsis of our many activities including final results of our annual fiscal review. This report includes:

- Recent Highlights and Key Events Since May 2011 Budget Report
- Key Activities from Monthly Board Minutes July 15, 2010 – June 21, 2011
- Works In Progress – Projects to be Implemented in Next Six Months
- Fiscal Year Summary for 2010-11
- Final 2010-11 Original Programming Hours
- Training Workshop Stats for television, radio and “NNB” computer technology
- Promotion and Marketing Management – media outreach with a small budget
- Review of Organizational Goals – Revised goals for 2011-12
- Appendix A - 2010-11 TV & Radio Program Management and Content
- Appendix B - Programming Guide for 17, 18 and “The Voice” & GOTW – HT-TV Events
- Appendix C - Fiscal Year End Financial Review by Tom Balarsky, C.P.A.

Our year-end, fiscal statement from Tom Balarsky (C.P.A.), indicates a significant increase in net assets for the fiscal year 2010-11. After several years of limited equipment purchasing from set-aside operations funds, a PEG Capital Equipment and Leasing grant from the Sacramento Metropolitan Cable Television Commission (SMCTC) permitted major improvements. Additionally, we were awarded a \$100,000 two-year grant from The California Endowment (TCE) to develop South Sacramento youth related media content. Due to unexpended funds from these two restricted grant sources, we currently have a restricted fund of \$159, 185 designated for equipment purchases as outlined in our two-year SMCTC grant request and completion of the TCE grant project in 2011-12.

Questions on any Access Sacramento topic may be directed to Board Chair Jo Ann Fuller and/or Executive Director, Ron Cooper. SMCTC members and the public are invited to attend our monthly Programming Committee meetings the second Tuesday at 3:30 PM and the full Board meeting the third Thursday at 4:30 PM each month at the Coloma Community Center.

Thank you for your continuing support of community media in Sacramento County. We value our role as responsible stewards of these resources. Here is a re-cap of our activities from July 1, 2010 to the present.

Ron Cooper, Executive Director  
Approved by Access Sacramento Board of Directors  
November 17, 2011



## **A. Highlights and Events May 15 – Nov. 15, 2011**

In the six-months since our last SMCTC Report, Access Sacramento Board, staff, and volunteers have been busy. Here is a brief list of activities in addition to the production of 100 weekly radio and television programming series and more than 30 Hometown-TV and Game of the Week events County-wide. Details are available at the Access Sacramento Office or on our web site -- Weekly Newsletter Archive -- [www.AccessSacramento.org](http://www.AccessSacramento.org).

- Co-Hosted with Humor Times Comedy Fundraiser featuring Will Durst (April 22)
- "Youth Media Forum" recorded at Sacramento Bee in cooperation with U.C. Davis (5/7)
- 12th Annual "Place Called Sacramento" Cast & Crew Call Creates Ten Production Teams (5/18)
- Sacramento Press Coordinates Journalism Interns with NNB sites (5/23)
- Capital Film Arts Alliance Offers to Help with PCS Productions (5/23)
- California Endowment Grant Funding for "NNB" Project –TCE Report Submitted – (5/31)
- Cable Commission (SMCTC) Approves Budget and New Equipment Funding (6/2)
- NNB Connected to Bee (Sacramento Connects) and Channel 10 (My Neighborhood) web sites
- Annual Meeting Held - Board Election Results - New Board Officers Welcomed (6/16)
- The California Endowment tours Access Sacramento, Asian Resources and SCUSD (6/23)
- SN&R article "I Want My Internet" features quotes from Access Sacramento E.D. Cooper (6/23)
- First of five NNB Stakeholders and Task Force meeting held in Coloma TV Studio (7/8)
- Quarterly Radio Producers meeting held – Discussion of Low Power-FM application (7/13)
- "NNB" Project featured at National Alliance for Community Media Conference (7/29 )
- Documentary Producing Workshop Offered to Public and NNB members (August)
- Congressman Dan Lungren recorded for Bee's "Tom Sawyer" Project - 1<sup>st</sup> of 35 readers
- Major media leaders advise NNB Task Force - KCRA, KXTV, KOVR, Sac Bee – (8/19)
- National Football Foundation Breakfast "kicks-off" GOTW season (8/28)
- Teen films from The Doc School added to AccessLocal.tv and featured on Livewire (8/31)
- Access Board Meets at "Pot-Luck" - Welcomes Five Board Candidates (8/21)
- Senior Magazine features cover article and partnership with Access Sacramento (9/1)
- "Chalk It Up" youth use Flip cameras and post their "Street Stories" to NNB web site (9/5)
- Twelfth Season of GOTW "Kicks Off" - Full Season of HS Football Ahead (9/7)
- Ten PCS Films Completed by Deadline – 12<sup>th</sup> year - Ready for World Premiere (9/7)
- Final (of five) NNB Task Force meetings sets priorities (training, stipends, ads) (9/9)
- Fairytale Town recordings of storytellers for "Story Time Friends" series (9/24-25)
- Channel 18 Series Time Slot lottery held in TV studio for 2012 season (9/27)

- Access Sacramento presents NNB to Eight Sac City Council Districts (September)
- Twelfth Annual "Place Called Sacramento" Premiere at Crest - 675 Attend - (10/2)
- Access Sacramento presents NNB ACM San Jose West Regional Conference (10/8)
- Three Access Sacramento Programs Named as WAVE Winners "Best in West" (10/8)
- Sacramento Educational Video Awards (SEVA) added to AccessLocal.tv site (10/24)
- Launch of "Storytime Friends" on 17 – daily reading "Tom Sawyer" to kids @ 5:30 (11/1)

### **B. Key Activities as Documented in Board Monthly Minutes**

The minutes of the Board's monthly public meetings are mailed out to each member of the Sacramento Metropolitan Cable Television Commission and other significant stakeholders, the second Friday of each month. Here's a synopsis of the key issues during the 12 months of the fiscal year 2010-11.

- **July 15, 2010**--- The Board discussed June meetings with key Neighborhood News Bureau stakeholders. Received resignation of Board member Inderjit Singh Kallirai and moved to fill the open seat from six applications. **42,481 programs in database, an increase of 324 programs in last 30 days.**
- **August 19, 2010** --- Orientation session for new Board members. Established bank account specifically for PEG Equipment funds. Plans for Aug. 28<sup>th</sup> pot-luck lunch discussed. **42,937 programs in database, an increase of 456 programs in 30 days.**
- **September 16, 2010** --- Reviewed discussions from August 28 Board "pot-luck" at Carl Burton's home. Named Board officers for coming year: Burton - Chair, Fuller – Vice Chair, Arden-Ogle – Finance, Moore and White – Nominations, Jones and Metzler – Programming. Made final plans for Oct. 3 11<sup>th</sup> Annual "Place Called Sacramento". **43,287 total programs in database – an increase of 350 in last 30 days.**
- **October 21, 2010** --- Discussion focused upon review of October 3 "PCS" success – generated \$5,528 net fundraising for Access Sacramento. Also report back on Oct. 15 & 16 Alliance for Community Media Conference in Reno. Access Sacramento helped with event coordination, and workshop track management. Burton was honored with Brian Wilson Mentorship Award. NNB training days continue with NNB partners. Cooper announces approval of The California Endowment grant funding for NNB training – two years at \$50,000 per year. **43,712 total programs in database – an increase of 425 in one month.**
- **November 18, 2010** --- Nov. 19 Report to Cable Commission approved. Board joins Valley Vision's "Connected Capital Area Broadband Consortium". Terry Francke conducted workshop on transparency of governance and California's "Brown Open Meeting Law". Planning underway for Holiday Party with Galena Street East at Hiram Johnson High School. UC Davis School of Education contracts with Access Sacramento to produce May 2011 "Youth Media Forum" in cooperation with Sacramento Bee. **44,107 total programs in database, increase of 395 in 30 days.**
- **December 16, 2010** --- Holiday Party for Board, staff, and volunteers held at Hiram Johnson High School Auditorium Dec. 10 with Galena Street East "Holiday Lights" performance. December 16 Board meeting canceled. Santa visits children during "LIVE" studio program (Livewire) for 21st year in a row. **44,428 programs in database, addition of 321 programs in last 30 days.**
- **January 20, 2011** --- Outreach to media partners continues: "Movies On the Big Screen" at Guild Theater each Sunday to promote Access Sacramento in return for liability insurance coverage of their once per week "film festival". Board approved Humor Times as partner organizing Will Durst Comedy Night Out fundraiser (April 22). **44,747 programs in database, addition of 319 programs in past 30 days.**
- **February 17, 2011** --- Planning underway for May 7 "Youth Media Forum" in partnership with Sacramento Bee and UC Davis. South Sacramento HUB endorses NNB Project as part of

“Building Healthy Communities”. Group training session held Feb. 8 & 9 for NNB at Valley Hi – North Laguna Library. Planning Committee formed to organize March 12 “25<sup>th</sup> Anniversary Party” and launch of AccessLocal.tv. **45,126 programs in database an increase of 379 programs in 30 days.**

- **March 17, 2011** --- “Sunshine Week” celebration to coincide with March 12<sup>th</sup> media event and AccessLocal.tv launch. Access Sacramento also celebrated our 25<sup>th</sup> year of incorporation with various major media demonstrations and attendance of 200 people in the Coloma facility. Youth Media Council meetings commenced at American Legion High School – needs more teen involvement. PCS film writing workshop commences with Matt Perry, CRC instructor. By-Laws sub-committee begins meeting to revise and update By-laws in preparation for inclusion on May membership ballot. Jo Ann Fuller distributed copies of Sacramento Media Group Election Report. **45,488 programs in database, increase of 362 in thirty days.**
- **April 21, 2011** --- KCRA hosts judging of YMF videos with help from Board and teen advisors. Board approves formation of NNB Advisory Task Force and reviews successful March 12 event. More than 200 attended including representatives from local major media organizations – The Bee, Channel 10, Channel 3, Channel 40, Sacramento Press, and Sacramento Neighborhood Services. Board encouraged to sell tickets for Will Durst comedy fundraiser April 22. Board approved Cable Commission 6-month report for delivery by April 22 deadline. Approval of Candidate Slate for Board Election ballot to be mailed out to members. By-Laws change also included on ballot seeking required quorum of ½ instead of 1/3. **45,909 new programs in database, increase of 421.**
- **May 19, 2011** --- May 7 Bee hosts Youth Media Forum is a big success with 100 attending and Bee Managing Editor Tom Negrete as keynote. The 12th PCS “Cast & Crew Call” was held – attended by 235 fans – 10 scripts selected and announced. Ballot for Membership Election of Board approved for mailing. AccessLocal.tv upgrade demonstrated by Kristian Manoff to Board. **46,256 new programs in database, increase of 347 programs in 30 days.**
- **June 21, 2011** --- Annual Membership Meeting Forty-two volunteers joined Board members and staff to review the events of the 2010-2011 fiscal year. Volunteers were briefed by Access staff on future plans. Of particular note was the announcement of continued full operational funding from SMCTC plus additional funding for replacement equipment for second of two fiscal years. Continued funding permits new production and office computer equipment and expanding the video production resources for the "Neighborhood News Bureau" Project. Results of the 2011 membership elections and By-Laws Changes were announced:
  - Organizational Reps: Margaret Metzler and Gary Martin
  - Individual Reps: Edgar Calderon and Jo Ann Fuller
  - Subscriber Reps: Clayton Moore and Alexander Vasquez
 Accept Changes in By-Laws Approved by Membership Vote  
 Appoint Mayue Carlson and Marcum K. Jones to one-year terms on the Board of Directors immediately

Volunteers of the Year were also introduced:

- Channel 18 Series Provider – Don Cooper, Music & The Spoken Word
- Channel 18 Series Producer – Emilia Popa, John Militaru Ministries
- Channel 17 Series Producer – Tevita Finau, NHPI Youth
- Channel 18 Best New Series – Al Venegas, Despapaye TV
- Channel 17 Best New Program - Connie Bryan, The Connie Bryan Show
- TV "Volunteer Helper" of the Year - Denver Symister
- TV "Rookie" of the Year - Greg Parrish
- Radio "Rookie" of the Year -- Patricia Rivas, Panorama
- Radio Producer of the Year -- Mike Lidskin, Twirl, Celebrating 500 radio programs

### **C. Works in Progress – Projects in Development During Next Six-Months**

During the next six months, we expect progress on the following new projects or major expansions of continuing projects previously implemented.

- *Holiday Party with “Sister Swing” December 4 at the Coloma Center Auditorium*  
The public is invited to this holiday music special with "Andrews Sisters" style trio and a seven piece band. Family fun for all ages with swing dancers and “Santa”.
- *Collaboration with select County Libraries and NNB*  
Meetings underway with County Library Staff and Management evaluating expansion of Neighborhood News project to include select library patrons.
- *Collaboration with Local Government and NNB*  
Exploratory meetings with local public information officers for local government agencies. To date we have discussed NNB with Sacramento and Rancho Cordova.
- *Mid-March Annual “Open House” and Celebration of “Sunshine Week”*  
We are planning another celebration of “Sunshine Week” in cooperation with local government and major media organizations by hosting an “open house” showcasing our facilities and services.
- *Western States Regional Alliance for Community Media Conference October, 2012*  
Working together with SMCTC, SECC, KVIE, and Davis Media Access, we shall host a two-day conference for hundreds of PEG Access Managers and Staff.
- *Stipend Program for NNB Youth*
  - Further develop “gift card” stipends as recommended by NNB Task Force
- *Monetary Prizes for "Youth Media That Matters" and Youth Media Forum Contributors*
  - Evaluate how stipends and prizes might invigorate youth media submissions to YMF
- *Expansion of NNB Stories Contributed by “Building Healthy Communities” Organizations*
  - Isaac Gonzalez is writing NNB profiles of each BHC South Sac HUB Site
- *Community Calendar Displayed on Cable TV Channels Bulletin Board*
  - First Cross Platform Content – Messages from web site, auto displayed on TV channels
- *Launch "Express Yourself!" Marketing Campaign –*
  - Theme of marketing for coming year – “Express Yourself!” at Access Sacramento
- *Senior Magazine Live Joint Cable TV and Online Programming*
  - Green Studio to record expert authors on senior and retirement issues for cable TV and for on-demand on SacMagLive.com
- *Crocker Art Gallery Premiere of 2011 PCS Films February 2, 2012*
  - The Crocker Theater hosts a reprise of the ten short films from the 2011 “Place Called Sacramento” Film Festival - a first for PCS moviemakers.
- *Movies On the Big Screen (MOBS) Sunday Showcase at the Guild Theater*

- PCS films from past 5 years will be shown as “short subjects” before the main attraction.
- *Design Challenges of Merging AccessLocal.tv and Cable TV Channel Playback*
  - New Tightrope playback software and video servers will be modified to receive and cablecast video submitted online from AccessLocal.tv
- *Request Additional Space at Coloma Center - Help With Coloma Overhead Costs for City*
  - City of Sacramento is investigating adding a fifth room to the long-term lease for Access Sacramento. Lease income brings \$50K per year, helping to keep Coloma open.

**D. Annual Fiscal Year Summary (July 1, 2010 – June 30, 2011)**

The Board of Access Sacramento continues to provide prudent stewardship of the resources provided by SMCTC and additional revenue from other sources. Our bookkeeping service is Malkasian and Associates and we conduct our annual fiscal review with Tom Balarsky (C.P.A.). Each year our “Reviewed Financial Statement” is completed by Balarsky and submitted to the SMCTC (Appendix C).

New PEG designated equipment and lease payment grant funds were expended per the approved budget. We very much appreciate the PEG grant, replacing well-used equipment and launching new services. However with a small staff, the process of prudently seeking competitive bids, ordering the equipment, shipping delays, lack of secure storage for new equipment, installation, solving compatibility problems, merging old and new equipment, and re-training staff and volunteers has proved to be a worthwhile but time-consuming task. Not all available funds were expended resulting in a temporarily restricted SMCTC equipment and second year California Endowment grant reserve of \$159,185. TCE submitted the entire two-year \$100,000 grant request within the 2010-11 fiscal year. These funds shall be spent in 2011-12 on the exciting projects we proposed in the 2010-11 and 2011-12 SMCTC budgets. We thank the SMCTC and TCE for their patience and support.

Augmenting our staff of six FT employees and four PT 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 successfully “stretch” our grant funding. NOTE: Figures below do include “In-Kind Contributions” from Video Streaming Services Company totaling \$4,768 for streaming video and audio services for Channels 17 & 18.

<b>REVENUE</b>	<b>Budget FY (10-11)</b>	<b>FY (actual)</b>	<b>Budget FY (11-12)</b>
SMCTC Grant (Operations)	\$392,532	\$392,532	392,522
PEG Facilities & Leases Grant	289,000	208,815	367,000
PEG Facilities & TCE Grant (Temp. Restricted.)		159,185	
Hometown TV & Game of Week Grant	96,679	96,679	96,679
COLA	0	0	0
Other grants (CA Endowment 2-Years)	5,000	100,000	55,000
Interest	3,000	1,840	1,500
Dues/Membership/Fees	27,000	22,447	28,250
Equipment Rental	14,000	18,295	14,000
Training Class Fees	6,000	9,927	6,000
Contracted Productions	25,000	10,970	20,000
Donations	6,000	7,532	3,000
Film Festival	11,600	8,392	8,000
Fundraising	5,000	475	5,000
Program Underwriting	7,500	3,500	7,500
In-Kind Donations		4,768	

**Total Revenue** **\$967,311** **1,045,357** **1,004,451**

<b>EXPENDITURES</b>	<b>FY (10-11)</b>	<b>FY (actual)</b>	<b>Budget FY (11-12)</b>
Personnel	\$417,76	412,636	417,762
Insurance/Worker's Comp	79,850	83,416	79,850
Services & Supplies/Occupancy	77,500	72,529	77,500
Production	14,000	23,639	14,000
General Administration	56,500	76,578	58,000
Fixed Assets/Dep./Contingency	320,000	65,081	320,000
<b>Total Expenses</b>	<b>\$967,311</b>	<b>738,647</b>	<b>967,311</b>

**E. ORIGINAL HOURS OF PROGRAMMING CHANNELS 17 & 18**

Programming, inclusive of community education radio & television, fill channels 17 and 18 twenty four hours per day, seven days per week for a total of 17,472 hours of original and encore programming on both channels. Of this total, 9,065 hours are original, non-repeat programming (51.9%). There are 78 separate series managed by our TV Programming Department and 23 Radio series programmers. The trend is to submit shorter programs than in past years. Here are details of our actual hours of programming from all sources.

All Television Programming (Channels 17 & 18) July 1, 2010 – June 30, 2011

Access Sacramento Programming By Origin

	2010-2011 Actual	2011-12 Goal
	Total hours	Total hours
Local Programming	2,266	2,300
Non-Local (local resident submitted & DW-TV)	2,307	2,400
Community Messages and Radio (channel 18)	<u>1,612</u>	<u>1,612</u>
Total hours Access Sacramento 1 <sup>st</sup> Run	6,185 hours	6,312 hours

SECC Programming On Channel 17 & 18

Channel 17 (7 AM – 5 PM M – F) X 9 months	1,800 (classes & satellite)	no change
Channel 18 (8 AM – 2 PM M- F) X 9 months	<u>1,080</u> (classes & satellite)	no change
Total hours SECC 1 <sup>st</sup> Run	2,880 hours	

**Original Programming Totals (all sources) 9,065 hours 9,192 hrs.**

**F. 2010-11 Production Training for TV and Radio**

Before submitting a program for cablecast on 17 and 18, one must have skills and access to production equipment to create the program. Production equipment training is offered year-round at the Coloma Center studios and now “on-location” at 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 each month. For details on the specifics of the training workshops, time, date and place, go to the web site [www.AccessSacramento.org](http://www.AccessSacramento.org).

**Workshop Titles and Description** -- (#) indicates students enrolled or event attendees for the year:

- **Basic Orientation** (Free, one session of one hour) - Free, mandatory, one-hour session offered twice each month. Provides overview of organization, rules, and a tour. (459)

- **Introduction to Digital Production** (fee \$50, eight sessions of 3 hours) - Eight, 3-hour sessions on basic use of portable video cameras and Apple computer-based, non-linear editing workstations (104)
- **Place Called Sacramento Film Production Workshops** – designed to help PCS teams learn new skills and discuss obstacles. Monthly meetings include (a) writing a short script; (b) selecting a cast and crew; (c) pre-production planning; (d) shooting efficiently; (e) post-production challenges. (50)
- **“Cast & Crew Call” for “A Place Called Sacramento” Project – free to all interested**  
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”. (230)
- **Intro to Multiple Camera Studio Production** (fee \$30, six sessions of 3 hours)  
Six, 3-hour sessions teaching safe use of television studio, cameras, lighting, microphones, and working together as a production team of 5-10 people. (63)
- **Community Radio Production** (fee \$20, 4 sessions of 2 hours) - Teaches basic skills in radio program production including cueing media, tracking/recording programs on computer, voice/microphone techniques, and other behaviors required of an on-air talent. (21)
- **Truck Training at Cosumnes River College** (CRC registration and fees) - Most new truck trainees are primarily from CRC Advanced Broadcast Television classes. Access Sacramento donates the use of the truck and two engineers on location at the college to facilitate the CRC truck training. The 50-70 annual GOTW and HT-TV projects provides many students their first entry level job in TV production. (32)
- **Audience for “A Place Called Sacramento” in Crest Theater** – (\$10 all seats) Primary fundraising and outreach event featuring the world premiere of “PCS” films (audience 625).
- **NNB Digital Upload Training and NNB Video Production Training** – Free classes to train “Neighborhood News Bureau” personnel and volunteers creating and uploading digital content (including videos) to AccessLocal.tv and to the cable channels. (25)
- **Short Form Scriptwriting Class** - (\$50 and open to all) A scriptwriting class (three Saturdays, 10am - 2pm) on writing "short form" film scripts. Designed to polish “Place Called Sacramento” entries or to further film writing skills. (22)
- **NEW -- “Naked Filmmaking” with Mike Carroll** – (\$50 and open to all) Local KCRA cameraman/editor Mike Carroll teaches his one-person style of film production encouraging simple digital storytelling. We used this seminar to “train the trainers” inviting the public, NNB staff, and our own trainers to learn new skills. (19)
- **NEW – Documentary Film Production Planning** – (\$50 and open to all) Teaches how to produce short documentary style programs about “Street Stories” -- common events and everyday people. Each “story” lasts one-ten minutes in length. Introduces trainees to digital storytelling and creating content for uploading to web and for cable channel distribution. (9)



## G. Access Sacramento Promotions & Program Measurement

### **One-Year Increase of 17.2% in Online Viewers -- AccessSacramento.org**

On-Line Internet viewing statistics of our “streaming” channels on our web site AccessSacramento.org were impressive, averaging 1,328 distinct views of channel 17 per day in the month of February. Remember, these numbers are in addition to the 250,000 HH able to view on local cable channels 17 & 18 in Sacramento County. The on-line Internet viewers are from across the street and around the world. Recent Internet streaming video viewing stats of channel 17 from February, when compared to a six-day period for the past two-years, indicate a one year 17.2% increase in on-line Internet viewing of Channel 17. Statistics for online viewing are provided by our streaming video supplier, Video Streaming Services Company.

<b>10/29 – 11/3/09 views</b>	<b>10/16 – 10/2/10 views</b>	<b>2/6/11 – 2/11/11 Daily views</b>
Oct 29, 2009 - 632	Oct 16, 2010 - 1,091	Feb. 6, 2011 - 1,583
Oct 30, 2009 - 559	Oct 17, 2010 - 1,284	Feb. 7, 2011 - 1,295
Oct 31, 2009 - 613	Oct 18, 2010 - 1,082	Feb. 8, 2011 - 1,535
Nov 1, 2009 - 658	Oct 19, 2010 - 1,003	Feb. 9, 2011 - 1,205
Nov 2, 2009 - 585	Oct 20, 2010 - 1,055	Feb. 10, 2011 - 1,166
Nov 3, 2009 - 565	Oct 21, 2010 - 1,081	Feb. 11, 2011 - 1,186
<b>Ave. 6 days 2009 = 602</b>	<b>Ave. 6 days 2010 = 1,099</b>	<b>Ave. 6 days 2011 – 1,328</b>

### **NEW - Steady Increase for Visitors to New Web Site – AccessLocal.tv**

The new web site for “Neighborhood News” content launched on March 12, 2011 and has shown a steady increase in monthly “unique visitors”. Here are the numbers from March through September of this year indicating a 500% increase in unique visitors over a seven month period. AccessLocal.tv is the “portal” for all Neighborhood News digital content and is also linked via an RSS feed to the aggregated blog sites at the Sacramento Bee (Sacramento Connects) and KXTV News10 (My Neighborhood).

<b>Month</b>	<b>Unique Visitors</b>	<b>Numbers of Visits</b>
2011 Mar	1,212	1,804
2011 Apr	2,312	3,760
2011 May	3,058	5,731
2011 Jun	3,663	7,005
2011 Jul	5,569	10,023
2011 Aug	5,090	8,640
2011 Sep	6,084	10,717

### **NEW - Youth Created Videos Highlighted on AccessLocal.tv Web Site**

The new web site is a celebration of digital media in all its many manifestations. In addition to reaching out to South Sacramento Neighborhood News organizations (Pannell Center, Florin Creek Center, La Familia Family Counseling, Asian Resources, Inc. and Valley Hi–North Laguna Library), the web site features youth created media from a wide variety of nonprofit and academic educational programs. Go to the web site and find links to The Doc School, the Sacramento Educational Video Awards, the UC Davis organized “Youth Media Forums for Social Justice” and more. Whether the video is produced during school time or after school, these youth created programs deserve to be distributed widely.



**Constant Program Promotion Reaches Out to Other Media** - Additional efforts include:

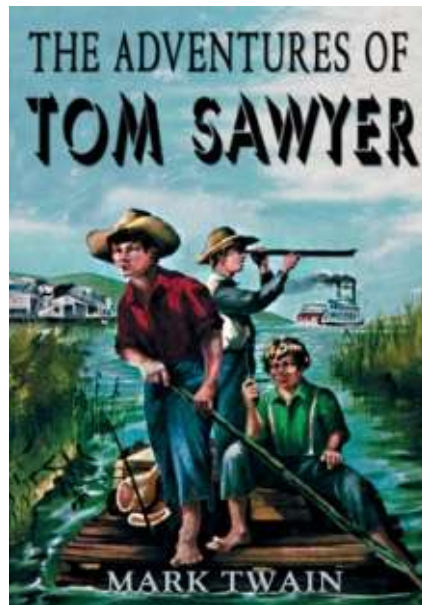
**NEW - SeniorMagLive.com Provides Outreach to Seniors and Retired County Residents**

The September 1, 2011 issue of Senior Mag Live launched a new media partnership with this respected monthly print magazine. Available free of charge in many local business establishments, the magazine is launching a new effort “online”. Check out [www.SeniorMagLive.com](http://www.SeniorMagLive.com) - the format permits the reader a complete view of the magazine identical to the printed version found in the newsstands. By clicking on various articles and photos, on-demand videos pop up. Soon, these interviews with expert authors will be short videos recorded in the Access Sacramento ‘green studio’ and shared with our viewers online, on the cable channels, and with Comcast On-Demand. The effort will increase Access Sacramento’s visibility in the senior and retired communities plus add new expert commentary from area “aging” experts on our cable television services.



### **NEW - The Sacramento Bee and Sacramento County Libraries “Big Read” Project**

During the summer, 35 local leaders (Congressman Dan Lungren, Congresswoman Doris Matsui, Gary Pruitt - McClatchy Corporation, Jeffery Callison, - KXPR, Edie Lambert – KCRA Channel 3, etc.) each read one chapter from “The Adventures of Tom Sawyer” at the Access Sacramento “green studio” During the month of October, all regional Bee readers and County Library patrons were invited to read along. Daily, one chapter at a time was posted to the Bee web site and announced in the Bee. Beginning November 1, each chapter is now an episode of our ongoing series “Story Time Friends” each day at 5:30 PM on channel 17. The “ghost of Mark Twain”, McAvoy Layne opens each episode.



- **Year-round Events with Media Partners** – In March we celebrate “Sunshine Week”, May the “Youth Media Forum for Social Justice”, June is the Annual Membership Meeting, October is the “PCS” Film Festival, and December is the annual “Holiday Party”.
- **Comcast “On-Demand”** features an “Access Sacramento” tab under “Get Local”. This site routinely displays more than 50 “best-of” programs including all “GOTW” and “HT-TV” events. For popular sporting events, the number of ordered “free views” number into the thousands over a 4-month period.
- **Weekly e-Mail Newsletter** - (each Monday at 6:00 AM) electronic newsletter featuring current activities and programming updates plus invitations to join Facebook and Twitter sites. Currently it is sent to more than 2,500 e-mail addresses (members, friends, and media outlets). Additional, the lead stories in the weekly newsletter are added to the NNB web site.
- **Sacramento Bee Web Site** - electronic edition (SacBee.com) includes dedicated web site – [www.SacBee.com/Access\\_Sacramento](http://www.SacBee.com/Access_Sacramento) and daily blog “Community Media – Sights & Sounds” reaching hundreds of new viewers every day.
- **Internet Streaming** - Channels 17 & 18 and “The Voice” stream “LIVE” on [www.AccessSacramento](http://www.AccessSacramento), [www.AccessLocal.tv](http://www.AccessLocal.tv), and SacBee.com and KXTV News10 web sites. Outreach is being made to include other major media outlets.
- **Free Promotion on Community Calendar and Bulletin Board** - Local NPO’s send postmaster@AccessSacramento.org information for free web site “Community Calendar” and channel 17 & 18 “Bulletin Board” notification messages

- **Channel 17 & 18 Bulletin Board** is divided into four “zones”, each highlights different content about our organization, promotions for programs and training classes, upcoming TV and Radio programs, and promotes nonprofit community events.
- **Free Orientation Sessions and Tour of Facilities** - Twice monthly (24 times per year) free orientation and facility tours conducted by Executive Director, Ron Cooper
- **SN&R Advertising** - Weekly program advertising in Sacramento News and Review
- **Humor Times Advertising** - Ads in Humor Times plus shared links to each web site.
- **Sacramento Press** – On-line promotional stories with Sacramento Press at SacPress.com
- **Regional Program Distribution** - Sharing of programs such as “Media Edge”, “Half Circle”, “TWF Wrestling” and “Sacramento Soapbox” with other public access channels
- **Free DVD’s to Talent** - Free DVD’s to all Livewire, HT-TV, and GOTW guests.
- **You-Tube Channel** - You-Tube “Access Sacramento” channel featuring PCS films
- **Craig’s List, FaceBook, and Twitter** - and other forms of “viral media” for special events
- **“PCS” Promotion** - Year round promotion of “Place Called Sacramento” Film Festival starting in February with “Call for Scripts” through till the Crest Premiere in October.
- **Producer Promos** - Encourage volunteers to promote their programs in press
- **Speaking Engagements** at various community events and organizations
- **Video Competitions** - Regional WAVE and national Hometown programming competitions
- **Outreach to Theater Community & Nonprofits** - Outreach to nonprofit and arts organizations through weekly “Livewire” program (Wednesdays 5:00 – 5:30 PM Channel 17)
- **Local Music Scene** - Outreach to local bands and musical groups with “Listen Up, Sacramento!” coordinating guest bands with Sac News & Review “Sammies and Jammies”
- **Transparency in Governance** - Monthly mailing of Access Sacramento Board agendas and minutes to significant stakeholders including all members of SMCTC and staff.
- **Six-Month Report mailed to All Members** - Twice per year mailing to membership summarizing recent achievements
- **Annual Meeting and Year-Round Celebrations** – March - “Sunshine Week” Celebration, May - Cast and Crew Call, May – “Youth Media Forum”, June - Annual membership Meeting, July - River Cat Ticket Vouchers Distributed to Members, September - Channel 18 Series Time Slot Lottery, October – “PCS” Film Premiere, and December - Holiday Party

## **H. Organizational Goals for 2011-2012**

During the Annual Board Planning Day in August, the Board reviewed the following long-term goals:

- Promote services and resources of Access Sacramento widely
- Continue fiscal prudence during difficult financial times for all public agencies
- Update facilities and equipment with new grant funding provided by SMCTC
- Expand “Neighborhood News Bureau” web site and NNB training programs
- Expand number of NNB participant organizations and individuals
- Go public with [www.AccessLocal.tv](http://www.AccessLocal.tv) as new revenue generating web platform
- Organize the third year of “Youth Media Councils” and plan “Youth Media Forum” with help from UC Davis School of Education and Sac City Schools
- Partner with VSSC to secure revenue generating productions with State agencies
- Promote television production services to wider spectrum of organizations
- Celebrate Annual Anniversary of Organization (Incorporated in 1985)

During the October 20, 2011 Board Meeting, Chair Jo Ann Fuller conducted a review of these past priorities and challenged the Board to focus our efforts in the 2011-12 fiscal year. Four priorities were identified as key items: (a) Inform and educate the Cable Commission about the activities and services of Access Sacramento. (b) Continue to expand and support the Neighborhood News & Youth Media projects as a community organizing efforts; (c) Pursue promotional strategies with media partners and other

community based organizations; and (d) File FCC application for a LP-FM radio license and to seek out other groups as part of our application and as an part of our larger outreach effort.



## Appendix A 2010-11 TV & Radio Program Management and Content

**Launch of “AccessLocal.tv” As “Web 2.0” Program Platform** – March 12, 2011 - The “Neighborhood News Bureau” partnership with five established South Sacramento organizations is designed to create new “hyper-local digital content” including on-demand video viewing. The new web site displays various forms of digital content in an interactive “conversational” style, uploaded to the site directly from computers throughout the area. This is referred to as a “Word Press, multi-user, aggregated, blog site” permitting easy to uploading of all digital content Sacramento County organizations and the residents they serve. Videos uploaded will additionally are being seen on cable channels 17 & 18 on a regular basis. The overall effort will help to identify “relevant” new data from the neighborhoods, share it world-wide, and upgrade the resources and “relevancy” of our services as cable television moves into the on-line, broadband delivered, digital age.

**Board of Director’s Monthly Full Board and Programming Committee Meetings** -- The Access Sacramento’s Programming Committee meets each second Thursday at 3:30 PM and reports its recommendations to the monthly Board meeting the third Thursday of the month at 4:30 PM. The public is welcome to attend both meetings. Oversight of the channels, the facility located at the Coloma Community Center, and the 6 FT and 4 PT staff positions is the responsibility of the Board of Directors. These 15 community leaders are volunteers and serve as the “community ambassadors and resource stewards” for the organization. 12 are elected by the membership and the other 3 members are appointed by the 12 elected members. Board members are not permitted to serve more than three, consecutive, two-year terms.

**Community Radio Programming from “The Voice of Sacramento County”** -- “The Voice” the only locally produced, non-commercial, general audience radio in Sacramento County, is carried 24/7 on the cable system as follows:

- (1) Cable radio frequency 88.7 FM to those cable households with a “splitter”
- (2) Switch to the Second Audio Frequency (SAP) on Channel 17, The Sacramento Channel
- (3) Heard on all cable sets whenever the Community Messages are seen on Channel 18
- (4) “The Voice” community radio is distribution 24/7 on the internet at our two web sites [www.AccessSacramento.org](http://www.AccessSacramento.org) and [www.AccessLocal.tv](http://www.AccessLocal.tv) Go to the front page of web site and click on The Voice icon and enjoy local community radio from any computer in the world.
- (5) SacBee.com/Access\_Sacramento now carries “The Voice on their web site.

**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. have used new 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 busy 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 “Voice” Community radio programming and public service announcements, Channel 18 is a multi-media entertainment modeled after the commercial digital channels. The BB 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 Access Sacramento business underwriters. Each message rotates for fifteen seconds each. Current PBS underwriting guidelines are used.
- (4) The music and information “underneath” the bulletin board is Access Sacramento Community Radio “The Voice” (17) and KPFA, Berkeley the oldest non-commercial community radio in the U.S. (18). See more complete “Radio” information below.

**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 their 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 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 weekly preach to their affiliated missions around the world.

**NEW - National Gallery of Arts Documentaries** and educational programs are run periodically throughout the schedule. These programs are PBS quality and feature profiles of famous artists, periods of different artistic styles, sculpture, design theories, and more. We have “bookended” each half-hour episode with a message from local California Stage producer, Ray Tatar, encouraging local patronage of the arts and listening key local web sites for more information on local art groups.

**NEW - Story Time Friends** is seen daily on channel 17 at 5:30 PM. Access Sacramento in partnership with the Sacramento Bee and the Sacramento County Libraries recorded the reading of 35 chapters of “The Adventures of Tom Sawyer” each read by a different local leader. These half-hour programs also provide families other readings of children’s literature by their authors.

**Local and International Programming Reflective of our Diversity** -- Programs submitted reflect our religious, ethnic, cultural, political, and entertainment values and beliefs. Approximately 25% of our programming features a language other than English.

**LIVEWIRE – Arts and Entertainment Programming** for Sacramento County -- Produced each Wednesday “LIVE” from 5-5:30 on channel 17, LiveWire is the longest running A&E program in Sacramento television (originating in 1992 – more than 800 programs produced). Ray Tatar, formerly of

the California Arts Council (retired) is our host. Featured guests include local NPO leaders and their fundraising events, new plays and movies, authors and their books, musical and theatrical performances, and more. DVD copies are distributed to all featured guests.

**“Listen UP, Sacramento!”** – features local bands and musical groups. Organized with the help of the Sacramento News & Review “Sammies” and “Jammies” awards.

**“Hometown TV” and “Game of the Week” SMCTC Production Grants** – SMCTC Grant Expectations: Complete a minimum of 25 countywide “Hometown-TV” (HT-TV) events taped in the current fiscal year and 25 high school sports covered as the “Game of the Week” (GOTW). Over the past five years, Access Sacramento averages between 60-70 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 250,000 “cable neighbors” and “streamed” on the Internet to audiences around the world. For HT-TV, local nonprofit groups are invited to apply, submit their applications to the Programming Committee, modifications to the application made if necessary, and either approved or denied for production. GOTW contests are selected from various girls and boys sports throughout the year. The events selected are videotaped by a crew of 3-12 trained Access Sacramento staff members complimented by trained volunteers.

**Access Sacramento and The Sacramento Educational Cable Consortium** share programming responsibilities for both Channels 17 and 18. 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. Approximately 50% of the SECC channel time is used for distance learning, live classes from local colleges and 50% is used for satellite programming from outside sources such as ARTS Channel (LA), UCTV (from U of California campuses), and SCOLA (international newscasts).

**Deutsche Welle Television (DW-TV)** is 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. With studios and correspondents throughout Europe, DW-TV is network and broadcast quality. Access Sacramento programs DW-TV to provide a fresh, daily, European perspective on world events. Viewer feedback has been positive and the content draws new viewers to our services.

**LINK-TV Documentaries** are recorded off satellite and carried at select times. These are high quality documentaries, from various countries in the world, and translated into English for a U.S. audience. Profiles of distinct cultures, economic and environment challenges, and features on the plight of children are the themes we select for special showings in Sacramento County.

**MOSAIC Daily News** is seen at 5:00 – 5:30 PM each weekday (except Wednesdays for “Livewire”). Each 30-minute program is a round-up of select news stories from Mid-East national news broadcasts. The national POV’s from Israel, Saudi Arabia, Qatar, Iraq, Iran, Jordan and other countries are represented and translated into English for our local audiences.

**Democracy Now! With Amy Goodman** is seen daily at 6:00 PM and Midnight on channel 17. Known for her coverage of stories not covered in mainstream media, Amy Goodman has a large following of local residents interested in her progressive style of “speaking truth to power”. Access Sacramento is now included as a regular stop in Sacramento for fundraising events. Democracy Now! donates all proceeds to Access Sacramento for organizing these events.



## Appendix B PROGRAMMING GUIDE

January- 2012

### GAME OF THE WEEK & HOMETOWN-TV SUMMARY

Events recorded and planned to date (11/1/11)

A listing of all regular scheduled series programming

Monday – Sunday

9:00 AM through to 12:30 AM

(Note: programs are repeated in overnight time block)

Channel 17 – The Sacramento Channel

Channel 18 – The Open Channel

“The Voice” Community Radio

- New or individual programs are scheduled in the times indicated by:
  - “Gray” areas
  - Designated, thematic time blocks on channels 17 & 18 or
  - “Grab Bag” slots for The Voice, community radio.
- All new programmers are accommodated on a first-come, first served basis on public access channel 18.
- Programming not intended for young people is only shown after 11 PM on Channel 18 (public access). Obscene programming is never permitted.
- Channel 17 programming is “family friendly” 24-7-365.
- No qualified local program provider is turned away.
- Channel 18 series program time slots are assigned by lottery each September permitting “new voices” an equal opportunity to be seen.
- Orientation sessions for potential new members are conducted twice per month by the Executive Director. These sessions are free of charge.
- Programming Committee of Board meets each second Tuesday at 3:30 to review programming series contracts, Hometown-TV applications, and provide policy guidance to staff and volunteers.





## Appendix C

Sacramento Community Cable Foundation  
DBA Access Sacramento

Financial Statements

Year Ended June 30, 2010

Prepared by:

Thomas A Balarsky, Certified Public Accountant  
(916) 921-2600  
6920 Fair Oaks Blvd., Suite 205  
Carmichael, CA. 95608

**Further comments or questions? Please direct to:**

**Jo Ann Fuller, Board Chair**  
**Ron Cooper, Executive Director**

Access Sacramento  
4623 T Street  
Sacramento, CA. 95819  
(916) 456-8600 #112  
[www.AccessSacramento.org](http://www.AccessSacramento.org)  
[postmaster@AccessSacramento.org](mailto:postmaster@AccessSacramento.org)