



**ANNUAL REPORT
JULY 1, 2019- JUNE 30, 2020**

December 19, 2020

Access Sacramento is a community-based nonprofit foundation, supporting members' opportunity to share their thoughts, ideas and programs on cable, radio and the internet. Access Sacramento provides equipment and training resources so that Sacramento County residents can create programming content that is fresh, artistic and original, representing our area's expansive diversity. With its radio and TV studios, digital media lab and check-out equipment, our area's residents, community leaders, and youth are able to share their unique voices about important issues. Every day, Access Sacramento helps inform and improve Sacramento County by "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, 2019 and June 30, 2020. Detailed information in the report includes:

- Statement of Financial Activity 2019-20
- Training Activity
- Programming Activity
- Operational Events and Activities

Access Sacramento's primary funding comes from the Sacramento Metropolitan Cable Television Commission (SMCTC), with other support coming from grants, membership and training income and fundraising, including the 20th Annual "A Place Called Sacramento" Film Festival and our "Power of Voice" award presentation. Capital Outlay equipment purchases are paid for from the SMCTC's PEG Fund and are responsible for completing our transition to high definition broadcasting in the Coloma Community Center.

Among the exciting equipment purchases in this past year include a remodel for radio studio three into a contemporary creation station for our audio cablecast producers who are also heard on KUBU-LP 96.5 FM and an upgrade of the TV Studio's three high-definition studio cameras. We continued existing equipment projects that provide automation software for playback programs on radio and television, provide internet video streaming and video-on-demand for members' programs, support on-line submission of members' TV and radio programs and provide live broadcasting capacity on TV or radio for members and staff in the Hometown Television and Game of the Week programs.

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

Bob Smith, Board Chair

Gary Martin, Executive Director

The following summary is presented pursuant to the “Annual Funding and Performance Agreement for Channel Licensee Fiscal Year 2019-20 dated August 1, 2019 which substantially modifies language originally approved Nov. 6, 2003, and previously amended in 2006, 2010, 2012, and 2014, 2015, 2016, 2017, 2018 and 2019.

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. Each year our “Reviewed Financial Statement” is completed by Balarsky and Beebout, CPA and is submitted to the SMCTC with this annual report.

Access Sacramento is extremely grateful to the SMCTC for a 3.54% Cost-of-Living-Allowance (COLA) increase in our 2019-20 SMCTC base grants. This increase was provided under the SMCTC’s COLA policy that ties licensee base grant increases to the COLA pay increase granted to Sacramento County employees with a further adjustment related to funding for the state and locally required increase to the minimum wage.

New PEG designated equipment and lease payment grant funds were expended per the approved budget. Access Sacramento appreciates SMCTC’s support three new high definition studio cameras, check out light kits, a remodel of radio studio three and for on-going support for the Access Remote Digital Transfer ingest portal and our leased remote broadcasting equipment called LiveU that allows live broadcasting from across Sacramento County for Hometown Television and Game of the Week broadcasts using a five-camera remote high definition broadcast truck.



Camera Operator Adrian Gonzales operates the real-time wireless broadcast camera during a Folsom High School Football Game for Game of the Week.

Augmenting our staff of five fulltime employees and three permanent part-time employees, we thank the help from our on-call part-time production crew and 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.

I. FISCAL REPORTING

a. Statement of Financial Activity

The complete Financial Statements Year Ended June 30, 2020 is provided separately as APPENDIX A. Following are pages 2, 3, and 4 of that document.

STATEMENTS OF FINANCIAL POSITION

June 30, 2020 and 2019

	<u>2020</u>	<u>2019</u>
ASSETS		
Cash and cash equivalents	\$ 796,024	\$ 810,560
Cash - Reserve Funds	42,631	42,595
Prepaid other	-	1,282
Furniture and equipment, net	791,382	910,983
TOTAL ASSETS	<u>\$ 1,630,037</u>	<u>\$ 1,765,420</u>
LIABILITIES AND NET ASSETS		
Accounts Payable	\$ 1,441	\$ 2,192
Accrued Liabilities	17,454	11,674
CARES Act Loan	67,805	-
TOTAL LIABILITIES	86,700	13,866
NET ASSETS		
Without donor restrictions	612,530	786,323
With donor restrictions	930,807	965,231
TOTAL NET ASSETS	1,543,337	1,751,554
TOAL LIABILITIES AND NET ASSETS	<u>\$ 1,630,037</u>	<u>\$ 1,765,420</u>

STATEMENTS OF ACTIVITIES

For the Year Ended June 30, 2020 and 2019

	2020			2019		
	Without Donor	With Donor	Total	Without Donor	With Donor	Total
	Restrictions	Restrictions		Restrictions	Restrictions	
Support and Revenue						
SMCTC Grant (Note 3)	\$ 647,903	\$ -	\$ 647,903	\$ 626,297	\$ -	\$ 626,297
Grants Foundation	27,405	-	27,405	29,750	-	29,750
PEG Capital & Facilities Grant (Note 7)	-	478,832	478,832	-	751,345	751,345
Interest Income	896	-	896	652	-	652
Memberships	19,258	-	19,258	23,487	-	23,487
Film Festival	19,639	-	19,639	13,415	-	13,415
Underwriting	3,791	-	3,791	5,487	-	5,487
User/Rental Fees	3,477	-	3,477	5,647	-	5,647
Training Fees	7,001	-	7,001	11,905	-	11,905
Contracted Production	10,692	-	10,692	17,251	-	17,251
Donations	4,237	-	4,237	2,874	-	2,874
In-Kind Donations	-	-	-	10,000	-	10,000
Fundraising	12,240	-	12,240	18,677	-	18,677
Release of Restriction - Current Year	513,256	(513,256)	-	205,262	(205,262)	-
Total Support and Revenue	1,269,795	(34,424)	1,235,371	970,704	546,083	1,516,787
Operating expenses:						
Program services	1,078,179	-	1,078,179	1,065,261	-	1,065,261
Supporting services:						
Administrative	336,613	-	336,613	324,069	-	324,069
Fundraising	28,796	-	28,796	30,315	-	30,315
Total operating expenses	1,443,588	-	1,443,588	1,419,645	-	1,419,645
Change in net assets	(173,793)	(34,424)	(208,217)	(448,941)	546,083	97,142
Net assets at beginning of year	786,323	965,231	1,751,554	1,235,264	419,148	1,654,412
Net assets at end of year	\$ 612,530	\$ 930,807	\$ 1,543,337	\$ 786,323	\$ 965,231	\$ 1,751,554

STATEMENTS OF FUNCTIONAL EXPENSES

For the Years Ended June 30, 2020 and 2019

	For the Year Ended June 30, 2020				For the Year ended June 30, 2019			
	Program	General and Administrative	Fundraising	Total	Program	General and Administrative	Fundraising	Total
Salaries and benefits	\$ 422,497	\$ 162,963	\$ 18,107	\$ 603,567	\$ 402,024	\$ 155,067	\$ 17,230	\$ 574,321
Depreciation	295,123	32,791	-	327,914	292,751	32,528	-	325,279
Equipment and maintenance	170,376	8,967	-	179,343	233,067	12,267	-	245,334
Production and programs	113,168	-	-	113,168	62,110	-	-	62,110
Occupancy	40,161	44,624	4,462	89,247	36,350	40,390	4,039	80,779
Insurance	3,817	34,358	-	38,175	3,378	30,401	-	33,779
Professional services	10,867	25,355	-	36,222	10,350	24,151	-	34,501
Office expense	4,792	19,167	-	23,959	4,678	18,712	-	23,390
Public relations, printing and postage	4,810	4,809	4,122	13,741	8,280	8,280	7,097	23,657
Loss On Disposition	10,113	1,124	-	11,237	-	-	-	-
Conferences, travel and meetings	2,455	2,455	2,105	7,015	2,273	2,273	1,949	6,495
In-kind	-	-	-	-	10,000	-	-	10,000
	\$ 1,078,179	\$ 336,613	\$ 28,796	\$ 1,443,588	\$ 1,065,261	\$ 324,069	\$ 30,315	\$ 1,419,645

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 \$24,308 & \$11,384
Special Liability Insurance Policy and Property Insurance – Annual fees covering Board of Directors, Staff, Sacramento Metropolitan Cable Television Commission and others and all equipment.
2. Plates Café and Catering \$5,803 & \$6,088
These payments covered expenses related to the Power of Voice Fundraiser.

PEG Funds

Specific Vendor Checks

3. SMS Tech Solutions \$6,459
Purchase of software and connectivity for the Digital Media Lab
4. Broadcasters General Store \$8,714
Replacement pro Audio CD players, microphone and supporting production equipment for the Studio 3 remodel, Studio 1 pre-record studio and on-air lie Studio 2.
5. Sierra Automated Systems \$11,904 & \$12,389
Studio Desk construction and audio production equipment for the remodel of Radio Studio 3.
6. Apple Computers \$6,090
Computers equipment, iPad and supporting software for automated control of the cablecast audio equipment in Studios 1, 2 and 3.
7. Mindshift Technologies \$6,000
Final payment closing contract for network support in the Digital Media Lab and the intranet across Access Sacramento's spaces.
8. VMI, Inc \$83,729
Purchase of replacement HD cameras, lenses, viewfinders, camera controls, tripod places and power supplies for the TV studio.

9. Media Control Systems, Inc. \$23,667 & \$68,555
Master Control Remodel for automation, routing, video storage, community bulletin board, and streaming/encoding to Comcast.

Other Initiatives (Aggregated Expenses)

1. Live Truck Connectivity \$17,929
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.
2. Video Ingest Portal by Members, NNB and AccessLocal.TV \$40,781
Production leases for web based systems and services including AccessSacramento.org, AccessLocal.TV and the ingest and processing of members and NNB reporter's video content directly into the channel automations. Management of the ingest portal allows for direct submission of video content to the Access Sacramento on-air video automation playback server.
3. Cloud Video Storage \$12,887
Multi-use Storage for Access Sacramento content related to the ingest project, community memory project, and transfer of video on demand services via the television automation.

b. Financial Position

The complete Financial Statements Year Ended June 30, 2020 is provided separately as APPENDIX A. Following is page 5 of that document.

STATEMENTS OF CASH FLOWS

For the Year Ended June 30, 2020 and 2019

	<u>2020</u>	<u>2019</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ (208,217)	97,142
<i>Adjustments to reconcile net earnings to cash provided (utilized) by operating activities:</i>		
Depreciation	327,914	325,279
<i>Cash flows from operating activities:</i>		
Prepays	1,282	273
Accounts payable	(751)	2,192
Accrued liabilities	73,585	(15,497)
	<u>402,030</u>	<u>312,247</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>193,813</u>	<u>409,389</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Capital expenditures	<u>(208,313)</u>	<u>(85,570)</u>
NET CASH (USED) IN INVESTING ACTIVITIES	<u>(208,313)</u>	<u>(85,570)</u>
NET CHANGE IN CASH EQUIVILANTS	(14,500)	323,819
CASH AND CASH EQUIVILANTS AT BEGINNING OF YEAR	<u>853,155</u>	<u>529,336</u>
CASH AND CASH EQUIVILANTS AT END OF YEAR	<u>\$ 838,655</u>	<u>853,155</u>

II. PROGRAMMING, TRAINING AND OPERATIONS REPORTING

a. Programming Activity.

Programming Actual Totals for Year July 1, 2019 – June 30, 2020

TELEVISION PROGRAMMING

Programming inclusive of community television and radio fill channels 17 and 18 twenty-four hours a day, seven days a week for a total of 75,588 original and encore programs on both channels. At the end of the fiscal year, there were 42 separate series managed by our TV Programming Department including Access Sacramento’s own Live Wire!, Listen Up Sacramento, Living in the West, AccessLocal.Tv and Hometown TV and Game of the Week programs. These programs support the free speech community broadcasters who are “Making a Difference, One Voice at a Time.”



AccessLocal.TV Correspondents Romeo Morales, Julia Sidley, Luis Rua and Melissa Franco from January, 2020.

Access Sacramento has also provided special live educational programming during the summer months of 2019 in partnership with 916 INK at Home providing writing support for youth and IMBA Fun at Home providing arts, crafts, music and dance opportunities.

All Television Programming -- July 1, 2019 – June 30, 2020

Channel 17 The Sacramento County Channel

Number of Programs Received	2,121 shows
Total Number of Programs Presented	41,575 shows

Channel 18 The Open Channel

Number of Programs Received	2,516 shows
Total Number of Programs Presented	34,013 shows
Total Duration of Programs presented	15,217 Hours

Community Message Bulletin Board & Radio For combined channels 17 & 18	1,891 hours
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Total Hours Programming for Ch. 17 & 18	17,108 hours
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All programs on Channel 17 are also simultaneously streamed to the Internet. Those programs on Channel 18 that are licensed for Internet use are also streamed. Programming via the Internet may be found at AccessSacramento.org

RADIO PROGRAMMING

Audio/radio series programming in 2019-20 remains strong, having been expanded in November 2014 with the launch of over-the-air KUBU-LP 96.5 FM. A total of 42 local radio producers provide nearly 100 hours of original programming each week. Radio also continues to broadcast the regular Tuesday meetings for both the Sacramento City Council and the Sacramento County Board of Supervisors meetings, plus the quarterly Thursday meetings of the Sacramento Metropolitan Cable Television Commission. Access Sacramento's cablecasts also feature remote broadcasts each year, although several were cancelled when featured events were cancelled because of the COVID-19 Pandemic.



“The Voice of Sacramento” Radio Studio 3 was fully remodeled this year as a production station and workplace for a telephone operator when KUBU programs a live call-in talk show.

Civic Meetings Broadcast on KUBU-LP

During the fiscal year, Access Sacramento was active in rebroadcasting Metro 14's coverage of regularly scheduled meetings for the Sacramento County Board of Supervisors, the Sacramento City Council and the Sacramento Metropolitan Cable Television Commission as a free over-the-air service to compliment the Metro 14 cable broadcasts. KUBU-LP originated broadcasts on 34 different dates, in many instances, entering and exiting programs for three different meetings each day. For example, the Board of Supervisors meetings begin at 9:30 a.m., takes a lunch break, and re-starts at 2:00 p.m.. Then the Sacramento City Council begins at 5 p.m. and continues until done (usually between 7:30-8:30 p.m. but sometimes during budget season running until near midnight.) **In all, 133-hours of meetings were carried on KUBU over 34 broadcast dates.**

Four “Zones” of Community Messages on Bulletin Board From June, 2019 until January, 2020 on Channel 18, during the overnight and on weekend days, each hour alternates with news from the world on DW-TV. Our bulletin board contained 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 multi-media entertainment presentation 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. Periodically, on-air acknowledgements for business underwriters who support Access Sacramento special events like “A Place Called Sacramento” or the “Power of Voice” Awards Presentation. 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” KUBU for both channels 17 & 18.

From mid-January, 2020 through the end of the fiscal year, the programming for Channel 18 was unable to use the bulletin board system after water damage forced a replacement of the messaging system. Instead, other community content (show-length programs) previously recorded for Access Sacramento was presented including shorter public service announcements, promos and community information.

Cable Channel 17 is defined as a local Community Use channel, is programmed with only “family friendly” programming 24-hours per day, seven days per week. Programming content is under the stewardship of the Access Sacramento Board of Directors’ Programming Committee. 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. Programming during an early evening news-block provides alternative information program featuring news content from Democracy Now and the Free Speech Network and from DW-TV, news about America from Europe.



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 producers consider to be more adult in nature are not seen until after 11:00 p.m. and only on Public Access, however, this mature programming is less than 3% of the total local programming submitted to channel 18. Most channel 18 programs are religious or faith-based in content. Programs on channel 18 may be “streamed” on the Internet if they are submitted in the correct digital format. Many churches now use this feature to support their affiliated missions around the world.



Sacramento County children visit with Santa Claus during a special holiday Live Wire show in December, 2019

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 six different languages and nearly 10 percent of our programming at least partially 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’s cablecast audio programming. For more information, visit http://www.accesssacramento.org/program_schedules/

Television Programming

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

SMCTC Production Grant: Annually, the Sacramento Metropolitan Cable Television Commission provides funding to provide extensive gavel to gavel coverage of community events and sports through operational support including staffing on Hometown Television and Game of the Week broadcasts serving residents across all of Sacramento County.



Description: During 2019-20, 48 full-length programs were broadcast either live or taped, encompassing more than 97 hours of local TV coverage. Over the past 22 years, Access Sacramento has always strived to stretch dollars as far as possible so that a variety of non-profit, educational and government partners can have their events shown on cable TV. “Hometown TV” and “Game of the Week” projects bring pride to their geographic, school, ethnic or cultural communities, by sharing them with all our “cable neighbors” and worldwide viewers when streamed on the Internet to audiences



across the globe. For Hometown TV, local groups are invited to apply by submitting their applications to the Programming Committee for review. Game of the Week contests are selected from various girls and boys high school and occasional college sports throughout the year. The selected events are recorded by trained Access Sacramento staff members and trained volunteer/members. **See Appendix B for a full list of 2019-20 Hometown TV and Game of the Week Events.**



Youth Winners in the “My Neighborhood” film short competition launched for “A Place Called Sacramento” in October, 2019.

LiveWire! – Arts and Entertainment Programming

Description: January, 2020 marked the start of the 29th year for Live Wire! a locally produced weekly public affairs, community culture interview program on channel 17. Live Wire! is the longest running televised interview program in Sacramento television (originating in 1992 with close to 1,350 programs produced). Featured guests on Live Wire! include local non-profit 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.



Host Ray Tatar (left) learns about the nonprofit Music Landria library that loan musical instruments and provides training in Sacramento County.

Listen Up! Sacramento – Music Programming



The “Banjo Bones” performers bring their folk music to Listen up! Sacramento with host Eli Perry (middle) with new shows twice a month on Access Sacramento

Description: This Access Sacramento produced program features local up-and-coming reputable bands and musical groups of all genres and languages. The program has featured everything from Spanish language post-punk to spoken word poetry. Hosted by Eli Perry, 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.

Cablecast Audio (Radio) Programming

Community Radio Programming from cablecast radio KUBU-LP 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 streaming on the Internet at our two web sites www.AccessSacramento.org and 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 these websites to connect to the Surfer Network stream.
4. Access Sacramento also provides a free mobile app for devices that can bring the cable radio station to tablets and Android phones from the Google Play Store and to iPhones or iPads from the Apple Store. During the fiscal year June, 2019 to July, 2020, the mobile app had more than 4,800 unique visitors averaging just over 400 unique visitors each month. For the mobile app, there is a 2.14 listener AQH (Average Quarter Hour) usage rate.



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 (\$60/annually). For those who wish to use Access Sacramento equipment, production training is offered year-round at the Coloma Center studios and other “on-location” opportunities including DDSO Employment-Plus and the George Washington Carver High School. We train in all phases of television and audio production and digital content uploading. Expanding on-line training is now also being offered in response to the March, 2020 COVID-19 pandemic. 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

Current Membership

Access Sacramento began an improved method of tracking membership through its membership data base after June of 2020. This new method allows both staff and the Board of Directors to track better the number of current paid members, those who are past due or who have expired memberships. Membership at end of June, 2020 was 262, with a reduction from the previous year primarily related to the COVID-19 pandemic and City of Sacramento’s closure of the Coloma Community center. Paid 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 180, Radio 41, Series Provider 28 and Student 22.

Production Training for TV and Radio

Numbers indicate students enrolled or events attendees for the year.

- **Basic Orientation**
(Free, one session of 1.5 hours) - Free, mandatory, 90-minute sessions are offered twice each month. This provides an overview of our 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. This report shows the number of people attending official regular sessions at the Coloma Community Center and does not reflect other outreach individually by the Executive Director to community groups or as personalized tours.
2019-20 Number of Participants: 109
- **Introduction to Single Camera Production and Editing**
(\$80, 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]

2019-20 Number of Participants: 46

“A Place Called Sacramento” Film Production Workshops

These workshops are designed to closely align with the submission and production dates for this annual celebration of local filmmaking.

Title and Description	Maximum Enrollment	2019-20 Number of Participants
PCS Script Writing	20	20
PCS Make-Up	8	4
PCS Acting	10	Cancelled Due to COVID 19
PCS Pre-Production Planning	10	14
PCS Post-Production Editing	10	16

- “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 Weekend in October at the historic Crest Theatre’s “Big Screen.”
2019-20 Number of Participants: 146
- Intro to Multiple Camera Studio Production**
 (Fee \$70, seven 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.
2019-20 Number of Participants: 51
- Community Radio Production**
 (Fee \$40, 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, SAP and Internet streaming.
2019-20 Number of Participants: 28

- **Remote Radio Production (New for 2019)**
(Fee \$30, 1 sessions of 3 hours) – This training opportunity teaches basic skills in radio remote program production including planning for Radio Remotes, Set-up of Field Remote Support Equipment and Studio Operations for Remote Broadcasting with an opportunity for a live remote event. Prerequisite must have complete Community Radio Production Class. 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, SAP and Internet streaming.
2019-20 Number of Participants: 4
- **HD Truck Training** (Fee \$40, 2 sessions of 6 hours, plus two volunteer events) – This class teaches member to power up, set cameras and audio, and create live or live-to-tape remote production using the HD Remote Truck. Switching, recording, graphics and instant replay are all possible. Certification in use of the TV Studio is a prerequisite.
2019-20 Number of Participants: 8
- **Producing a Television Show** (\$20, 2 Sessions of 3 hours) 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.
2019-20 Number of Participants: 21 (including two classes on-line)
- **Tricaster Training**
(\$40, 4 sessions of three hours) 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.
2019-20 Number of Participants: 18 at off-site locations
- **Introduction to Social Media** (\$20, 1 session of 2 hours) Students learn how to use their computers, phones or portable mobile devices to increase their use and capacity with social media including FaceBook, Twitter and Instagram. New in September, 2019
2019-20 Number of Participants: 6 (including two classes on-line)

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 link on the website homepage

www.AccessSacramento.org

SPECIAL EVENTS

20th Annual “A Place Called Sacramento” Film Festival at the Crest Theatre. This expanded event included additional events at the Coloma Community Center. This is a primary fundraiser and outreach event celebrating Sacramento area filmmakers. Featuring the world premiere of 10 “A Place Called Sacramento” original films. The films make their cablecast premiere on Channel 17, are featured in AccessLocal.Tv’s website and our YouTube channel, and

both Access Sacramento and The Place Called Sacramento Film Festival earn credit with each film on the Internet Movie Database (IMDB.com). Additional programming included the creation of the “A Place Called Sacramento” Hall of Fame, and the special presentation of a Hollywood Panel featuring local artists now working in Hollywood moviemaking.

2019-20 Number of Participants: 960

6th Annual High School Public Service Announcement Video Competition – Videos promoting the Sacramento Area Sewer District and the Sacramento Regional County Sanitation District were entered with the best three videos in each of two categories (Live Action and Animation) earning cash prizes sponsored by the two benefitting agencies. Winners also have the honor of having the videos air on Access Sacramento and being used in social media by the sponsoring non-profits. **2019-20 Number of Participants:** 200+ resulting in 74 judgable entries.

Access Partnerships with Community Events

This represents only a partial list of community events that Access has participated in during 2019-20.

- Sacramento Dist. 3 Pops in the Park Concert
- Sacramento Fire Department’s Tamara Thacher Celebration of Life
- Skip’s Stairway to Stardom concert broadcast
- Stand Out! - Youth play opposing Marijuana
- Pause for Peace – Interdenominational church unity event
- 20th Annual “A Place Called Sacramento” Film Festival
- Sacramento Gay Men’s Chorus Holiday Concert
- CIF Sac-Joaquin Section Football and Basketball Playoffs
- 46th Annual Pig Bowl: Guns & Hoses XVIII
- APAPA Election Forum
- California Film Foundation Digital Odyssey Filmmaker Series
- Cosumnes River College / Sacramento State Ethics Conference
- Effie Yeaw Preserve Nature Fest

Access Sacramento Public Relations Activities

- **Internet Streaming** - Channels 17 & 18 and KUBU 96.5 FM “The Voice of Sacramento” radio stream live from AccessSacramento.org and AccessLocal.Tv.
- **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 3,000 e-mail addresses (members, friends, and media outlets).
- **Social Media**
 - **YouTube Channel** - YouTube “Access Sacramento” channel featuring “A Place Called Sacramento” films, Game of the Week and Hometown events, Live Wire, Listen Up! Sacramento and other original programming content.
 - **FaceBook** - Access Sacramento’s Facebook page has more than 3,716 follow the Access

Sacramento FaceBook page. Other branded pages are updated manually in support of the A Place Called Sacramento Film Festival, LiveWire! and KUBU-LP programming. The AccessLocal.Tv website automatically feeds its Facebook page.

- **Twitter** – @accessac has more 2,498 followers. @SacGOTW, Hometown Sports Game of the Week provides in-game updates to more than 520 followers many times during an event and is frequently retweeted to more than 35,000 others. @AccessLocal.tv automatically tweets when its Facebook page is updated to more than 200 followers. @KUBU_965fm was started in 2017 and now has 228 followers.
- **Annual Meeting** - Following the regular June monthly Board of Director’s Business Meeting, Access Sacramento fulfills its obligation to hold an annual membership meeting. This meeting is televised live on channel 17. The Board of Directors officer selection 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, 2020, the following awards were presented:

HONORS FOR 2020 AWARDS

- Lifetime Achievement – Leon Reyes “Latin Perspectives”
- Meritorious Service and Career Achievement – Mike Lidskin “Twirl Radio”
- Channel 18 Series Producer – David Ridgway “The Real Deal with Barbara Marshall”
- Channel 17 Series Producer – Vee Ellis “The SacTown Insider Rogue Edition”
- Channel 17 Program Producer – Maksim Tsymbal “Mental Health Matters”
- Channel 18 Best New Series – Chris Hennessy “Yolo YoYo’s”
- Radio Producer of the Year – Lindsey and Jake Johnson “Country Music Kid”
- Radio "Rookie" of the Year – Julio Cesar Gonzales “The Weekly Context”
- TV "Rookie" of the Year – Scott Williams “Tamera Thacher Memorial”
- TV "Volunteer Helpers" of the Year – Meagan Althea, Tony LaVelle, Ricardo Lujan, Nicole Rogers,
- TV Interns of the Year – David C. Schlesinger, Riley Van Vorhis
- **Free Promotion on Community Calendar and Bulletin Board** - Local Non-Profit Organizations send postmaster@AccessSacramento.org information for free website “Community Calendar” and channel 17 & 18 “Bulletin Board” notification messages.
- **Regional Program Distribution** - Sharing of programs such as “Yolo Yoyo’s,” “God’s Way,” “Barbara Marshall TV,” and “The Connie Bryan Show” other public access channels.
- **Speaking Engagements** - Among other appearances, the Executive Director, various staff and board members made presentations at: the Elk Grove Unified School District Technical Advisory Committees, Futures Explored Partnership Meeting, CalCAPA Outreach, Sacramento State Internship/Partnership Planning, Sacramento County Digital Inclusion Workshop, Elk Grove Arts Commission, Light’s Camera Action Regional Conference, Big Day of Giving, Sacramento County History Day, Alliance for Community Media National and Regional Conferences, California Endowment Project Meetings, Capital Film Arts Alliance, California Film Foundation, Assemblyman Kevin McCarty’s Holiday Reception

and Toy Drive, Big Day of Giving, Pleasant Grove High School, Franklin High School, George Washington Carver High School, and DDSO Employment Plus and Television appearances on Mazzy TV, Live Wire, Libertarian Counterpoint, Hometown Sports Game of the Week, Power of Voice Presentation and “A Place Called Sacramento.”

- **Video Competitions** - Regional Western Access Video Excellence “WAVE” and national Hometown programming competitions.

Further comments or questions?

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Appendix A

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

Financial Statements Year
Ended June 30, 2020

Compiled by Balarsky & Beebout, 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
48 County-wide Programs
2019-20

2019-20 Hometown and Game of the Week Events					Districts	
Date	Name of Event	Event	Prog #	Length	City	County District
7/19/19	Pops in the Park Concert	1	1	2:37:00	Sac 3	1
7/23/19	Skip's Stairway to Stardom	1	1	2:04:51	Rocklin	Placer
7/27/19	Stand Out! Marijuana Play	1	1	1:38:49	County	2
8/23/19	Game of the Week: Football Monterey Trail at Sheldon (LIVE)	1	1	2:46:00	County	2
8/27/19	Pause of Peace	1	1	1:38:17	County	3
8/30/19	Game of the Week: Football Christian Brotheres at Pleasant Grove (LIVE)	1	1	3:22:00	EG 2	5
9/13/19	Game of the Week: Football De La Salle at Folsom (LIVE)	1	1	3:15:00	Folsom	4
9/20/19	Game of the Week: Football Rosemont vs. Kennedy (LIVE)	1	1	2:59:00	Sac 7	2
9/21/19	4th Annual Scholastic Chess Championship	1	1	1:44:00	Fair Oaks	3
9/27/19	Game of the Week: Jesuit at Franklin (LIVE)	1	1	2:48:00	EG 4	5
9/28/19	APAPA Election Forum	1	1	2:34:33	Sac 3	3
10/1/19	Game of the Week: Girls Volleyball Cosumnes Oaks vs. Sheldon (LIVE)	1	1	1:28:00	County	2
10/3/19	A Place Called Sacramento Hall of Fame / Retrospective	1	1		SAC 4	1
10/4/19	Hollywood Connection Panel	1	1	0:58:01	SAC 6	1
10/5/19	A Place Called Sacramento World Premiere	1	1	2:51:31	SAC 4	1
10/6/19	California Film Foundation Digital Odyssey - 21st Century Casting	1	1	0:39:03	SAC 4	1
	California Film Foundation Digital Odyssey - SAG/AFTRA		1	1:08:24	SAC 4	1
	California Film Foundation Digital Odyssey - Trans-Media		1	1:17:25	SAC 4	1
10/11/19	Game of the Week: Del Oro at Oak Ridge (LIVE)	1	1	2:57:00	El Dor. Hills	El Dor.
10/18/19	Game of the Week: Inderkum at Antelope (LIVE)	1	1	3:27:00	Antelope	4
10/25/19	Game of the Week: Cosumnes Oaks at Elk Grove (LIVE)	1	1	3:15:00	EG 2	5
11/1/19	Game of the Week: Del Oro at Folsom (LIVE)	1	1	3:24:00	Folsom	4
11/8/19	Game of the Week - CIF Football Playoff Opening Round Pleasant Grove at Monterey Trail (LIVE)	1	1	2:59:00	EG 3	5
11/15/19	Game of the Week - CIF Football Playoff Quarterfinal Davis at Inderkum (LIVE)	1	1	3:26:00	SAC 1	1
11/19/19	CSUS/CRC Ethics Forum: Ethics of Having Children Part 1 (LIVE)	1	1	1:36:25	SAC 8	2
	CSUS/CRC Ethics Forum: Ethics of Having Children Part 2 (LIVE)		1	1:20:54	SAC 8	2
	CSUS/CRC Ethics Forum: Ethics of Having Children Part 3 (LIVE)		1	1:22:44	SAC 8	2
11/22/19	Game of the Week - CIF Football Playoff Semifinal Monterey Trail at Folsom (LIVE)	1	1	3:12:00	Folsom	4
12/8/19	Sacramento Gay Men's Chorus Holiday Concert	1	1	1:58:13	Sac 4	1
12/9/19	Sacramento Fire Dept Memorial / Tamera Thacher Celebration of Life (LIVE)	1	1	1:42:00	Sac 4	1
12/13/19	Game of the Week: Boys Basketball Vacaville vs. Cordova (LIVE)	1	1	1:28:00	R. Cord.	5

	Game of the Week: Boys Basketball University Prep vs. Cosumnes Oaks (LIVE)		1	1:42:00	EG 4	5
12/15/20	Effie Yeaw Wildlofe Center - Nature Fest Part 1	1	1	1:19:41	Carmichael	3
	Effie Yeaw Wildlofe Center - Nature Fest Part 2		1	0:59:18	Carmichael	3
12/27/19	Game of the Week: Boys Basketball Kennedy vs. Inderkum (LIVE)	1	1	1:47:00	Sac 1	1
	Game of the Week: Boys Basketball McClatchy vs. Cordova (LIVE)		1	1:37:00	R. Cord.	5
1/7/20	Game of the Week: Boys Basketball Luther Burbank vs. Grant (LIVE)	1	1	2:00:00	SAC 2	1
1/10/20	Game of the Week: Girls Basketball McClatchy vs. Laguna Creek (LIVE)	1	1	2:00:00	EG 3	5
	Game of the Week: Boys Basketball McClatchy vs. Laguna Creek (LIVE)		1	1:42:00	EG 3	5
1/25/20	Guns and Hoses / 46th Annual Pig Bowl (LIVE)	1	1	3:12:23	SAC 3	3
1/31/20	Game of the Week Boys Basketball Franklin at Sheldon (LIVE)	1	1	1:42:00	County	2
2/7/20	Game of the Week Girls Basketball St. Francis at Elk Grove (LIVE)	1	1	1:48:00	EG 2	5
2/14/20	Game of the Week Girls Basketball River City at Grant Union (LIVE)	1	1	1:43:00	SAC 2	1
	Game of the Week Boys Basketball River City at Grant Union (LIVE)		1	1:42:00	SAC 2	1
2/18/20	Game of the Week CIF Playoffs Opening Round Cordova at Vista Del Lago (LIVE)	1	1	2:04:00	Folsom	4
2/21/20	Game of the Week CIF Boys Playoffs Quarterfinal Round Weston Ranch at Cosumnes Oaks (LIVE)	1	1	2:04:00	EG 4	5
2/25/20	Game of the Week CIF Boys Semifinal RockIn at Sheldon (LIVE)	1	1	1:46:00	County	2
2/28/20	National Lawyers' Guild Social Justice Gala	1	1	1:14:57	County	3
	Shows and Time Totals	39	48	97:13:05		