

2021
High School
Video PSA Contest



Annual Report
July 2020 - June 2021



Your Voice, Your Community

Ready to raise your voice? Access Sacramento is here to help you—with access to media tools & training. Borrow audio & video equipment. Learn to create a video. Produce a TV or radio show. We are here to empower you...

Radio, An Intimate Medium

During this year of cooties, it was a lot easier for our community radio producers to continue producing from home & from our radio studios than it was for our indie TV producers to work from our TV studio. This is because TV needs bigger crews, whereas the indie DJs could work their musical and talk show magic safely in isolation.



Speak Into The Mic

In addition to our 8th annual high school PSA contest that SMUD and the Sewer District underwrite, we created a high school radio drama contest to help HS media classes work remotely with their students on a new audio project. The teens learned about writing and executing suspense scripts. Now we just need to find a great underwriter, so the contest awards offer greater incentives to the students.

Didn't Miss A Beat

In its 30th year “Live Wire!,” a weekly live talk show produced at Access Sac, continued to air during the pandemic. Our crew used StreamYard, a streaming program, which allowed us to continue interviewing remote guests live—both keeping our guests & crew safe & production qualities high. Live Wire! takes a closer look at local community events, non-profits, and creatives, as well as highlights local governmental services such as police & fire dept. initiatives that the community should know about.



Action In The Field

The super cool HD truck is equipped with the same tech tools as our TV studio. This invites our studio users to stretch their skills to field shoots.



Art for Communication's Sake

Wanting to keep our video crew working while the pandemic reduced community filming opportunities, and wanting to assist other arts organizations who were hurting, we secured a CA Arts grant to produce short videos about local artists and arts organizations. These became great quality local content for our TV channels, and great marketing tools for the artists profiled. A real win-win. Videos highlighted are at the end of this report...

July 30, 2021

Dear Community,

Access Sacramento, your non-profit, community access media center experienced a year of dramatic transition. Aside from the constant pivoting that had to be done in order to navigate the uncertainty and disruptions of this pandemic year, we said good-bye to two key staff members. Our executive director, Gary Martin, decided it was time to retire. This led to an extensive national search for someone with non-profit leadership experience, who also had technical media and marketing skills. By the third quarter of the fiscal year we had found our replacement—me. I am grateful for this opportunity to execute our media mission whose goal it is to strengthen our Sacramento County community through the creation and dissemination of local media.

Also in this year, Shane Carpenter, our radio coordinator who has been at his job since the birth of KUBU radio, had passed away leaving a void in our hearts and a void to be filled at the media center. After an external search, we found that we knew the right person for the job all along; Tim Parish our radio engineer has stepped smoothly into the radio coordinator position.

As we continued our community service of distributing local media on our various channels, and happily resumed our services of lending media equipment and educating residents on how to use and master media tools, we had to take extra time for staff training and cross training. We also took extra caution because of several Covid exposures. At each health scare we worked responsibly to mitigate the risks, and each time we started over again with new lessons learned and tweaked safety protocols in place.

We are happy to collaborate with our resilient community members who make and air local media despite the pandemic. **We invite you to make a show, film an event, learn media skills or document something important to you.** Know that Access Sacramento is your media center; we look forward to collaborating with you this coming year.

Healthy regards,

Donna Girot
Executive Director
Access Sacramento Community Media

Statement of Financial Position

	June 30, 2021	June 30, 2020
ASSETS		
Cash & Cash Equivalents	\$ 1,095,260	\$ 796,024
Cash Reserve Funds	42,669	42,631
Furniture & Equipment	<u>767,733</u>	<u>791,382</u>
Total Assets	\$ 1,905,662	\$ 1,630,037
LIABILITIES & NET ASSETS		
Account Payable	\$ 93	\$ 1,441
Accrued Liabilities	10,111	17,454
PPP Loan	112,887	67,805
CARES Act Loan	<u>--</u>	<u>--</u>
Total Liabilities	\$ 123,191	\$ 123,191
NET ASSETS		
Without donor restrictions	\$ 803,176	\$ 612,530
With donor restrictions	<u>979,295</u>	<u>930,807</u>
Total Net Assets	\$ 1,782,471	\$ 1,543,337
TOTAL LIABILITIES & NET ASSETS	\$ 1,905,662	\$ 1,630,037



42

Number of series producers aired this year



51,811

Number shows aired on local cable TV this year

Number of days
in the year that
award-winning
alternative news
programs DW News
& Democracy Now were aired
on Access Sacramento



365

30

Number of years that LiveWire!, a local
weekly talk show has been produced as a
training program at Access Sacramento



Statement of Activities Year Ended June 30, 2021

	W/O Donor Restrictions	With Donor Restrictions	Total
INCOME			
SMCTC Grants	\$ 664,689	\$ -	\$ 664,689
Grant Foundation	43,666	-	43,666
PEG Capital & Facilities Grant	-	689,133	689,133
Interest Income	438	-	438
PCS Film Competition & Festival	2,042	-	2,042
Event & On-air Underwriting	4,259	-	4,259
User & Rental Fees	994	-	994
Membership & Training	17,833	-	17,833
Contracted Productions	646	-	646
Donations & Fundraising	10,699	-	10,699
Other Revenue	172,085	-	172,085
Release of Restriction-Current Year	<u>640,645</u>	<u>(640,645)</u>	<u>-</u>
Total Income	\$ 1,557,996	\$ 48,488	\$ 1,606,484
OPERATING EXPENSES			
Program Services	\$ 1,019,162	\$ -	\$ 1,019,162
Support Services			
Administrative	326,905	-	326,905
Fundraising	<u>21,283</u>	<u>-</u>	<u>21,283</u>
Total Operating Expenses	\$ 1,367,350	-	\$ 1,367,350
CHANGE IN NET ASSETS	\$ 190,646	\$ 48,488	\$ 239,134
NET ASSETS AT BEGIN OF YEAR	\$ 612,530	\$ 930,807	\$ 1,543,337
NET ASSETS AT END OF YEAR	\$ 803,176	\$ 979,295	\$ 1,782,441



565

Hours this year that informative community bulletins aired along with KUBU radio audio to keep our community informed

Hours per day that local shows aired on Access Sacramento cable TV channels this year



8

Number of local media channels we provide to Sac county residents including local radio and TV on cable channels 17 & 18, Roku, Apple TV, IPTV, www.AcessSacramento.org live and video on-demand, KUBU 96.5 low frequency radio; high school sports also available on NFHSnetwork.com

California Arts Council

Sacramento Community Cable Foundation
d.b.a. Access Sacramento Community Media
Grant APM-19-7808

Sojourner Truth African Heritage Museum Extension Celebration

8 interviewees, 1 performer

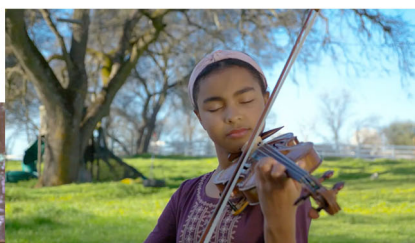


Capoeira Angola

3 interviewees, 4 performers

The Chevalier Project

5 interviewees, 6 performers



Norcal School of the Arts

1 interviewee, 20 performers



Winko Ljizz, Acoustic Musician Extraordinaire

1 interviewee

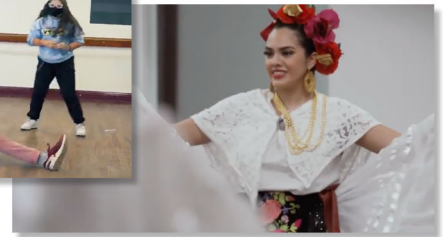


California Arts Council

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Instituto Mazatlan Bellas Artes

1 interviewee, 27 performers



Eben Burgoon, Graphic Novelist

1 interviewee



Stencil Stop Stencil Designs

2 interviewees



Stairway to Stardom Teen Music Program

5 interviewees, 15 performers

Capsity Art Space

4 interviewees



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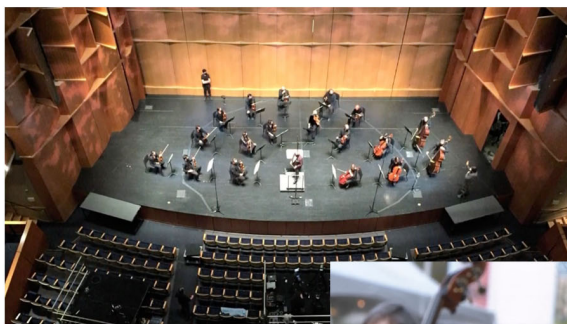
California Stage

1 interviewee, 15 performers



Sheilagh Designs Sacramento Costumers

1 interviewee, 2 costumers



Sacramento Philharmonic & Opera

1 interviewee, 17 musicians



Access Sacramento is your local community-building, non-profit public access media center
that serves communities in Sacramento County, CA.

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