



SAN FRANCISCO COMMUNITY MEDIA

1720 Market Street
San Francisco
CA 94102

415 575 4949 phone
415 575 4945 fax

www.accessf.org

Annual Report 2001/2002 Fiscal Year

San Francisco Community Television Corporation (CTC) Access San Francisco

Prepared by:

Zane Blaney, Executive Director
Aaron Vinck, Assistant Director
Jan Levine, Operations Manager
Alice Yu, Training Coordinator
Tom Barkett, Programming Coordinator

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President,
Southern Cross Ventures

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Jordan Greene
Public Relations

William Fiore
Representative Organizer,
IFRTE Local 21
Access SF Treasurer,
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Lisa Lowy
Entertainment Attorney,
Law Office of Lisa S. Lowy



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About the CTC

The San Francisco Community Television Corporation (CTC), a nonprofit organization, manages San Francisco's public access television channel and its production facilities, now known as Access San Francisco. The CTC's mission is to strengthen the fabric of community life by enabling open communications through public access television and other electronic media. (The CTC's three-year Strategic Plan with details on its mission, values, key strategies and organizational objectives is available on request.)

The CTC has been at the center of a fifteen-year community process to improve cable access television in San Francisco. Supported by the Board of Supervisors, the non-profit was founded in June 1987 to promote and encourage the use of public access television, facilitate a transition to nonprofit management from the cable operator and advise the Board of Supervisors on access channel and cable franchise issues. However, the transfer of public access management to the CTC did not occur until nearly a decade later when in 1997 the San Francisco Cable Franchise was amended to require the transfer and provide funding for the nonprofit management of the channel.

In 1993 the CTC created San Francisco's first cable government access station, CITYWATCH. The CTC managed the channel until September 1999 when government access channel management was transferred to the City and County of San Francisco and the CTC finally assumed management of the public access channel.

The CTC entered into a three-year grant agreement to manage public access in fiscal year 1999/2000 (FY 99/00). Now in its third year of that grant agreement, the CTC and public access experienced significant growth with expanded facilities and services. While sustaining existing public access functions, the CTC managed the construction of a new \$1.7 million public access television production facility at 1720 Market Street. Construction began in FY 00/01 and continued into FY 01/02. In April 2002 the facility was officially opened with a ribbon cutting ceremony and reception attended by Mayor Willie L. Brown, Jr.; Tom Ammiano, President of the Board of Supervisors; Supervisors Mark Leno and Sophie Maxwell; Representatives of the Department of Telecommunications and Information Services; and numerous nonprofit organizations and individual supporters of public access.

Construction, Technical Installation and Operations Highlights:

On March 16, 2001, a construction contract was signed with Berkeley Builders, Inc. (BBI) to begin work on the new facility.

BBI contracted with fifteen sub-contractors to work on the project beginning in April 2001. The sub-contractors included minority owned businesses. The CTC contracted with an additional four purveyors to do the television production technical installation. The CTC staff participated in daily supervision of the construction project including regular site visits and weekly meetings with the contractors and project designers.

Construction Timeline and Progress

July 2001

- Construction of the interior spaces was completed and work began on the rooftop HVAC enclosures.
- CTC attends several equipment auctions and enhances the new equipment list with over \$300,000 in used equipment.

August 2001

- Construction punch list review begins.

September 2001

- Technical installation begins with the first cable pulls of over fifteen miles of interior cables and the installation of over 5,000 custom made wires.
- Studio light grid and syc installed.
- Studio lighting installed.
- Temporary Occupancy Permit issued.
- CTC moves out of temporary offices at 25 Van Ness and relocates to the new facility at 1720 Market Street.

October 2001

- Installation of first technical racks.
- Installation of playback automation equipment.
- Manual channel playback begins at 1720 Market Street.

November 2001

- Tiltrac playback automation system activated.
- Edit suites completed.

December 2001

- Edit suites and dub station available to users.

February 2002

- Studio control room finished.

March 2002

- Fire Inspections complete.

April 2002

- Final Building Inspection.
- Producer's Open House.
- Ribbon Cutting Reception with Mayor Brown.

May 2002

- Studio reservations open.

June 2002

- o Installation of reception plasma screen.
- o Studio productions begin.
- o Final Occupancy Permit expected in July 2002.
- o Final Flash Studio Technical Installation expected in Fall 2002.

Facilities Report

After moving completely out of the existing facilities at 1855 Folsom Street in FY 00/01, tape drop-off and pick-up, editing with our two new DVCAM edit suites, the user dub station, and PD-150 field camera checkout, were all done in our temporary facility at 24 Oak Street. Though construction began at 1720 Market Street in April 2001, the building was not ready to move into until late September.

While construction was mostly completed when the CTC moved, the facility was far from ready for public use. Only after the build-out could the systems installation, engineering, and integration be accomplished.

The CTC began accepting tapes for playback only two days after our move. In the first week, manual playback was moved from AT&T on 16th Street to our new home. Three weeks after the move, we began the checkout of field equipment again.

Video and audio wiring for the facility could only be started during the very latest stages of construction, and as a result, continued into the fall of 2001. Phone and data lines were also still being installed. The first room needing completion was master control/playback, as this area is the heart of the facility, feeding and accepting audio and video signals from the whole building.

After master control and automated playback were completed, the edit suites were re-engineered, and we opened our edit suites and dub station in November 2001. The Main Studio was completed in March 2002, and, after training CTC staff in its use, recertification began for all of the existing producers and volunteers in April. At the beginning of June, new productions began in the Main Studio. While users were at times impatient for completion, everyone who has used the new facilities agrees that they are excellent, function beautifully, and have significantly improved their programs and the channel quality.

Facility Usage Report for Training and Production

Editing:

| | | |
|--------------|--------------------|--------------------------|
| 960 sessions | 5,785 hours of use | Market value: \$ 49,373. |
|--------------|--------------------|--------------------------|

Dub Station

| | | |
|--------------|--------------------|--------------------------|
| 422 sessions | 1,024 hours of use | Market value: \$ 10,236. |
|--------------|--------------------|--------------------------|

Field Equipment

| | | |
|---------------|---------------------|--------------------------|
| 520 checkouts | 27,081 hours of use | Market value: \$154,555. |
|---------------|---------------------|--------------------------|

Main Studio

49 sessions

285 hours of use

Market value: \$142,500.

Facilities Operation & Supervision

The CTC provided and improved on-going facility services by doing the following:

- Continued day-to-day supervision of Oak Street and Market Street facilities.
- Supervised relocation of playback facilities from temporary location at ATT Broadband to Market Street facility. Worked closely with ATT Broadband to provide uninterrupted playback on the channel.
- Relocated operations to new facility at 1720 Market Street.
- Supervised installation of equipment and systems at new facility.
- Trained staff on use of new equipment and new studio
- Redesigned and maintained the web site www.sfctc.org.
- Maintained tracking of equipment discrepancies and repairs.
- Sustained regular equipment maintenance schedule and reporting.
- Continued to develop the FACIL access center management software for comprehensive use in scheduling, member tracking, and cablecasting.
- Increased user community involvement and communications by creating discussion and announce email listservs.
- Staff development through participation in BVAC training courses.
- Staff development through participation in national and regional conferences with other access centers.
- Created continually updated support materials for community producers, available in the facility and on the web site.
- Created announcement and community bulletin boards in the facility for client information sharing and use.

Training Outcomes & Achievements for July 2001 – June 2002

July - December 2001:

In preparation for and during the move to the new facilities, and during the continued installation of equipment all Workshops and Orientations were placed on hold.

January – June 2002:

Orientations, Field Production Workshops and Editing Workshops resumed in January.

Orientations are a one-session introduction to public access television and the CTC. Included in the Orientation is a brief history of public access in San Francisco and history of the CTC, a tour of the new facilities, an introduction to the services available, and an overview of key policies and procedures. Participants are given a copy of the current Policies & Procedures Manual for review, and a Statement of Compliance for them to sign.

Each Field Production Workshop provides 14 hours of instruction and hands-on practice, in a multi-session format. The curriculum includes instruction on camera operations, tripods, audio equipment, portable lighting kits, media literacy and hands-on practice. The workshop culminates in a group video exercise with participants going out in the field and shooting.

Each Editing Workshop provides 10.5 hours of instruction and hands-on practice, in a multi-session format. The curriculum includes instruction on sourcing and mastering decks; edit controller basics and special effects; insert and assemble editing; editing sound and voice-overs; and graphics design for credits, lower-thirds and title pages. Participants work in groups to complete an editing exercise that incorporates graphics, music and voice-overs.

Number of Orientations Offered = 11
Attendance at Orientations = 287

Number of Field Workshops Offered = 7
Certification in Field Production Workshops = 45

Editing Workshops Offered = 6
Certification in Editing Workshops = 40

Once the installation in the Main Studio was complete, the re-certification/re-training process for previously certified/trained studio users began in mid-April and continued through June.

Number of Main Studio Re-certification Workshops Offered = 12
Re-certification in Main Studio = 105

Income generated from the Field Production Workshops and Editing Workshops during this period = \$3,150. Orientations are free, as were the Main Studio Re-certification Workshops.

Programming

In November 2001, we converted our playback operations over to a completely new automated system, accomplishing this with virtually no interruption of service. This new system enables playback of video programming 24 hours per day with no need for staff to be present.

In January 2002, we implemented a revised series timeslot selection system, enforcing limits on how long individual series programs may occupy the same timeslots. Despite some controversy, particularly with a few vocal long-time producers, this transition went smoothly.

The total number of programs on the channel stood at around 150 in July 2001 and increased to around 190 by the end of June 2002. This represented around 80 new programs combined with attrition of older programs.

From January through June 2002, 143 series programs participated in the new series timeslot selection system. Of these, 51 were new programs and 92 were existing programs going through the revised series timeslot renewal process. Of the existing programs, 36 programs changed timeslots, 18 of which did so voluntarily.

In addition, the CTC did the following:

- Maintained Scala InfoChannel software for on-going PSA and station information.
- Maintained system of playing new music from local artists.
- Maintained system for cablecasting single programs and repeats of current programs during open timeslots in the program schedule.
- Maintained daily tape pull sheet with daily programming log and accurate day-by-day tracking of repeats and no-shows.
- Maintained system of warning and canceling programs in violation of playback policies.
- Continued to ensure new programs and other program schedule changes are consistently reflected throughout CTC, including constant updates to:
 - database
 - tape log book
 - TV Guide channel 3 on-air program schedule
 - TV Guide digital on-screen navigation menu
 - TV Guide monthly Cable Guide magazine
 - Scala
 - web site
 - tabular schedule and newsletter

Also, the CTC Community Bulletin Board provided text PSAs for 30 Bay Area community organizations including:

Best Buddies, CA
CCCSF
Center for Caregiver Training
Citizens Commission on Human Rights
Community Music Center
Department of Public Works
Ethnic Dance Festival
Exit Theater
Exploratorium
First Seen
Habit Abatement Clinic
Hospice by the Bay
JACS
Jon Sims Center
Kul Arts

Lamplights Music Theatre
LYRIC
Magnes Museum
Musicians Union Local 6
Pacific Islanders' Cultural Association
Parents Place
PFLAG
Rose Resnick Lighthouse for the Blind
Seven Tepees Youth Program
SF Jazz Organization
SF Shakespeare Festival
South-End Rowing Club
Subdermal Theatre
WAKE, Inc.
Xi Eta Zeta Sorority

Collaborations and Outreach

During FY 01/02 the CTC made significant efforts to develop community collaborations and outreach activities including the following:

- MYEEP Internships

Plans have been put into place for a workforce development style partnership with MYEEP, the Mayor's Youth Education and Empowerment Program. The CTC staff were trained in June 2002 to serve as site coordinators for MYEEP's internship program, with plans set to unfold for the CTC facility to serve as a training HUB for interns during Fall/Winter 2002/2003.

Outreach Initiatives to Special Interest Groups

Year one of THE SAN FRANCISCANS outreach program began with comprehensive outreach to leadership representatives from community based organizations (CBOs) working with the following three communities: Youth, Asian, & the Disabled. Outreach lists were developed for each of the three communities, and in May/June 02, mailings were sent to these contacts inviting their attendance at three targeted orientations/facility tours hosted by CTC Staff and members of the Development Committee of the CTC Board of Directors. These orientations were designed to begin a dialogue with these groups, and they were a great success. Various follow up strategies are set to unfold in FY02/03 to solidify the involvement of these groups in continuing programs at the CTC.

Direct outcomes of these Orientations include:

- Various representatives from participating organizations attended regular CTC orientations.
- Representatives from all three-targeted group enrolled in/completed workshops or are in the process of submitting programming for the channel.
- Requests and subsequent creation of PSAs on the Community Bulletin Board.
- Collaboration on the creation of video PSAs for the Rose Resnick Lighthouse for the Blind through grant funding which the CTC will receive \$2000 (to be completed by December 2002).

The CTC staff also met the Executive Directors of the Bay Area Video Coalition (BAVC) and the African American Center for Arts and Culture to discuss potential future collaborations involving shared resources, promotion, training and outreach.

Funding History and 2000/2001 Grant Initiatives

The CTC has been a strong advocate and catalyst for raising funds to benefit all PEG channels in San Francisco with a primary focus on public and government channels. This advocacy resulted in the approximate \$6,000,000 PEG access grants mandated in the 1997 San Francisco Cable

Franchise and additional funding from the City and County of San Francisco and cable operators during the past ten years.

A grant writing time line has been developed that includes the submissions of Letters of Intent to various foundations.

City and County of San Francisco Public Access Management Grant

During the 3rd and 4th quarters of FY 01/02 the CTC responded to the City and County of San Francisco Request for Grant Proposal to continuing management of the public access channel. The CTC was the only applicant. The process was extensive taking six weeks to prepare the grant application and several months of negotiations. By the end of the fiscal year, the CTC was continuing to work with the Department of Telecommunications and Information Services to prepare the application for approval by the Telecommunications Commission and the Board of Supervisors.

SBC Foundation Grant

In May 02, a grant was written and submitted to the SBC Foundation's 2002 Excelerator Program for THE SAN FRANCISCANS, a comprehensive plan for new outreach designed to introduce the new Access San Francisco facility and programs to an ever increasing number of diverse users. THE SAN FRANCISCANS would engage those populations and neighborhoods not traditionally represented on Channel 29. This proposal was not funded.

Working With The Schools & Youth:

Collaboration: Governor's Office on Service and Volunteerism Cesar Chavez Day of Service and Learning Grant.

The CTC received \$3,000 in grant money through a Cesar Chavez collaboration video project in which the CTC provided training and production assistance to students in a bilingual Spanish class at High School of the Arts. Partners in this collaboration included: San Francisco State University, School of the Arts High School, and the San Francisco Conservation Corps. The final videos, both in Spanish and English were cablecast multiple times and shown at various community locations.

Gateway Computers Grant / Research for Technology Grant

As the CTC works to expand its users and producers, we have continued to plan for the expanding hardware, software & related equipment needs that will necessarily emerge from such specialized outreach programs. In June 2002, a grant proposal was submitted to the Gateway Foundation as part of their initiative to re-grant computers and related high technology items they had provided for the 2002 Salt Lake City Winter Olympics. Research is continuing in this

area, and the CTC plans to pursue a range of sponsorship opportunities being made available by high technology companies in the Bay Area and beyond.

Yale Business Plan Competition for Nonprofit Organizations

Plans are unfolding for the CTC to submit a proposal to the Yale School of Management's National Business Plan Competition for Nonprofit Organizations. This is part of our overall effort to diversify fundraising and revenue based strategies at the organization.

Private Donations

During FY 01/02 the CTC received significant private contributions related to the new facility. They were:

- Megan Kirst. Ms. Kirst donated new and demo production equipment valued at \$40,250.
- Michael Duvall. Mr. Duvall made a cash contribution of \$8,000 toward the cost of a flat screen television display for the facilities lobby.
- Oranj Productions. This company made a cash contribution of \$5,500 for the purchase of a non-linear editing system.

Statement of Revenues, Expenses, and Fund Balance for Operations

| | | |
|------------------------------------|-----------|----------|
| July 1, 2001 Funds Balance | | \$37,338 |
| OPERATIONS REVENUES | | |
| DTIS Grants | \$811,000 | |
| Miscellaneous | \$34 | |
| Workshop Fees | \$4,168 | |
| REVENUES SUBTOTAL: \$815,202 | | |
| OPERATIONS EXPENSES | | |
| Business Support | \$52,888 | |
| Facilities | \$195,622 | |
| Insurance | \$22,521 | |
| Personnel | \$521,757 | |
| Production Support | \$8,285 | |
| Programs | \$1,271 | |
| Staff and Board Support | \$10,443 | |
| <hr/> EXPENSES SUBTOTAL: \$812,787 | | |
| June 30, 2002 Funds Balance | | \$39,753 |

Note: This statement has been abstracted from the organization's Financial Statements, for the fiscal year ended June 30, 2002 (audited by Jerry Newman C.P.A.). Because this statement does not include all of the disclosures required by generally accepted accounting practices, it is not intended to present the financial position of the organization.

**Board of Directors
June 30, 2002**

Pankaj Amin
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Southern Cross Adventures

Peggy Coster
Governing Board Member,
In-Home Support Services

John Higgins
Associate Professor of
Mass Communications,
Menlo College

Ray Balberan
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