



1720 Market Street
San Francisco
CA 94102
415 575 4949 phone
415 575 4945 fax
www.accessf.org

Annual Report 2002/2003 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
Marc Smolowitz, Development Coordinator

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About the San Francisco Community Television Corporation

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 has been at the center of a sixteen-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 (later named SFGTV). 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 a second three-year grant agreement (begun FY 02/03), 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.

Facilities Report

Editing facilities were available 344 hours per month, the main studio was available 138 hours per month, and field equipment checkout proceeded on a daily basis. Usage in all areas continued to be at nearly full capacity.

Over the past year, over 125 continuing and newly trained producers used the facilities to create their programs on an on-going basis. These producers were served by Access SF with state-of-the-art public access equipment, and skilled and caring production facilitators, supervising and training producers and crews.

Volunteering on productions was high, and is growing, due to excellent staff training and mentoring. In the last year since the Main Studio was opened, a pool of 140 people have volunteered 764 times on productions, totaling over 2,230 volunteer hours.

Overall, the facility is very active, welcoming continuing and new people, and providing them with the means and training to successfully participate in public access television.

Facilities Usage for Training and Production

Area	Reservations	Hours of Use of Use	Market Value
Edit Equipment			
Edit Suites	1,211	6,773	\$507,975
User Dub Station	581	1,608	\$40,200
Total Edit Equipment Usage	1,792	8,381	\$548,175

Main Studio & Control Room

Total Main Studio Usage	412	2,845	\$995,750
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Field Cameras & VTRs

Total Field Camera Usage	421	27,180	\$159,608
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Multi-Purpose Room

Used for training classes, meetings, and as a green room for the Main Studio.

Total Multi-Purpose Room Usage	203	839	\$41,950
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Facilities Operation & Supervision

- Continued day-to-day supervision and scheduling of Market Street facility
- Continued production supervision and one-on-one mentoring of producers and volunteers
- Created on-site user bulletin boards to facilitate volunteer involvement and community participation
- Maintained the web site www.accessf.org and created user forms, for feedback and PSA submissions
- Continued to develop community involvement and communications through Access SF discussion and announcement email groups
- Created "Above and Beyond" volunteer appreciation program, including wall plaques and ceremonies to acknowledge outstanding volunteers
- Continued to revise and update support and training materials for community producers and volunteers
- Maintained equipment according schedule, tracked maintenance and repairs

- Acquired and deployed first non-linear edit system
- Continued deployment development of FACIL database software in all areas
- Improved staff knowledge and performance through continued training in production areas
- Staff development through participation in BAVC training courses
- Staff development through attendance and participation at national and regional conferences with other access centers

Training Outcomes & Achievements

On-going Production Certification Workshops

Orientations are a free one-session introduction to public access television and Access San Francisco's policies and procedures.

Number of Orientations Offered = 11

Attendance at Orientations = 367

Total number of new individual users = 367

Each Field Production Workshop provides 14 hours of instruction on camera operations, tripods, audio equipment, portable lighting kits, media literacy and hands-on practice.

Number of Field Workshops Offered = 10

Certification in Field Production Workshops = 62

Each Editing Workshop provides 10.5 hours of 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.

Editing Workshops Offered = 11

Certification in Editing Workshops = 66

Each Main Studio Workshop provides 14 hours of instruction on equipment operations, media literacy and crewing responsibilities for the following crew positions: camera operator, floor manager, video switcher (TD), character generator, and audio operator.

Number of Main Studio Workshops Offered = 12

Certification in Main Studio = 97

Media literacy is included and woven into each production workshop. The emphasis is to create a more media literate and therefore more aware and informed community of access producers and viewers. To that end, because each workshop participant is receiving media literacy training in each workshop the number of media literacy sessions and the attendance is reflected in the total number of workshops offered and the number of individuals certified.

Total certifications in all workshops = 225

Once again, demand to take these core production workshops remained extremely high. In response to this demand, we continued to offer these workshops almost monthly even while adding non-certification workshops (see below) to the training schedule. In keeping with the balanced approach to training and facilities use, we continued to offer all of the production workshops equally rather than offer any particular workshop more than others.

We have also continued to use strategies and procedures to maximize enrollment in each workshop in an effort to prevent an available space in a workshop from being filled. All workshops were taught at maximum capacity – all available spaces in workshops were filled.

Non-Certification Workshops

Building on and expanding upon the fundamentals users learn in the production workshops, “masters” workshops were made available to Access SF users. The goal in providing these workshops was to provide additional training for users who wish to take their productions further, or in a new or different direction. The workshops included sessions on the following topics:

- Advanced Editing Concepts
- Copyright Q&A
- iMovie Demonstrations
- Design Tips for At-Home Productions
- Streaming Video

Internship

After receiving training in studio production, playback tape preparation and PSA graphics creation, 8 interns have been involved with assisting volunteer producers with studio productions, timing & cueing tapes for playback, creating graphics-based PSAs for playback between programs, and assisting staff in special projects – including production work on “The San Franciscans” non-profit programs. Interns were also beta testers for training and use of the Flash Studio.

Volunteers

Created “Above & Beyond” volunteers of the month recognition program to recognize, reward and encourage volunteers whose contributions have benefited both staff and producers. Two volunteers are chosen each month to receive this acknowledgement.

As part of the recognition program, “Above & Beyond” award winners and guests are honored at a special ceremony. Each award recipient is introduced and recognized by a staff person, who

then talks about the recipient's contributions as a volunteer and presents the winner with a special certificate. All recipients are recognized with the addition of their names to the "Above & Beyond" Plaque that is displayed in the facilities.

In addition to crewing on productions, volunteers continued to assist with prepping tapes for playback on the channel by timing and cuing tapes, and also contributed by creating PSA text pages for the channel community bulletin board.

Programming

Timeslots and Producers:

- **Series:** Timeslot selection meetings were held once a month throughout the fiscal year and the number of producers continued to grow. The overall total number of regular series shows (airing once, twice or four times per month) currently stands at around 220 titles. This number has risen more or less steadily from around 180 a year ago. 332 producers participated in the monthly meetings, of which 101 were new or returning to the station after taking time off and 231 were renewing series. 129 of the renewing series kept their same timeslots and 92 changed timeslots, 42 voluntarily and 50 whose timeslots were chosen by other producers.
- **Specials:** We also aired around 40 new specials. These aired in several timeslots set aside for specials, during gaps in the schedule not occupied by series, and occasionally when series producers failed to submit shows. 11 of these specials were designated by their producers as being relevant to the November 2002 elections, and so were each aired several times during the week prior to election day.

Starting in November 2002, several timeslots were set-aside for specials, allowing producers to request long-term advance notice of the specific timeslots when their specials will air. This was an improvement over the previous scheduling system for specials, which sometimes could not guarantee specific timeslots more than a month or so in advance.

Programming Hours and 24-hour Schedule:

In mid-February Comcast began carrying Access San Francisco 24 hours a day / 7 days a week in all neighborhoods that have been upgraded for digital cable service. This means both digital and analog cable subscribers in these upgraded neighborhoods can now watch public access programming all day every day. The whole city is expected to be upgraded within a year or two.

We continue to yield channel 29 to the California Channel Monday through Friday 9:00am to 3:30pm in neighborhoods that haven't been upgraded yet. Currently we schedule only repeats of the previous day's shows during these hours. But as soon as our 1720 Market Street facility's neighborhood and a significant portion of the city have been upgraded, we plan to offer all or most of these hours to producers for use as normal primary series timeslots.

Totals: In non-digital neighborhoods (where we're on 17.5 hours per day Monday-Friday and 24 hours per day Saturday-Sunday), we aired over 6400 hours of programming during the year, of which 4800 hours were original programming and 1600 hours were repeats. In digital

neighborhoods (where we're on 24 hours per day everyday), we aired the numbers just cited plus an additional 500 or so hours of repeats.

MiniDV Tapes and Other Video Formats:

- **Tapes:** In mid-March TiltRac technicians successfully modified our automated playback system to handle MiniDV tapes, meaning we no longer have to dub MiniDVs to other tape formats. The number of producers submitting programming on MiniDV increased right away and we expect it to grow more and more over time. Producers now submit programming on VHS, S-VHS, DVCam, and MiniDV -- all the tape formats that we planned to accept when we moved to 1720 Market Street and installed the TiltRac system.
- **Digital video files:** A small number of producers submit programming, including public service announcements and short subjects, as .mpg files on either CD or DVD. We play these files, along with several files that we produced in-house, from our server. These acted as filler and also made up parts of our station breaks.
- **Scala:** We also continued to make use of our Scala computer-generated billboard for PSAs, program schedules, and other station information. Background music came from CDs submitted by local artists. This material aired during station breaks; it also aired from 3:30 to 4:00pm each weekday throughout the year and from 12 noon to 12:30pm weekdays from mid-May to the present.

Organizational and Program Development

In 2002, Access SF received notice that the organization must move towards funding 15% of its annual operations from non-governmental sources by the fiscal year (FY) 2005-2006. Based on current operations, this requires the organization to raise and/or earn no less than \$120,000 annually. Given this new situation and the accelerated time line for meeting such goals, the Board of Directors chose to focus its attention in FY 02-03 on strategies that will encourage a culture of fund development at the organization, one that is both mission-based and revenue-based.

As part of this work, the Board's committee structure was overhauled by segmenting the larger Board Development committee into three, hands-on "sub-committees," each with its own charter related to the unfolding vision for fund development. The sub-committees:

- **Outreach:** To include the overall areas of publicity, marketing, publications, and community partnerships.
- **Board Development:** To include cultivating new leadership and overseeing the Board nominations process in a manner that is consistent with the City & County Sunshine Ordinance, the organization's Bylaws, and other annual goal setting.
- **Fundraising:** To include supporting the implementation of a new, paid membership program and supporting staff in the ongoing areas of grant writing, donorship & philanthropy, online fundraising, and revenue-based programs (e.g., merchandising, sponsorship & underwriting, fees for production services, new business development.)

Department Staffing and Infrastructure

In 2002-2003, the Executive Director of the CTC began to staff the organization's first, in-house Development department. The first positions include a Development Coordinator at ¾ time and a Facilitator who provides approximately 40 hours of support to the department monthly on special projects. Notably, the creation of this staff model is being done without an increase to the CTC's annual operating budget but rather through a redistribution of existing resources. Also, the introduction of this forming department arm is in of itself a substantial milestone for Access SF, as it marks a major shift in the overall staffing infrastructure for the CTC since taking over nonprofit management of public access in 1999.

Development Milestones

In Year One of the department's work, priority has been placed on creating various parts of an in-house knowledge arm for an organization that has only just begun to enter into the development arena. There has been an emphasis throughout on best practices, due diligence, applied research and cost analysis. The department has also used the *goals and deliverables* section of Access SF's contract with the City and County of San Francisco as a benchmark for setting goals for the department, both specific and general, that would be realistic in the first year.

The following sections offer a detailed description of the milestones and accomplishments that were achieved through the advent of Access SF's new Development department.

Outreach and Community Partnerships:

The Development department serves as an in-house publicity and outreach management arm that administers the annual goals and work plan in this area, which includes a model for sustaining community partnerships, media relations, and addressing annual goals for expanding production services, training and technical assistance for nonprofits. Attached is a detailed report on this area of Access SF's work, with current status on numerous partnerships.

Fund Development

The initial model for Fund Development at Access SF has carved out a multi-year plan that supports the creation of new programs that are founded on revenue generating activities, including, grant writing, paid membership, donorship and philanthropy cultivation, station underwriting and program sponsorships, merchandising, and fee-based production services. In Year One of the department's work, every effort has been made to forge ahead with each of these areas, especially at the level of long range planning.

Letters Of Intent & Grant Proposals

The Development Coordinator spent a great deal of time drafting original language that could be used to empower the organization in the area of grant writing. Various grant templates and letters of intent were submitted in the areas of business development and planning, capacity building and organizational effectiveness, community outreach and partnerships, agency programs, and advocacy/policy. A total of \$380,000 in requests were submitted by Access SF to potential funders during FY 02-03. The following provides a summary of these activities and their results.

Yale Business Plan Competition

In fall 2002, Access SF entered the Yale School of Management's Nonprofit Business Plan Competition (\$100,000 grand prize) and was invited to round two of the competition. With board and staff involvement, Access SF submitted a highly developed 40 page working draft of Business Plan for the organization. This followed an extensive period of market research into possible areas of new business development that are in line with the organization's social mission. Over the last year, the working draft of the Business Plan has remained an active in-house document as it provides Access SF with various benchmarks for goals setting in the area of revenue generating programs. Note: Access SF also submitted a grant to the Social Stimulus Foundation in the area of business planning for \$50,000 in February 2003.

Connections for Tomorrow, Capacity Building Award

ACCESS SF has received a "Connections For Tomorrow" (C4T) Capacity-Building Award, funded by the U.S. Dept. of Health and Human Services. See attachment on community partnerships for a detailed description of the grant and its partners.

Letters of Intent (LOIs) and Grant Proposals

The following is a list of standing Letters of Intent (LOIs) and Grant Proposals that have been submitted to various funders by Access SF, since June 2002. Access SF continues to use the following as templates for ongoing grant writing and outreach to appropriate foundations.

- The San Franciscans: Community Outreach and partnerships initiative. Please see the community partnerships section for a detailed description of The San Franciscans. Submitted as a \$25,000 request to the SBC Foundation in June 2002 and the San Francisco Foundation in August 2002.
- **Neighborhood Media Centers Program.** A plan to develop media centers in each of the eleven-electoral/geographic districts in San Francisco, some of which would be potential candidates for upstream capacity sites. Submitted to major donors for their consideration in fall 2002.
- **Community Telecommunications Working Group (CTWG).** Please see the community partnerships section for a detailed description of the Community Telecommunications Working Group. Submitted to the following: San Francisco Foundation as a \$40,000 request in March 2003; Community Technology Foundation of California as \$50,000 request in May 2003; California Consumer Protection Foundation as \$50,000 request in May 2003.
- **Working Labs Partnership.** A plan to develop the Flash Studio for use by local nonprofits. Submitted as a \$25,000 request to Real Networks Foundation in May 2003.
- **Community Center Wiring Project.** A plan to wire community rooms at Access SF's neighboring SF LGBT Center for live and live-to-tape cablecasting opportunities. Submitted as a \$10,000 request to Salesforce.com Foundation in June 2003.

Foundation Networking, Relationship Building

Access SF development staff spent much of the year networking with appropriate program officers at foundations interested in media, technology, youth, community development and

related program endeavors. In March 2003, Access SF had its first meeting with Becky Lentz, Program Officer in Media Policy at the Ford Foundation. Ms. Lentz has commented on the LOI for the Community Telecommunications Working Group Letter of Intent and continues to be a source of referrals and support as Access SF continues to try and fund the program.

Newsletter - *UPSTREAM*, Winter and Spring Editions

Two editions have been published. In May 2003, 850 copies of the spring edition were direct mailed to the Access SF mailing list. The newsletter is also available online for download as a PDF, and 50 copies each are circulated to 18 sites around the City.

Membership Program

Over the course of the last year, the development department was responsible for the Access SF membership program launch. This included extensive due diligence style research and record keeping with regard to the details of the program (e.g., documenting the 12-month timeline associated with the program launch, demonstrating Access SF's public process with regard to stakeholders, requesting key opinions from industry experts and colleagues through various e-mail groups.) As needed, the Development department was responsible for supporting necessary communications related to membership program (post cards, newsletter announcements, e-mailings), as well as supporting the gradual formation of in-house, administrative systems related to maintaining the membership program. Specifically, the Development Coordinator handled all customer service inquiries regarding discounts and community service. For the community service component, an expanded list of referrals to local volunteer agencies is now available. Also, a welcome kit of various key materials has been prepared with sign up forms, fee waivers, etc. Membership benefits outreach continues with local vendors and potential education partners. Plans are unfolding for a regularly scheduled social mixer for members, and the staff is considering the possibility of hosting open producer meetings that would serve as ongoing group feedback sessions. There has also been a first draft of an affiliate and NPO membership program, which will be followed up on during the coming business quarters. Other programs such as e-philanthropy and secure online giving are being explored.

Board Development

Development Coordinator has been active in all aspects of Access SF's expanded efforts in the area of board development and recruitment. Like the membership program, this work included extensive due diligence style research with regard to the details of board recruitment, demonstrating Access SF's respect for the Sunshine Ordinance, assisting with outreach to new board candidates, supporting the nominees from an administrative standpoint, and supporting the board as it defined the producer/member seat and related job description documents. Development Coordinator has been responsible for writing and overhauling all documents related to this process. Notably, by the end of FY 02-03, four new board members had been brought on board, two of who are community access producers, bringing the total community producers on the board to three and the total current board members to eleven. Further, the four new members are people of color, which also constitutes the most diverse Board of Directors for the organization to date. Following Board appointments in June 2003, the Development Coordinator continues writing on behalf of the annual recruitment process, working closely with the Board's sub-committee on Board development to finalize all documents related to annual recruitment. As of this writing, templates for annual agreements and evaluations have been

completed Board resource binders are being finalized in time for a strategic planning retreat scheduled for early November 2003.

Community Partnerships, Outreach, and Advocacy, Production, and Training Milestones

The following is a summary of our community partnership activities throughout the 2002-2003 fiscal year, including outreach, advocacy, production, and training milestones. Much of the following represents partnerships with nonprofits that currently remain active as of October 2003.

Membership Program Benefits and Discounts Partners

By the end of FY 02-03, the benefits program was largely in place. As reference, attached is the current documentation on the program. Four organizations have signed on as Access SF's premiere membership partners providing discounts and special training opportunities to the current active pool of Access SF members, including:

- **BAVC** www.bavc.org In addition to the discounts on classes, Access SF and BAVC are currently developing plans to expand partnership arrangements, with an eye on new collaborations starting in January 2004. Prospects include: collaborative marketing; expanded Access SF role in BAVC programs such as Youthlink, Teenlink, and Medialink; Co-presentations on Cable Channel.
- **Media Alliance** www.media-alliance.org Also see Community Telecommunications Working Group.) All Access SF members receive a one-year, complimentary standard membership to San Francisco's leading media training and advocacy nonprofit, a benefit of great value that includes access to helpful package of useful discounts, training opportunities and special services.
- **Academy X** www.academyx.com Access SF's first substantial new media and web-based curriculum and training partner. In addition to discounts on classes, Academy X will provide a (3) part, free workshop series for Access SF members presented on special topic in web technology, beginning on October 13, 2003. Workshop announcement attached.
- **Pixel Corp** (dvGarage) www.dvgarage.com. This recently closed partnership will provide members of the Pixel Corp team with training in the Access SF Studio in exchange for substantial value that benefits Access SF members training and equipment access, Access SF staff training and professional development, and station marketing goals (in-kind station I.D.s.)

League of Women Voters

www.leagueofwomenvoterssf.org

Press release and media advisories attached.

Access SF and the League of Women Voters of San Francisco came together to partner on non-partisan media coverage for the November 2003 local elections. Preparations for this producing partnership began in April 2003 with Access SF staff playing a decisive role in shaping the direction of the first time collaboration. Airdates begin on October 13, 2003.

San Francisco Unified School District

www.sfusd.edu

Press release and article from the Chronicle attached.

Access SF and the San Francisco Unified School District's Office of Public Engagement came together to partner on the production of IN FOCUS, a new talk show with Dr. Arlene Ackerman, Superintendent of the San Francisco Unified School District and guests. Co-produced by Access SF, the collaboration has resulted, so far, in (2) half hour episodes. The program, which has managed to involve high school students in its field production component, has been well received by local audiences and critics alike.

Project Inform

www.projectinform.org

Access SF and Project Inform began work on joint development opportunities in during the final quarter of FY 02-03. The following is a summary of results from this partnership, much of which has unfolded since the start of the new fiscal year.

Access SF and Project Inform have jointly submitted a grant to the Cox Community Fund, a program of Cable Positive that supports the production of public service announcements that are launched in conjunction with either World AIDS Day (Dec 1) or National HIV Testing Day (June 27). The grant request is for \$5,000 and required substantial collaborative planning in advance of the submission (dated September 5, 2003.) Project Inform has also committed \$2,500 of its own resources to the project budget, which are being targeted for pre-production costs. Notification on the grant is expected during October 2003.

Volunteer Center of San Francisco

www.vcsf.org

Membership program's Community Service Exchange forms attached.

As part of the Access SF membership program, the Volunteer Center of San Francisco serves as a central clearinghouse for information and referrals to those members needing to fulfill their community service requirement in lieu of being able to make payment because of financial hardship. Our community coordinating contact at the Volunteer Center assists Access SF members with finding a volunteer position that may also be of interest, often times on fast breaking notice. Access SF is also developing a range of collaborative points for our ongoing work with the Volunteer Center's Agency Services Coordinator. One program slated to begin this fall is a cross-promotion effort whereby the Cable Channel 29 Community Bulletin Board information sheet will be made available to nonprofits that cycle through the Center's services.

The San Franciscans

www.accessf.org/thesanfranciscans.htm

Year One outcomes report on The San Franciscans attached.

Without additional funding of any kind, nine nonprofits from the youth, disability and Asian communities (listed in detail below) participated in the first year of Access SF's community outreach program to the nonprofit sector, The San Franciscans. Produced entirely by Access SF staff as an in-house endeavor, The San Franciscans resulted in the production of three original 30-minute talk shows, nine public service announcements and a special web space that uses Video-On-Demand.

Each one of the following episodes has been submitted for consideration to the WAVE Awards in a category appropriate for their community interest and subject matter:

Episode One: A Youth Community Focus

- **CHALK / Youthline** www.chalk.org www.youthinline.org. A letter of support from CHALK is attached. CHALK provides at-risk youth with technology training and employment mentorship. Its signature program is Youthline, a free and confidential hotline for youth to gain access to resources and referrals. Since March 2003, Access SF has maintained continuing, joint development efforts with CHALK and Youthline around the exploration of a training partnership in our Flash Studio that would put Youthline's service on Cable Channel 29 twice monthly. A standing Letter of Intent (LOI) for a program concept called "Working Labs" has been submitted to several foundations, so far, which also involves youth from CHALK working with two other nonprofit partners in the Flash Studio as part of pilot program. "Working Labs" is conceived as an attempt to carve out best practices for using the Flash Studio with special needs groups and for sustaining involvement by nonprofits. (Agency partners for LOI listed below.)
- **MYEEP:** Mayor's Youth Education and Employment Program. MYEEP is a program of the Mayor's office that places youth across the City in dynamic settings for internships and training. Access SF has collaborated with MYEEP on several projects over the past 18 months, including, the cycling of several youth from MYEEP among Access SF's training department and Youthlink, a training program at BAVC.
- **Community Music Center** www.sfmusic.org. A letter of support from Community Music Center (CMC) is attached. CMC is a multi-site training academy and public performance venue for music of all genres, which has special after-school programs for young people to both learn and appreciate music. CMC is the second partner referenced in the "Working Labs" program draft.

Episode Two: An Asian Community Focus

- **NICOS:** Chinese Health Coalition www.nicoschc.com. A letter of support from NICOS is attached. NICOS is a city wide collaborative of 25+ health and human services nonprofits that work together on funding concerns and to provide consistent, quality services for Chinese speaking patients across all neighborhoods in San Francisco.
- **On Lok Senior Services** www.onlok.org. On Lok is a national leader in providing in home senior and elder services. Their San Francisco model has set the benchmark for multi-lingual Asian services.
- **Hapa Issues Forum** www.hapaissuesforum.org. Hapa Issues Forum is a statewide advocacy group that works with College students on multi-racial issues and community building. April Elkjer who came to us through the involvement of Hapa Issues Forum has since joined our Board of Directors. She is staff at the Asian American Journalists Association and has experience both in community outreach and development.

Episode Three: A Disability Community Focus

- **Independent Living Resource Center SF** www.ilrcsf.org. Nonprofit that advocates for the disabled to live independent lives in the City and County of San Francisco and attempts to address specific hurdles for the disabled, both at the level of policy and in their daily lives.
- **RCH, Inc.** (formerly Recreation Center for the Handicapped) www.rchinc.org. RCH has a fifty-year track record as a provider of recreation opportunities and vocational training for the disabled.
- **The Rose Resnick Lighthouse for the Blind and Visually Impaired** www.lighthouse-sf.org. A letter of support from The Lighthouse is attached. The Lighthouse is a nonprofit with 100 years history providing services to the blind and visually impaired. In addition to participating in The San Franciscans, during Nov/Dec 2002, Access SF also produced a series of Public Service Announcements for their public safety campaign, a PSA that we have submitted for consideration at the WAVE awards.

Year Two – The San Franciscans

The Outreach Committee of the Access SF Board of Directors is currently looking at ways of maintaining the organization's involvement with the youth, disability and Asian communities as part of a sustained outreach model for Year Two of The San Franciscans program. This may involve, for example, continued work with the above listed groups, either in training, specific field productions, or co-presenting programming on Cable Channel 29. The Outreach Committee is also looking into the feasibility of inviting (3) new target groups to participate in a second cycle of the Year One program model that would run simultaneously, with the goal of continuing in-house productions for the series in January 2004. As part of this goal, Access SF has expanded its commitment to visible participation at key community events that support outreach goals. Staff and board recently attended the In-Home Support Services (IHSS) annual conference in San Francisco where the station hosted a booth along side other nonprofit vendors. This event was particularly helpful with connecting to local organizations that provide services for the disabled and for senior populations.

Community Telecommunications Working Group

Press release from Paul Moyers PBS program attached.

Since 1986, our organization has been at the center of public dialogue around cable franchise issues. It is part of our mission to be actively involved as a front line advocate of public interest telecommunications policies that will benefit the vast majority of San Franciscans as well as the local nonprofit sector. Towards this goal, we've worked with other leading nonprofits as a co-convenor of an unprecedented local collaborative effort, the San Francisco Community Telecommunications Working Group (CTWG).

During March/April 2003, the group convened with other PEG channel professionals in San Francisco a meeting with S.F. Supervisor Sandoval, who had placed PEG concerns on the agenda of the Board's Land Use Committee, specifically to address outstanding concerns from last year's transfer of the cable franchise arrangements from AT&T to Comcast. The SF CTWG is currently growing its presence through the involvement of nonprofit leadership and community representatives that will come together to ensure that a public sector voice is being represented in all aspects of local telecommunications policy. The group is focused on the start

of upcoming negotiations for the Cable Franchise Renewal with Comcast, which constitute the City's first outright renewal in over two decades. The CTWG seeks to be a part of the City and County community ascertainment with respect to its negotiating positions with the cable operator. It is the goal of the CTWG to publicly campaign and educate local citizens with respect to the importance of the cable franchise negotiations as a tool for building San Francisco's future as a leading digital city, especially when it comes to the ways in which technology and telecommunications are used to improve the quality of life for all citizens. In this age of broadband, public interest resources have the potential to impact many sectors of community life in positive and promising ways. Therefore, the CTWG seeks to engage and expand the local based of stakeholders who are engaged with debates around local media policy. The CTWG will continue to develop its program and participants in the 2003-2004 fiscal year.

The organizations on board the CTWG effort, so far, include:

- Center for Digital Democracy www.democraticmedia.org National Organization concerned with Public Interest Broadband, Media Ownership and Electronic Democracy.
- Media Alliance www.Media-Alliance.org Highly visible local nonprofit with a membership over 3500 that works on Media Advocacy, Training and FCC Media Ownership issues. As a result of working with Media Alliance's Executive Director Jeff Perlstein on the CTWG, Media Alliance emerged as a leading partner in our membership benefits program (as mentioned above) as well as a development partner on joint fundraising efforts that can support both organizations to take an active and sustained role in advocating for local cable franchise and related media policy issues.
- Salesforce.com Foundation www.salesforce.com/foundation Corporate High Technology Sector Funder concerned with youth and technology.
- San Francisco Sunset Beacon Center www.snbc.org Local representation for After School Programs that provide community technology and media training as part of their curriculum.
- California Community Technology Policy Group www.cctpg.org State wide policy consortia of organizations and professionals working on various telecommunications issues and legislation in Sacramento.
- Community Technology Network (CTN) of the Bay Area www.ctnbayarea.org Active regional network of over 200 nonprofit organizations across eleven counties.

Marc Smolowitz, Access SF's Development Coordinator, serves on the Steering Committee of this regional network, which has hosted meetings at the Access SF studio. As part of the CTN's Spring 2003 Conference, Smolowitz pulled together speakers and presented a panel on workforce development partnerships among technology and media nonprofits. A toolkit was produced for the session.

Connections For Tomorrow

Access SF was one of 50 nonprofits based in California chosen to receive this new capacity building award that is made available by the Department of Health and Human Services to organizations to support agencies that deal with technology training and related concerns for youth, the disabled and the homeless. This is potentially a multi-year program that will mentor Access SF in the direction of applying for more substantial federal support of its youth and

disability based training efforts, based on results from the capacity building effort that are implemented by the station in the first year of the program.

The following agencies have played and continue to play a role in year one of these efforts:

- CTCNet www.ctcnet.org Access SF was assigned a local coordinator from CTCNet, national organization based in Cambridge to work with us on the first part of assessing how to best use the capacity building award, which was to involve consulting services. Access SF also receives a complimentary annual membership in with CTCNet, which will serve to help the station network nationally with other community media and technology centers interested in youth and disability issues.
- Alliance For Technology Access www.ATAccess.org As part of the program, Access SF received a complimentary annual membership in this leading national organization that is focused on accessibility issues for nonprofit organizations. Access SF has received several important resources form ATA at No-Cost and both staff and board representatives have been fortunate to attend training events hosted by ATA in San Francisco on accessibility issues.
- Compumentor www.compumentor.org This leading technology consultant for nonprofits has donated 36 consulting hours to Access SF as part of the capacity building award. A technology planner has been assigned to Access SF who met with key staff, conducted interviews and a site visit, and will be drafting an overall technology plan for the organization. The draft of the plan is meant to be a 50 page road map that is expected in October 2003, filled with helpful recommendations, both short term and long term, that will aid Access SF in its efforts to expand youth and disability training programs. It is also designed to provide a road map for Access SF in the area of Technology Planning for the coming years that will aid the nonprofit with issues related to growth and mission.
- Center for Accessible Technology www.cforat.org Access SF has been assigned a mentor from this Berkeley-based organization that has a track record in addressing accessibility issues in its training programs. The current plan is for this mentor to work with Access SF in the coming months to develop a project in the realm of accessibility that is in line with Compumentor's recommendations as presented in its finished Technology Plan.

Youth

The following organizations, along with the Sunset Beacon Center, Salesforce.com Foundation and KQED Youth Media Corp, were initially involved with Access SF as we planned to host a Youth Media Festival on Cable Channel 29. As a result of these meetings, a plan has been forged and a call for entries has been drafted. While exact dates for this festival on the channel have not been set as of this writing, each organization has committed to being a program provider for the event at time of airing.

The following are summaries of projects that were realized as a result of working with these partners in the last several quarters:

- **Youth-In-Action** (Part of the San Francisco Conservation Corps) www.via.org Access SF worked with the Summer Training Institute of Youth-In-Action during July 2003,

which resulted in a group of youth from the Mission District, ages 12-15, being trained at the Access SF studio followed by Access SF staff assisting them with the realization of a one-time youth-produced 30-minute program having to do with environmental concerns and trash. Youth-In-Action staff has expressed interest in being an ongoing program partner with Access SF in the area of youth media training.

- **Youth Service California (YSCAL)** (www.yscal.org) Access SF has been in ongoing meetings and discussions with this Oakland-based state wide nonprofit with regard to Access SF co-developing a template training curriculum for YSCAL's Youth Can Video Project that can be used at public access center across California. To date, various fundraising proposals have been co-written with Debbie Genzer, the Executive Director at YSCAL. Funders have been identified for potential contact in the coming 1-2 quarters.
- **2003 Youth Voice Festival-411 Summerfest For Youth by Youth** Press release attached was created as an HTML template by Access SF and circulated to local media through Access SF's internal media relations lists. Marc Smolowitz, Access SF's Development Coordinator, served on the Organizing Committee of this first time annual festival, which took place in August 2003 and involved 12 local nonprofits coming together to support a group of youth interns in their efforts to produce the festival. Access SF supported the marketing and public relations interns with efforts to promote the festival, with press contacts, press release writing, and overall community outreach assistance.

Neighborhoods & Community Development

As part of our commitment cultivating the community assets as well as building sustainable models for neighborhood participation in public access resources, we have begun to identify ways of collaborating with agencies, organizations, business and individuals located within the immediate geography surrounding the station. Those listed with an asterisk below are Access SF neighbors currently engaged in special projects with the station.

- ***The Art Institute of California / San Francisco Campus** (www.aicsf.artinstitutes.edu) Access SF is currently partnering with the Office of Career Services at the Arts Institute of California (San Francisco campus) on the placement of an ongoing design intern at the station who will work in development and marketing. Access SF will pay a partial salary for this intern as part of its commitment to the ongoing partnership arrangement. Separately, the Art Institute hosts an unpaid internship program called the Community Arts Resource Exchange, and Access SF is currently in line for additional intern placements through this program as well. The Art Institute of California is a neighbor of Access SF, located on Market Street at 8th Street.
- ***The SF LGBT Community Center** (www.sfcenter.org) A letter of support from The SF LGBT Center is attached. Access SF has worked with The SF LGBT Center, also a neighbor located at 1800 Market Street/Octavia, on several projects throughout the last year, including: the production of a short video for The Center's first annual celebration and the development of the SF Center Wiring Project. For the latter, Access SF and The Center have jointly fundraised for completion funding to cover costs associated with wiring The Center's Community Rooms for live or live-to-tape cablecast of events that have community interest. Currently, Access SF and The Center have set the goal of

implementing the final work of the wiring during December 2003, pending funding being in place.

- *Hayes Valley Campus of Learners www.HayesValleyHealth.org During Spring 2003, Access SF's Executive Director and Development Coordinator held meetings with Cecilia Shepard from the Hayes Valley Campus of Learners, a neighboring community technology center located in a San Francisco Housing Authority project at Haight and Buchanan Streets to develop potential partnerships. Since Ms. Shepard, who has string ties across the African American community in San Francisco, has joined the Access SF Board of Directors. She is currently on the fundraising committee, and grant proposals around the Neighborhood Media Centers will be submitted with her involvement and input in the coming months.
- *SF Department of Public Health: Community Health Promotion and Prevention, Telehealth Program www.dph.sf.ca.us/CHPP/telehealth.htm Access SF has met with staff from this office to explore ways of developing health information and training content for community members that could be made available on Cable Channel 29 as well as thorough the SF Health Department's Telehealth Web initiative. In April 2003, Access SF submitted a first round Letter of Intent to the Department's call for service providers in the area of media services and public relations. It was decided at the time that Access SF would not pursue the grant beyond the Letter of Intent stage; conversations remain ongoing with key staff members at the Department of Public Health as to the nature of this partnership, which remains of interest to both parties.
- San Francisco Media Archive www.sfm.org Local media arts nonprofit that is the third agency partner listed in the "Working Labs" proposal.

Technical / Production Assistance to Nonprofits

The following nonprofits received in-kind support in the form of technical or production assistance for Access SF and its staff.

- **Creativity Explored** A letter of support from Creativity Explored is attached. Production Assistance in the Access SF Studio with use of the Blue Screen.
- **Outward Bound SF** Production Assistance in the Access SF Studio with use of the Blue Screen.
- **SF Gay Men's Chorus** Post Production assistance and access to the stations Avid Non-linear system on a video for their Spring Concert. Access SF received a free ad placement the Chorus program guide in exchange for this support.

Public Service Announcements

The Access San Francisco Community Bulletin Board provided text PSAs for these Bay Area community organizations:

Animal Protection Institute	National Organization Against Gangs
Artspan	Nature Systems
BAVC	New Langton Arts
Best Buddies California	Nicaraguan Assistance
Center for Caregiver Training	Octavia Central Public
Circus Center San Francisco	Pacific Islanders' Cultural
Coleman Advocates for	Parents Place
Community Music Center SF	Pearl in the Park
Consumers in Action for	PFLAG
Contra Costa Civic Theatre	Project Vote Smart
Crowded Fire	Promiseland Church
Cultural Odyssey	Retired & Senior Volunteer
Dance Brigade	Rose Resnick Lighthouse for the Blind
Dept. Of Public Works	San Francisco Art Institute
Ella Hill Hutch Community	San Francisco Choral Society
Exit Theatre * Exit Stage Left	San Francisco Gay Men's Chorus
Exploratorium	San Francisco History
Film Arts Foundation	San Francisco Shakespear
First Seen	San Francisco StingRayz
Fort Mason Foundation	San Francisco Women's Building
Friends of Negro Spirituals	SF Conservatory of Music
Friends of Recreation &	SF Dept of Consumer Assurance
Girl Scouts of SF Bay Area	SF Jazz Organization
Glad To Be Here	SF School Volunteers
Habit Abatement Clinic	SF Suicide Prevention
Hospice by the Bay	ShadowLight Productions
Iconoclast Productions	Smuin Ballet
Impact Theatre	South-End Rowing Club
International Black Women's	St. Luke's Hospital
International Museum of Women	Surfrider Foundation
International Rescue	The Global Dialogues
Jon Sims Center for the	Theater Bay Area
Kul Arts	Tranny Fest
Lamplighters Music Theatre	United Nations Association
Lesbian & Gay Immigration	Visiting Nurses Hopsice of SF
LYRIC	WAKE, Inc.
Magic Theatre	West Coast Live
Meals on Wheels	World Arts West
Mercy High School	Xenodrome
Musicians Union Local 6	Young Performers Theatre
National Minority Aids Council	

Statement of Revenues, Expenses, and Fund Balance for Operations

REVENUES		
DTIS Operations Grants FY 02/03		\$774,000
DTIS Operations Grants FY 01/02 Carry-Forward		\$40,234
Workshops		\$10,865
Bank Interest		\$1,000
Special Projects		\$6,100
Other		\$228
	REVENUES TOTAL:	\$832,427
OPERATIONS EXPENSES		
Business Support		\$30,289
Facilities		\$204,220
Insurance		\$19,072
Personnel		\$477,346
Production		\$16,414
Programs		\$2,390
Staff and Board Support		\$11,986
	EXPENSES TOTAL:	\$761,716
YEAR END BALANCE		
DTIS Operations Grants Balance (FY 03/04 Carry-Forward)		\$52,900
Unrestricted Funds Balance		\$46,398
	JUNE 30, 2003 BALANCE:	\$99,298

Note: This statement has been abstracted from the organization's Financial Statements, for the fiscal year ended June 30, 2003 (reviewed 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, 2003

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Lisa Lowy

*Entertainment Attorney,
Law Office of Lisa S. Lowy*

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*Encore Pianos,
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Attachments

A compilation of illustrative support documents that serve as attachments to this Annual Report document follows. (If not attached, then available upon request.)