



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

Annual Report Fiscal Year 2003/2004

San Francisco Community Television Corporation (CTC)

Access San Francisco Channel 29

Prepared by:

Zane Blaney, Executive Director

Aaron Vinck, Assistant Director

Jan Levine, Operations Manager

Tom Barkett, Programming Coordinator

Marc Smolowitz, Development Coordinator

Arnel Valle, Front Desk 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. Producer usage of the Flash Studio began in January, 2004, and was available 86 hours per month. Usage in all areas continues to be at nearly full capacity.

Over the past year, over 144 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, a pool of 155 people have volunteered 1,112 times on productions, totaling over 2,780 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	1,325	3,507	\$263,025
User Dub Station	670	1,905	\$ 95,250
Total Edit Equipment Usage	1,995	5,412	\$348,275

Main Studio & Control Room

Total Main Studio Usage	483	1,479	\$422,625
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Flash Studio

Total Flash Studio Usage	94	397	\$28,200
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Field Cameras & VTRs

Total Field Camera Usage	651	24,726	\$206,050
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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	273	922	\$46,100
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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 email group

- Continued “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 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 = 380

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 = 11
Certification in Field Production Workshops = 60

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 = 65

Each Main Studio Workshop provides 14 hours of instruction on equipment operations 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 = 11
Certification in Main Studio = 76

Each Flash Studio Workshop provides 9 Hours of instruction and hands-on practice, receiving instruction and hands-on practice in camera operations, video switching (TD), graphic creation, audio operations, directing, and producing in the Flash Studio format.

Number of Flash Studio Workshops Offered = 8
Certification in Flash Studio = 16

Total certifications in all workshops = 217

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.

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. Among these workshops were: Advanced Editing, Streaming Video, Intro to iMovie, Advanced iMovie, Intro to Avid Xpress DV, DVD mastering, and Mac OS X.

Number of Masters and Special Workshops Offered = 16
Attendees of Masters and Special Workshops = 62

Interns and Volunteers

During the 03-04 fiscal year, Access SF hosted four academic interns including an international intern from Germany and others from the International School in San Francisco, the University of California, Santa Cruz and City College. The interns worked on web design; Access SF branding; academic projects; Public Service Announcement production assistance; cueing and timing of tapes; development and other projects. In addition, community volunteers provided front desk and cueing and timing of tape assistance.

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 200 titles. 328 producers participated in the monthly meetings, of which 89 were new or returning to the station after taking time off and 239 were renewing series. 146 of the renewing series kept their same timeslots and 93 changed timeslots, 44 voluntarily and 49 whose timeslots were chosen by other producers.
- **Specials:** We also aired over 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.

Programming Hours and 24-hour Schedule:

Comcast carries Access San Francisco 24 hours a day, 7 days a week, in neighborhoods that have been upgraded for digital cable service. This means both digital and analog cable subscribers in these upgraded neighborhoods can watch public access programming all day every day.

Most of the city has been upgraded to digital, but a small portion still has not. In these neighborhoods, we continue to yield channel 29 to the California Channel Monday through Friday 9am. to 3:30pm. Currently we schedule mostly repeats of the previous day's shows during these hours, along with specials and other original programming. We also offer most of these hours to producers for use as their 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:** Producers 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.
- **Scala:** We continue to make use of our Scala computer-generated billboard for PSAs, program schedules, and other station information. Background music comes from CDs submitted by local artists. This material airs during all station breaks (which generally last around a minute) and also for a half-hour twice each weekday at 10am and 3:30pm.

Organizational and Program Development

From the vantage point of the station's forming Development Department, fiscal year 2003 - 2004 has served as an important year of growth with respect to infrastructure building and overall capacity for fundraising and marketing endeavors. In what has essentially been just *year two* for Access San Francisco's in-house development model, the agency has gradually begun to brand itself as the kind of well-managed nonprofit that places high value on the cultivation of philanthropy and other key leadership contact. With this sort of active and evolving public profile, Access SF has paid increasing attention to building broader recognition of the organization's programs among potential funders, supporters and stakeholders. On a number of key agency fronts, fundraising goals have served as a driving aspect of program planning, implementation and evaluation; and there has been a concerted effort to engage broader staff and board with relevant areas of the development.

Notably, a number of higher profile projects and collaborations have helped to interweave a culture of fund development and marketing into varying aspects of station operations, which has served to strengthen the agency's overall efforts to plan for its own sustainable future. To support this, the Development Department has taken on the important project of documenting its growing, in-house knowledge arm - research, best practices and contacts that are actively being catalogued in the following areas of interest: membership, outreach / community partnerships, media relations / marketing, advocacy / policy / cable franchise renewal, philanthropy / fund development, nonprofit management, board development, and web development / technology planning / accessibility. Finally, much attention has also been given to better management of in-house mailing lists, with a new emphasis being placed on helpful categories that empower fundraising, organizational effectiveness, outreach and partnerships.

Membership Program and Partners

On July 1, 2003, the individual membership program for producers was officially launched. A standard annual membership fee was set at \$36/year (\$3/month - an amount that is pro-rated based on the month of sign-up.) Over the past year, 344 members joined Access SF, yielding \$9,414 in revenue for the station. Sixty-seven members opted for Access SF's discount pricing model, (\$24/year or \$2/month pro-rated.) The discount model is offered to seniors, the disabled, low-income residents, and full-time students who qualify and does not require third party verification. In lieu of making the standard payment, (14) low-income members opted for the station's no-cost, community service exchange program, which requires 6 hours of volunteer service at an outside nonprofit.

Benefits Program

From the outset, members have been offered an evolving array of benefits and discounts that provide pathways to additional training, helpful production tools and resources, and other lifestyle options. The program has actively involved four leading local organizations as premiere membership partners (alphabetically): AcademyX, BAVC, Media Alliance, and The Pixel Corps. Recently, Film/Tape World, a local monthly publication for film, television and new media professionals, has been added to Access SF's membership partnership model - a broader collaboration that involves a number of in-kind opportunities for Access SF members, the agency

overall, and its key partners. The following summarizes activities and accomplishment with these partners over the past year:

AcademyX: Access SF members receive a 20% discount on a variety of classes in web development, programming and design at the AcademyX downtown training facility. In autumn 2003, AcademyX also presented “Web Smart,” a free, (3)-part workshop series for Access SF members that covered open source programs and special topics in web technology. “Web Smart” attendees were given (2) complimentary CDs with a host of helpful open source, license-free software that were apart of the curriculum presented in the series. Notably, these events were held on Monday evenings, the first time in which the facility at 1720 Market Street has been used on this day when Access SF is officially closed to the public.

BAVC: Access SF members receive ten percent discounts on all BAVC courses and workshops continue to be offered to Access SF members. In November 2003, BAVC and Access SF held a planning meeting of its key staff to address ongoing aspects of the partnership with an eye towards expanded collaboration. The following list is examples of program collaborations that are currently under discussion with BAVC. Note: the development of the following is not contingent entirely on BAVC collaboration and reflect the kinds of programs that Access SF is actively developing both on its own and with emerging collaborators from across the community.

- For Access SF Members: Avid training discounts for Access SF members to help them make use of the station’s special program that currently offers advanced producers access and limited support for the station’s in-house, non-linear editing system.
- For both Access SF & BAVC Members: Re-purposing of BAVC’s dormant field equipment for checkout use by Access SF members – to include special accommodations to BAVC members around field equipment certification at Access SF in the form of a low-cost, certification event that allows interested BAVC members to “test out” on Access SF field equipment by the end of the session and a reduced membership fee at Access SF for these BAVC members.
- For the Local Independent Media Community: Collaborative efforts around presenting programming on Cable Channel 29 that is culled from local film festivals and the independent media arts community – to include “BAVC PRESENTS,” a program that highlights the projects of BAVC members.
- Workforce Development & Youth Development: A Collaborative program that provides access and training in the main studio for BAVC workforce development trainees - part of a professional development certificate currently offered by BAVC through a CA state funded program. Also, special efforts to develop youth programs and training partnerships.

Media Alliance: Access SF members receive a one-year, complimentary standard membership to this leading media training and advocacy nonprofit, a benefit that provides access to a host of useful discounts, training opportunities and special services. Notably, Media Alliance has emerged as a key partner for Access SF on a number of

fronts that are addressed below - especially the San Francisco Media Advocates community coalition outlined in the Advocacy and Policy section. In return for their support to our members, Access SF chose to exercise its MOU with the LGBT Community Center by providing Media Alliance with access to a no-cost venue for its Annual Membership Meeting in June 2004.

The Pixel Corps: In autumn 2003, Access SF entered into an evolving partnership with this cutting edge digital media training group, which included Access SF staff providing certification level training in our main studio to one The Pixel Corps production groups. The participants produced a special television program on technology trends that was completed and presented Cable Channel 29 in spring 2004. In exchange, Access SF members are offered continuing, discounted access to training and equipment opportunities at The Pixel Corps, which includes training in graphics, animation, advanced digital media, and Macintosh certified editing instruction. Further, Access SF staff are being trained in relevant new media software that can be deployed at our station, and animators from The Pixel Corps have volunteered to assist our efforts to realize a set of dynamic, state-of-the-art station I.D.'s as well as an opening and closing sequence for The San Franciscans talk show series. Notably, station I.D.'s involved outside talent who participated in voice-over recording, including translators and multilingual talent representing Spanish, Russian, and Chinese speakers. Plans for expansion of The Pixel Corps partnership are currently under development.

Affiliate Membership - Donate Now

In November 2003, the Board of Directors evaluated and approved a new paid membership category for supporters called Affiliates, starting at \$24/year. A preliminary model for E-philanthropy was also approved, to involve an outside vendor to facilitate secure, online credit card payments for members and donors on the Access SF web site. Groundspring's Donate Now package was chosen as the vendor/service in early 2004, and receipt of online payments was launched in March 2004. To support this project, the Development Department and other staff have worked with board members on scripting channel promos. These spots are designed as direct address, calls-to-action that involve the board as on-camera participants who promote affiliate membership and the Donate Now program as one way of inviting Cable Channel 29 viewers to support the fund development goals at the station. The spots will be produced in autumn 2004.

Board of Directors

Administration, Governance, Board Development: The Development Department assisted with the Orientation needs of the five incoming board members in July-August 2003: April Elkjer, Carmelita Harris, Cecilia Shepard, Allan Silva and John Tunui, bringing the number of members to ten for the 03-04 fiscal year. A binder of strategic resources for all board members was made available that covers the areas of nonprofit governance, leadership, best practices, board roles and procedures, and marketing/ fund development. In board development, final versions were realized for the Annual Board

Member self-evaluation, the Annual Board Member agreement, and the Annual Board Development overview that outlines the process of intentional recruitment.

Board Recognition: Access SF hosted an event in October 2003 to welcome five new Board members: With these new additions, Access SF also enjoys one the most diverse configurations of its board in the history of the organization. The event in October also served to honor outgoing Board President, Ellison Horne, who rotated off the Board following (6) years of service.

Strategic Planning Process: Select staff from the station joined the Board and an outside consultant on October 31st, 2003 for a daylong strategic planning retreat. This was designed to jump-start the writing of the organization's 3-year strategic plan that would run through 2007. The process involved identifying new goals and objectives, as well as an assessment of mission, vision, and values. Notably, once a first meaningful draft of the strategic plan was completed in January 2004, the Access SF staff convened several times to craft its own contribution to the Strategic Plan, which included action items and accomplishments that support the plan's overall goals and objectives the agency. The Development Department supported the staff actively through this process and drafted the final versions of collected work sheets that were submitted to an outside consultant as a formal contribution from staff.

CAPA-SF Community Access Producers Association: Starting with a holiday season launch event in December 2003, the Development Department and other staff have worked closely with two Board members, Carmelita Harris and John Tunui on the formation CAPA-SF - the San Francisco Community Access Producers Association. The group will work to facilitate more effective collaborations among producers, staff and board with the goal of creating new possibilities for producer involvement at Access SF, especially as stakeholders in the future of the agency. Access SF staff assisted CAPA-SF with preparing a first round of original program documents that articulate the group's evolving mission, vision and goals. In the first half of 2004, CAPA-SF has provided producers with a chance to volunteer on a screening committee and jury for the Northwest regional public access competition. The group also worked with staff to convene a meeting of public access producers that served as a planning session for the creation of wish lists by producers with respect to the upcoming cable franchise renewal.

Committee Milestones: The Access SF Ad-Hoc committee on the Bylaws completed its work on the Bylaws revision, and the Bylaws were approved in April 2004. An Ad-Hoc committee on the cable franchise renewal was formed in early 2004 to engage board members actively in this process.

Access San Francisco Milestones

This following are selected milestones that provide a snapshot of the depth and range of new activities that were undertaken by Access SF over the course of the past twelve months. Each of these programs involved substantial support and staff resources from the Development Department as well as the broader station.

Mayor Newsom Proclamation - Media Democracy Week, March 14-20, 2004:

Development Coordinator wrote the proclamation draft and set of Media and Programming Advisories for Mayor Newsom's Proclamation for Media Democracy Week, which also honored Access San Francisco/Cable Channel 29 and San Francisco Media Advocates for their contributions in the field of local, electronic media. This included a weeklong schedule of programming and related activities in support of the free speech theme, including: recorded spots by the Mayor's representative who delivered the proclamation; recorded spots by representatives from San Francisco Media Advocates who spoke about the importance of Media and Democracy Week, and special programming, produced by Chicago's public access station, which included a keynote presentation by Bill Moyers at the National Media Reform Conference in November 2003 in Madison, Wisconsin.

League of Women Voters Collaboration / Nonpartisan Election Coverage: As part of its commitment to providing local audiences with opportunities to view non-partisan election coverage, Access SF maintains an ongoing co-production collaboration with the League of Women Voters SF. This partnership has, so far, resulted in over **84 hours** of original local programming presented on Cable Channel 29, Cable Channel 26 (SFGTV) and as part of Access SF's video-on-demand web page. The content has been packaged as a series and included (9) Mayoral candidate statements for the November 2003 election and hosted **Pro/Con Discussions** on local propositions - (14) for November 2003 and (11) for March 2003. In addition, for the November 2003 local elections, Access SF provided local candidates for Sheriff, District Attorney and Mayor who did not participate in the League of Women Voters series with a special invitation to participate in our bi-weekly, live Open Mic! program. With this added component, Access SF marked the first time in the history of public access television in San Francisco that all candidates for major local office were afforded unmediated, pre-election television coverage opportunities that are designed expressly for local audiences to connect with local election issues and candidates.

Third Annual Community Technology Network (CTN) Spring Conference: Access San Francisco served as one of four presenting sponsors CTN's Third Annual Spring Conference, a widely regarded regional event that convenes upwards of 150 technology and media nonprofits from (9) Bay Area counties for training, professional development opportunities. The Conference unfolded on May 21st, 2004 at the SF LGBT Community Center. As part of its sponsorship role, Access SF chose to exercise its standing MOU with the LGBT Center in order to support the Conference around no-cost venue goals. The Development Department further also served as a liaison between CTN and The Center, especially around logistics, volunteers and cultivating an overlap in program interests that engage workforce development and job readiness. Marc Smolowitz from Access SF staff coordinated and presented a panel on community media in the Bay Area that also involved board member Allan Silva. He also managed all aspects for (2) of the event's special programs: the Ask The Experts luncheon series and the Skills Builder Mini-Fair that invited exhibitors ranging from micro-enterprise to job readiness to policy advocates. In addition, John Sanchez from Access SF staff presented on the Digital Video

panel, profiling the package of new training endeavors now being offered at Access SF in Digital Media.

Project Inform/Cable Positive: Access SF received a grant in the amount of \$5,000 from the Cable Positive Tony Cox Community Fund in support of the production of 30-second public service announcement for Project Inform's National HIV/AIDS Treatment Information Hotline – 1-866-HIV-INFO. Project Inform also paid an additional \$2,500 fee for services to Access SF from its own cash resources to help offset Access SF's extraordinary staff costs around the project's creative phase, pre-production and casting that were not covered by the terms of the grant. Notably, the time line for the project called for delivery and premiere of the completed PSA on Cable Channel 29 in conjunction with World AIDS Day 2003 (Dec 1st.) Widespread media relations and community outreach was implemented in order to create public awareness of the premiere placement of the PSA on Cable Channel 29 on World AIDS Day. This resulted in a substantial media hit in the Bay Area Reporter, the Bay Area's signature print weekly for the LGBT communities. As part of specially packaged programming designed to commemorate World AIDS DAY and augment the PSA premiere, the Development Department arranged for the channel presentations of (6) short video works by youth on the subject of HIV discrimination. The videos were culled from a national youth nonprofit called Scenarios USA, based in New York City. Following the World AIDS Day promotions launch, Access SF was meant to serve as a consulting partner on the marketing and distribution phase of project. As part of the transfer of distribution activities around the PSA to Project Inform, Access SF created an original supplemental materials binder to serve as a helpful step-by-step guide on how to effectively place a PSA on cable television locally, regionally and nationally. Preparation of this binder involved extensive research and resulted in a comprehensive set of resources now available in-house to Access San Francisco staff as the organization moves forward with the production and placement of its own public service announcements and related public interest programming.

Partnerships & Collaborations

Access San Francisco continues to forge ahead with an expansive community partnerships model that has resulted in broad community involvement at the station. These programs have crossed production, training, curriculum development and other specially tailored program models that make use of public access resources,

The San Franciscans & Other Access SF Productions

Access San Francisco continued to produce relevant in-house projects that serve its mission and outreach goals. Its main community outreach project, The San Franciscans, has been expanded to serve as the station's main programming and production anchor for nonprofit sector coverage, collaboration and special projects. Over the past year, this has included several important talk show presentations on key topical issues and production endeavors that have resulted in the following agency accomplishments:

- **WAVE Award Winner:** Access SF was the recipient of a 2003 WAVE Award for public access excellence in the category Talk Show: Issues (Professional) for THE SAN FRANCISCANS: Episode 2: An Asian Community Focus. This announcement was widely circulated and timed to coincide with media relations around Project Inform/World AIDS Day.
- **Field Event Television Coverage: Moving From Dial Up to Broadband (Media Briefing):** As part of its involvement as a co-convenor of the Community Telecommunications Working Group (now called San Francisco Media Advocates), Access SF assisted Media Alliance and the Center for Digital Democracy with procuring key resource documents that served as background material on the cable franchise renewal process at their Oct. 29th Media Policy Briefing hosted by the San Francisco Foundation. Staff members Zane Blaney, Marc Smolowitz and Bud Dillon were involved in supporting video documentation style coverage of the daylong program, which resulted in a substantial presentation of various sessions from the Media Briefing on Cable Channel 29 throughout November and December 2003.
- **The San Franciscans - Episode 4 – A TeleCommunity Focus:** On Oct. 28th, one day prior to the briefing, Access SF provided live-to-tape production services on Episode 4 of The San Franciscans: A Local TeleCommunity Focus, produced by Smolowitz. Blaney served as moderator of an overview panel conversation outlining on the community stakeholder concerns that inform cable franchise renewal. Panelists: Jeff Chester, Center for Digital Democracy, Jeff Perlstein, Media Alliance, Brian Wilson, DTIS.
- **The San Franciscans - Episode No. 5 – Philanthropy Research & Networking:** This episode involved (6) talk show guests from the philanthropy sector and an expert moderator. It was the first episode produced within The San Franciscans talk show format to be delivered within a 60-minute format. As part of preparations, comprehensive research was implemented on the local philanthropy market that has been documented for in-house use. This research has also helped to inform the annual grant-writing calendar and priorities for the department. It has also helped to fuel Access San Francisco's networking and overall presence among local philanthropy professionals.
- **Access SF Newsroom:** Access SF staff have collaborated with a group of producers from the Access SF membership on the creation and continuing production of a twice monthly news program that emphasizes community reportage and alternative, local news coverage. This bridging of staff and members with agency resources constitutes the most successful producing collaboration of its kind to date at Access SF. It is a model that the station plans to continue developing in the future.
- **Brother Clint's Seven Virtues:** Access SF provided a series of specially tailored workshops to a group of four young, African American males from the Hunters Point Bay View neighborhood in San Francisco. The participants were brought to us by Brother Clint, a youth advocate and grantee from the Salesforce.com Foundation. As a prior employee of the Bayview Beacon Center, Brother Clint had attended San Francisco Media Advocates meetings in early 2004 and separately approached Access SF to collaborate on his grant. For the station, Access SF staff member John Sanchez provided

training in iMovie and related digital production tools, and Access SF staff member Scott Boswell provided training in the principles of field production and other media literacy.

- **LYRIC:** Access SF provided a flash studio production workshop that trained seven youth from LYRIC - a leading LGBT youth organization – to help them produce an ongoing community events and entertainment program that is *by and for the gay youth of the San Francisco Community*. The program unfolded over (8) Saturdays in spring 2004, taught by Access SF staff member Bud Dillon. His curriculum model called for 12 hours of training, followed by five weekly sessions devoted to hands-on producing.

Connections For Tomorrow - Capacity Building Award (Update)

In 2003, Access SF received a Connections for Tomorrow award through the Department of Health and Human Services, which was specifically around Technology Assessment, Planning and Accessibility. The program assisted Access SF by matching the station with key consultants that were willing to work with on substantial planning projects and staff development projects, as follows:

- **CompuMentor:** This leading technology consultant for nonprofits donated (36) consulting hours to Access SF as part of the capacity building award. A technology planner was assigned to Access SF who met with key staff, conducted interviews, implemented a site visit, and drafted an overall technology plan for the organization. The draft of the plan is meant to be a 50-page road map that is filled with helpful recommendations, both short term and long term. To date, several key recommendations have been incorporated into Access SF's overall technology planning dialogue, and it serves as a guide for organizational effectiveness decision making inside the Development Department.
- **Center for Accessible Technology:** Access SF was assigned a mentor from this Berkeley-based organization that has a track record in addressing accessibility issues at nonprofits and on the Internet. Various projects in the areas of accessibility and assistive technology are currently unfolding with their help, including a series of upcoming staff trainings on accessibility, a continuing assessment of the Access SF web space, and the deployment of a range of assistive tools at the station for disabled producers.

Advocacy and Policy

San Francisco Media Advocates: Access San Francisco continued to take a leadership role in San Francisco Media Advocates, a community coalition around the cable franchise renewal and overall local telecommunications planning and policy. The following are activities of the coalition that have called for Access SF expertise, staff time and other resources.

- **Cable Community Planning Sessions / Working Groups:** (2) cable community planning sessions for nonprofit organization representatives unfolded in January with substantial support from Access SF. The Development Department wrote the original

invitation copy for public circulation that served to define the agenda and message of San Francisco Media Advocates. Access SF also made significant contributions to the overall outreach capacity for these events through mailing lists that are maintained in-house that reflect key aspects of the San Francisco nonprofit community, including the following areas: community development, housing, disability, senior, health care, neighborhood advocacy, small business associations, among others. Following, Access SF supported continued outreach and follow up for organizing meetings that unfolded in February and March 2004, which resulted in (60) plus organizations signing on with their support of the coalition. This period signaled the formation of (2) specialized working groups in the areas of press/communications strategy and outreach. As its focus, Access SF has taken on a supportive role in the press/communications working group and assists with managing both the outreach lists and the email list serves for the coalition.

- **MediaSF.org & Managing of Resources:** In March, Access SF prepared a master binder of resources that shall serve as a guidebook on all key issues that are a part of the cable franchise renewal conversation. Smolowitz continues to maintain ongoing research, archival tracking, and writing as needed to support this working group. Beginning November 2003, there was an effort to move Access SF's extensive in-house knowledge arm on cable franchise issues to a new online hub: www.mediaSF.org. The Development Department designed the web site's functionality, layout and content that were coded by Steve Wright from Salesforce.com Foundation. Using an open source program manager, MediaSF.org is designed to build an online community around cable franchise issues and to make information and resources more readily available to local citizens.

Outreach and Marketing

Brand Identity: In August 2003, a highly skilled Development Intern from Germany, Christian Weiler, completed a 6-month internship with the delivery of a final project - the Access SF Brand Identity Guide. Access SF staff actively supported the realization of this Guide, which is available on CD-Rom and serves as unmatched resource for the agency as it moves ahead with setting style guides, public presentation of its mission and message, and marketing goals. Christian greatly supported the Development Department's administrative and research goals around technology planning and web site overhaul, and, following his helpful tenure, Access SF has continued with web planning and redesign largely by setting quarterly goals for meaningful expansion of the web site. Notably, there were substantial benefits that came with having a skilled intern in-house who could work on development projects exclusively 25-35 hours per week. In the past year, there have been several key interns who have been essentially involved with the ongoing work of the Development Department, helping to create the knowledge management arm, the continuing aspects of the Access SF Membership Benefits Program and assisting with the setting of more consistent administrative systems, forms and organizational documents.

Access SF Rate Cards: Substantial work and progress has been made with respect to copywriting, message and protocol for rate cards that announce Access SF's new revenue program models: Production Services, Sponsorship & Underwriting, Community Bulletin Board

Project – set to be launched in autumn 2004, with local neighborhood and merchant associations serving as a first test group.

Production Services Prospects & Research: During December '03 and January '04, Access SF spent substantial time and resources prospecting two clients interested in coverage for their events and/or studio production support. The preparation of competitive bids involved extensive research in to the current market rates, setting Access SF benchmarks for production budgets that reflect the realities for staff costs and facility resources, and vetting of an entirely new terrain of vendors (satellite providers, web casting services, teleprompter services.) These efforts helped to move Access SF forward with setting both the terms and pricing for the rate card for production services as well as the setting of language and templates for key production memorandums.

Accessible Media & Production Services: Access SF met with Susan Mizner, Executive Director, Mayor's Office On Disability (MOD) to prospect several production services goals for her office. This generated questions around the costs associated with closed captioning, real-time captioning (CART) and communications access, and descriptive video, which led to Access San Francisco taking on research of key local and national vendors, the hardware/software scenario involved in these procedures, and other services that define the current landscape of communications access. This research has proven highly valuable as Access San Francisco continues to differentiate itself with respect to production services in the local market space. As accessibility continues to be an unfolding set of priorities at Access San Francisco, this information will also be used as Access San Francisco moves forward with creating its "wish lists" for the cable franchise renewal process.

Expanded Public Presence: The following are select community events where Access SF was in attendance and other in-house programs that have helped to expand the station's public presence and outreach endeavors.

Channel 29 Audience List Serve: In December 2004, an announce list serve on Yahoo Groups was launched around audience development, especially to connect more directly with public access viewers and to grow the station's capacity for promoting fast breaking programming announcements - especially about Access SF's in-house productions. Over time, it is intended to grow in to a potential tool for Access SF producers to use the Internet as a promotions vehicle.

In-Home Support Services (IHSS) Conference: In September 2003, staff and board attended in September the IHSS annual conference in San Francisco where the station hosted an exhibitors booth along side other nonprofit vendors. This event was particularly helpful with connecting to local organizations that provide services for the disabled, for senior populations and assistive technology providers.

Independent Sector Conference: With scholarship support, the Development Coordinator attended the annual Independent Sector Conference, held in San Francisco over three days in early November 2003. He attended the following sessions: Nonprofits on the front lines of Federal and State Policy Challenges; Town Hall Meeting: New Visions for the Nonprofit and Philanthropic Community; For Profit and Nonprofit Boundaries: What Crosses The Line? Increasing Funding For Social Justice; New Frontiers of Organizational Change.

New California Media Expo: Staff and board members hosted an exhibitors booth at this key local convention that brings together 300 plus key companies to San Francisco that work on ethnic media and multicultural content. This was very successful day of networking, outreach and resource building in the area of multilingual services and has informed the inclusion of multilingual content goals as part of Access SF's outreach goals and priorities.

Media Literacy / ACME (Action Coalition for Media Education): Several staff participated in the ACME Media Literacy Summit, which unfolded at the close of the 03-04 fiscal year 2004. March Smolowitz moderated a panel; Robert Watts attended one-day of trainings; Zane Blaney supported Channel 29 producers involved in Access SF Newsroom to provide coverage at the event that was later presented on public access.

Public Service Announcements

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

826 Valencia	Exploratorium
A Traveling Jewish Theatre	Fair Elections
AcroSports	Fat Chance Belly Dance
Action Coalition for Media Education	fiber / DIMENSIONS
American Association of True Life in God	Golden Gate Opera
American Chronic Pain Association	Habit Abatement Clinic
American Federation of Aviculture	Holy City Zoo
Anime FX	IHSD - San Mateo Head Start
Art Explosion Studios	IHSS Public Authority
Artspan	Institute on Aging Research Center
Asian Art Museum of San Francisco	International Black Women's Film Festival
BATS Bay Area Theatresports	International Society for Krishna
Bay Area Friends of Tibet	Consciousness
Bay Area Local of the Socialist Party USA	International Tibetan Qigong Association
Bay Area Satellite Heritage Music	Inter-Relations
Foundation	ISLAM in Action
Bayview Hunters Point Multipurpose Senior	Job Corps Admissions for Women
Center	JP Myrick Historical Productions
Berkeley Art Museum Pacific Film Archive	Kung Pao Kosher Comedy
Bernal Heights Neighborhood Center	Little Kids Rock
CAFE (Combined Art Form Entertainment)	Lowell Sports Foundation
Cakewalk	LYRIC
Caldwell Snyder Gallery	Marin Museum of the American Indian
California Lawyers for the Arts	Mission Movie
Calvary Presbyterian Church	Musicians Union Local 6
Children's Theatre Association of San	Natl Assoc of People with AIDS
Francisco	New Conservatory Theatre Center
Chinatown Children's Community Center	New Langton Arts
Chinese Culture Center	Norther CA Oracle Users Group
Cinefemme	Overeaters Anonymous
City College Theater Arts	Pacific Islanders' Cultural Association
Coleman Advocates for Children & Youth	Parents Place
Community Music Center San Francisco	People with Disabilities Foundation
Community Technology Network of the Bay	Pets 'N' Apartments
Area	PFLAG
Conservatory of Flowers	Presidio Dance Theatre Academy
Contra Costa Civic Theatre	Prison Radio / Redwood Justice Fund
Creative Work Fund	Project Sentinel
Cultural Odyssey	Queer Photo Salons
Dept of Children, Youth & Their Families	Richmond Ermet AIDS Foundation
DeVoine Entertainment	Roots & Culture International
Exit Theatre * Exit Stage Left	Russian Center of San Francisco

San Francisco Art Institute	St. Mary & St. Mina Coptic Orthodox Church
San Francisco Bach Choir	St. Mary's Medical Center
San Francisco Black Film Festival	Stanford Jazz Workshop
San Francisco Choral Society	Sun & Moon Ensemble
San Francisco Free Folk Festival	Sunset/Parkside Food Pantry
San Francisco History Association	Temple of Set
San Francisco Suicide Prevention	The Free History Project
San Francisco Theater Festival	Transparent Theater
San Francisco Women's Building	UCSF / SFGH (SF General Hospital)
Science Fiction Writers Group	UCSF Breast Care Center
Seiha School of Traditional Japanese Music	UCSF News Services
Service Dog For Blake	Universal Arts
SF Bicycle Coalition	Visiting Nurses Hospice of San Francisco
SF Choral Artists	Volunteer Center of San Francisco
SF Federal Credit Union	WAKE, Inc.
SF Fire Dept Toy Drive	Wise Fool Community Arts
SF Jazz Organization	World Council for Arts & Culture
SF Playhouse	Yerba Buena Center for the Arts
SF Public Library Main Branch	YMCA Urban Services
SF Vampire Tours	Young Performers Theatre
SF Weekly	YWCA Computer Learning Center
SF World Music Festival	Zacco Dance Theatre
Society of California Pioneers	Zeum

Demographics

In the course of the year, clients who use Access San Francisco services are invited to fill out a demographic survey. From those choosing to participate, we have gathered the following information:

What is your age range?

< 18	0	0.00%
18 - 25	9	5.81%
26 - 34	33	21.29%
35 - 44	44	28.39%
45 - 54	41	26.45%
55 - 65	18	11.61%
> 65	10	6.45%
<hr/>		
Total Answering	155	

What ethnic group do you belong to?

Native American	0	0.00%
White	110	46.22%
Asian	18	7.56%
Black	64	26.89%
Latino	23	9.66%
Other	23	9.66%
<hr/>		
Total Answering	238	

How did you hear about Access?

Newspaper/Radio/TV	42	26.42%
Access channels	1	0.63%
Friend	96	60.38%
Other	3	1.89%
website	6	3.77%
Walk in	11	6.92%
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Total Answering	159	

What is your income range?

< 10,000	15	16.85%
10 - 15,000	1	1.12%
15 - 20,000	9	10.11%
20 - 30,000	13	14.61%
30 - 45,000	15	16.85%
<u>> 45,000</u>	<u>36</u>	<u>40.45%</u>
Total Answering	89	

What is your primary language?

English	129	89.58%
French	0	0.00%
German	0	0.00%
Spanish	6	4.17%
Other	4	2.78%
Russian	5	3.47%
Japanese	0	0.00%
Portuguese	0	0.00%
ASL	0	0.00%
Mandarin	0	0.00%
Cantonese	0	0.00%
Tagalog	0	0.00%
Dutch	0	0.00%
<u>Chinese</u>	<u>0</u>	<u>0.00%</u>
Total Answering	144	

How often do you watch Access?

> Weekly	54	33.13%
Weekly	64	39.26%
Monthly	24	14.72%
< Monthly	1	0.61%
<u>Never</u>	<u>20</u>	<u>12.27%</u>
Total Answering	163	

Is your household a cable subscriber?

Yes	122	33.89%
<u>No</u>	<u>238</u>	<u>66.11%</u>
Total Answering	360	

SF neighborhood you live in?

Bernal Heights	2	1.60%
Western Addition	7	5.60%
Mission	17	13.60%
Hayes Valley	3	2.40%
Potrero Hill	2	1.60%
Sunset	14	11.20%
Castro	14	11.20%
Pacific Heights	1	0.80%
Tenderloine	9	7.20%
Nob Hill	3	2.40%
SOMA	3	2.40%
Richmond	7	5.60%
North Beach	3	2.40%
Marina	0	0.00%
Fillmore	7	5.60%
Bayview/Hunters Point	15	12.00%
Glen Park	1	0.80%
Excelsior	2	1.60%
Noe Valley	6	4.80%
Haight	6	4.80%
Chinatown	1	0.80%
Japantown	0	0.00%
Ingleside	1	0.80%
<u>Polk</u>	<u>1</u>	<u>0.80%</u>
Total Answering	125	

SF DISTRICT you live in?

1	0	0.00%
2	2	50.00%
3	0	0.00%
4	0	0.00%
5	0	0.00%
6	1	25.00%
7	1	25.00%
8	0	0.00%
9	0	0.00%
10	0	0.00%
11	0	0.00%
Total Answering	4	

Statement of Revenues and Expenses for Operations

REVENUES

DTIS Operations Grants FY 03/04	\$774,000
DTIS Operations Grants FY 02/03 Carry-Forward	\$39,000
Workshops	\$13,830
Memberships & Donations	\$9,417
Bank Interest	\$220
Special Projects	\$7,500
Other	\$573
REVENUES TOTAL:	\$844,540

OPERATIONS EXPENSES

Business Support	\$44,337
Facilities	\$212,777
Insurance	\$21,082
Personnel	\$529,470
Production	\$26,941
Programs	\$970
Staff and Board Support	\$10,070
EXPENSES TOTAL:	\$845,647

Note: This statement has been abstracted from the organization's Financial Statements, for the fiscal year ended June 30, 2004 (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, 2004

OFFICERS

John Higgins
Board President

*Associate Professor of
Mass Communication,
Menlo College, Atherton*

Peggy Coster
Board Vice President

Disability Advocate

Jordan Greene
Board Vice President

*Account Manager,
Peet's Coffee & Tea*

Pankaj Amin
Board Treasurer

*President,
Southern Cross Ventures*

Lisa Lowy
Board Secretary

*Attorney,
Law Office of Lisa S. Lowy*

DIRECTORS AT LARGE

April Elkjer

Media Consultant

Carmelita Harris
Producer Representative

*Assessment Clerk,
City and County of
San Francisco
Assessor/Recorder's Office*

Cecilia Shepard

Community Organizer

Alan Silva

*Director YouthMAP/YTV,
Ark of Refuge*

John Tunui

*Access Television Producer
& Community Activist*

Attachments

A compilation of illustrative support documents that serve as attachments to this Annual Report document is available upon request.