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Annual Report Fiscal Year 2004/2005

San Francisco Community Television Corporation (CTC)

Access San Francisco Channel 29

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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 2002/2003 (FY 02/03). Now in a second three-year grant agreement (begun FY 05/06), 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.

The 04-05 fiscal year presented many opportunities and well as significant challenges for Access SF. The Development Department continued to expand outreach to under-served communities, especially youth. The Access SF Youth Media Festival presented 18 hours of original programming for, about and by youth. It was the most comprehensive youth programming ever presented on San Francisco television. Also, Access SF participated as a host site for three youth from the San Francisco Foundation, the Jewish Vocational Services and the California Lawyers for the Arts are part of their summer youth programs.

The most significant challenge for the organization was a City-proposed \$96,000 budget cut for the 05-06 fiscal year. The June 2005 announcement of the proposed cut threatened the very existence of public access in San Francisco. The cut would have resulted in the loss of four employees and the significant reduction in production services at Access SF. The threat required

Access SF to mobilize producers and other access supporters to advocate for restoring the funding. As a result of this support the Board of Supervisors and the Mayor's Office agreed to restore the funding.

For many years the San Francisco Community Television Corporation/Access SF had looked forward to the renewal of the San Francisco Cable Franchise which was set to expire in December 2005. A new cable franchise offered the first opportunity for sustainable operations and capital support for the PEG channels. Access SF worked with the City and County of San Francisco to ascertain future needs for public access as well as support the City's efforts to conduct a community needs assessment. However, at the conclusion of the fiscal year it was uncertain whether the renewal would happen in a timely fashion leaving the future of public access uncertain.

Facilities Report

Editing facilities were available approximately 300 hours per month, the main studio was available approximately 100 hours per month, and field equipment checkout proceeded on a daily basis. Producer usage of the Flash Studio was available approximately 150 hours per month. Usage in editing and main studio and field continues to be at nearly full capacity. Flash studio usage has not reached capacity due to a small but slowing growing pool of certified users due to more complex training requirements.

Over the past year, many 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 good quality but aging public access equipment, and skilled and caring production facilitators who supervised and trained 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 on 343 studio productions.

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	Approx Market Value
Edit Equipment			
Edit Suites	1,063	2,907	\$280,700
User Dub Station	568	1,333	\$ 99,400
Total Edit Equipment Usage	1,604	4,240	\$380,100

Main Studio & Control Room

Total Main Studio Usage	343	921	\$300,125
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Flash Studio

Total Flash Studio Usage	196	458	\$58,800
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Field Cameras & VTRs

Total Field Camera Usage	336	19,273	\$206,367
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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	118	329	\$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
- Produced valuable community collaborative projects using non-linear edit system
- Continued 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 = 16
Attendance at Orientations = 363

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 = 58

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 = 38

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 = 69

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 = 12
Certification in Flash Studio = 15

Total enrollments in all workshops = 217

In response to 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: Pre-Production, Directing, and Audio.

Number of Masters and Special Workshops Offered = 10

Attendees of Masters and Special Workshops = 90

Interns and Volunteers

During the 04/05 fiscal year, Access SF hosted seven academic interns from City College, San Francisco State, UC Santa Cruz and UC Berkeley. In addition, three international interns from France, Italy and Spain participated at the station. Also, Access SF was selected a site for summer youth internships sponsored by the San Francisco Foundation, the Jewish Vocational Services and Spotlight on Youth, a program of the California Lawyers for the Arts.

Many of the interns were trained in the studio workshop and participated in the production of Access SF programs. Three of the Spanish speaking interns produced a segment of “The San Franciscans” focused on non-profit organizations in the Mission. The UC Berkeley intern produced another segment of “The San Franciscans” focused on domestic violence issues and one of the City College intern worked on a documentary about his experiences growing up in Cambodia and his adoption by American parents. Several of the interns assisted in the Access SF Youth Media Festival which resulted in 18 hours of original programming for, about and by youth in the Bay Area. The summer youth interns participated in outreach to youth organizations and the production of “Open Mic” shows for youth organizations. The interns also assisted Access SF in cueing and timing tapes and other administrative tasks.

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 210 titles. 336 producers participated in the monthly meetings, of which 81 were new or returning to the station after taking time off and 255 were renewing series. 120 of the renewing series kept their same timeslots and 135 changed timeslots, 72 voluntarily and 63 whose timeslots were chosen by other producers.
- **Specials:** We also aired close to 50 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:

Access San Francisco is carried on Comcast's digital and analog systems 24 hours a day, 7 days a week, throughout the city.

We schedule mostly repeats of the previous broadcast day's shows, along with specials and other original programming, on weekday mornings and afternoons and also during late-night hours every night. These are the hours available to, but not chosen by, public access producers at the monthly timeslot selection meetings for use as their primary series timeslots.

Totals: We aired over 8700 hours of programming during the year, of which around 5000 hours were original programming and around 3700 hours were repeats.

MiniDV Tapes and Other Video Formats:

- **Tapes:** Producers submit programming on VHS, S-VHS, DVCam, and MiniDV.
- **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.
- **Community Announcements:** 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

Fund Development

Rate Cards for Production Services, Sponsorship, and Underwriting

Following a full year of thoughtful work, strategic planning, and marketing/design initiative, in 04-05 the station completed a comprehensive set of rate cards and brochures that are designed to promote fee-based production services, sponsorship, underwriting and other special projects designed to increase and diversify streams of revenue coming into the station. The following is a list of marketing collateral already in circulation.

The Local Impressions Plan: An overview brochure presenting the four programs that will drive new revenue models at Cable Channel 29: Program Sponsorship, Underwriting,

Program Sponsorship & Underwriting – General Rate Card: A specialized brochure detailing two of the programs included in The Local Impressions Plan, specifically targeting major gifts from socially responsible businesses and corporations, ranging from \$500 - \$10K per project.

Program Sponsorship of Access SF Special Projects: An overview brochure detailing Access SF's in-house productions that are available for sponsorship consideration. These programs are in service to the community are often involve dynamic collaborations with the local nonprofit sector.

Production Services Overview: A brochure detailing the areas of professional service now being offered by Access SF in the area of fee-based production services.

Production Services Rate Card: A brochure detailing the costs associated with facility/equipment rental and the rates for hiring a professional Access SF crew. This piece also outlines for potential clients the overall "Terms & Conditions" that are associated with hiring Access SF in the area of fee-based production services.

Community Bulletin Board Overview: A brochure that explains Access SF's 2005 reorganization and update of this widely used free service that is offered to nonprofits in San Francisco. The Bulletin Board normally provides attractive text-based public service announcements to nonprofits throughout the year. As part of a plan to gradually expand this free service, the Bulletin Board is now anchored by an energetic monthly outreach model structured around (4) categories of helpful information for local citizens, including: Community Health, Spotlight on Local Events, Nonprofit / Neighborhood Referrals, and SF District Resources.

Community Bulletin Board Underwriting Rate Card: A brochure that details for local businesses and small to midsize corporations a specially designed Underwriting Program designed to help Access SF grow the Community Bulletin Board capacity and service. It targets supporters in the monthly price range of \$250 - \$1K and provides non-commercial spots for underwriters on the Bulletin Board as part of the monthly pricing model.

Community Bulletin Board Underwriting Rate Card (Special Pricing Offer): A brochure that provides detail for local neighborhood, merchant and quality of life associations around a special

pricing offer that is associated with the Community Bulletin Board Underwriting Program. It targets these (3) unique categories of potential supporters in the monthly price range of in the monthly price range of \$125 - \$750 and provides non-commercial spots for underwriters on the Bulletin Board as part of the monthly pricing model.

Membership & Producer Services

Film/Tape World

In December '04, Access SF finalized the terms and conditions of an extensive partnership agreement with Film/Tape World, a leading monthly print publication serving the Northern California film, video, and computer media industries. The partnership constitutes the first time public access in San Francisco has entered into a media partnership that crosses so substantially into the print arena. It yields new membership benefits and discounts for Access SF producer and affiliate members, complimentary ad placements for the station in the publication 6xs per year, advertising discounts to the station's preferred vendors, and a whole host of other value added items. It is the goal at Access SF to use the partnership and its varied benefits to support building public and industry awareness of the station's growing fee-based production services program model.

Newsroom On Access SF Emmy Nomination - Producer Mixer

In May '05, the station circulated a media release around the Northern California Emmy Nomination for our in-house collaboration Newsroom On Access SF. We also hosted a Spring Producer Mixer at the Octavia Lounge.

Annual Membership Renewal

In June '05, the station implemented its annual membership renewal for the producer member category. This serves as a key year-end income stream, and it normally renews over 300 members who are submitting programming to the station and/or using facility & equipment resources. The Development Office has a hands-on role in administering the Discount and Community Service Exchange Program that are apart of membership renewal efforts.

Outreach & Community Partnerships

Outreach to Neighborhood & Merchant Associations

In November '04, Zane Blaney and Marc Smolowitz made a first presentation on the above referenced special pricing offer to the general monthly meeting of the Upper Market Merchant's Association in the Castro District. This is part of an unfolding strategy in 2005 whereby trained Access SF staff and board members will be sent out to similar meetings throughout the City and serve as public speakers about Access SF's Underwriting Program that targets strategic participation by Neighborhood/Merchant Associations and by extension their constituents from the City's small business sector. The program is expressly designed to provide non-commercial "advertising" opportunities on television for agencies and companies that have limited budgets and in most cases would never consider TV advertising as being available to them. During December '04, Access SF designed, printed and implemented a 700-piece post card mailing

entirely in-house that was sent to the station's well-developed mailing list of Neighborhood/Merchant Associations..

The San Franciscans

Access SF produced (6) new episodes of its award winning in-house talk show The San Franciscans during the 04-05 fiscal year. Below is a summary of each installment. Access SF also produced PSAs for a number of the participant nonprofits (these agencies are marked with an *)

Episode 6 – Focus On Community Health Innovators

*Harm Reduction Therapy Center

Episode 7 – Focus On Multi-Lingual Services

*Sunset Russian Tobacco Education Project

*Newcomers Health Program

*JVS (Jewish Vocational Services)

Upwardly Global

Episode 8 – Focus On Community Violence

*Omega Boys Club / Street Soldiers

*Brothers Against Guns

CLAER - Community Leadership Academy & Emergency Response

Episode 9 – How Nonprofits Use Media & Technology

On March 1st, Access SF produced a one-hour talk show in the format of its successful series The San Franciscans. Local publicist, David Perry, who focuses on nonprofit clients served as moderator of a discussion that focused on how nonprofits can more effectively use the media and technology. Perry also hosted a reception at the station for staff and invited guests as part of the taping. The following were guests on the talk show: Marc Smolowitz, Access SF, Erick Recinos, CompuMentor, Alfredo Casuso, Web Columnist “Net Nut”, Jonathan Luskin, Flying Moose Pictures.

Episode 10 – Focus On Latino Nonprofits

A 30-minute program profiling (2) leading agencies, Arriba Juntos & Precita Eyes Mural Project. Notably, this installment was produced in Spanish and served as the special project of (3) Spanish Language interns who worked with the station as part of our academic internship program during the spring semester. They were certified in the Main Studio and mentored by Smolowitz and other key staff with regard to meeting the station's requirements for how The San Franciscans is produced. Their endeavor was very successful and provides a template whereby interns will be afforded the opportunity to produce future installments of the series and perhaps PSAs if time allows.

Episode 11 – Sex, Drugs & STDs In The City

As part of collaboration with the Office of STD Prevention and Control Services of the SF Health Department, this 60-minute episode was produced in June as part of the stations activities celebrating LGBT Pride Month. It represents our best practices model for producing the series

whereby a community collaborator works with Smolowitz to identify panelists and moderator, and in turn supports the production at every stage by lending expertise to the goals of the production. The episode included leading public health experts on the panel; the “premiere” of a new PSA that is being used to fight the local syphilis epidemic, and a special press release was circulated in support of the channel presentations. Outreach was also implemented in concert with the Office of STD Prevention and Control Services.

League of Women Voters

Access SF continued its collaboration with the League of Women Voters SF. In September ‘04, the station produced Pro/Con Discussions for the November 2004 local ballot measures. Programming aired on Channel 29 and Channel 26.

Submit PSA Overhaul / Community Bulletin Board Expansion Program

In spring ‘05, Access SF launched its new model for how the Community Bulletin Board is managed and promoted as a free service to the local nonprofit community. This includes various Survey Monkey Tools as well as Spanish Language Content being available on the website. Following the recent overhaul, PSAs are now generally organized into one of the following four categories: - Community Health Information - Local Issue Focus - Events Spotlight – SF District & Neighborhood Resources. There is also a monthly outreach model in place that supports year round efforts to engage local nonprofits with the unique marketing prospects that come with the free PSA submission service. On the SUBMIT YOUR PSA page, there is a working calendar & monthly outreach guide that serves as a planning resource for nonprofits interested in broadening their impact through the bulletin board.

Marketing

Upstream Online – E-Newsletter – Streamlined Outreach & Marketing Model

In October ‘04, Access SF launched Upstream Online, our bi-monthly e-newsletter. With the e-Newsletter in place, outreach and marketing have been effectively streamlined helping to build local awareness for Access SF’s special projects. Upstream Online is produced through Topica Email Publisher, an online service provider that allows the station to create dynamic and graphically driven marketing communications that can be sent via email. Currently, Upstream Online has a consistent look and feel, uses Access SF’s branded color scheme, and is circulated as both a text communication and/or an HTML template. Notably, Topica provides Access SF with a database manager that supports easy maintenance and regular updates to our internal mailing lists. Access SF’s e-newsletter circulation list averages over 2,200 individuals, organizations and key stakeholders. Access SF’s Topica account allows for 10,000 email communications to be sent per month. The station has used the e-newsletter (15) separate times throughout the past year.

Website

Access SF’s Development Department continues to be a driving force around planning and overhaul of the station’s website. The station now works with a consultant/independent contractor, which allows for 16 hours of professional website assistance per month. The

following is a brief summary of recent efforts that have unfolded with regard to improving the Access SF website:

Updating and expanding the Community Partners area to actively reflect the station's growing list of collaborations with the nonprofit, education and human services sector.

Updating the station's video-on-demand presentation page.

Incorporating graphics and slide show functionality for the user in key sections of the site frequented by new and first time users, such as Membership and the Submit PSA area.

Implementing changes to the website home page and overall functionality that help guide the user through the site, including the select following recently added functions: A first-time welcome page; a guest book that is tied to the station's mailing list management goals; private staff and board areas to support collaboration online; expanded public areas for the board, including bios; a search mechanism; a how to link to the Access SF website page; a privacy statement; among others.

Sharing Stories – New Webzine Launched for Station Profiles

As an adjunct online marketing effort, the Development Department created a new webzine called SHARING STORIES designed to take readers inside the station by giving a human face to the public access and its potential for community impact. The first installment was circulated during May '05 with an extensive set of interviews with (5) veteran public access producers. The content can be viewed online at:

<http://homepage.mac.com/thesanfranciscans/SharingStories/Personal58.html>.

We also have created a SHARING STORIES presentation on the main windows of the station that face Market Street foot traffic. This effort to make use of our own "billboard" marketing is a potentially exciting way for us to engage the general citizenry of the City. The impulse is to encourage passerby's to have a meaningful opportunity to stop and connect with our physical location on Market Street, note who we are, and learn something about us.

Video On Demand Content: All PSAs from Year Two of The San Franciscans were uploaded to the Access SF website during the spring quarter. A slate of online photo galleries and slide shows has also been created in order to document the production process:

<http://homepage.mac.com/thesanfranciscans/thesanfranciscans04/Menu43.html>.

Special Projects: Youth Program Development

As part of the Access SF outreach to youth the organization collaborated with Brotha Clint, Executive Director of Communication Innovation, to provide four technical workshops on iMovie and field remote equipment. Also, Access SF provided a mini-orientation and tour of the production facilities for six high school youth at the Potrero Hill House working with Murphy Watson, Program Director for Street Beats. The youth were given the opportunity to visualize the behind the scenes workings of audio/video production. Several other schools were offered special orientations throughout the year, including Gateway High School and Mission High School.

Youth Media Festival

Access SF presented its inaugural Youth Media Festival on Cable Channel 29 in conjunction with National Media & Democracy Week, March 14-18, 2005. The festival was a major milestone for the channel and the station. The event included the following accomplishments:

Over (140) short films and videos from all genres were presented on Cable Channel 29. Access SF produced (5) special one-hour presentations for prime time and (4) 3-hour compilation reels of all entries for daytime presentations. Total festival hours amounted to (18) original programming hours of works by and about youth and families.

Entries were culled from (9) Bay Area Counties and beyond. Over (40) nonprofits collaborated with Access SF on the outreach for festival entries.

JVS, Jewish Vocational Service, served as the festival underwriter and paid a \$500 fee for this involvement.

The following nonprofits served as sponsors & co-presenters for the event:

SPONSORS: Zeum, YouthMAP / The Ark of Refuge, Community Technology Network of the Bay Area, SF LGBT Community Center. Notably, Zeum collaborated extensively on marketing for the festival with high visibility placement for the festival on its website as well as highlighting the festival in its monthly e-newsletter.

Co-PRESENTERS: SF Unified School District's Office of Public Engagement, Digital Connectors SF (A initiative of One Economy / The Beehive), Film Arts Foundation, Bay Area Video Coalition / Youthlink, Youthline! / CHALK, Conscious Youth Media Crew, Just Think Foundation, The Pixel Corps, Sunset Neighborhood Beacon Center, Youth Funding Youth Ideas, Inner-City Youth Foundation, Mission Youth TV, Youth Justice Project at Coleman Advocates for Youth.

Access SF worked with YouthMAP on a unique training and production collaboration that involved (10) youth from diverse backgrounds participating as on-camera presenters and interviewers for each of the prime time presentations. This involved (4) intensive sessions of training and production at both the Access SF facility and the YouthMAP facility.

Access SF worked with (15) youth from diverse backgrounds as jurors for the festival. These youth were responsible for selecting the works to be screened in prime time

In both of the above areas, youth participants were paid a stipend for their participation.

Access SF produced a free evening of community screenings for youth and families as part of the festival. The event was open to the public and unfolded in the Rainbow Room at the SF LGBT Community Center. It received notice in the SF Bay Guardian and was attended by an audience of (50) youth and adults. This was an opportunity for underwriters, sponsors and co-presenters to address a public audience. A special email invitation was circulated for this event.

Access SF placed a 1/6-page ad in Film/Tape World for free that promoted the festival. The ad was complimentary as part of our current partnership with the publication.

As part of local activities that were programmed in conjunction with the Youth Media Festival, Access SF co-sponsored a special daylong event at Zeum on March 18th that profiled Bay Area youth agencies and their innovative curriculum strategies.

In addition to staff who worked on production and post-production of the five prime time episodes, a crew of (6) Access SF academic interns were essential in the realization of (4) days of production, and (2) specially trained Access SF academic interns were involved in post-production of the prime time episodes and the daytime compilations.

As follow up to the March '05 Youth Media Festival, a wrap-up page was created on the website that includes a number of online photo galleries and slide shows that provide coverage of milestones associated with the event. Throughout the spring, Access SF worked to develop a number of unique internship partnerships that would support the costs of involving youth as interns at the station. Partnerships have been formed with JVS, California Lawyers for the Arts summer employment program "Spotlight On The Arts", and the San Francisco Foundation FAITHS initiative. The FAITHS initiative involved the preparation of a grant application by Zane Blaney, which served to create a template for youth involvement throughout summer '05.

Advocacy

San Francisco Media Advocates: Throughout the year, Zane Blaney and Marc Smolowitz continued to take a supportive leadership role on the core planning team for San Francisco Media Advocates (SFMA), a growing community coalition at work on the cable franchise renewal with Comcast Corporation. Notably, during 2004, Media Alliance – a local partner organization of Access SF and key player among SFMA participants – received a grant to support partial staff time for this project. Therefore, during autumn 2004, Access SF was able to successfully transfer much of the hands-on coordination and administration it had been handling to Media Alliance. Both Blaney and Smolowitz continue to work closely with Media Alliance, especially in the areas of strategic planning, outreach and community organizing. On December 14th, Access SF actively supported an update meeting hosted by SFMA, held at Everett Middle School, for those nonprofits in San Francisco that have previously expressed an interest "signing on" the SFMA organizing project. The update meeting served as an opportunity to re-convene key groups and individuals that had been active in early 2004 on the project, and the agenda focused on the timeline for the City's Community Needs Assessment. During the autumn quarter, SFMA also refined its "asks" with regard to the public interest and cable negotiations; content that highlights the importance of resources for community media and PEG Channels. The "asks" have been used to restructure the content presentation of resources on the mediasf.org website as well as other key documents that driving the public work of this coalition.

Community Needs Assessment: In the spring quarter, Smolowitz and Blaney were involved in the City's community meetings around the Community Needs Assessment process for the Comcast cable franchise renewal. Four such meetings were held in April and May, hosted by

DTIS and its outside consultant around the process. Access SF supported outreach for these meetings with various e-blasts and a Scala PSA campaign on the channel. A special spot involving Amy Goodman from Democracy Now was also produced to promote the Community Needs Assessment. Notably, Access SF producers were in attendance at the four meetings in substantial number lending a helpful voice to the assessment process. As part of preparations, Blaney, Smolowitz and several Board Members hosted a wish list brainstorming meeting for producers in late April in order to galvanize producer participation and engagement. As part of the City's work with its outside consultant, Smolowitz also prepared various documents around the stations milestones in the areas of outreach, collaborations, fund development, strategic planning, marketing, and nonprofit services.

June Funding Crisis: The Development Office played a crucial role with regard to community organizing and advocacy efforts that urgently unfolded in response to the City's proposed funding cut to our operations that was announced in early June. In the area of "Crisis Response," Smolowitz crafted much of the original writing that fueled public positioning around the funding crisis. This included a great deal of fast breaking website content, phone scripting for staff and interns working on outreach to producers and related supporters to encourage letter writing & campaigning to the Mayor & the Board of Supervisors, strategic writing to engage our collaborators to have a public presence at key hearings, media releases, e-blasts & specially tailored e-newsletters, an online petition, and Scala PSAs. Smolowitz was hands-on with regard to the main budget hearing of the Board of Supervisors on June 22nd, which required substantial outreach and preparation for the goal of Access SF controlling its message around the goal of restored funding for public access. Developments in June around the possibility of a Comcast franchise extension have substantially altered the public meetings schedule for the Community Needs Assessment at this time.

Board Development

In September '04, Access SF circulated its annual open call for board member nominations. The board of directors recruitment prospectus was updated to reflect the board's intentional recruitment goals.

Board of Directors Retreat

On March 5th, 2005 Zane Blaney and Marc Smolowitz co-facilitated a 5-hour retreat and training for the Access SF Board of Directors. The program covered (3) topics: Cable Franchise Renewal; Underwriting, Sponsorship, Production Services rate cards; Special Event fundraising.

Restructuring of Board Committees

The Program Committee re-organized the Committee structure for the Board. The Development office now has a hands-on role with the Program Committee, the Marketing-Outreach-Publicity Committee, Board Development Committee, and the Fundraising Committee. The latter has been working on a strategy to support the deployment of the Mobile Access Studio for community coverage of neighborhood events that can also fuel the station's underwriting efforts.

Public Service Announcements

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

A Better Chance	League of Women Voters SF Chapter
Abydos Theater	Lighthouse Ministries International
Adopt International & Domestic Services	Lullalee Publications Ministries
And Still Dancing	MET
Art & Soul Festival	Mission Movie
Axis Community Project	National Jewish Theatre Festival
AzzMazz Music/Flying Venues	Natl Assn College Admiss Counseling
Bay Area Friends of Tibet	New College of CA
Bay Area Satellite Heritage Music	New Langton Arts
BikingX	Oceana High School
BKS Iyengar Yoga Assoc. N. CA	Original Joe's
Black Coalition on AIDS	Palo Alto Players
Blood Centers of the Pacific	Parent Volunteer
Bob Avakian Promo Committee	PFLAG San Francisco
Brava Theater Center	Photovault.com
BUILD	Planning for Elders in Central City
California Shakespeare Theatre	Polo in the Park
Calvary Presbyterian Church	Project Sentinel Fair Housing
Castro Lions Club	Queer Photo Salons
Charles Communications Associates	Rainbow Women's Chorus
Children United by Experience	San Francisco Chapter of the Recording Academy
Cinefemme	San Francisco Christian School
Cinema Magic Films	San Francisco Electric Vehicle Association
Connoisseurs' Marketplace	San Francisco Free Folk Festival
DeVoine Entertainment	San Francisco Pacific Philatelic Society
DisabledCommunity.org	San Francisco People First
Eastenders Repertory Company	San Francisco Theatre Festival
Ensamble Ballet Folklorico	San Francisco Women Against Rape
Exit Theatre	San Jose State University Choral Performers
Exploratorium	Save Sacred Heart
Family Caregivers Alliance	SF Airport Museums
Fillmore Jazz Preservation	SF Art Institute
Film Arts Foundation	SF Bach Choir
ForestEthics	SF Child & Black Adoption Placement & Research Ctr. (update)
Galileo HS Class of 1974 Reunion	SF Choral Society
Gospel Music Festival	SF Christian School
Grantsmanship Training Program	SF Conservatory of Music
Hearts Full of Music	SF History Association
Jon Sims Center / Performing Arts	SF Improv Cooperative
KMA Management	SF Lesbian/Gay Freedom Band
La Lesbian @ La Pena	
Latin Business Owners of America	

SF Philanthropy Forum
SF Tesla Society
SF Unified School District
SF Vampire Tour
SFSU Classical Voice Dept
Society of California Pioneers
Solar Electric Power Assn / SF PUC
Sonoma State University
St. Andrews Church
St. Mary's Medical Center
St. Stephen Catholic Church
STAGEBRIDGE
Star Mountain Art
Sweat Equity Gallery
The Free State Project
The Janet Pomeroy Center
The SF Child Project & The Black Adoption
Placement

Theatre Rhinoceros
Third Baptist Church
UCSF News Services
Uncle Henry Books
Undergroundfilm.org
United Nations Assn Film Festival
United Way of the Bay Area
Vallejo Music Theatre
Visiting Nurses & Hospice of SF
Watkins Memorial Institutional
Whitney Young Child Development Center
(2nd PSA)
Woman's Will
Woodstock Museum
Young Performers Theatre
Zephyr Music Festival

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	13	7.51%
26 - 34	38	21.97%
35 - 44	50	28.90%
45 - 54	40	23.12%
55 - 65	22	12.72%
> 65	10	5.78%
Total Answering	173	

What ethnic group do you belong to?

Native American	1	0.40%
White	116	46.22%
Asian	20	7.97%
Black	67	26.69%
Latino	24	9.56%
Other	23	9.16%
Total Answering	251	

How did you hear about Access?

Newspaper/Radio/TV	43	24.71%
Friend	109	62.64%
Other	4	2.30%
website	4	2.30%
Walk in	14	8.05%
Total Answering	174	

What is your income range?

< 10,000	15	14.85%
10 - 15,000	4	3.96%
15 - 20,000	11	10.89%
20 - 30,000	16	15.84%
30 - 45,000	16	15.84%
> 45,000	39	38.61%
Total Answering	101	

What is your primary language?

English	143	88.82%
Spanish	9	5.59%
Other	6	3.73%
Russian	3	1.86%
Total Answering	161	

How often do you watch Access?

> Weekly	56	31.46%
Weekly	73	41.01%
Monthly	26	14.61%
< Monthly	1	0.56%
Never	22	12.36%
Total Answering	178	

Is your household a cable subscriber?

Yes	138	46.46%
No	159	53.54%
Total Answering	297	

SF neighborhood you live in?

Bernal Heights	2	1.44%
Western Addition	8	5.76%
Mission	17	12.23%
Hayes Valley	4	2.88%
Potrero Hill	2	1.44%
Sunset	16	11.51%
Castro	13	9.35%
Pacific Heights	1	0.72%
Tenderloin	8	5.76%
Nob Hill	5	3.60%
SOMA	3	2.16%
Richmond	10	7.19%
North Beach	3	2.16%
Fillmore	7	5.04%
Bayview/Hunters Point	16	11.51%
Glen Park	2	1.44%
Excelsior	2	1.44%
Noe Valley	4	2.88%
Haight	12	8.63%
Chinatown	1	0.72%
Ingleside	2	1.44%
Polk	1	0.72%
Total Answering	139	

SF DISTRICT you live in?

1	3	2.38%
2	25	19.84%
3	10	7.94%
4	4	3.17%
5	11	8.73%
6	34	26.98%
7	3	2.38%
8	6	4.76%
9	15	11.90%
10	11	8.73%
11	4	3.17%
Total Answering	126	

Statement of Revenues and Expenses

REVENUES

DTIS Operations Grants FY 04/05	\$774,000
Special Projects	\$65,769
Bank Interest	\$96
Workshops	\$10,765
Memberships & Donations	\$11,050
Fundraising	\$6,176
Other	\$345
	<hr/>
REVENUES TOTAL:	\$868,201

OPERATIONS EXPENSES

Business Support	\$42,977
Facilities	\$215,032
Insurance	\$19,871
Personnel	\$489,516
Production	\$25,316
Programs	\$5,733
Staff and Board Support	\$8,057
Other	\$400
	<hr/>
EXPENSES TOTAL:	\$806,902

Depreciation Expense	\$102,000
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BALANCE: (\$40,701)

Note: This statement has been abstracted from the organization's Financial Statements, for the fiscal year ended June 30, 2005 (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 (as of June 30, 2005)

BOARD OFFICERS		
<p><u>John Higgins</u> Board President</p> <p><i>Associate Professor of Mass Communication, Menlo College, Atherton</i></p>	<p><u>Jordan Greene</u> Board Vice-President</p> <p><i>Account Manager, Peet's Coffee & Tea</i></p>	<p><u>Peggy Coster</u> Board Vice-President</p> <p><i>Disability Advocate</i></p>
<p><u>Pankaj Amin</u> Board Treasurer</p> <p><i>President, Southern Cross Ventures</i></p>		<p><u>Lisa Lowy</u> Board Secretary</p> <p><i>Attorney, Law Office of Lisa S. Lowy</i></p>
BOARD AT-LARGE		
<p><u>April Elkjer</u></p> <p><i>Media Consultant</i></p>	<p><u>Janine Kubert</u></p> <p><i>Director of Creative Services, United Way of the Bay Area</i></p>	<p><u>Stu Smith</u></p> <p><i>Retired Publisher & Producer</i></p>
<p><u>Carmelita Harris</u> Producer Representative</p> <p><i>Assessment Clerk, City and County of San Francisco Assessor/Recorder's Office</i></p>	<p><u>Patricia Montgomery</u></p> <p><i>Founder, W.O.V.E.N Ministries International</i></p>	<p><u>John Tunui</u></p> <p><i>Access Television Producer & Community Activist</i></p>
<p><u>Hillard Kahan</u></p> <p><i>Managing Director Communications Associates Business & Product Development/Broadcast Technology</i></p>		<p><u>Michael Hayato Yoshida</u></p> <p><i>Program Director, Youth Map</i></p>

Attachments

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