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Annual Report Fiscal Year 2005/2006

**San Francisco Community Television Corporation
(SFCTC)**

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 nineteen-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.

During the 05/06 Fiscal Year in addition to maintaining the core functions of the public access television station including training and production, the CTC continued to grow its community engagement by creating a non-profit membership program; collaborating with the League of Women Voters of San Francisco to provide coverage of local ballot propositions and candidate forums; working with the SomArts Community Center to provide in-the-field production training with the Mobile Access Studio; collaborating with Chalk to provide regular youth programming and outreach to non-profit community organizations working on domestic violence, homelessness, STD awareness and technology issues. The CTC's work with the League of Women Voters of San Francisco

was recognized by the Alliance for Community Media with a 1st Place Hometown Video Award in the Democracy-In-Action professional category.

The CTC was very active in advocacy during the 05/06 Fiscal Year as the City and County of San Francisco extended the San Francisco Cable Franchise with Comcast Cable for an additional four years. This involved working with Media Alliance and other community organizations to determine community needs and to advise the Board of Supervisors and the Department of Telecommunications and Information Services (DTIS) about the operational and capital needs of the public access channel. Also, the CTC was involved with the Alliance for Community Media, Western Region and the California League of Cities in advocating for stronger Public, Education and Government (PEG) provisions contained in AB2987 which was legislation to create state-wide cable franchising.

At the close of the 05/06 Fiscal Year the CTC was moving forward with a significant upgrade to its channel automation system. The upgrade, expected to be completed in October, 2006, will include the installation of a robust server which will provide some of the basic infrastructure necessary to accommodate programming on a second public access channel, internet streaming and video on demand. Moving into the 06/07 Fiscal Year the CTC will explore video blogging and the wider use of the internet for community building and engagement.

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.

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 131 people have volunteered on 1029 occasions, for over 2,500 hours of service.

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	797	2,321	\$232,100
User Dub Station	411	1,000	\$ 75,000
Total Edit Equipment Usage	1,208	3,321	\$307,100

Main Studio & Control Room

Total Main Studio Usage	283	736	\$239,200
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Flash Studio

Total Flash Studio Usage	161	383	\$47,875
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Field Cameras & VTRs

Total Field Camera Usage	392	23,128	\$235,200
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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	140	385	\$53,900
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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 Conducted = 12
Attendance at Orientations = 243

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 Conducted = 11
Certification in Field Production Workshops = 41

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 Conducted = 6
Certification in Editing Workshops = 19

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 Conducted = 8
Certification in Main Studio = 51

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 Conducted = 6

Certification in Flash Studio = 13

Total enrollments in all workshops = 367

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.

Interns and Volunteers

During the 05/06 fiscal year, Access SF hosted nine academic and community interns. The academic interns were from City College of San Francisco, San Francisco State University, the University of San Francisco, the Converse International School of Languages and the Groupe ESC Rouen, France.

The academic interns participated in cueing and timing tapes and creation of Public Service Announcements. All of the interns and volunteers were trained in the studio workshops and participated in the production of Access SF programs both in-house and community public access shows. One of the volunteers was involved in the total redesign of the Access SF website, www.accesssf.org

Programming

Timeslots and Producers:

- **Series:** Timeslot selection meetings were held once a month throughout the fiscal year. The overall total number of regular series shows (airing once, twice or four times per month) currently stands at around 111 titles. 338 producers participated in the monthly meetings.
- **Specials:** We also aired 68 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 8,526 hours of programming during the year, of which approximately 2,356 hours were original programming and approximately 6,410 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

In 05-06, Access SF continued to promote its in-house underwriting program to local businesses and its fee-based production services model. On several occasions, the Development office was able to leverage underwriting exchange for in-kind support on events and membership services. These business partners are listed throughout this report in various sections. The following were examples of underwriting and production opportunities that involved cash income to the station as well as other key fundraising initiatives:

- **Snader & Associates:** For January 2006, this local equipment purveyor purchased a (30) day underwriting spot to promote an expo in South San Francisco that unfolded in the first part of February.
- **MX Entertainment:** In Feb. 2006, this local DVD production company rented the Access SF Main Studio and blue screen to produce a spot for potential investors interested in a new DVD authoring technology.
- **Out & Equal Advocates:** Access SF was hired by this national nonprofit - based in San Francisco - to produce an original PSA for national distribution. This elaborate production involved numerous creative sessions with the client on script and story board development. The final product will have included the involvement of several key staff from the station, actors, extras, and location shooting. The spot is currently in post-production.
- **Adobe Software Donation:** In Fall 2005, Access SF received through a former board member a substantial software donation from Adobe that upgraded the station's graphics design suite. The total value of the donation was over \$7,000 in software tools.
- **SFMerchants.com:** Access SF has entered into an ongoing planning conversation with Steve Ziemba from SFMerchants.com on the development of a collaborative production that would be underwritten by local hotels, the tourism industry, merchant associations, etc. Notably, as of June 1st, the SF Port is interested in getting involved in the endeavor. Gerry Roybal, Maritime Manager for the Port of San Francisco, is including a 5K request in his 06-07 budget to potentially work with Access SF on (3) one hour shows underwritten by the Port. SFMerchants.com has also provided the station with a free graphic/button ad on its website as part of the developing partnership.
- **Board of Directors GIVE OR GET fundraising policy:** Following a spate of funding challenges that unfolded during Summer '05 and the four year extension of the Comcast cable franchise by the San Francisco Board of Supervisors, the Board Of Directors of the San Francisco Community Television Corporation voted unanimously at its Annual Meeting in Oct. 2005 to instill a mandatory GIVE OR GET fundraising

policy both for individual board members and the collective board. The policy approved by the Board included the following key points:

The minimum amount for each pledge shall be set at either \$250 or 1% of the director's estimated pre-tax income for the year. Using this formula, Access SF's (12) person Board of Directors will contribute no less than \$3,000 annually to the Access SF operating budget. Further, the Board as a whole pledges to raise from other sources an amount equal to 4 times the aggregate of their annual pledges for the year, an amount that is projected to be no less than \$12,000. Prospective board members will be informed of this mandatory policy on board giving and their pledges will be secured when they join the board.

Membership & Producer Services

- **Producer Mixer:** On Aug. 29, 2005, Access SF hosted its largest Producer Mixer to date at Shanghai 1930, located on Steuart Street in downtown San Francisco. The event was attended by 125 producers, board members and friends of Access SF. Shanghai 1930 generously underwrote all costs related to the venue rental and catering (an \$1,800 in-kind value) for which the restaurant received substantial underwriter visibility on Cable Channel 29 in the months that followed the event. Access SF also hosted a raffle as part of the event with prizes generously donated by various local industry partners including, Comtel Pro Media, Propville, Casting Connection, & Voice One.
- **Final Cut Pro Training:** In February 2006, Access SF producer members were offered a one time discount on a series of Final Cut Pro trainings offered by Larry Jordan and Associates, a third party training entity from Los Angeles. Ten Access SF members took advantage of these outside workshop opportunities indicating a growing interest in non-linear editing on the part of public access producers.
- **Nonprofit Membership:** In March 2006, Access SF re-organized its nonprofit services model into a new paid membership program. Agencies are charged based on a tiered pricing system that is in line with annual budgets, as follows:

Under 100K = \$65/year
100K – 499K = \$95/year
500K – 999K = \$125/year
Over 1 million = \$155/year

The services & benefits of joining include the following:

- (4) Station Break PSAs per year (previously reserved for underwriters.)
- (2) appearances per year on The San Franciscans, the station's award winning talk show series for Nonprofits.
- (1) Video PSA produced for your agency per year
- Priority status for customized training of your staff or volunteers (Terms TBD.)

- Priority status for an opportunity to have Access SF produce a one-hour fundraising program for your agency that would air on Cable Channel 29 (Terms TBD.)

The program has been met with strong interest, so far, from a small but growing number of nonprofits. The following agencies have joined the program during the period of April 06 – June 06:

- *Homeless Prenatal Program
- *Hand-N-Hand New Media Fellowship
- The Trust for Public Land
- Tin Pan Alley Productions
- San Francisco Human Services Agency – Foster Care Division
- *San Francisco Gay Men’s Community Initiative
- United Humanitarian Mission
- *have appeared on The San Franciscans to date*

Outreach & Community Partnerships

- League of Women Voters of San Francisco

Since 2003, Access SF and the League of Women Voters of San Francisco have built and maintained a successful on-going partnership to provide quality non-partisan media coverage in advance of local elections. To date, more than 150 hours of original televised pro/con discussions, candidate debates and community issue forums has resulted from the collaboration. The following is a summary of accomplishments and milestones associated with this ongoing project during the 05-06 fiscal year:

Election Nov. 2005 – Access SF produced in its main studio its usual Pro/Con Discussions on local ballot measures that went before voters on Nov. 7, 2005. For this election cycle, Access SF also activated its Mobile Access Studio, and produced 4-camera field coverage of two candidate debates, including: Assessor-Recorder, recorded at the Rainbow Room of the SF LGBT Community Center and City Treasurer, recorded at the Koret Auditorium of the Main Library. Both of the candidate debates were moderated by Cheryl Jennings, an anchor from ABC7 news. Finally, Access SF also recorded in its main studio a candidate interview with the uncontested candidate for City Attorney.

Election June. 2006 – Access SF produced in its main studio its usual Pro/Con Discussion on local ballot measures that went before the voters on June 6, 2006.

Public Service Announcements – As part of the spring election production cycle, Access SF worked with the League to produce a set of new PSAs on the importance of voting. Carolyn Tyler from ABC7 news served as on-camera talent for one PSA. Other PSAs are photo driven and include voice over in Mandarin, Cantonese and Spanish.

Telecommunications in the Public Interest (Special co-presentation with the League and SPUR, the San Francisco Planning and Urban Research Association) – On May 9th, Access SF recorded an in-studio community issue forum on how citizens and nonprofits can engage with the current landscape of telecommunications policy, capacity and infrastructure. In addition to panelists from San Francisco State, Compumentor and the International Museum of Women, invited guests from key bay area nonprofits used an adjacent mike as part of the production to pose questions to the group and moderator.

Hometown Award - Access SF & the League of Women Voters won a Hometown Video Award for Election 2005 series in the Democracy-In-Action professional category. The award was announced in June 2006.

Irvine Foundation Grant Proposal – In April 2006, Access SF submitted a collaborative grant to the Irvine Foundation with the League of Women Voters of San Francisco for support of the station's collaboration in the coming two years. We did not receive funding, but the exercise of preparing the grant brought substantial focus to the fundraising strategies needed to sustain the partnership, and the grant will be submitted to other bay area foundations in the coming months. The proposal also involved Access SF establishing helpful and ongoing contact with the Video Voter Project at the Center for Governmental Studies in Los Angeles.

- CHALK: In February 2005, Access SF began a 10-week after school workshop with (5) youth from CHALK/Youthline and (1) youth from the JVS (Jewish Vocational Service) Youth Job-Training Program. The workshop represents a new model of training and production collaboration in the station's flash studio. The collaboration was designed to mentor the group of youth through a round of productions in the flash studio with the goal of supporting them to continue their own show independently. Access SF is very pleased that the show continues to be produced by the youth team months after the official program was completed.
- SOMArts Cultural Center: During early winter 05-06, Access SF formalized its partnership with this City-owned community arts center located at 8th and Brannan Streets that involved substantial training and certification for its staff and volunteers on the station's mobile access studio. The station entered into a Memo of Understanding with SOMArts that will support the realization of (8) field productions at the SOMArts venue that are collaboratively produced by both parties. This is a breakthrough with regard to activating one of the City's designated upstream sites. It also has helped Access SF begin to develop a model for training and collaboration using the mobile access studio that can be brought to other nonprofits and community centers around the City.

- The San Franciscans

Access SF's in-house talk show about the local nonprofit community continued to thrive in its third year of productions, which included:

Sept. 2005 - Focus on Domestic Violence, including:

The Violence is Preventable Project for Girls at Huckleberry Youth Programs
Family Violence Prevention Fund
La Casa de las Madres
Asian Perinatal Advocates

This installment was co-produced and moderated by one of Access SF's youth interns. It was aired extensively on public access in conjunction with National Domestic Violence Prevention month in Oct. 2005.

Feb. 2006 - Focus on Homeless Services: The Hidden Homeless, Children & Families, including:

Compass Community Services
Clara House
Families in Transition of the SF Unified School District
SF General/UCSF Dept. of Pediatrics

Access SF also worked with staff members from Compass Community Services and Families in Transition to record voice-over for (2) original PSAs that Access SF delivered in both English and Spanish as part of this collaborations with homeless services agencies.

April 2006 – Focus on STD Awareness Month

With this installment, Access SF launched the station's new format for The San Franciscans in the Flash Studio, which uses one-on-one interviews. The first show involved a slate of four guests from innovative programs sponsored by the San Francisco Department of Public Health, including:

Bradon Ivory, PROP Program Coordinator
Michelle Irving, YUTHE Program Coordinator
Dr. Jeffery Klausner, Head of STD Prevention and Control
Douglass Sebasta, Executive Director, SF Gay Men's Health Initiative

The new format now serves as an anchor for benefits that are apart of the station's nonprofit membership program.

The Focus on STD Awareness marks the station's third collaboration in the past two years with the Office of STD Control and Services at the San Francisco Department of Public Health. In Feb. 2006, Access SF had earlier provided outreach support of local education efforts working to combat the City's ongoing crystal meth crisis. On Tuesday, Feb. 28th at 7pm, Access SF joined a dynamic slate of community partners as co-hosts of a sneak preview screening of a new documentary entitled METH by filmmaker Todd Ahlberg. The event was held in the SF LGBT Community Center's Rainbow Room and was co-presented by the following local agencies:

SFDPH's Office of STD Prevention &
Control
STOP AIDS Project
The San Francisco Gay Men's Health
Initiative

The SF LGBT Community Center
Castro Bear Presents
Access SF/Cable Channel 29

The station's logo appeared in various local print ads for the event along with logos from other community partners. Media coverage of the event was provided by an Access SF trained crew of volunteers who were certified in field production last year through the station's ongoing partnership with the SF LGBT Community Center.

May 2006 – Network Neutrality & Digital Inclusion

These (2) installments of The San Franciscans looked at issues of Digital Inclusion and the Mayor's SF TechConnect initiative. Guests included:

Yvette Robles, BMAGIC (Bayview Hunters Point Mobilization for Adolescent Growth in Our Communities)
Sister Petra Chavez, Caminos Pathways Learning Center

The second installment looked at issues of Network Neutrality, the COPE Act and AB 2987. It was also used as an outreach tool for the DAY OF OUTRAGE protest in San Francisco that unfolded on May 24th, 2006 (see Advocacy below.) Guests included:

Sydney Levy, Media Alliance
Ron Cooper, Access Sacramento (by phone)

- Art Institute of CA – San Francisco: During May '06, Access SF worked with an advanced motion graphics class at the Art Institute of San Francisco on the creation of an opening and closing sequence for our newly overhauled Open Mic program. Eleven students were involved with producing original animation for the show, which involved Access SF staff making class presentations and the class meeting with Access SF staff as if the station were a client. In general, students did an excellent job on the project and provided a number of strong opening and closing sequence options for the show that are now being used. Access SF is also discussing various potential collaborations with Mary Clarke-Miller, Associate Dean at the Art

Institute of CA – San Francisco, including a collaborative course model in our Main TV Studio that could serve to aid the school with forging ahead in the area of digital filmmaking. This opportunity could provide a substantial revenue opportunity for the station that would begin to unfold in July 2007, the school's summer quarter.

- Expo for the Artist & Musician: In Sept. 2005, Access SF was one of over 100 local nonprofit exhibitors at this annual event that seeks to connect independent artists and musicians with key resources that can help them receive training, funding and related support. The event is held at the SOMArts Cultural Center referenced above. More than 300 people attended and visited the Access SF booth throughout the day.
- Project YouthView - The Power of Youth in Film: Access SF served as a VIP sponsor of a Bay Area film showcase presented by Alameda-based nonprofit Alternatives In Action, a leading Bay Area nonprofit that creates innovative experiences for diverse populations of children, youth and adults. Its (3) core programs include an after school/summer youth development program, a public charter high school that is managed in part by students, and a pre-school. The event unfolded on Saturday, February, 25th at 7pm at the Auctions By The Bay Theater, located on the Alameda Naval Air Station. Access SF Development staff served on the festival jury and the station donated various workshop gift certificates to award winners. The winning shorts were shown on Cable Channel 29 during Spring 2006.
- Nonprofit Open House & Community Celebration - March 20th, 2006

Our open house for National Media & Democracy Week unfolded with great success. There were 60+ nonprofits in attendance and more than 80 total guests. All food and wine was donated, therefore, the costs for the event were minimal. We also recorded 28 station break spots with nonprofit participants. Agencies represented at the Access SF/Cable Channel 29 Nonprofit Open House & Community Celebration included the following Bay Area nonprofits:

Access Institute Psych. Services
Alternative School of Knowledge
Alternatives In Action
Arthouse CA
Blood Centers of the Pacific
California Lawyers for the Arts
California Men's Gathering
Clara House
Community Music Center
Compumentor
CVE, Inc.
Earned Assets Resource Network
ETC Media Relations

Evans & Rosen LLP
Family Caregiver Alliance
Girlsourc
Haas-Lilienthal House / SF
Architectural Heritage
Help USA First Foundation
Homeless Prenatal Program
Hostelling International
Indo-Chinese Housing Dev. Co.
Institute of International Edu.
International Museum of Women
League of Women Voters SF
Legal Aid Association of CA

Meals on Wheels San Francisco
Mission Eco. Dev. Association
Nature In The City
Neighborhood Parks Council
Nitecat Media / SFgreenscene.org
Prevent Blindness Northern CA
Positive Being
Rainbow Toastmasters
RSVP of San Francisco
San Francisco Int'l Arts Festival
San Francisco Pride

San Francisco Raising A Reader
Springboard Forward
St. Vincent de Paul Society of
Alameda County
Trust for Public Land
United Humanitarian Mission
United Way of the Bay Area
Vallejo Community Access TV
Volunteer Match
Window of Opportunity Video

- Vloggercon: In May 2006, Development staff attended this first time conference in San Francisco on the topic of video blogging and how to use video on the Internet. There was a special workshop for public access stations in the region to explore the prospects of working together to develop PEG programming for the Internet.
- Berkeley Community Media & Peralta College TV: Access SF had several exploratory meetings on the topic of shared underwriting with these two local PEG stations. Access SF development and facilitation staff members have met several times with staff at Peralta around the development of a shared training model for young women producers.
- Youth Environmental Nonprofits: Access SF has been developing a Flash Studio training and production program, modeled after the CHALK endeavor outlined above, that engages (4) leading local agencies that work with youth on environmental issues, including:

Literacy for Environmental Justice
IYEL program Crissy Field Center
TEAM program at the Headlands Center
High School Internship Program

In May 2006, Access SF submitted a grant to the PGE foundation outlining a plan for this innovative partnership. We did not receive the grant, so the collaboration is currently on hold pending funding.

- Other Nonprofits that Access SF development staff has met with in the past twelve months to explore collaboration prospects, include:

Zeum
Neighborhood Parks Council
PolicyLink
Independent Living Resource Center
Folsom Street Events
SPUR

Cross Bay Youth Alliance

All prospects are still unfolding and have resulted in a number of staff people from the above agencies attending our orientation and submitting various kinds of independent programming to the public access channel for playback.

- Access SF development held special orientation sessions at the facility for the following groups:

USF Media Studies Dept. (for undergraduate students)

The Arc of San Francisco (for Developmentally Disabled adults)

Jewish Vocational Services (for its Youth Program)

International Diplomacy Council (for international journalists visiting from the Arab world.)

Marketing

- Access SF website: One of the most ambitious and successful marketing projects implemented by the Development office to date has been the redesign and launch of entirely new website for the station, which unfolded in two stages during April and May 2006. The site templates were initially designed with the aid of an Access SF board member. The sites complex back-end programming was coded and tailored with the aid of a community volunteer who provided hundreds of hours of donated service and support to make the new website possible. The site is now maintained on Dreamweaver with the aid of Macromedia Contribute, requiring approximately (4) hours of staff time per week. There are new and diverse content areas, an Access Shop, a press room,
- Media Relations & Press Coverage: Access SF continued its streamlined efforts to circulate media advisories about all of its special projects. Notably, the SF Bay Times provided (2) large articles about the Nonprofit Open House, one before the event and one as a wrap-up of the event written by a journalist who attended.
- SF Foundation Center Online Profile: In January 2006, Access SF was substantially profiled by the San Francisco Foundation Center Library on its website. The profile focused on the station's nonprofit collaborations programs, how nonprofits can use community media and public access, as well as training opportunities at the station for nonprofit professionals.

Advocacy

- Snowstorm Campaign: In November 2005, Access SF joined with other PEG Access Centers around the nation on Snowstorm, a campaign involving PSAs produced by the Alliance for Community Media that attempted to reach out to PEG Channel viewers around the urgency of potential federal funding cuts to community media. Access SF circulated its own local media advisories around the Snowstorm

campaign, continues to run these PSAs during station breaks, and has also continued to be very engaged with regard to legislation in Sacramento (AB 2987) and Washington, DC (COPE Act.)

- National Conference for Media Reform – Special Channel Presentation: During December 2005, Access SF presented 20 hours of coverage from the National Conference for Media Reform (St. Louis, May 2005), produced by Chicago Access Network. There were a total of ten installments in this series, which were presented daily from Noon to 2:00PM.
- Day Of Outrage: Access SF worked in concert with Media Alliance, TURN, Code Pink and other local nonprofits on (2) separate demonstrations against the Telco's that unfolded in San Francisco on May 24th, 2006. This involved extensive promotions, e-advocacy and outreach to our own mailing lists as well as having a presence at the protests.

Community Bulletin Board & Video PSAs

- Access SF continued to utilize interns and volunteers to build and maintain its growing community bulletin board. In addition to those produced by the station in-house, a growing number of video PSAs have also been submitted by local and national nonprofits for playback during station breaks. The following is a sampling a bulletin board PSAs that Access SF created for free during the last (12) months. Note that in addition to local PSAs, Access SF now creates many PSAs about community health issues that are guided by the Ad Council's monthly public interest calendar:

5150 Theater Group
African American Arts & Culture
Complex
Ardenwood Celtic Festival
Asian Pacific Family Pride
BATS Improv
Bay Area Video Coalition
Bay Area Women Professionals
Black Music Month & Pre-
Juneteenth Celebration
Blood Centers of the Pacific
Brush Fire Painting Workshop
Berkeley Art Museum & Pacific
Film Archive
Broadway By The Bay 2006
Café by the Bay Senior's Day
Program
Center for Resolving Food &
Weight Issues

Center for Third World
Organizing
Community Development
Association National Conference
Contra Costa Civic Theatre
The Crucible
Counter Pulse
Dept. of Children, Youth &
Families (Career & Job Resource
Fair)
Diabetes Self Management Class
Empire Plush Room presents
Exploratorium
Family Caregiver Alliance
Film Arts Foundation
For a Child's Heart-Foster Pride
Celebration & Awards Dinner
Foundation for Sustainable
Development –Wine Auction &

Art Auction
Fashion on the Square
Flamenco Society
Good Vibrations – First Annual
Women On Top
Grace Cathedral
Hand N Hand New Media
Fellowship
Hepatitis C Support Project
Homeless Prenatal Program
Injured on the Job – Workers’
Compensation Helpline
Jewish Family & Children
Services
The Jewish Contemporary
Museum
Jewish Vocational Service
Labor Fest 2006
La Raza Centro de Legal
The Learning Annex
Leirhaus Judaica
Lorraine Hansberry Theatre
Neighborhood Parks Council –
Parkscan
New College School of Law
Nonprofit Centers Network
Community Building
Northern CA Traumatic Incident
Reduction Coalition
Oakland Asian Cultural Center
Older Americans: To Work or Not
to Work – SF State University
Pacific Musical Society
Palo Alto Players
Parents Place
PFLAG
Philanthropy by Design
Positive Resource Center
Project Read
Public Glass
The Rose Resnick Lighthouse for
the Blind & Visually Impaired
Rubicon Programs
San Francisco History Association
San Francisco Suicide Prevention
SF Camerawork

SF Free Folk Festival
SF Conservatory of Music
SF Theater Arts Festival
SF Magazine Best Of The Bay
Society of St. Vincent de Paul –
Alameda County
Streetside Stories
Survivors International
Susan G. Komen Breast Cancer
Foundation
Sutter VNA & Hospice
Unchained – Young Women’s
Health Fair
Women’s Cancer Resource Center
of Oakland
Wu Yee Children’s Services
YNPN Mentoring Roundtable
Youth Volunteerism in the Bay
Area – volunteerinfo.org
Zeum

Ad Council PSAs:

American History Resource
America Supports The Troops
Arts Education Month
Be A Mentor Month
Booster Seat Education
Childhood Asthma Awareness
Month
Childhood Cancer Month
Community Drug Prevention
Month
Drunk Driving Prevention
Environmental Conservation
Awareness
Father/Daughter Day
The Fatherhood Initiative
Fraud Awareness Week
Fire Prevention
Flag Day Commemoration
Foster Care Adoption
Global Warming Day
Healthy Weight Week
Internet Safety Month
International Day Against Drug

Abuse and Illicit Trafficking
Lifelong Literacy Month
National No Bully Week
National Purposeful Parents
Month
National Cancer Survivors Day
National Safety Month

Obesity Prevention
Skin Cancer Awareness Month
Stop the Massacre of Harp Seal
Pups
Support Minority Education
Underage Drinking Prevention
World Environment Day

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	10	6.41%
26 - 34	36	23.08%
35 - 44	52	33.33%
45 - 54	30	19.23%
55 - 65	17	10.90%
> 65	11	7.05%
Total Answering	156	

What ethnic group do you belong to?

Native American	2	0.84%
White	112	46.86%
Asian	20	8.37%
Black	64	26.78%
Latino	19	7.95%
Other	22	9.21%
Total Answering	239	

How did you hear about Access?

Newspaper/Radio/TV	38	24.20%
Access channels	0	0.00%
Friend	95	60.51%
Other	8	5.10%
website	2	1.27%
Walk in	14	8.92%
Total Answering	157	

What is your income range?

< 10,000	17	18.48%
10 - 15,000	3	3.26%
15 - 20,000	12	13.04%
20 - 30,000	13	14.13%
30 - 45,000	20	21.74%
> 45,000	27	29.35%
Total Answering	92	

What is your primary language?

English	129	90.21%
French	1	0.70%
German	0	0.00%
Spanish	6	4.20%
Other	4	2.80%
Russian	3	2.10%
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%
Chinese	0	0.00%
Total Answering	143	

How often do you watch Access?

> Weekly	48	30.00%
Weekly	62	38.75%
Monthly	25	15.63%
< Monthly	1	0.63%
Never	24	15.00%
Total Answering	160	

Is your household a cable subscriber?

Yes	120	41.52%
No	169	58.48%
Total Answering	289	

SF neighborhood you live in?

Bernal Heights	2	1.43%
Western Addition	9	6.43%
Mission	23	16.43%
Hayes Valley	4	2.86%
Potrero Hill - Excelsior	4	2.86%
Sunset	14	10.00%
Castro	10	7.14%
Pacific Heights	1	0.71%
Tenderloine	8	5.71%
Nob Hill	5	3.57%
SOMA	2	1.43%
Richmond	14	10.00%
North Beach	4	2.86%
Marina	1	0.71%
Fillmore	3	2.14%
Bayview/Hunters Point	12	8.57%
Glen Park	2	1.43%
Excelsior	3	2.14%
Noe Valley	7	5.00%
Haight	9	6.43%
Chinatown	1	0.71%
Japantown	0	0.00%
Ingleside	1	0.71%
Polk	1	0.71%
Civic Center	0	0.00%
Presidio	0	0.00%
Twin Peaks/Diamond Hts	0	0.00%
Total Answering	140	

SF DISTRICT you live in?

1	3	3.33%
2	17	18.89%
3	6	6.67%
4	4	4.44%
5	6	6.67%
6	21	23.33%
7	2	2.22%
8	5	5.56%
9	16	17.78%
10	7	7.78%
11	3	3.33%
Total Answering	90	

Statement of Revenues and Expenses**REVENUES**

DTIS Operations Grants FY 05/06	\$774,000
DTIS Equipment Grants FY 05/06	\$52,945
Underwriting	\$750
Special Projects	\$50
Bank Interest	\$158
Workshops	\$5,080
Memberships	\$9,303
Fundraising & Donations	\$1,571
Production Services	\$3,178
Other	\$55

REVENUES TOTAL: \$847,090**OPERATIONS EXPENSES**

Business Support	\$34,907
Facilities	\$215,259
Insurance	\$22,190
Personnel	\$473,996
Production	\$26,078
Programs	\$4,313
Staff and Board Support	\$4,658
Other	\$591

EXPENSES TOTAL: \$781,992

Depreciation Expense	\$136,400
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BALANCE: (\$71,303)

Note: This statement has been abstracted from the organization's Financial Statements, for the fiscal year ended June 30, 2006 (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, 2006)

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>April Elkjer</u> Board Secretary</p> <p><i>Media Consultant</i></p>
BOARD AT-LARGE		
<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>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>Michael Hayato Yoshida</u></p> <p><i>Program Director, Youth Map</i></p>