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Annual Report Fiscal Year 2006/2007

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

(dba) Access San Francisco

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TABLE OF CONTENTS

| | |
|--|-----------|
| ABOUT THE SAN FRANCISCO COMMUNITY TELEVISION CORPORATION..... | 5 |
| HISTORY..... | 5 |
| FY 2006/07 SUMMARY | 5 |
| FACILITIES REPORT | 7 |
| FACILITIES USAGE FOR TRAINING AND PRODUCTION..... | 7 |
| EDIT EQUIPMENT | 7 |
| MAIN STUDIO & CONTROL ROOM..... | 7 |
| FLASH STUDIO | 7 |
| FIELD CAMERAS & VTRS | 7 |
| MULTI-PURPOSE ROOM..... | 7 |
| FACILITIES OPERATION & SUPERVISION | 8 |
| TRAINING OUTCOMES & ACHIEVEMENTS | 9 |
| INTERNS AND VOLUNTEERS | 11 |
| PROGRAMMING..... | 13 |
| PROGRAMMING HOURS AND 24-HOUR SCHEDULE..... | 13 |
| TIMESLOTS AND PRODUCERS | 13 |
| PROGRAM MILESTONES – CHANNEL EXPANSION..... | 13 |
| MEDIA FORMATS | 14 |
| ORGANIZATIONAL AND PROGRAM DEVELOPMENT..... | 15 |
| FUND DEVELOPMENT MILESTONES..... | 15 |
| OUTREACH, PARTNERSHIPS & SPECIAL PROJECT MILESTONES | 21 |
| MARKETING MILESTONES | 23 |
| DEMOGRAPHICS | 29 |
| STATEMENT OF OPERATIONAL REVENUES AND EXPENSES | 33 |
| BOARD OF DIRECTORS (AS OF JUNE 30, 2007)..... | 35 |

About the San Francisco Community Television Corporation

The San Francisco Community Television Corporation (CTC), a nonprofit organization, manages San Francisco's public access television channels 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.

HISTORY

The CTC has been at the center of a twenty 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 of public access 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 government cable 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.

FY 2006/07 SUMMARY

During the 06/07 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 significant 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 06/07 Fiscal working 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 video franchising.

At the close of the 06/07 Fiscal Year the CTC was moving forward to develop programming for the second public access channel, Access SF 2 and beta testing Internet streaming equipment to provide 24/7 Internet access for public access programming. The launch of the Internet Streaming was expected on January 1, 2008. In the spring of 2007 Access SF replaced "out-dated" analog technology of linear editing and introduced new digital non-linear editing stations. The Apple computer based non-linear editing platform features Mac's iMovie and Final Cut Pro software packages. The CTC also began working with the City and County of San Francisco and Comcast cable to provide the technical infrastructure for the first use of one of the city's live upstream sites, the African American Art and Culture Complex, for the cablecast of a community event scheduled on September 1, 2007.

Facilities Report

The Access SF facility continues to provide residents of San Francisco with well serviced and maintained equipment and skilled committed production facilitators who train and support producers and their crews in the creation of some of the most diverse programming in the nation.

Access SF is open for production Tuesday through Friday 3PM-11PM and Saturday 11AM-7PM. These hours give producers access to the facilities during times that are convenient with their own schedules. On average the editing facilities were available for 300 hours per month, the main studio approximately 100 hours per month, the Flash Studio was available approximately 150 hours per month and field equipment checkout proceeded on a daily basis.

The crews on these productions are volunteers, and participation in this program is active and grows each year. This growth is primarily the result of excellent staff training and mentoring. In the last year, 135 people have volunteered, on 706 occasions, for over 1,700 hours of service.

Facilities Usage for Training and Production

| Area | Reservations | Hours of Use | Approx Market Value |
|---|---------------------|---------------------|----------------------------|
| Edit Equipment | | | |
| Edit Suites | 585 | 936 | \$70,200 |
| User Dub Station | 204 | 561 | \$ 13,225 |
| Total Edit Equipment Usage | 789 | 1,497 | \$83,425 |
| Main Studio & Control Room | | | |
| Total Main Studio Usage | 265 | 935 | \$327,425 |
| Flash Studio | | | |
| Total Flash Studio Usage | 178 | 540 | \$46,750 |
| Field Cameras & VTRs | | | |
| Total Field Camera Usage | 524 | 35,756 | \$135,419 |
| Multi-Purpose Room | | | |
| Used for training classes, meetings, and as a green room for the Main Studio. | | | |
| Total Multi-Purpose Room Usage | 178 | 658 | \$8900 |

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.
- Maintained on-site user bulletin boards to facilitate volunteer involvement and community participation.
- Updated the web site www.accessf.org and improved user forms, for feedback and PSA submissions.
- Continued to develop community involvement and communications via introduction of SF Live program on Access SF 2.
- Continued to revise and update support and training materials for community producers and volunteers.
- Maintained equipment according to 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.
- Implemented and produced SF Live in the single user Flash studio and aired on Access SF2.
- Introduced Mac Computers using Final Cut Pro and iMovie editing applications.
- Continued to mentor, instruct and support users who are not proficient on computers.

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, procedures and workshops.

Number of Orientations Conducted = 12
Attendance at Orientations = 268

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

Number of Field Workshops Conducted = 8
Certification in Field Production Workshops = 34

Editing Workshops During the 06/07 year there were changes in the types of editing workshops the organization offered. During this transition the number of editing workshops and participants was reduced. However, once the transition has been completed the number of workshops and participants will increase.

In the spring of 2007 Access SF took another step forward into the digital age by phasing out the "out-dated" analog technology of linear editing and introducing new digital non-linear editing stations. The Apple computer based non-linear editing platform features Mac's iMovie and Final Cut Pro software packages. The iMovie workshop is a beginner's level program and allows producers a higher degree of creative control than ever before using after-effects such as transitions, graphics, titling and soundtracks. The advance level Final Cut Pro Workshop gives producers a powerful professional level post-production tool that is the industry standard for video and filmmakers world-wide. All of this goes a long to improving the production quality of Access SF programming. The number of classes per month will not change and beginning and advanced classes will alternate respectively. There will also be a "proficiency test" option for producers already skilled in non-linear editing. Any producer interested in taking any of the editing workshops will be required to attend an "intake" meeting or "Mac Basics" meeting. The editing workshops provide 10.5 hours of instruction on video editing

Editing Workshops Conducted = 3
Certification in Editing Workshops = 9

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 = 10
Certification in Main Studio = 66

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 = 17

Total enrollments in all workshops = 394

In response to demand, we continued to offer these workshops almost monthly even while adding non-certification workshops 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 develop and employed marketing strategies to maximize workshop enrollment.

Masters Workshops: In the winter of 2007 Access SF provided free advanced instruction to members in which our facilitators provided a wealth of information from their own practical professional experience. These Masters Workshops allowed producing members to further develop skills in specific areas of interest such as directing and character generation. Class size was limited to ensure more individualized instruction.

Master Workshops Conducted = 5
Certifications in Masters Workshops = 15

Interns and Volunteers

During the 06/07 fiscal year, Access SF hosted 7 academic interns and 10 administrative volunteers. 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, the Groupe ESC Rouen, France and the Volunteer Center of San Francisco

The academic interns and the volunteers participated in the creation and development of Public Service Announcements, development and maintenance of Access SF blog, assistance in staff productions, and hosting of staff produced programming. 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.accessf.org

Programming

Programming Hours and 24-hour Schedule

Access San Francisco is carried on Comcast's and Astound's digital and analog systems 24/7 throughout the city. Access SF consists of 2 channels, Access SF 1 (Channel 29 on Comcast and Astound), and Access SF 2 (Channel 76 on Comcast, Channel 30 on Astound).

Access SF 1

Access SF 1's original programming hours are weekday evenings and all day on weekends. At other times (weekday mornings and afternoons and late night) repeats of the previous broadcast day's shows are scheduled, along with specials and other original programming, on weekday mornings and afternoons and also during late-night hours every night.

Totals: We aired 8,526 hours of programming during the year, of which approximately 2,274 hours were original programming and approximately 6,252 hours were repeats.

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 139 titles. 176 producers participated in the monthly meetings.
- **Specials:** We also aired 55 new specials. These aired in several specifically set aside timeslots, during gaps in the schedule not occupied by series, and occasionally when series producers failed to submit shows.

Program Milestones – Channel Expansion

- On January 2, 2007 the second public access channel was launched on the Comcast system and on August 25, 2007 the second channel was launched on the Astound system. For starters, Access SF has been presenting daily programming blocks brought to us by Free Speech TV, a Colorado-based satellite content provider of independent media, alternative news, experimental film, and documentaries. On weekdays, we've been presenting a morning and late-night news programming block that includes Democracy Now!, International News Network, Mosaic and News Room On Access SF. The goal for Access SF 2 is to develop the channel as a community access cable space that includes a range of well developed programming blocks promoted and packaged by theme and interest. Over time, Access SF 2 will include works by local nonprofit partners, film festivals, and other programming that can be targeted to San Francisco's diverse populations. For more information, read the media advisory about the launch of Access SF 2:

<http://accessf.org/documents/CableChannel76Announcement.pdf>

- **Launch of SF Live on Access SF 2:** On May 1, 2007, Access SF launched SF Live, a regular live/call-in programming block that airs Tuesdays, Thursdays and Fridays from 5pm-8pm on Access SF 2. Currently, twelve independent producers host weekly or bi-weekly shows on SF Live, a series model that includes various 22-minute hosted, interview programs

covering a range of local, national and global topics. Internally, the station reserves the 5pm and 5:30pm time slots as an ongoing coverage outlet for its nonprofit members, community partners, and local events we co-sponsor. For these in-house shows, we use our own hosting team, which also includes a recently launched weekly installment presented in partnership with the Mayor's Office of Neighborhood Services (MONS). It is called NENtv (Neighborhood Empowerment Network TV), hosted by Daniel Homsey, Director at MONS. Gradually, in-house SF Live segments are being archived online for viewers. Go to: <http://www.veoh.com/channels/sflive>

Media Formats

During the 06/07 year Access SF expanded its playback and automation system to accommodate tape as well as digital files.

- **Tapes:** Producers submit programming on VHS, S-VHS, and DVCam tapes.
- **Digital video files:** Some producers submit programming, as .mpg, .mov, or .avi files on either CD or DVD.
- **DVDs:** Producers can now submit programming on authored DVDs. A growing number of producers are taking advantage of this option every week.
- **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 Milestones

In 06-07, Access SF successfully diversified its fund development model in a number of key ways that proved successful financially and with respect to expanding public awareness of the station as a valued community resource. This section highlights key milestones in the area of fund raising, earned income, and new revenue streams.

Fundraising Events:

- **Benefit Fundraiser, A Fine Mess Review, Café du Nord:** Access SF co-hosted a successful benefit fund raiser at called A FINE MESS REVIEW at Café du Nord in San Francisco on Thu. Jan 4th. The event was attended by 75 people and yielded just over \$1,100 dollars in income. As part of advance preparations, all staff were trained on the station's Mobile Access Studio, and staff provided 4-camera field coverage of the event. The station mobilized its marketing and outreach resources for the event, which included the production of special video promos for station breaks, design of a key ad/banner that was placed on the home page of the station's website, and extensive email marketing and list serve outreach in the weeks leading up to the event. A comprehensive media relations strategy also yielded coverage and listings in key local media outlets. (See marketing milestones section below.) For more information, read the station's media advisory about A FINE MESS REVIEW: <http://accessf.org/documents/CafeduNordJan4MediaRelease.pdf>

- **1st Annual Nonprofit Telethon, Live on Cable Channels 29 & 76 – 12 hours over the course of two nights:** On June 29th & 30th, 2007, Access SF produced its most ambitious LIVE program to date, a 12-hour fund raising telethon benefiting the station and (17) of its nonprofit members. The show itself included 110+ on-camera guests of all kinds, including: our nonprofit beneficiaries, a slate of local entertainers that came through every hour, a great hosting team featuring the fabulous local drag queen celebrity DONNA SACHET, the station's key community partners, public access producers, board members, phone bank volunteers and more. This was truly a ground breaking local television event - one that was conceived with the goal of putting the station on its correct path towards a vital future that is sustainable and well-funded. Notably, the event took three months of advance planning, and all staff, board members and a number of key intern positions were mobilized to support the successful realization of this live 12-hour undertaking. The event was used to launch an 18-month celebration of the San Francisco Community Television Corporation's 20th Anniversary, which runs through Dec. 31, 2008. The telethon marketing strategy included wide scale media relations, a substantial channel presence of promos during all station breaks, and outreach collaboration with the 17 beneficiary partners. As part of the station's nonprofit membership program benefits, all nonprofit members were invited to participate in the telethon, and the station held two orientations to provide interested agencies with an overview of the benefits that came with participation. Each agency was offered (2) 8-minutes segments as their chances to appear on the telethon – one in the main studio involving up to three guests and one in the flash studio involving up to two guests. The following is a list of agencies that participated:

- Alano Club
- Catholic Charities CYO
- Community Vocational Enterprises CVE
- Family Caregiver Alliance
- Family Service Agency of SF
- Mission Neighborhood Centers
- OMI Senior Center
- On Lok Senior Health
- Project Open Hand
- Psychic Horizons / Church of Natural Grace
- SF Adult Day Services Network
- SF City Guides
- SF Gay Men's Community Initiative
- SF Living Wage Coalition
- Senior Action Network
- Shanti
- Sunset Neighborhood Beacon Center / Experience Corps

Key documents that summarize the milestones associated with the telethon include:

- Media Advisory - <http://accessf.org/documents/TelethonMediaAdvisory.pdf>
- Telethon Wrap-Up - <http://accessf.org/documents/TelethonWrapUpMain.pdf>
- Telethon Facts & Figures - <http://accessf.org/documents/TelethonFactsAndFigures.pdf>

Fee-based production services:

SexInfo Public Service Announcements: In Spring '07, Access SF was hired to develop a slate of PSAs for the SF Dept. of Public Health Sex Info Text Messaging Project, a pilot program of the STD office that allows youth to receive sexual health information and referrals via their wireless device – go to: <http://sextextsf.org>. The project was funded through a partnership with a local engaged philanthropy program called Full Circle Fund – <http://fullcirclefund.org>, which has become an important partner of the station over the past two years. Planning, scripting and production unfolded during April-August, which resulted in 5K of income for the station. The station produced a series of television and radio spots that were completely driven by youth participation, youth scripted and involving youth non-actors from the Bay View Hunters Point Neighborhood. The main on-camera talent for the PSA was a renowned local rap artist Mistah F.A.B. The final deliverables included a 60-second video version of the PSA, a 30-second video version of the PSA, and a set of audio spots for radio. During fall '07, the video spots have been running on both of Access SF's channels, as well as on BET and MTV through Comcast Spotlight. The audio spots will begin running on KMEL in early 2008. So far, the Dept. of Public Health has seen a 300% spike in usage of the service since the PSAs have been playing on local cable television. Currently, there is an outdoor media campaign, website, and mobile wapsite being developed using the Mistah F.A.B. video PSA as a marketing anchor. The PSA will be profiled as part of a keynote presentation at an upcoming national conference in January '08 being held in San Francisco called Sex:Tech Conference Focus on Youth. Go to: <http://sxtechconference.org>.

The PSA has seen 9K+ hits to date online - <http://youtube.com/watch?v=9UkTQv5MZFU>

Media Sponsorship:

- **Craigslist Nonprofit Boot Camp:** Access SF served as an Associate Media Sponsor for this event that took place on August 18th at UC Berkeley. The event was attended by 1900 nonprofit professionals from around the region and served as an unmatched outreach

opportunity for the station's nonprofit membership program. As part of our sponsorship, the station produced and edited a 5-minute marketing video about the Boot Camp that is now being used by Craigslist Foundation as its main year round marketing collateral. Production on the video unfolded during spring and summer 2007. Access SF received free advertising for its efforts as well as an exhibitor's booth at the event.

View the video online: http://craigslistfoundation.org/index.php?page=Boot_Camp

• **Litquake 8th Annual Literary Festival:** Access SF served as a Sponsor of this prestigious local literary festival that spans the course of 10 days in the fall and has an audience of over 10K. As part of our sponsorship, the station produced and edited a 30-second video promo/trailer that Litquake presented locally on KQED-TV9, San Francisco's PBS affiliate. We also afforded Litquake (3) slots on SF Live before and during the festival to promote various events around the City, much of which included free programming for children, families, students and artists. Production on the video unfolded during spring and summer 2007. Access SF received free advertising for its efforts as well as prominent placement among leading media outlets locally, such as The Chronicle and others.

View the video online: <http://youtube.com/watch?v=9XV2Wfk2vjU>

Grant Writing:

• **News Desk On Access SF:** In April '07, Access SF received a grant in the amount of 12K from J-LAB, the Institute of Interactive Journalism in support of News Desk On Access SF, a program that trains local nonprofits in the areas of citizen journalism and community news production. The program officially launched in Nov. '07 with a major orientation attended by 36 Bay Area nonprofits. The goal is to realize a 6-part series of 30-minute shows by June 2008, produced in partnership with local nonprofits.

Training Collaboration:

• **Young Performers International - Youth Rock Video Camp:** In January '07, Access SF hosted this local nonprofit on the station's in-house program OPEN MIC. This successful first collaboration resulted in the agency hiring the station to produce a Youth Summer Rock Video Camp in July 2007, a 5-day summer camp for this organization that resulted in over \$2,600 income for the station. Curriculum meetings and planning for the summer camp unfolded throughout spring '07. Learn more: <http://www.youngperformersintl.org/>

Facility Rental:

• **Art Institute of CA – San Francisco:** Late in FY 06-07, Access SF closed a deal with the Art Institute of CA – San Francisco Zane that has been more than two years in the making whereby its undergraduate Digital Filmmaking program will be using the station as a satellite teaching facility on a quarterly basis and hiring the station's instructors on an occasional basis. Income projections from the collaboration are upwards of 25K for FY 07-08. Learn more at: <http://www.artinstitutes.edu/sanfrancisco/programdegrees.asp>

Nonprofit Membership:

During the 06-07 fiscal year, Access SF's nonprofit membership program expanded tremendously. The following agencies were nonprofit members as of May 2007:

- Afro Solo Theatre Company
- Asian Law Caucus
- Asian Pacific Islander Legal Outreach
- Canon Kip Senior Center
- Catholic Charities CYO
- Community Vocational Enterprises (CVE)
- Curry Senior Center
- Dance Brigade Mission
- Episcopal Community Services
- Family Agency of San Francisco
- Family Caregiver Alliance
- Hand-N-Hand New Media Fellowship
- Homeless Prenatal Program
- Jewish Community Center of San Francisco
- Legal Assistance to the Elderly
- Meals On Wheels
- Mission Neighborhood Centers
- Middendorf Breath Institute
- New Leaf
- OMI Senior Center
- On Lok Senior Services
- Project Open Hand
- Psychic Horizons / Church of Natural Grace
- San Francisco Adult Day Services Network
- San Francisco CARD
- San Francisco City Guides
- San Francisco Gay Men's Community Initiative
- San Francisco Living Wage Coalition
- San Francisco School Volunteers
- Self Help for the Elderly
- Senior Action Network
- Shanti
- Sunset Neighborhood Beacon Center / Experience Corps
- Tenderloin Housing Clinic / Central City SRO Collaborative
- Tin Pan Alley Productions
- Trust for Public Land - Western Region
- United Humanitarian Mission
- Western Addition Senior Center

Notably, twenty-one of the above agencies entered the Access SF nonprofit membership program through a special partnership with the City and County of San Francisco's Department of Aging & Adult Services.

Agencies are now being 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
- Over 2 million = \$310/year
- Over 3 million = \$465/year

The following is a summary of the benefits each nonprofit is offered as part of your annual membership fee. All benefits are as follows regardless of your agency's annual budget level:

- (4) Station Break PSAs per year. Each of these runs for 30 days, and they are scheduled to appear every half hour on the hour. The first station break PSA is designed as a "Welcome to our membership program," screen with a Nonprofit Member's logo, website info, etc. Thereafter, the station offers each Nonprofit Member one station break screen per quarter, and these can include any appropriate non-commercial message.
- (2) appearances per year on SF Live, the station's in house programming block for live/call-in style shows that airs on Cable Channel 76 & Astound Cable Channel 30 during the dinner hour for 3-hour blocks on 3-nights weekly. Currently, there are (6) availabilities per week for nonprofit members interested in appearing on SF Live, an essential outlet for fast breaking coverage and outreach, not to mention an opportunity connect with audience.
- (2) appearances per year on The San Franciscans, the station's award winning talk show series that celebrate the diversity and vitality of the local nonprofit community. These appearances are generally 13-minute interviews, can include multiple on-camera guests, and can be scheduled in synch with an agency's marketing and calendar goals. Some members have hosted these programs and worked with the station to invite key guests at key times of year to promote timely concerns.
- Priority status as a beneficiary of Access SF's annual nonprofit telethon - which unfolds in June.

The following benefit is an either/or offering:

- (1) Video PSA produced for your agency per year, usually 30-seconds. This can include voice over, photos, on-camera talent using teleprompter. An Access SF staff person will work with you to develop a script for the PSA that reflects your agency's mission, vision, values and services. – or –
- (1) complimentary space in one Access SF workshop of your choice and/or the opportunity to collaborate with Access SF on a more developed training endeavor for your agency, which

can include staff, volunteers, and clients. For the latter, there may separate pricing and terms to be determined.

The following members participated in our offering of a PSA Day during the 06-07 fiscal year:

- Project Open Hand
- SF Adult Day Services Network
- On Lok Senior Services
- Shanti
- Psychic Horizons
- Central City SRO Collaborative
- SF CARD

The San Franciscans: Access SF's in-house talk show about the local nonprofit community continued to thrive in its fourth year of productions, which included a mix of coverage opportunities for nonprofit members and other invited agencies. Here is a summary of those production milestones:

- Fall 2006 Intern Production - Profiled Women's For Self Employment & Project Open Hand. The interview with Women's Initiative For Self Employment was conducted entirely in Spanish,
- Focus on Nonprofit Member – Tenderloin Housing Clinic & Central City SRO Collaborative.
- Focus on Nonprofit Member - Psychic Horizons / Church of Natural Grace.
- Focus On Aging & Adult Services, sponsored by the Department of Aging and Adult Services of the City & County of San Francisco, which included Meals On Wheels, SF Adult Day Services Network, Project Open Hand, and North & South of Market Adult Day Health.
- Focus On Disaster Preparedness presented in partnership with SF CARD as part of National Disaster Preparedness Month, which included Prepare Bay Area, SF NERT, Grace Urban Ministries & Providence Baptist Church.

The following members participated in our offering of an 22-minute call-in appearance on SF Live:

- Shanti
- Family Services Agency of San Francisco
- Family Caregiver Alliance
- Mission Neighborhood Centers
- SF City Guides
- SF Gay Men's Community Initiative

- SF Adult Day Services Network
- Alano Club
- Middendorf Breath Institute

Outreach, Partnerships & Special Project Milestones

• **The Volunteer Center of San Francisco & San Mateo Counties:** From Jan. '07, Access SF successfully hosted an intern in its development office from The Volunteer Center's Transitional Volunteer Program. As a result, the station and three of its staff members, Zane Blaney, Marc Smolowitz and Robert Watts were recipients of the 2007 Volunteer Managers of the Year award. In June '07, the station also hosted with The Volunteer Center and JVS (Jewish Vocational Service) a daylong video blogging workshop for 15 San Francisco High School students who were participants in the Summer Career Exploration Program (SCEP), a program that helps disadvantaged youth explore careers, gain experience, and connect with the community through group volunteer work opportunities. Here is a blog that emerged from the program: <http://scep2007.blogspot.com/>

• **League of Women Voters of San Francisco – 2006 Wrap UP:** For the first time in our four year partnership with the League of Women Voters of San Francisco, Access SF was pleased to present expanded coverage in advance of the Nov. 2006 local elections that involved the station's first substantial production collaboration with the City's education and government access channels, EATV, Cable Channel 27 & SFGTV, Cable Channel 26. Collaborative coverage endeavors included:

- District 6 Candidates Forum
- Board of Education Candidates Forum
- Community College Board Candidates Forum
- Candidates Statements Districts 2, 4, 8 & 10
- Pro/Con Debates on Propositions A - H
- Assessor Candidate Interview
- Public Defender Candidate Interview

All three channels supported the realization of the above by pulling together shared staff and production resources throughout August, September and October '06. The station took the lead on production of a slate of original PSAs for the League, which can be seen online at the following links:

- Making Democracy Work - <http://youtube.com/watch?v=2HzOd7prfIg>
- It's Your Vote - <http://youtube.com/watch?v=O4qPMuxw4mg>

• **ITVS:** In FY 06-07, Access SF became a co-sponsor of the ITVS Community Cinema Series, a free monthly public presentation at the SF Public Library of documentaries from the PBS series Independent Lens. The station assists ITVS with local outreach, station break promotions, and offers the series a monthly guest appearance on SF Live.

• **Video Blogging Workshops:** In early Oct. '06, Access SF offered a free intensive training on Video Blogging to its own staff and a mix of Northern California professionals who work at public, education, and government (PEG) access channels. This event was a first of its kind training in the nation. Curriculum and instruction were developed by expert Video Bloggers, Jay Dedman - <http://www.momentshowing.net> - and Ryanne Hodson - <http://ryanedit.blogspot.com>. In addition to Access SF staff, Bay Area PEG channels with staff in attendance included:

- Access Sacramento
- Peralta College TV, Oakland
- Berkeley Community Media
- KMTV Community Television, Mountain View
- Mid-Peninsula Access, Palo Alto, E. Palo Alto & Menlo Park
- Vallejo Community Access Television

In Dec. '06, Access SF offered its first INTRO TO VIDEO BLOGGING master class to our local public access producers. This free event was packed with excited community media makers interested in the future of public access television and its prospects for presentation on the Internet. The program included presentations by Jay Dedman and Ryanne Hodson as well as other leading Video Bloggers, many of whom are based in San Francisco:

- Michael Verdi: <http://michaelverdi.com>
- Chris Ritke: <http://49sparks.com>
- Irina Slutsky: <http://geekentertainmenttv.com>
- Chris Ereneta: <http://www.matchbookfilms.com/>
- Eric Cirne: <http://cirne.com/>

In early '07, Access SF also began offering VIDEO BLOGGING 101 as part of the stations paid workshop opportunities. This 2-night, six hour workshop intensive was offered both to public access producers and to the local nonprofit community.

• **ACM West Conference – Video Coverage & Vlogging:** On Oct. 27th & 28th, the majority of Access SF staff members were in attendance at the Alliance for Community Media, Western States Region, Annual Fall Conference in San Jose, CA. As part of the event, Access SF provided single-camera video coverage for the following (3) general plenary presentations:

- AB 2987: Where Do We Go From Here, which addressed how this recently passed piece of California legislation will impact video franchises at the local level, community media centers funding, local governments and consumers.
- A Time of Extraordinary Transformation, presented by Peter Leyden, Director, The New Politics Institute, a progressive think tank which has technology and media as its core issue areas.
- We Are the Ones We've Been Waiting For: Visions for the Media Reform Movement from Access Activists and Allies, which presented case studies from successful projects around the country that have managed to create more equitable & democratic communications systems through legislative reform and the creation of alternative media institutions.

- Access SF's Executive Director, Zane Blaney, also presented on a panel on fundraising and hosted a luncheon round table on the future of PBS style underwriting on public access television.

After the Conference, the station assisted the ACM West with organizing content for the Vlogging pages: http://www.pegspace.org/conference_archives/acmwest_06

- **Marin County Community Media Forum:** On Nov. 15th, 2006, Marc Smolowitz was invited to speak on a panel to North Bay nonprofit organizations about the formation of a new public access television station and community media center in Marin County. The event was hosted by Marin Media Action Council and was held at Book Passage in Corte Madera.

- **CVE & CHALK:** In March '07, Access SF was invited by these (2) agencies to serve as a chief sub-contractor for their annual grant submissions to the City's Dept. of Children, Youth & Families. This involved preparing substantial grant materials for both and could result in the station being hired during 2008 to provide training of youth in conjunction with workforce development programs offered by both agencies. CVE also submitted a grant to the CA Council on the Humanities with Access SF as a partner. This involved producing a special 20 minute video reel with highlights from the station's in-house staff productions: <http://www.veoh.com/videos/v687246PXfE3Gra?searchId=3755818880324533279&rank=8>

- **SFUSD:** As part of growing partnership with the San Francisco Unified School District's after school program Excel, Access SF held a special orientation session in June '07 at the facility for 25 of the program's after school site coordinators. This orientation has resulted in several youth field trips to the station as well as several after school program staff being trained to have their own SF Live shows on Access SF 2.

- **Dept. of Children, Youth & Families:** Access SF was invited to serve as an exhibitor at the State of the City's Children's Summit on April 19th, 2007. More than 1300 people registered to attend the Summit, and participation as an exhibitor was by invitation only. It was a successful outreach opportunity. Learn more at the following link: <http://www.dcyf.org/content.aspx?id=1900>

- **Larkin Street Youth Services, Hire Up Program:** Access SF entered into a partnership with the Hire Up program Larkin Street Youth Services, a job training program for formerly homeless youth ages 18-24. Hire Up helps place disenfranchised youth into paid internships at local nonprofits, and the station now serves as a regular job site. Notably, the program pays for the salary of an intern to work for six months at 24 hours per week. The station successfully hosted its first Hire Up intern from January – June 2007.

Marketing Milestones

- **Access SF website:** The station continued to develop its website with two new blog sites: <http://accessfspa.blogspot.com> & <http://accesssf.org/wordpress> Both blogs are being developed as spaces for media advisories, photo galleries, online video, and other documentation of special projects (such as web links to outside media coverage.)

• **Media Relations & Press Coverage:** Access SF continued its streamlined efforts to circulate media advisories about all of its special projects. Notably, the station's fundraising benefit A FINE MESS REVIEW received substantial local coverage, including:

SF Chronicle (96 Hours) - <http://accessf.org/documents/96Hours.pdf>

SF Bay Times (feature) - <http://accessf.org/documents/SanFranciscoBayTimesJan4.pdf>

SF Bay Guardian (listing) - http://accessf.org/documents/SFBG_Listing_Jan4.pdf

SF Weekly (listing)

KPFA (interview with talent.)

The 1st Annual Nonprofit Telethon received the following coverage item:

SF Weekly -

http://blogs.sfweekly.com/thesnitch/2007/06/do_you_want_to_live_in_a_world.php

• **Scala Info Channel, Community Bulletin Board & Station Breaks:** In FY 06-07, Access SF upgraded its software design package – Scala Info Channel – which is used for station break graphics, PSAs and community bulletin board presentations. As part of the package, we received a second dongle that allowed the station to create a separate work station devoted to design of on-air graphics. Interns and volunteers are now able to design and deliver much nicer looking PSAs and other station break content on both public access channels. 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:

- Theatre Bay Area's Free Night of Theatre, Oct. 3, 2006
- Baido Speaker Series, Women's Building, Sept. 28, 2006
- San Bruno Community Fair, Oct. 1, 2006
- UC Berkeley Art Museum, Paintings by Yoko Ono, Oct. 18, 2006 – March. 28, 2007
- Vallejo Music Theatre Auditions – Sleeping Beauty, Oct. 9 & 10, 2006
- San Francisco Bach Choir – First Unitarian Church, Oct. 14 & 15, 2006
- 10th Annual Latino Film Festival – Premiere Screening – Oct. 6, 2006
- Japan Society of Northern California Awards Gala, Westin St. Francis, Oct. 28, 2006
- United National Association Film Festival, Oct. 18, 20, 25, & 29 2006
- State Senator Jackie Spier Town Hall Meeting, Oct. 14, 2006
- Northern California Cancer Center, Physical Exam 101 Seminar, Oct. 11, 2006
- San Francisco Choral Society – Mozart's 250th Birthday, Calvary Presbyterian Church, Nov. 11 & 12, 2006
- SF Lesbian/Gay Freedom Band's Dance-Along Nutcracker, Dec. 9 & 10, 2006
- Art from the Hear, A Benefit for the Tenderloin Childcare Center, Nov. 9, 2006
- Sword's to Plowshares 10th Annual Profiles of Courage Dinner Benefit, Nikko Hotel, Nov. 9, 2006
- Psychic Horizons, Intro to Meditation, Tuesday evenings (Evergreen)
- Adopt-A-Purrfect Companion (Evergreen)

- Untold Stories of Hope & Change in Guatemala, World Affairs Council, Nov. 30, 2006
- The Before Columbus Foundation American Book Awards, African Museum & Library, Oakland, Dec. 15, 2006
- 3rd Annual Rock for AIDS Awareness: Disco Rock n' Roll, San Jose, Dec. 9, 2006
- Auditions for Rappers & Dancers - Operation Takeover, A Musical Comedy, Nov. 17, 2006
- Call for independent film submissions – San Francisco Independent Black Film Festival, Nov. 17, 2006
- Call for digital donations - Unite for Sight, Partners in Ghana, Nov. 21, 2006
- WCRC Gallery, Los Hilos de la Vida Quilt Exhibit, Dec. 3, 2006 – Jan. 19, 2007
- Zawayya Arab Arts & Culture, ASWAT Winter Concert, Dec. 3, 2006
- Flamenco Society of San Jose, Historic Hoover Theatre concert, Dec. 9, 2006
- Covenant House California, A shelter for youth in crisis (Evergreen)
- Global Alliance for Incinerator Alternatives (GAIA) – 5th Annual Recycled Crafts Fair, Dec. 3, 2006
- Filipino/American Coalition for Environmental Solidarity, 54th International Human Rights Day, Dec. 10, 2006
- San Francisco Girls Chorus Holiday Concerts, Dec. 8 & 12, 2006
- Asian American Theatre presents Victor Tung's Silk Road Art & Fashion, Dec. 4, 2006
- Circus Center presents "Traces" – Palace of Fine Arts, Dec. 13, 2006 – Jan. 1, 2007
- Leading Ladies of Tango, Herbst Theatre, Dec. 13 – 16, 2006
- January 2007 – Community Drug Prevention Month
- January 2007 – Second Hand Smoke Awareness Month
- Jan. 15, 2007 – Support Minority Education Day
- February 2007 – Stroke Awareness Month
- MLK Weekend Celebration, Jan. 12 - 14, 2007
- Make-A-Wish Foundation (Evergreen)
- Jewish Vocational Service (Evergreen)
- San Francisco History Association presents Fisherman's Wharf, Mission Dolores School Auditorium, Jan. 23, 2007
- Birds of the Bay Area – Winter Lectures & Field Trips Program, Jan. – March 2007
- UC Berkeley Art Museum Gallery Hours & General Information (Evergreen)
- Film Premiere, "Youth In Pride" – Sponsored by Multiethnic Education Program, Feb. 3 & 4, 2007
- FTM Bay Area – Support Group Every 3rd Saturday (Evergreen)
- Neighborhood Public Radio, A Project of Southern Exposure, Jan. 6 – March 3, 2007
- San Francisco History Association presents A Shrimp Junk for San Francisco Bay, Mission Dolores Auditorium, Feb. 27, 2007
- Getting It Done, Getting It In, An Indy Filmmaker workshop sponsored by Artsandmedia.net, Feb. 1, 2007
- Valentines Day w/ the San Francisco Vampire Tour, Feb. 14, 2007
- First Biennial Codex International Book Fair, UC Berkeley, Feb. 14 & 15, 2007
- When You Adopt a Child from Foster Care campaign (Evergreen)
- Don't Pass Gas – Anti-smoking campaign (Evergreen)
- Make-A-Wish Foundation Benefit, Treasure Island, Feb. 3rd
- Tiburon Heritage & Arts Commission, Year On The Lagoon benefit reception, Feb. 7, 2007
- Young Women Social Entrepreneurs presents "Envisioning 2007: A Goal Setting Workshop with Career Coach Christina Sanders," Women's Building, Feb. 15, 2007

- Women's Environmental Network presents "Breast Cancer & Safe Cosmetics," Lindsay Wildlife Museum, Jan. 31, 2007
- Gary Bukovnik Exhibition, Caldwell Snyder Gallery, March 1 – 15, 2007
- Love Bites the Hand that Feeds It, Theatre Rhinoceros, Feb. 9 & 10, 2007
- Stop Water Privatization event, Screening of the documentary "Thirst," Feb. 7, 2007, Berkeley Fellowship of Unitarian Universalists Hall
- COMING SOON: 4th Annual San Francisco International Arts Festival, May 17 – 27, 2007
- How To Present A Case In Small Claims Court, Feb/March/April 2007 workshops, sponsored by New College Of California Law School
- How To Collect A Small Claims Judgment, March 2007 workshops, sponsored by New College Of California Law School
- Southern Exposure, 7th Annual Monster Drawing Rally, Merdi Club, Feb. 23, 2007
- The Studio Project, Theatre Rhinoceros, Feb. 8 - 24, 2007
- Duke Ellington's Sophisticated Ladies, Vallejo Music Theatre, Feb. 9 – March 3, 2007
- Family Jewels, The Making of Veronika Klaus, Theatre Rhinoceros, Feb. 14 – March 17, 2007
- Call For Video Entries, National War Tax Resistance Committee, Deadline, Feb. 28, 2007
- Women's Cancer Resource Center presents "A Satellite Show of the Art of Living Black," Feb. 2 – March 16, 2007
- 26th Annual Black Cuisine & Cooking Contest, March 3, 2007
- Heroes & Hearts Awards Luncheon, San Francisco General Hospital Foundation, Feb. 14, 2007
- The Japan Society, The Year In Review, A 2-part Series, Feb. 1 & 7, 2007
- SF Spinsters presents "Kiss & Tell," Kensington Park Hotel, Feb. 8, 2007
- Last Saturday, Monthly South Beach Gallery Walk (Evergreen)
- Strategic Questioning, Social Change Lecture, Feb. 11, 2007
- Asian American Theatre presents "Telemongol," Theatre on San Pedro Square, Feb. 9 – 18, 2007
- Child Passenger Safety Week, Feb. 13 – 19, 2007
- Introduce a Girl to Engineering Day, Feb. 23, 2007
- February 2007, Support Minority Education Month
- Drunk Driving Prevention (Evergreen)
- Take Your Parents to School Week, Feb. 13 – 16, 2007
- National PTA Founders Day, Feb. 17, 2007
- February 2007, Youth Leadership Month
- Our Family Coalition, Creating A Family Panel Discussion, SF LGBT Community Center, Feb. 22, 2007
- East Bay LGBT Parent School Advocacy Group, Aurora School, Feb. 24, 2007
- Hear It From Us Panel, Perspectives from Youth with LGBT Parents, San Francisco Day School, March 14, 2007
- San Francisco International Arts Festival, Diaspora Talks – Three Pre-Festival Cultural Conversations, April 11, 2007
- The Red Thistle Dancers, Dancing Feet Concert, Woodside Performing Arts Center, April 11, 2007
- Galeria De La Raza, Call For Artists, Picturing Immigration Master Artist Residency & Interdisciplinary Performance Project, April 17, 2007
- Lorraine Hansberry Theatre, SPUNK: Three Tales By Zora Neale Thurston, April 18, 2007

- SF Camerawork, Curator's Talk, Not Given & Tarek el-Ariss discuss Middle East security, April 18, 2007
- State of The City Children's Summit, Department of Children, Youth & Families, April 19, 2007
- Horizons Unlimited 40th Anniversary Celebration - April 20, 2007
- Memoir of a Bar Room Floozy - Rough Tongue Theatre Company, April 20, 2007
- Northern California Recycling Association (NCRA) - Introduction to recycling Class – April 22, 2007
- Muffy's Run - KIPP Bayview Academy 10K/5K race through GG Park to benefit KIPP Bayview Academy, April 22, 2007
- Kunstammer - BAM/PFA - a UC Berkeley. Berkeley Art Museum and Pacific Film Archive sponsored exhibition in the tradition of a Kunstammer (art chamber) featuring more than 90 works on paper spanning 400 years, April 24, 2007
- Macbeth - Subterranean Shakespeare Company - A Subterranean Shakespeare Company production of Macbeth performed at the Berkeley Art center, April 26, 2007
- Harmony Sweepstakes A Capella Festival – Benefiting A Capella Foundation, April 26, 2007
- Ballet San Jose - Announcement of 2007-2008 schedule, April 27, 2008
- Public Allies, Call for Young Leaders - Class of 2007-2008, May 1, 2007
- Ballet San Jose - Announcement of Children's Ballet program, May 2, 2007
- Berkeley Art Museum and Pacific Film Archive - Allison Smith / Notion Nanny - Exhibition exploring traditional craft making in the context of the contemporary world, May 5, 2007
- Parents, Families & Friends of Lesbians & Gays (PFLAG), Mother's Day Celebration, May 9, 2007
- Berkeley Art Museum & Pacific Film Archive – Exhibition and film programs highlighting student works from the UC Berkeley, Master of Fine Arts Graduate program, May 10, 2007
- 4th Annual YWCA Heritage Luncheon - YWCA - Luncheon recognizing the YWCA's YouthWorks, Girls Leadership and FiftyPlus Employment programs, May 10, 2007
- Child Health International Open House - Child Health Internationale's mission is promoting human welfare in a socially responsible and financially just way, May 10, 2007
- Good Art. Art for Good. - Los Altos Rotary Club, May 10, 2007
- A La Carte & Art Festival - Proceeds benefit Bay Area Non-profits. May 10, 2007
- San Francisco Bach Choir – Celebrating the English Choir Tradition, May 12, 2007
- 10th Annual United States of Asian America festival - Asia Pacific Islander Cultural Center - Multiple PSA's were created for festival that ran through late August 2007 and showcased over 75 Asian Pacific Islander artists who exemplify the best in dance, music, theater visual art and multi-media. - May 15, 2007
- Volunteer Opportunities, San Francisco International Arts Festival, May 16, 2007
- San Francisco Historical Society - Author James Worthen gave a talk on his book about former San Francisco Mayor and California governor James Rolph, May 22, 2007
- Circus Baobab - San Francisco International Arts Festival - French Trained, Guinean (Africa)acrobatic performance troupe makes it's U.S. premier. May 23, 2007

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 | 30 | 9.58% |
| 26 - 34 | 89 | 28.43% |
| 35 - 44 | 88 | 28.12% |
| 45 - 54 | 59 | 18.85% |
| 55 - 65 | 28 | 8.95% |
| > 65 | 19 | 6.07% |
| Total Answering | 313 | |

What ethnic group do you belong to?

| | | |
|-----------------|-----|--------|
| Native American | 4 | 0.75% |
| White | 264 | 49.25% |
| Asian | 49 | 9.14% |
| Black | 126 | 23.51% |
| Latino | 47 | 8.77% |
| Other | 46 | 8.58% |
| Total Answering | 536 | |

How did you hear about Access?

| | | |
|--------------------|-----|--------|
| Newspaper/Radio/TV | 97 | 28.96% |
| Access channels | 1 | 0.30% |
| Friend | 194 | 57.91% |
| Other | 11 | 3.28% |
| website | 6 | 1.79% |
| Walk in | 26 | 7.76% |
| Total Answering | 335 | |

What is your income range?

| | | |
|-----------------|-----|--------|
| < 10,000 | 31 | 16.32% |
| 10 - 15,000 | 15 | 7.89% |
| 15 - 20,000 | 15 | 7.89% |
| 20 - 30,000 | 29 | 15.26% |
| 30 - 45,000 | 37 | 19.47% |
| > 45,000 | 63 | 33.16% |
| Total Answering | 190 | |

What is your primary language?

| | | |
|-----------------|-----|--------|
| English | 261 | 88.18% |
| French | 2 | 0.68% |
| German | 0 | 0.00% |
| Spanish | 13 | 4.39% |
| Other | 9 | 3.04% |
| Russian | 8 | 2.70% |
| Japanese | 1 | 0.34% |
| Portuguese | 0 | 0.00% |
| ASL | 1 | 0.34% |
| Mandarin | 0 | 0.00% |
| Cantonese | 0 | 0.00% |
| Tagalog | 0 | 0.00% |
| Dutch | 0 | 0.00% |
| Chinese | 1 | 0.34% |
| Total Answering | 296 | |

How often do you watch Access?

| | | |
|-----------------|-----|--------|
| > Weekly | 94 | 27.17% |
| Weekly | 151 | 43.64% |
| Monthly | 54 | 15.61% |
| < Monthly | 1 | 0.29% |
| Never | 46 | 13.29% |
| Total Answering | 346 | |

Is your household a cable subscriber?

| | | |
|-----------------|------|--------|
| Yes | 258 | 13.50% |
| No | 1653 | 86.50% |
| Total Answering | 1911 | |

SF neighborhood you live in?

| | | |
|--------------------------|-----|--------|
| Bernal Heights | 3 | 1.20% |
| Western Addition | 19 | 7.63% |
| Mission | 36 | 14.46% |
| Hayes Valley | 6 | 2.41% |
| Potrero Hill - Excelsior | 7 | 2.81% |
| Sunset | 25 | 10.04% |
| Castro | 17 | 6.83% |
| Pacific Heights | 1 | 0.40% |
| Tenderloin | 16 | 6.43% |
| Nob Hill | 11 | 4.42% |
| SOMA | 4 | 1.61% |
| Richmond | 23 | 9.24% |
| North Beach | 5 | 2.01% |
| Marina | 2 | 0.80% |
| Fillmore | 7 | 2.81% |
| Bayview/Hunters Point | 26 | 10.44% |
| Glen Park | 3 | 1.20% |
| Excelsior | 4 | 1.61% |
| Noe Valley | 10 | 4.02% |
| Haight | 17 | 6.83% |
| Chinatown | 1 | 0.40% |
| Japantown | 0 | 0.00% |
| Ingleside | 3 | 1.20% |
| Polk | 2 | 0.80% |
| Civic Center | 0 | 0.00% |
| Presidio | 0 | 0.00% |
| Twin Peaks/Diamond Hts | 0 | 0.00% |
| Treasure Island | 1 | 0.40% |
| Total Answering | 249 | |

SF DISTRICT you live in?

| | | |
|-----------------|-----|--------|
| 1 | 3 | 2.04% |
| 2 | 30 | 20.41% |
| 3 | 9 | 6.12% |
| 4 | 3 | 2.04% |
| 5 | 10 | 6.80% |
| 6 | 45 | 30.61% |
| 7 | 3 | 2.04% |
| 8 | 12 | 8.16% |
| 9 | 19 | 12.93% |
| 10 | 10 | 6.80% |
| 11 | 3 | 2.04% |
| Total Answering | 147 | |

Statement of Operational Revenues and Expenses

OPERATIONAL REVENUES

| | |
|------------------------|------------------|
| Grants for Operations | \$774,000 |
| Production Services | \$19,929 |
| Memberships | \$12,324 |
| Workshop Fees | \$7,170 |
| Interest | \$4,445 |
| Donations | \$1,318 |
| Fundraising Events | \$887 |
| Total Revenues: | \$820,074 |

OPERATIONAL EXPENSES

| | |
|-----------------------|------------------|
| Personnel | \$497,895 |
| Rent | \$186,115 |
| Maintenance | \$39,077 |
| Utilities | \$38,537 |
| Equipment & Supplies | \$34,462 |
| Insurance | \$23,813 |
| Fees & Other | \$3,462 |
| Total Expense: | \$823,361 |

OPERATIONS BALANCE: -\$3,287

Note: This statement has been abstracted from the organization's unaudited Financial Statements, for the fiscal year ended June 30, 2007. 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, 2007)

| BOARD OFFICERS | | |
|---|--|---|
| <p><u>Pankaj Amin</u> Board President</p> <p><i>President, Southern Cross Ventures</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>Janine Kubert</u> Board Treasurer</p> <p><i>Sustainable Business Analyst</i></p> | | <p><u>April Elkjer</u> Board Secretary</p> <p><i>Producer, Pacific Fusion TV</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>Stu Smith</u></p> <p><i>Retired Publisher & Producer</i></p> | | <p><u>Michael Hayato Yoshida</u></p> <p><i>Writer Myx</i></p> |
| | <p><u>Zane Blaney</u> Executive Director</p> <p><i>Ex Officio Member</i></p> | |