



MARIN TELECOMMUNICATIONS AGENCY

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Barbara Thornton

**CMCM Annual Plan and Budget
April 2009**

To the MTA board,

We are pleased to submit the first Annual Plan and Budget for the Community Media Center of Marin. This follows our recent capital plan and outlines the initiatives for the coming year in regards to programming, training and other components necessary to bring the CMCM and it's channels up to full operational status. This will be a busy and exciting year and we look forward to working with the MTA board throughout this process.

The following narrative elements outline our ongoing plans as defined and required by the DAP agreement. An additional attachment includes our 2009/10 capital and operational budget.

Sincerely,

Michael Eisenmenger
Executive Director CMCM

PEG Programming Initiatives)

Initially only the Public and Governmental channels will be activated and programmed (beginning June 15th). These channels will run programming 24/7 unlike the current channel 26 which ceases programming at midnight and during most of the weekend hours. With the CMCM master control play-out system, the public and governmental channel will be programmed 24/7 for a total of 168 hours of programming per week (with some repeated programming and the popular local calendar of events which will be greatly enhanced).

The Community Channel

For the community channel, there will be an initial preponderance of locally requested externally produced content and satellite programming (FSTV, Link TV, UCTV, etc) that will fill out the entire schedule. Programming will be scheduled in themed blocks with preferential treatment for evening viewing hours given to local and recently produced content. As more local producers are trained and begin more frequent production, we anticipate that more local content will supplant externally originated programming. This should be viewed as a process that includes training, facilitation and partnerships that extend over the long-term, it will take time to see a dramatic change toward a predominately local originated schedule. In the meantime, we expect that programming content will be more varied with fewer repetitions. Programming will also be scheduled more coherently into blocks of related content to better attract and keep local viewership.

The Governmental Channel

The Governmental Channel content will initially rely on currently produced County programming (Board of Supervisors, etc), pre-produced emergency preparedness videos and other county agency related material. The Board of Supervisors meetings will also begin to be carried live as soon as we've tested that iNet capability with our master control play-out system. As other cities build-out video capacity in their council chambers and facilities, we will be prepared to schedule that programming immediately (either live or taped).

We are also investigating carrying California State legislative programming. Since Comcast plans to drop CSPAN-2 from it's channel lineup on many basic service tiers, it may also be possible to carry portions of that daily programming, however we would prefer to see Comcast maintain that channel carriage fulltime and across all tiers of service. We will also be working closely with Novato Access to share relevant programming across our networks, both governmental and community based.

The community bulletin board and city/county governmental bulletin board will also operate on this channel as schedule filler until more municipal programming becomes available. The CMCM digital signage system for the bulletin board content will be vastly improved over the current Comcast solution. County and City users will be able to submit

event information via a web page and the on air content can be made more visually appealing by including embedded graphics as well as media and video. These are very popular local services and we expect to expanded use by both organizational and governmental users. Additionally, we will be providing Radio Sausalito as a frequent audio source for the bulletin boards, enabling that low-power non-commercial radio station the ability to reach more listeners.

The Educational Channel

We anticipate the E channel will be launched in late summer/fall 2009, once local educational content providers have programming requests and initiatives in place. In addition to local educational programming and events, UCTV and Research Channel satellite programming will also be carried in addition to distance education courses provided by the College of.

Scheduling Overview

Producers will be able to apply for and submit programming and programming requests for daily, weekly, bi-weekly and monthly programming slots. CMCM will determine scheduling times for all programming with attention given to thematic programming blocks, timeliness of the programming, viewer responses and community needs.

Initially CMCM will only accept DVD media for playback on the channels, but we intend to migrate to a file base system where producers prepare and submit the actual MPEG2 file used for playback. Training will be provided for this as well as encoding kiosks to streamline the task.

NOTE: Beginning in May, CMCM will begin offering existing producers access to transfer facilities so that existing content and programming on tape based media (S-VHS, etc) can be dubbed to DVD for later playback. In June, producers will be able to begin submitting programming for scheduling and playback on the CMCM operated channel.

CMCM Training: Initial Course and Frequency

CMCM Training courses will begin in June and focus on re-certifying many of the existing Comcast trained producers, primarily in studio and field camera certifications. After an initial focus on updating this constituency, we anticipate the CMCM can settle into a more regular training schedule to include:

Base Course Offerings

Access Member Orientation (one session – monthly or as needed)
Encoding programming for CMCM playback (one session as needed)
Final Cut Pro beginner (two session - monthly)
Final Cut Pro advanced (two session - bimonthly)
Field camera (2 session with test shoot – twice monthly)
Anycast Field production (two session with test shoot - monthly)

Studio production (two session - monthly)
Studio direction (for talent and directors) (one session - monthly)

Future Courses (partial list)

Video Blogging – using online video tools (one session)
Field lighting (one session)
Motion Graphics Intro (one session)
On Camera Talent and Hosting techniques (one session)

Initial CMCM Promotional activities

By far the greatest asset available to the CMCM for promotional activities are the channels themselves. We will utilize interstitial elements, Public Service Announcements and eshort and full length programming to educate and outreach to constituencies in the community on how they can utilize CMCM services and channels more effectively.

- Channel promotions for CMCM membership, events and courses
- Online promotion for CMCM membership, events and courses
- Attendance and participation in local Street Fairs, conferences, public events, etc.
- Coordinate workshops with CVNL to orientate and educate non-profit community in using CMCM resources.
- Increased visibility through community events that we cover for the channels.

Other CMCM activities

- An ongoing series of independent filmmakers screenings and lectures (possibly in conjunction with COM and the Rafael Theatre Educational programs.
- Youth based programming initiatives including live video and audio productions for playback on the channels.
- Increased participation with the non-profit community in studio based production once those facilities become available for use.

CMCM 09/10 Operating and Capital Budget

(see attached documents)

The CMCM, without an actual operational facility for much of the first fiscal year (08/09), has moved cautiously and carefully in preserving the bulk of the limited operational funds made available. Additional staff are now being brought on board in phases as portions of the facilities are completed. CMCM has also adopted standard accounting practices used by PEG centers in California and elsewhere that allow for a portion of facilities related salaries to be capitalized, along with other facility related costs essential to providing PEG services and the operating of the channels. This combined strategy has helped extend the period of time CMCM had available to achieve full operational status while also seeking long-term sustainability strategies.

We project that capital expenditures for the 2008/09 budget (including renovation costs, master control equipment, studio, field and training

equipment) will total approx. \$1,048,000. Operational costs for the same period are projected at \$59,000. For the coming 2009/10 fiscal year, operational costs are projected to expand to \$298,000 (with the addition of full staff), while projections for capital expenditures decline to \$322,000 (for distributed facility development and existing equipment repair/replacement).

We feel it's important at this time to request the additional \$200,000 in operational funds currently held by the MTA. This will allow the CMCM to better plan for 20010/11 and more easily project interest income on funds we have secured in interest bearing accounts. There is also additional operational income due from the MTA in the form of interest payments on PEG funds previously held by the MTA. We understand that these funds are forthcoming as well, having been delayed by shortcomings in the County's accounting software. This also underscores the significance of receiving the additional \$200,000 in operational funds as we have fewer obstacles internally for reporting interest income and planning accordingly.

It should be noted that our 09/10 capital budget revenue anticipates the receipt of \$500K facilities renovation and enhancement funds from Comcast. We are in the process of preparing a comprehensive facilities improvement plan, and will submit it to the MTA for review shortly as part of this annual budget submission. It is our hope that the MTA will expeditiously approve these plans and formally request that Comcast transfer these funds.

**COMMUNITY MEDIA CENTER OF MARIN - FY08/09 BUDGET (July 1, 2008 - June 30, 2009)
REVISED END OF YEAR BUDGET**

CAPITAL REVENUE

Capital Payment (received Aug 08)	\$	600,000
Capital Payment (received Oct 1, 08)	\$	600,000
Capital Payment (received Jan 31, 09)	\$	500,000
Renovation Payment (500K)	\$	-
Capital Payment (300K due Jan 2010)	\$	-
Equipment Donations	\$	10,000
TOTAL CAPITAL REVENUE	\$	1,710,000

CAPITAL EXPENDITURES

Facility

Facility Improvements	\$	300,000
Total Facility Expenses	\$	300,000

Equipment

Master Control Equipment	\$	125,000
Studio and Control Room Equipment	\$	136,300
Post Production Equipment	\$	57,500
Field Production Equipment	\$	65,000
Portable Studio Equipment	\$	39,000
Office Equipment	\$	19,600
Facility Fixtures	\$	13,000
Other Capital Support Expenses	\$	28,950
Insurance	\$	2,000
Database Installation/Fees	\$	12,000
Engineering Support/Installation	\$	10,000
Architectual Support	\$	20,000
Previous / MTA Equipment Purchases	\$	127,514
Total Equipment Expenses	\$	655,864

Capitalized Expenses

Facility related salary costs	\$	92,580
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TOTAL CAPITAL EXPENDITURES \$ 1,048,444

FY 08/09 CAPITAL BALANCE \$ 661,556

OPERATING REVENUE

MTA Startup Funds for CMCM	\$	6,567	
MTA First Payment to CMCM	\$	300,000	
Interest Income ¹	\$	-	(interest generated by unused MTA/CMCM funds, 2007-2009)
Additional Interest Income (CMCM)	\$	18,000	(interest generated by unused CMCM funds through June 09)
Production Services Income	\$	1,000	
Other Income (interest, grants, donations)	\$	-	

TOTAL OPERATING REVENUE \$ 325,567

OPERATING EXPENSES

Personnel Wages/Salaries		
Executive Director	\$	25,000
Digital Media Manager	\$	1,600
Operations and Facilities Manager	\$	8,000
Payroll Taxes, Benefits for Personnel	\$	6,969
PEG Access Services & Supplies		
Liability, broadcasters and board Insurance	\$	3,000
Rentals / Space	\$	137
Books, Subscriptions, Reference	\$	442
Postage	\$	38
Printing/Copying	\$	20
Supplies	\$	233
Telephone/Communication	\$	201
Web Hosting, email services	\$	200
Contract Services		
Professional Services - Paychex / Bookkeeper	\$	1,360
Professional Legal Fees	\$	\$2,580
Professional Services - Accountant	\$	-
Professional Services - Engineering Consultant	\$	-
Professional Services - P/T Video Producers	\$	1,000
Recruitment Expenses	\$	4,566
Travel and Meetings	\$	3,179

TOTAL OPERATING EXPENDITURES \$ 58,525

FY 08/09 OPERATING BALANCE \$ 267,042

¹ Interest based on estimate, awaiting MTA accounting

COMMUNITY MEDIA CENTER OF MARIN - FY09/10 BUDGET (July 1, 2009 - June 30, 2010)

CAPITAL REVENUE

FY 08/09 CAPITAL BALANCE	\$ 661,556
Renovation Funds	\$ 500,000
Capital Payment (300K due Jan 2010)	\$ 300,000
TOTAL CAPITAL REVENUE	\$ 1,461,556

CAPITAL EXPENDITURES

Facility	
Distributed Facility Improvements	\$ 150,000
Total Facility Expenses	\$ 150,000

Equipment

Master Control Equipment	\$ 20,000
Studio and Control Room Equipment	\$ 5,000
Post Production Equipment - replacement/repair	\$ 5,000
Field Production Equipment - replacement/repair	\$ 5,000
Portable Studio Equipment - replacement/repair	\$ -
Office Equipment	\$ 1,000
Facility Fixtures	\$ -
Other Capital Support Expenses	\$ 52,200
Insurance	\$ 2,000
Database Support	\$ 2,000
Maintenance Contracts	\$ 5,000
Security Service Contract	\$ 456
Total Equipment Expenses	\$ 97,656

Capitalized Expenses

Facility related salary costs	\$ 84,500
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TOTAL CAPITAL EXPENDITURES	\$ 332,156
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FY 09/10 CAPITAL BALANCE	\$ 1,129,400
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OPERATING REVENUE

FY 08/09 OPERATING BALANCE	\$ 267,042	
Interest Income ¹	\$ -	(interest generated by unused MTA/CMCM funds, 2007-2009)
MTA Operating Funds Balance	\$ 200,000	(requested)
Additional Interest Income	\$ 35,000	(interest generated by unused CMCM capital funds through June 2010)
Production Services Income	\$ 12,000	
Other Income (grants, donations)	\$ 10,000	
Course Fees	\$ 22,200	
Membership	\$ 8,750	
TOTAL OPERATING REVENUE	\$ 554,992	

OPERATING EXPENSES

Personnel Wages/Salaries	
Executive Director	\$ 75,000
Digital Media Manager	\$ 10,000
Operations and Facilities Manager	\$ 48,000
Part-time facility assistant (20 hr)	\$ 15,600
Part-time facility assistant (20 hr)	\$ 15,600
Part-time facility assistant (20 hr)	\$ 15,600
Part-time scheduling assistant (20 hr)	\$ 15,600
Freelance Trainers	\$ 10,000
Freelance Field Production Crew	\$ 6,000
Payroll Taxes, Benefits for Personnel	\$ 49,260
PEG Access Services & Supplies	
Liability, broadcasters and board Insurance	\$ 3,000
Equipment Rentals / Space	\$ 500
Books, Subscriptions, Reference	\$ 750
Postage	\$ 500
Printing/Copying	\$ 2,000
Supplies	\$ 3,000
Telephone/Communication	\$ 3,500
Web Hosting, email services	\$ 200
Contract Services	
Professional Services - Paychex / Bookkeeper	\$ 2,500
Professional Legal Fees	\$ 2,000
Professional Services - Accountant	\$ 10,000
Custodial Services	\$ 5,200
Staff Development	
Travel and Meetings	\$ 4,000

TOTAL OPERATING EXPENDITURES	\$ 297,810
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FY 09/10 OPERATING BALANCE	\$ 257,182
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¹ Interest not yet transferred, awaiting MTA accounting