



## Community Media of the Foothills

### **Access Activities Plan and Budget Fiscal Year 2000-2001**

#### Introduction

It seems natural to discuss some of things we have implemented in order to lay the groundwork for the future. In past years it has been stated that some of the goals of Community Media of the Foothills are to strengthen the relationship and output of the Government's channel and the Educational Channel.

CMF Executive Director Rob Chapman has begun teaching local youths from the school district video production. Recently Rob began working Mrs. Billings class from Canyon High School on how they might utilize the KGEM facility to produce documentaries or talk shows on life as a teenager in Monrovia. He also works within Healthy Start's after school program every Friday afternoon to teach Clifton Middle School students the ins and outs of video. Rob also completed the first seminar geared towards city employees and their utilization of KGEM facilities. Working with Dan Iwata and other employees from Parks and Recreation and Public Works, Rob instructed them in the use of the new Digital cameras (Sony TRV-900).

These are continuing goals and the work already done will hopefully lead to more use by city and school officials and employees in maintaining communication between city officials and their constituents.

#### Promotion and Publicity

Community Media of the Foothills is close to completing new pamphlets and brochures for promotional use. Within the next few months this literature will begin circulating to increase citizen's awareness of the services provided by CMF. In the beginning stages of production are also promotional and instructional videos which will be added to the play out schedule to further increase the public awareness of what CMF does for the community.

#### Public Access

Public Access use continues to increase. CMF is working on increasing the free seminars offered to citizens. In addition to the seminars already in place, "Access to Orientation", "Introduction to the AVID" and "Advanced Production", CMF will be adding more specific seminars, developed to teach a certain system or software program. The first ones will probably deal with software programs Adobe After Effects, a special effects program, and ACID Music and creative music making software program recently acquired.

The obvious continuing goals of Public Access remain -

- Providing citizens and organizations with an electronic voice, expressing opinions on local issues in a medium generally associated with national or broader based appeal.
- Encouraging people to exercise their freedom of speech and artistic expression
- Free training in techniques of multimedia and electronic communication
- Keeping local issues and concerns in public view for considerations and opinions

### Government Access

In the next year, we will work with city staff to improve the quality of city productions and increase the number of shows. Although we have certain departments that have begun to utilize our station and facilities (Community Services, City Managers Office, Parks and Recreation), there are many other departments who have yet to utilize the Government Access Station. Getting to those departments and helping them to use us will be a focus in the next year, along with improving and further training of the city staff that already works with us.

### Educational Access

Last year saw a channel set-aside for specific use of educational programming. At a local level channel, the most obvious focus is going to be the Monrovia Unified School District. Building a relationship with MUSD remains the primary focus of the educational access channel. One area will be in providing production services for special shows, in particular profiles on certain schools, projects, teachers and students. Working with the video production classes, teachers and administration in conceiving ideas and video projects will be the major focus of educational access for the coming year. Other focus will be in developing programming from satellite feeds, local colleges and adult education.

### Community Media Advocacy

Advocacy for Community Media is an area often neglected by access boards and staff. We will continue our efforts to include our neighboring communities in discussions concerning telecommunications and community access, developing groups whose focus will be sharing resources and knowledge, as well as programming. The past year has seen a lot of work done in this area with Sierra Madre, and the next year will expand to include discussions with Bradbury, Duarte and Arcadia. Also, developing and maintaining relationships with communities with strong established access centers such as El Monte, Pasadena and Hacienda Heights will bring an awareness of what is happening to telecommunications and how and what people are using it for. MCUC will take

an active role in forming these relationships and continue as an access leader for the area.

Summary

MCUC has taken good steps in the past year to set the structure in place for a great Community Media organization. The metaphor of a tree seems to help in describing where to go next. We have the roots in place, it's now time to work on the trunk. This means updating policies and procedures, a new access center and encouraging support from our citizens and members. From this trunk will grow the branches and leaves that we all can't wait to see.

**Fiscal 1999-2000 Budget**

**Income:**

2% Contribution Franchise Fee	\$64,000
Century Cable Franchise Payments	30,480
Sierra Madre Studio Rental	24,000
City of Monrovia Meetings Coverage	<u>3,600</u>
<b>Total</b>	<b>\$122,080</b>

**Expense:**

Accountant/Attorney	1400
Advertising/Promotional	2000
Alarm	600
Conferences and Travel	2500
Equipment Capital Expenditure	14580
Equipment Maintenance	3500
Insurance Premiums	7500
Internet Service	600
Membership Dues/Subscriptions	600
Office Supplies	3500
Personnel & Payroll Services	77,400
Rent	3600
Sets and Props	600
Telephone/Pager	2700
Videotape	<u>1000</u>
<b>Total</b>	<b>\$122,080</b>