Media Center Launches Two Dynamic Websites

http://MidPenMedia.org
We invite you to visit! We hope you find our new website, launched on 12/23/13, easier to use, visually pleasing and full of helpful information.

Search resources
Easily navigate to Workshops, Program listings, Youth Opportunities, Government Meeting Coverage, and Video On Demand.

More interactive
Take advantage of online registration for Workshops, and RSVP online for Events.

Frequent updates
News and Events are featured prominently, promoting programs as well as Media Center news.

Online media galleries
Watch Videos On Demand and search them thematically.

http://MadeIntoAmerica.org
Want to learn the immigration stories of your Silicon Valley neighbors? We invite you to visit Made Into America, a new website launched on 5/15/13, that invites families throughout the Silicon Valley to post stories about themselves or relatives who left everything behind in another country to build a new future in the United States – whether it happened in the 1700s or just a few months back. Madeintoamerica.org is a vibrant, compelling, and growing archive of immigration stories from every era of US history. It contains both written and videotaped stories, including archival photos.

Stories are searchable by country or city of origin, era of history, or type of work in the United States.

The site offers visitors the ability to leave comments as well as post their own stories.

Immigration news can be viewed on the home page. Events, such as Storytelling Salons at the Media Center, are listed prominently.

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Financial Report

Operations

Revenue
The total operating revenue for 2013 was $784,826, 2% better than 2012. An increase in Contributions & grants of $22,809 and In-kind contributions of $22,474 accounted for the increase. PEG (Public, Education and Government) subscriber pass-through fees, representing 43% of the total revenue in 2013, were flat as compared to 2012. Contracted meeting coverage billings decreased by $6,640 (-3.5%), reflecting shorter and fewer municipal meetings. Class & facility use fees decreased by $2,660 (-3.4%). Professional/media services decreased by $8,220 (-11.5%) and represents 8% of total revenue.

Expenditures
Operating expenses were $957,640, a 3.5% increase that was largely due to high In-kind legal services and higher outside Professional services related to the projects funded through grants.

Summary
Overall, we finished the year with $172,814 in net operating loss. This was in line with the 2013 budget authorized by the Board.

Capital Expenditures
In 2013, the lower section of the facility required extensive repair and complete reroofing due to water damage. The effort also required removal and reinstallaustion of our solar panels. Costs of $68,000 were capitalized for this project.

Net Assets Update
Net assets increased by $986,191 as compared with 2012. That increase was the result of a very strong market performance of our investments and included $172,814 in disbursements for operations, and $113,700 in depreciation. The Board continues to invest the capital fund conservatively with the advice of professional investment managers.
Our Story in Numbers

Youth
526  Live morning broadcasts from local schools on our channels
29   Middle-school and high-school internships
6    Digiquest summer camps
53   New studio producers or animators
2    Sports Broadcasting camps
26   New sports broadcasters
18   High school games covered

Workshops, Producers & Crew
389  Active studio producers and volunteer crew
208  Production workshop participants
53   New field producers

Productions
94   Programs produced by staff
739  Programs produced by community
365  Live government meetings: Belmont, East Palo Alto, Menlo Park, Palo Alto and Palo Alto School Board
1,198 Total programs/meetings produced

Election Coverage
Partnered with the two local League of Women Voters to videotape three candidate forums and the controversial Palo Alto Measure D Recorded candidate statements for three other contested races Featured video links on website and SmartVoter.org

Field Equipment Use
214  Rentals of portable HD camera kits
43   Rentals of accessories such as light kits and microphones

Our History
Thanks to Cable Co-op, Midpeninsula Community Media Center was created by the 2001 merger of Mid-Peninsula Access Corp, operating since 1990, and Silicon Valley Community Communications, established by Co-op to keep local programming alive. We serve Atherton, East Palo Alto, Menlo Park, Palo Alto, Stanford and unincorporated portions of San Mateo and Santa Clara counties.

Our Mission
Our Mission is to inform, inspire, and empower people to speak and act on behalf of their communities, to use television and the internet to create and distribute programs that promote and celebrate individual expression, local achievements, education, cultural exchange, arts appreciation, and civic engagement. The Media Center is a 501(c)(3) public benefit corporation.
The talents and dedication of our 269 active volunteers are the lifeblood of the Media Center. Our Board and Staff are enormously grateful for their many contributions.

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We hope that you will join us. Become a member, remain a member and help us reach our goals. We are grateful to our members and donors for their support. We thank our Advisory Council for sharing their expertise and for acting as Media Center Ambassadors in our community.

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