If you could design an all-digital, HD television studio to suit all your production needs, what would you ask for? That’s how Midpen Media Center started down the digital path -- carrying a wish list from our community producers, our studio staff, and our professional services clients. Those aspirations lie at the heart of the new studio design rolled out in late 2014 by Midpen Media Center Video Engineer Chris Pearce and the AV Integrators team.

Utilizing the plethora of community and professional input over the past couple years, as well as the design team’s hands-on testing with the most innovative gear and visits to the highest end studios, Midpen Media Center graduated to the big leagues, with a powerhouse TriCaster 8000 at its core and a stable of four Hitachi HD studio cameras.

The TriCaster production switcher allows you to have seemingly endless creative potential in our newly upgraded studio, boasting features like 3D visual effects and holographic virtual sets. Our LiveText graphics provides you a network-style workflow with hundreds of pre-loaded templates. The Soundcraft Digital Mixer gives you a massive mix capacity of 80 inputs. Now we can simultaneously record multiple streams of audio and video. Perhaps the greatest of all the Ooh Aah!! factors is our new studio jib, as it’s a wunderkind for executing creative, smooth moves, like adding tracking or sweeping motion. All the new gear glides effortlessly over the newly installed studio floor. No more “four-wheel-drive” trucking shots! When it’s all wrapped, entire shows, recorded in a crystal clear and vibrantly brilliant HD, zip across the network for TV playback, or on to a producer’s stick drive, in a matter of minutes!

In parallel with our new equipment installation, we also undertook a volunteer-driven rehab to repair, reorganize, and rejuvenate studio props and sets. The thrust of the restoration and maintenance effort ensures that all the beautiful, vibrant detail captured with the new HD cameras is, indeed, beautiful and vibrant!

By year’s end, excitement rose as each new piece of equipment came to life! The control room lit up like the inside of an interstellar command module. What a gift to our community. Now our studio is well equipped to produce visually outstanding HD shows and is ready to take on all the creative challenges of our producers, directors, and crew.
**OPERATIONS**

**Revenue:** The total operating revenue for 2014 was $865,180, a 10% better than 2013. An increase in In-kind contributions of $40,170, Professional/media services of $35,620, PEG (Public, Education and Government) subscriber pass-through fees of $7,210, and Contracted meeting coverage of $5,400 accounted for the increase. Class & facility use fees decreased by $7,620 (-10%) and Contributions & grants decreased by $5,400 (4%).

**Expenditures:** Operating expenses were $1,056,940, a 12.5% increase that was largely due to high In-kind legal services along with higher Professional services related to the projects funded through grants.

**Summary:** Overall, we finished the year with $191,760 in net operating loss. This was in line with the 2014 budget authorized by the Board.

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**NET ASSETS UPDATE**

Net assets increased by $123,230 as compared with 2013. That increase was the result of investment gains and included $191,760 in disbursements for operations, and $120,000 in depreciation. The Board continues to invest the capital fund conservatively with the advice of professional investment managers.

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**CAPITAL EXPENDITURES**

In 2014, we finished the repairs on our roof ($15,270), began the conversion of our studio to state of the art HD equipment ($269,110), and redesigned our website ($16,860).
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.

Midpen Media Center is a 501(c)(3) public benefit corporation.

Our History

Midpen Media Center was created by the 2001 merger of Mid-Peninsula Access Corp, operating since 1990 and Silicon Valley Community Communications, established by Cable 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.

Midpen Media Center Staff with the studio’s new jib and repainted green screen.

Pictured left to right: Karen Adams, Chuck Alley, Lupita Segura, Frazier Griffin, Annie Folger, Elliot Margolies, Louise Pencavel, Jesse Nortfleet, Nancy Brown, Chris Pearce, Katie Rentzke and Becky Sanders. Not Pictured: Dave Sorokach, Jeff McGinnis and Judy Blumenstein

Midpen Media Center’s Board of Directors in the studio’s new control room.

Back row from left to right: Joanne Reed, Sue Purdy Pelosi, Barbara Noparstak, Lawrence Lee, and Pam Aguilar. Front row from left to right: Andrew Mellows, Mike Di Battista, Terrie Gillen, and Michael Stern. Not Pictured: Azieb Nicodimos
Midpen Media Center’s success in 2014 would not have been possible without the support of many talented and dedicated community members.

We are grateful to our Board of Directors for their ongoing guidance on many levels. We are thankful for our Advisory Council for sharing their expertise and for acting as Media Center Ambassadors in our community. We appreciate greatly the financial contributions of our donors and members. We are most grateful for our 250 community producers, field and studio crew volunteers -- by far, our most valuable assets -- who contributed their time and talents to make it possible for us to serve and help tell the stories of our community.

Thank you!
Volunteer, Rebee Marchol shoots a production in the field
We are a valuable community resource, helping local residents capitalize on the evolving opportunities in the digital era. We meet their communication needs. We help residents adapt to the changing media landscape by teaching them skills to independently use the media. We help schools, churches, local governments and non-profit organizations tell their story through multiple media platforms.

Abilities United
Able Works
Ada’s Café
Adolescent Counseling Services
Adopt Me
African Cradle Adoption Agency
Area Developmental Disabilities
ARPB Toastmasters
Art for Well Beings
Bay Area Amphibian & Reptile Society
Bay Area News Group
Bay Area Video Coalition
Bike Watch
Boys and Girls Club of the Peninsula
BridgeRail.org
CA Foundation for Independent Living
CA State Assemblywoman Sally Lieber
CA Transplant Donor Network
Caesar Chavez Academy, EPA
Cal Medi-Connect, Northern California
Carbon Zero Institute
Carnegie Institution
Castilleja School
Christian Sports Fellowship, EPA
Church of Jesus Christ of Latter Day Saints
Cinequest
Circulo Cultural
City of Belmont
City of East Palo Alto
City of Menlo Park
City of Mountain View
City of Redwood City
City of Palo Alto
City of San Jose
City of Sunnyvale
Claiming Our Democracy
CleanTech Open
Click PA
College Track
Community Advocate for the Vietnamese
Community College Network
Compania Mexico Danza
Computer History Museum
Concentric Media
Congresswoman Anna Eshoo
CreaTV San Jose
DA Contra Costa County
Day Worker Center of Mountain View
Dogs in the Neighborhood
East Bay Toastmasters
East Palo Alto Library
East Palo Alto Phoenix Academy
East Palo Alto Sanitary District
East Palo Alto YMCA

East Palo Alto Youth Arts and Music Center
Eastside College Prep
Edible Silicon Valley Magazine
El Ravenswood Magazine
Electronic Frontier Foundation
Enabled City
Encinal School
Encore Fellowships
Environmental Volunteers
EPA Today
Facing History and Ourselves
Franchise for Humanity
Gideon Hausner School
Global Ecology Dept, Stanford U.
Global Exchange
Go CO2 Free Palo Alto
GoodDogForLife
Grace Lutheran Church
Green Oaks Academy, EPA
Greenlining Institute
Gunn High School
Hackett Mill Art Gallery
Health Insurance Counseling and Advocacy Program
Health Plan of San Mateo
Healthcare for the Homeless
Healthy Nail Salons
Hillview Middle School
HIP Housing
Hoover Institute
Hope, Healing & Help Radio
Housing Leadership Council
ICF International
Innovation Center for Earth Sciences
Innovation Center USGS
Innovation Center, PAMF
Integrated Behavior Health Services
iRoboticist.com
JLS Middle School
Job Train
John Muir Medical Center
John W. Gardner Center for Youth and their Communities
Jordan Middle School
Kehillah High School
Kepler’s Bookstore
KMVT 15 Silicon Valley Community Media
La Entrada Middle school
Las Lomitas School
Laurel Elementary School
Lawyers’ Committee for Civil Rights of the SF Bay Area
Leadership Palo Alto
League of Women Voters of Palo Alto
League of Women Voters of South San Mateo County
Legal Aid Society Homeowners Project
Legal Services for Prisoners with Children
Lions Toastmasters
Live In Peace
Lucie Stern Center
LWV SmartVoter.org
May View Community Health Center, Mbient Lab, Inc.
Measure AA
Menlo Park City School District
Menlo Park Measure M
Menlo-Atherton High School
MidPen High School
Midpeninsula Regional Open Space District
Ming’s of Palo Alto
MLK Institute, Stanford
Modbot
Moldaw Residence
Mouse Squad
MUFON State Section Director of CA’s Tri-County
Mural Music and Arts Project, EPA
Music4Families
National Alliance on Mental Illness
National Center for Equine Facilitated Therapy
Next Door Solutions to Domestic Violence
Oak Knoll Elementary School
Oakland Zoo
OMEGA Global Initiative
Open Source Robotics Foundation
OPUS Network
Oriki Theater
Oshman Family Jewish Community Center
Pacific Art League
Palo Alto Adult School
Palo Alto Community Fund
Palo Alto High School
Palo Alto Housing Corp
Palo Alto Library System
Palo Alto Measure B
Palo Alto Measure C
Palo Alto Measure D
Palo Alto Police Department
Palo Alto PTA Council
Palo Alto Unified School District
Palo Alto Utilities
Palo Alto Weekly
Palo Alto YMCA
Palo Alto Historical Association
Peninsula Interfaith Action
Peninsula Peace and Justice Center
Peninsula Women’s Chorus
Picture the Possibilities
Play Palo Alto
Program for the Future
Project One Love
Project Safety Net
Project We Hope
Rainbow/Push Coalition
Raise the Wage Campaign, Mountain View
Ravenswood City School District
Ravenswood Youth Athletic Association
Reach and Teach
San Francisco 49ers Academy
San Francisco Vegetarian Society
San Francisco World Music Festival
San Mateo Adult School
San Mateo County Assessor/County Clerk/Recorder
San Mateo County Controller Candidates
San Mateo County Convention and Visitors Bureau
San Mateo County Coroner Candidates
San Mateo County Economic Development Assoc.
San Mateo County Measure A
San Mateo County Measure H
San Mateo County Office of Education
San Mateo County Pollution Control Office
San Mateo County Sequoia Healthcare District
San Mateo County Sheriff Candidates
San Mateo County Superior Court Candidates
San Mateo County Supervisor Candidates
San Ramon Regional Medical Center
Sand Jose Ukulele Club
Santa Clara County Judicial Candidates
Santa Clara County Move to Amend
Santa Clara County Sheriff Candidates
Santa Clara County Superior Court Office 24
Santa Clara Family Health Plan
Santa Clara University
Santa Clara Valley Water District
Sequoia Healthcare
Sequoia Union High Independent Study School
Services Immigrant Rights & Education Network
Silicon Valley Community Foundation
Silicon Valley De-Bug
Silicon Valley Robotics
Singularity U Medical Track
Sisters that Been There
Sofia University
Specialty Solid Waste & Recycling
SRI International
Stamp out Stigma
Stanford Red Barn Leadership
Stanford Repertory Theater
Stanford University
Suitable Technologies
Summit Charter High School
Sustainable Silicon Valley
Tabard Theatre Company
Tall Tree Teens
Tesla Motors
The Catholic Community at Stanford
The Center for Comparative Studies in Race and Ethnicity at Stanford
The Charitable Limb
The Dean & JoJo Company
The Farm
Toastmasters
Town of Atherton
Trigon Museum of Art
Ukulele Club of Silicon Valley
Union City Toastmasters
United Nations Association Film Festival
US-Asia Tech Management Center, Stanford
Yamana Science and Technology
Youth Community Service
Youth Leadership Program
Youth United for Community Action
Zero Waste, Palo Alto
Our Year In Numbers

Volunteers & Producers

- **225** Field & Studio Producers trained
- **124** by the staff
- **837** by the community
- **322** Live Government Meetings
- **7,115** Hours contributed
- **233** Organizations

Productions

- **25** Youth Interns mentored
- **17** Youth Workshops & Camps
- **357** Live School Broadcasts on our channels

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