CELEBRATING 25 YEARS OF COMMUNITY STORYTELLING

From our humble start on Park Boulevard in 1990 to our silver anniversary in 2015, your community media center has filled the timeless need for storytelling within the broader context of building community and civic engagement. Though the technology has changed, we have adapted and thrived by keeping our focus on the heart of any good video - the story behind it and the people telling the story.

How have we changed? As MPAC (Mid-Peninsula Access Corp), sharing Channel 6 with Cable Co-op’s production staff, we morphed into Midpen Media Center, operating six cable channels that we stream live from our website, providing residents with access to live and archived government meetings, community events and comprehensive voter resources.

Along the way we have won “best community station in the nation” three times. Our community producers consistently win regional and national awards. Yet, we are much more than a TV station. We are a platform for community dialogue. We are facilitators using the latest in media best practices and innovative technology tools to empower individuals and organizations to tell their stories and push them out to the Web and the world.

Our service area is a rich mosaic of cultures and talents. While Silicon Valley generates venture capital, we generate social capital. Community media is more essential than ever as a tool to connect us to each other, to provide a greater sense of place, and to disseminate information for those who can’t attend every meeting or event. We facilitate communications that weave us together as neighbors and participants in civic life.

We’ve trained over 7,000 storytellers! Over 16,000 shows have been produced! We’ve covered over 30,000 hours of government meetings! Over 60,000 are visiting our immigration stories website this year!

As for the next 25 years, we are committed to evolving in our rapidly changing digital world. We are uniquely positioned to leverage our experience, training, equipment and services to address specific community issues and needs. No one is turned away for lack of funds. This diversity of voices fosters robust local communication and enhances civic and cultural pride. Our democracy will be stronger for these efforts. After all, our mission is to enable and empower storytellers to exercise their first amendment right of free speech by providing the media production tools and the distribution network so that our stories can be told and shared throughout our community, across the nation and the world.
OPERATIONS
Revenue: The total operating revenue for 2015 was $799,570, down 7.6% from 2014, partly due to our studio being closed for over four months during the conversion to High Definition. A decrease in Professional/media Services of $39,870, Contributions & grants of $28,090, In-kind contributions of $23,810, and PEG (Public, Education and Government) subscriber pass-through fees of $4,160 accounted for the lower revenue. Class & facility use fees increased by $22,980 and Contracted meeting coverage increased by $7,820.

Expenditures: Operating expenses were $1,116,790, a 5.7% increase that was largely due to increased Salaries & benefits, along with higher Professional Services related to the projects funded through grants.

Summary: Overall, we finished the year with $317,220 in net operating loss. This was in line with the 2015 revised budget authorized by the Board.

CAPITAL EXPENDITURES
In 2015, we continued the conversion of our studio to High Definition, spending $275,500 (bringing the combined 2014 and 2015 studio capital investment to $544,610). We had other capital expenditures of $24,300 for our website, HVAC, and other equipment.

NET ASSETS UPDATE
Net assets decreased by $687,740 (7.5%) compared with 2014. That decrease was the result of investment value reduction due to $567,800 in disbursements for operations and unrealized losses, offset by Fixed assets increase of $123,070. The Board continues to invest the capital fund conservatively with the advice of professional investment managers.

Unaudited Statement of Operations
For Year Ended December 2015

Unaudited Statement of Financial Position
December 31, 2015
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 by providing our facility and equipment in perpetuity. From our earliest day, we have been providing government transparency, enabling multicultural inclusivity and building social capital.

Midpen Media Center’s Staff

Standing left to right: Becky Sanders, Lupita Segura, Louise Pencavel, Annie Folger, Elliot Margolies, Karen Adams, Nancy Brown, and Dave Sorokach. Seated: Chris Pearce and Jesse Norfleet. Not pictured: Chuck Alley and Elizabeth Kiler

Midpen Media Center’s Board of Directors

Back row from left to right: Sue Purdy Pelosi, Michael Stern, Andrew Mellows, Mike Di Battista, Lawrence Lee Front row from left to right: Marie McKenzie, Azieb Nicodimos, Barbara Noparstak, Joanne Reed, Less Lincoln. Not pictured: Pam Aguilar
Our successes in 2015 are directly attributable to the many community members who generously dedicated their time and talents to support our mission.

We greatly appreciate our volunteers and supporters – our most valuable assets! We are grateful for the ongoing guidance and stewardship of our Board of Directors and for the expertise and referrals of our Advisory Council. We are thankful for the financial support of our donors and members. We salute all of our community producers for sharing their stories. We are especially indebted to our trained field and studio crew volunteers who develop their production skills while carrying out the vision of our community producers.

DONORS AND MEMBERS

Josh Abend
Ken Allen
AmazonSmile
Anonymous
Duane Bay
Judy Blumenstein
Fred Bockmann
Cal Humanities
Vicky Ching
City of East Palo Alto: TOT Grant
City of Mountain View
City of Palo Alto Utilities
Catherine Crawford
Deborah's Palm event
Doug De Vore
Michael Di Battista
Peter Drekmeier
Kathryn B. Feinberg
First Church of Christ Scientist
Melinda Fabozzi
Annie Folger
Joyce Fredrichs
Annette Glanckopf
Heising-Simons Foundation
Ron E. Herman
Janet & Robert Johnson
Larry Klein
Cathy Kroymann
Ruth Lacey
Lawrence Lee
Tony Lima
Janet Littlefield
Mac MacCorkle
Charles Marsala
Joyce McClure
Andrew Mellows
Milk Pail
Deborah Mytels
Julia Nash
NFO Koshland Fellows
Azieb Nicodimos
Barbara Noparstak
Orchard Supply Hardware
Henry Organ
Palo Alto Elks Lodge 1471
Palo Alto Historical Association
Palo Alto Public Works: Zero Waste
Patxi's Pizza
Susan Purdy Pelosi
Piazza's
Scott C. Pinson
Laura G. Quackenbush
Elizabeth Raffel
Joanne Reed
Nancy L. Reed
Christopher Reese
Rojoz
Round Table Pizza
Rebecca Sanders
Santa Clara Valley Water District
Marie Scigliano
Silicon Valley Community Foundation
Silicon Valley Day of Giving
Phil Smaller
Specialty Solid Waste & Recycling
Michael Stern
Sunnyvale Recycling Program
The John & Marcia Goldman Foundation: EPA Youth Sports Grant
Tom & Mary Thomas
Dave Tschang

ADVISORY COUNCIL

Elisa Agor, Learning, HR & Technology Director
Bern Beecham, Former Palo Alto Mayor
Peter Drekmeier, Tuolumne River Trust
Sid Espinosa, Director of Corporate Citizenship, Microsoft
Ted Glasser, Stanford University
Karen Holman, Former Palo Alto Mayor

Tony Klein, Latham & Watkins, LLP
Liz Kniss, Palo Alto City Council
Meda Okelo, Publisher, El Ravenswood
Joanie Bigwood Osborn, Former Director, MPAC and SVCC
Audrey Ramberg, City of Mountain View
Carl Yorke, Principal Information Developer at Symantec
Silvia Vonderlinden, City of Redwood City
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| Stan Ng            | Aditya Nikumbh      |
| Trina Ng           | Mark O'Neill        |
| Robert Mitchell    | Lior Pearl          |
| Sue Purdy Pelosi   | Phil Pflager        |
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| David Simon        | Bob Sitzwohl        |
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| Casey Snell        | Ruby Snell          |
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| Lisa Tesler        | Gavin Tieng         |
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| Tom Van Dyne       | Isaac Vinokur       |
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| Bar Weiner         | Vicky S. Wang       |
| Greg Weinstein     | Martin Wasserman    |
| Nance Wheeler      | Andrew Weiller      |
| Linda Wieder       | Bar Weiner          |
| Charles Williams   | Greg Weinstein      |
| Logan Wilson       | Londa Wieder        |
| Nozipo Wobogo      | Charles Williams    |
| Linda Yelnick      | Logan Wilson        |
| Justin Yoo         | Nozipo Wobogo       |
| Loren Young        | Linda Yelnick       |
| Ranya Zeltoun      | Justin Yoo          |
| Alan Zoraster      | Loren Young         |
Who We Serve

We are a valuable community resource, helping local residents capitalize on the evolving opportunities in the digital era. We serve Atherton, East Palo Alto, Menlo Park, Palo Alto, Stanford and unincorporated portions of San Mateo and Santa Clara Counties. We help these 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
Acterra
African American Composer Initiative
All of Us or None
AME Zion Church
Avenidas Housing
Bay Area Health Inequities Initiative
Biznow
Black Girls Code
Block Box Theatre
Boys and Girls Club in East Palo Alto
Bridge School
Buena Vista Mobile Park
Café Zoe
Californians Dedicated to Education Foundation
Carnegie Science's Dept. of Global Ecology
Castilleja School
Catholic Charities of Santa Clara County
Catholic Climate Covenant
Center for Law & Biosciences
Cesar Chavez Academy, EPA
Chamber Chatters Club
Chamber of Commerce, Palo Alto Athena Awards
Charitysmith
Children Now
Chronic Disease & Injury Prevention Unit, San Mateo County Health System
Church of Jesus Christ of Latter Day Saints
Cinequest
City of Belmont
City of East Palo Alto
City of Menlo Park
City of Mountain View
City of Palo Alto
City of Redwood City
City of San Jose
City of San Mateo
City of Sunnyvale
Coalition for Elder and Dependent Adult Rights
College Track
Comcast Sports Net
Computer History Museum
Congresswoman Anna Eshoo
CreaTV San Jose
CWA Local 9421
Dead Set Films
Deputy District Attorney, Santa Clara County
District Attorney for San Mateo County
District Attorney for Santa Clara County
DreamCatchers
East Palo Alto Library
East Palo Alto Mastadons
East Palo Alto Phoenix Academy
East Palo Alto Youth Arts and Music Center
East Valley Community Church
Eastside College Prep
Easy Bay Stand Down
Economic Development Services Catholic Charities of Santa Clara
El Ravenswood Magazine
Encinal School
Environmental Volunteers
EPA Community Legal Services
EPA Today
Foothill College
Girls Middle School
Global Lives Project
Grace Lutheran Church
Green Oaks Academy, EPA
Gunn High School
Gunn High School Choir & Chamber Singers
Harrell Remodeling
Hillview Middle School
Housing Leadership Council of San Mateo County
Human Agenda
Humane Renaissance Movement
IKA Collective
INDtvUSA
Inspiring Healthy Minds
Intergovernmental Panel on Climate Change
International Folk Art Market
Ironbound Films
JLS Middle School
JMZ
John W. Gardner Center for Youth and their Communities
Jon Peddie Research
Jordan Middle School
KMVT 15 Silicon Valley Community Media
La Comida
La Entrada Middle school
Las Lomitas Elementary District
Laurel Elementary School
League of Women Voters of Palo Alto
League of Women Voters of South San Mateo County
Legal Services for Prisoners
Legarza Basketball Camp
Lewis and Joan Platt East Palo Alto YMCA
Los Altos HS Main Street Singers
Love the Skin You’re In
Magic Hands Auto Detailing
Mayfield Singers
Menlo Atherton High School
Menlo Park City School District
Menlo Park Legends
Mobilization for Nuclear Free World
Mountain View Tenants Coalition
Mouse Squad
Who We Serve cont.

Mural Music and Arts Project, EPA
National Association on Mental Illness (NAMI)
Native Voice TV
Nature Gallery
New Voices for Youth
Northern California & Northern Nevada Chapter of the Alzheimer’s Association
Npower, College of San Mateo
Oak Knoll Elementary School
Ombudsman Services of San Mateo County, Inc.
One East Palo Alto
Open to Hope Foundation
Outlook TV
PA Veterans Admin. Hospital
Palo Alto Adult School
Palo Alto Art Center
Palo Alto Community Fund
Palo Alto Community Services Dept
Palo Alto Council of PTA
Palo Alto Downtown Business & Professional Association
Palo Alto High School
Palo Alto Housing Corp.
Palo Alto Library System
Palo Alto Philharmonic
Palo Alto Unified School District
Palo Alto Historical Association
Pear Theatre
Peninsula Interfaith Climate Action
Peninsula Banjo Band
Peninsula Peace and Justice Center
PIA Agency
Picture the Possibilities
PLODYFITNESS
Precourt Energy Efficient Center
Project Safety Net
Project WeHOPE
Radical Brownies
Ravenswood City School District
Ravenswood Family Health Center
Redwood City Residents for Renter Protection
Registrar of Voters for Santa Clara County
San Francisco 49ers Academy
San Francisco State University Bell Choir
San Jose Stage Company
San Mateo Community College Board
San Mateo County
San Mateo County Union Community Alliance
Santa Clara County Senior Care Commissioner
Santa Clara County Sheriff’s Office
Santa Clara County, California Chaper, The Compassionate Friends
Santa Clara Valley Water District
Saratoga’s Farmers Market
Scary Cow Film Collaborative
School to School International
Self-Aware Systems
Sensory Inc.
Sequian Union High School District
Silicon Valley Community Foundation
Silicon Valley Creates
Solutions to Violence
Somos Una
SRI International
St. James Community Foundation
St. Mark’s Thesplans
St. Michael Trio
Stanford University
Storytelling Wine Bottling
Sullivan Productions
The Catholic Community at Stanford
Thorium Energy of Silicon Valley
Toastmasters District 4
Toastmasters Leadership Club
Town of Atherton
Training Camp
Tuolumne River Trust
Unitarian Universalist of Palo Alto
Valparaiso Singers
Veterans Helping Veterans
Vibe Yoga
WeHope Homeless Shelter
West Coast Songwriters
Yellow Ribbon Program
Your Sanctuary TV, Monterey Bay
Youth Community Service
Youth Speaks Out Art Show
Youth United for Community Action
Youveeshield
Ziften Technologies
Zion Choir
Our Year In Numbers

Volunteers & Producers

- We trained 452 field studio producers & crew
- 12 who contributed 4,490 hours
- To serve and tell the stories of 193 organizations

Productions

- 77 by the staff
- 570 by the community
- 379 live government meetings

Youth

- Mentored 29 youth interns
- Held 15 youth workshops & camps
- Showed 377 live school broadcasts on our channels