MEDIA CENTER
Annual Report 2005
The mission of the MIDPENINSULA COMMUNITY MEDIA CENTER 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.
LETTER FROM THE BOARD PRESIDENT

In a year dominated by the ongoing war in Iraq, political turmoil at home and widespread economic struggles for individuals and organizations the Media Center has much to celebrate.

Among the most significant goals set during the planning for 2005 were:

- To make a renewed effort to focus on youth related activities
- To establish financial break-even
- To make use of the Internet as a means to distribute content

Each of these goals has been met. The summer camp program “Digiquest” was a phenomenal success and expectations are high for a similar program in the summer of 2006. This and other youth related activities are mentioned elsewhere in the report.

Financial break-even was not only achieved, our goal was actually exceeded on an operating basis. For an organization that has always demonstrated fiscal responsibility and therefore did not have easy targets for budget reductions, this was not a trivial task. It is tribute to the staff that all key services have been retained despite the loss of two long time employees who were both instrumental in the success of the Media Center on different fronts.

Through diligent hard work from staff members and key leadership for one of our board members, all of our five cable TV channels are now broadcast over the Internet. This expands our potential audience from slightly less than 30,000 households to homes and workplaces all over the world.

I would be remiss in failing to mention the outstanding contribution of our outgoing Board President, Seth Fearay. His guidance over several years has been of the caliber that non-profit organizations dream of. We are thankful that he continues on the board.

Our facility is the envy of like organizations all over the country, our staff members are experts in their fields, and our board is made up of well-qualified, supportive and involved people. We are poised to expand our services and roles in the community. Our challenge for 2006 is to facilitate media production work across various formats that will enhance the level of engagement and the quality of life for those in our community.

Yours sincerely,

Andrew Mellows
Board President
BACKGROUND

The Midpeninsula Community Media Center is a 501(c)(3) public benefit corporation. The Media Center, formerly known as MPAC (Mid-Peninsula Access Corporation) before merging with SVCC (Silicon Valley Community Communications), began operations in 1990. The Media Center provides cable television programming, media production classes, production services for hire and webcasting.

The Media Center is officially designated as the Cable Access Organization to bring community media services to the communities served by the Cable Joint Powers Authority.

Our service territory includes Atherton, East Palo Alto, Menlo Park, Palo Alto, Stanford and unincorporated portions of San Mateo and Santa Clara counties. This designation gives the Media Center the right to use the cable access channels and receive $0.88 per subscriber per month, as negotiated in the Joint Powers Cable Franchise agreement with Comcast.
We estimate that approximately 50% of households subscribe to cable television and about 56% of households have broadband service to the Internet. (Based on a November 2004 Viewership Survey.)

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How to reach us:

www.communitymediacenter.net

900 San Antonio Road
Palo Alto, CA 94303

Phone: 650 494–8686
Fax: 650 494–8386

To receive bi-weekly program highlights:

lupita@communitymediacenter.net
NEW INITIATIVES

YOUTH ACTIVITIES

Digiquest Summer Camp

Thirty teens, ages 12-17, enrolled in DIGIQUEST, the Media Center's first-ever TV and Video Production Summer Camp. Teens took advantage of the unique opportunity to train on the Media Center's professional production equipment and create programming for local cable channels.

DIGIQUEST consisted of four independent, one-week production sessions. The first two sessions were studio based. These campers learned all positions necessary to create a studio production, then produced, crewed, and starred in their own TV shows. The first week's theme Teen Styles/Teen Trends, led to the production of three studio shows including live internet video gaming with participants from across the country. Launch a Local Star, the theme of week two, showcased water athletes, improv actors and magicians.

During week three, a field-based camp, students learned how to operate a camcorder, shoot field footage, and then assemble the footage in the editing suites using Apple's industry-standard editing software Final Cut Pro. The last camp session was an editing intensive. Participants learned basic video and audio editing, transitions and titling, as well as more advanced motion path and blue screen techniques. Campers also got the chance to explore Live Type special effects, and Garage Band for creating original soundtracks.

A first-ever Summer Camp Screening celebrated the students efforts. After a reception of soda and pizza, popcorn and candy, campers and their guests were ushered into Studio A for a premier viewing of summer camp highlights and behind-the-scenes footage. Campers were recognized with personalized honors, such as Best Director or Most Entertaining Performance, inscribed on silver VHS tapes and presented with Gift Certificates donated by Movie Memories Poster Shop.

Youth Video Festival

We initiated a special week of prime time programs featuring local youth on Channel 28 September 5 through 9.

We received first run video shorts and programs from:
- Menlo Atherton High
- YUCA (Youth United for Community Action)
- Redwood High
- Jordan Middle School
- La Entrada School
- DIGIQUEST Summer Camp productions
- New Voices for Youth series (League of Women Voters)
- The Gunn Show (Gunn High)
- Et Cetera (Palo Alto High)
- SASSY Program (OICW)
- This is My Job/Kid Chat (local series)

We also featured youth programming from:
- Vicci Smith, host of award winning She-TV, moderated the event and interviewed three of the producers following the screening of their programs.
WEBSITE REDESIGN

In early 2005, we launched a new web site. Working with a professional design team we aimed to make it easy to recognize and locate the many different Media Center services – from media production classes to city council meeting playbacks to professional production services.

Please visit http://www.communitymediacenter.net and you will find three main, color-coded sections:

- You will be bathed in green as you discover everything about MEDIA PRODUCTION, including equipment photos, class listings, professional rates, and tip sheets for those who make their own shows.

- Enjoy the cool blue tones of the WATCH section where you’ll find many the interactive channel schedules, program highlights, webcast links, and even video-on-demand.

- In the realm of orange, you can go behind the scenes to find provocative details ABOUT staff, pictures of our advisors, the latest Media Center news, and how to become a member.

On the bottom of the front page you’ll find some program specials and announcements. Interspersed on other pages you’ll find video clips as well as testimonials about the Media Center. Media Center forms are downloadable and in the next design phase, they will become interactive.
In late 2003 the Media Center gratefully received a generous multi-year Legacy Grant from Cable Co-op.

**Webcasts**

In August 2005, two of our five community cable channels blasted into cyberspace. The other three followed by year’s end. Now, anyone who has Internet access around the world can tune in to our channels via the links on our web site. There is an audio only link for those with a dialup connection and a Quicktime video signal for those with broadband connections.

We used funds from the Cable Co-op Legacy Grant to purchase and install the equipment. There were many months of beta-testing as we struggled to get different software and video encoding cards to cooperate with each other.

The webcasts are hosted for free by the non-profit Internet Service Provider, **Internet Systems Consortium (ISC)**, a leader in open source software. The fiber connection from the Media Center to the Internet enables the video to travel virtually “bottleneck-free” to your desktop.

**Video On Demand**

In September, the Media Center began to put archives of the Menlo Park City Council meetings on the web. The public can access the meetings at any time via Internet links from the Menlo Park or Media Center web sites. What makes the archives as appealing as their 24/7 availability is the fact that they are indexed by agenda item. Just go to the item you want to review. The ongoing city council webcasts and video-on-demand of the Menlo Park City Council have consistently been among the most visited pages and links on our web site.

While the Media Center had launched its first video on demand in 2004 when we archived and indexed candidate forums before the elections, these are the first clips that are “parked” on the Media Center’s new server, purchased as part of the Co-op Grant. The server and its associated hard drives have enormous storage capacity.

The Media Center is planning for much more video content to become available as archives linked to our web site.
Election Coverage

Local voters had the opportunity to tune into the Media Center channels for in-depth coverage of all local races and also check out video archives of the major forums, indexed by question, on our website. We saw a dramatic increase in unique visitors to our website in early November, with a 220% increase on Election Day.

The Media Center co-sponsored a series of forums including coverage of the hottest races on the Midpeninsula: Palo Alto City Council and Palo Alto Unified School District Board. The Media Center also produced a special on Governor Schwarzenegger’s Ballot Initiatives - Props 74 through 77- with guests Duf Sundheim, California GOP Chairman, and Ira Ruskin, California State Assemblyman.

Mike Cobb, Gary Fazzino, (former Palo Alto mayors) and Liz Kniss (former Palo Alto mayor and current Santa Clara County Supervisor) asked exceptional questions throughout the evening reflecting their collective years of experience and intimate grasp of the community's issues.

The lobby interviews, conducted by Elliot Margolies and Henrietta Burroughs, were energetic and entertaining, wonderfully playful interludes between segments. Jay Thorwaldson (Palo Alto Weekly) delivered up to the minute returns. His journalistic anecdotes and factual interjections added both wit and weight to the production.

The highlight of the election season was the Media Center's Election Night Coverage from Palo Alto City Hall. We provided complete local returns, a great alternative the few seconds of local returns on Bay Area broadcast channels. We interviewed a record number of candidates and local dignitaries—20 in all—and conducted 5 lobby interviews. The success of the coverage was mainly due to the amazing content generated by our hosts.
WHAT WE’RE ALL ABOUT

Training and Equipment

Valuable video production tools are available at the Media Center to help community producers tell their stories. The Media Center offers classes in both field and studio production. In 2005, there were 233 graduates from our classes, including the Final Cut Pro editing class, taught in our new classroom.

With funding from the Cable Co-op Legacy Grant, we outfitted the classroom with five edit suites. Each workstation contains a Mac G5 computer fully equipped with the latest in digital editing software.

Students become certified community producers after taking classes and are eligible to use our equipment and facilities to make their own projects. Community producers can check out our digital cameras or use their own to create programs for distribution on our channels and the internet.

Student fees for classes and equipment help cover costs. Scholarships are available. Producers can trade office volunteer hours for equipment fees. Staff members assist community producers in all stages of productions.

Community Programming

Over 200 trained studio crew volunteers helped community members produce 544 programs in our facility. Staff members produced an additional 33 shows, including 13 West Bay Games of the Week, 8 election forums and 2 town meetings. In total 577 new programs were produced at the Media Center in 2005. An additional 883 programs came in from producers in surrounding communities or via satellite from free educational sources.

Media Center channels came to life week after week with an amazing mix of programming:
- Channel 27—Arts, Issues & Entertainment
- Channel 28—Youth, Education & Sports
- Channel 30—Diversity, Lifestyles & Health

Locally flavored programs that uniquely expressed the feel of our community included:
- 3rd Eye – Local and national issues discussed from an African – American perspective.
- 4-Directions – A variety /news magazine show that looks at social issues utilizing interviews, analysis, music and entertainment.
- Friendly Islands Television - coverage of community affairs, church services and news of interest to the Pacific Islander community.
- Grace Lutheran Church Services- Weekly Sunday morning services.
- Heritage - Monthly public lectures and discussions exploring the event and people from Palo Alto’s past. Sponsored by the Palo Alto Historical Association.
- Live Poets Society – readings and literary discussion highlighting local poets.
- Peninsula Peace & Justice Center Presents – Community forums featuring national and local speakers on various political and social issues.
- She TV – a variety talk show highlighting local events and people affecting the lives of Bay Area women.
- Spirit Talk with Jean – Interviews with spiritual leaders from throughout Silicon Valley.
- Spotlight on the Middle East – Discussions centered on the Arab/Israeli conflict.
FOCUS ON YOUTH

Youth Broadcast Collaborative (YBC)

The Media Center continues its enthusiastic participation in the Youth Broadcast Collaborative with the five public school districts in our service area. The project is well underway:

- All video production equipment has been ordered, received, inventoried and distributed to the receiving districts and schools.
- All districts have identified teachers and project rooms at each school site.
- Teachers received their second summer of training from Media Center staff.
- Schools and district funds have been allocated to support the establishment of studio rooms at secondary schools.
- While some programs were in operation for the 04-05 school year, all YBC schools were operational in the fall of 2005, whether video production classes, broadcast journalism, after school program, or incorporation in regular classroom programs.
- The Media Center is actively supporting the training, installation of equipment, and providing technical support to all districts.
- Student productions are airing on our community channels.

We are honored to support the five school districts in achieving their common mission of improving all areas of student achievement and development. We are grateful for the Cable Co-op Legacy Grant that provided the funding for all of the equipment, training and support.

New Voices for Youth

The Media Center plays a key role in empowering the public speech of local youth. We are working in partnership with the Leagues of Women Voters of South San Mateo County and Palo Alto who recruit and retain high school and college students interested in using media production to achieve the following goals:

- Register students to vote
- Motivate students to vote once registered
- Educate students on the basics of an issue and how to affect change

After completing the Media Center’s studio production workshop, students chose a diverse array of topics and developed them into a series of half hour studio shows that aired on our channels:

- Prop 73 Pros and Cons: Waiting period and parental notification before termination of minors pregnancy
- Teen Drinking
- Sports and Steroids
- High School Life
- Lesbian and Gay Families
PRODUCTION SERVICES

Fee - Based Production Services

In support of the Media Center’s public access work, high quality professional production services are being offered to the community. Trained Media Center staff work with clients to create programs of interest to them and their audiences. The goal of these fee-based production services is to generate revenue to help underwrite the cost of providing access media to cable access television viewers. It also provides a way for local groups and agencies to use community cable television even if they do not have time to make their own programs. Some of the professionally produced programs air on the station’s channels and others are just for internal use by the agencies who contract with the Media Center.

A partial list of our clients in 2005 includes:
- City of San Jose
- League of Women Voters
- San Mateo Library Foundation
- Family Resources
- First Presbyterian Church
- Palo Alto Unified School District
- SER International
- TheatreWorks
- East Palo Alto Sanitary District
- Palo Alto Chamber of Commerce
- Peninsula Healthcare District
- Global Mind Shift
- Joint Powers of the San Francisquito Creek Authority
- Amnesty International
- Friends for Youth
- Mark Albertson’s Tech Close-up
- Palo Alto Utilities

These included:
- A community meeting held by One East Palo Alto at the East Palo Alto Council Chambers
- State of the Town of Atherton Address
- Gunn High School Graduation.

Government Meeting Coverage

The Media Center produced most of the government meeting coverage found on our Government Channels 26 and 29, as well as on neighboring community channels, including:

- Palo Alto City Council, Commissions and Committees
- Menlo Park City Council
- Belmont City Council
- San Mateo City Council

In 2005, the Media Center produced a total of 1,112 hours of government meetings.

The Media Center also produced town hall meetings for Congresswoman Anna Eshoo and State Senator Joe Simitian that were aired on the channels and webcast live. Eshoo addressed questions from the live audience and also from citizens who were viewing the event on the Internet and sending their questions via email.

Community Events Coverage

In addition to the Production Services projects, the Media Center produced a variety of community events programs.
Volunteers

The Media Center TV studio hums with creative activity from 5:30 to 10:30 PM most evenings. On a typical week night, two consecutive community shows are setup and recorded live-to-tape, so that within a mere two and a half hour production block, one complete show (1/2-hour or hour) is produced and ready to air on our cable channels.

This amazing accomplishment is made possible through the efforts of our skilled and dedicated crew of studio volunteers, who carry out the vision of our community producers: designing and building sets and graphics, setting up microphones, selecting music, monitoring call-in lines, running the teleprompter, and directing and shooting the show.

Each one of our over 200 volunteers is an invaluable asset whose skill enriches our local community dialogue. Media Center Board and Staff members salute all of our volunteers, the most dedicated of whom are listed below.

Office Volunteers:
John Dager
Brian Jones
Mrs. C.W. Roddy

Studio Crew Volunteers:
Mike Alexander    Brad Fuller
Pete Arseniu      Sean George
Eric Baker        Marvin Green
Dan Beaulier      Christie Ho
Maribea Berry     Craig Kaplan
Bobby Brown       Kendy
Dan Conway        Cathy Keys
Matthew Conway    Daniel Kottke
Craig Cornelius   Ruth Lacey
Chris Cornelius   Bill Lindemann
Tom Daniell       Jim Linhart
Patricia Faust    Emily Lundy
Jan Foy           Janice Mahoney

John McGuire  Larry Nelson
Stan Ng  Marcus Quincy
Sheridan Rawlins
Kent Schneeveis
Saranya Sethuraman
Marty Wasserman
Nozipo Wobogo

“After volunteering and producing my own show at the Media Center, I paved my road to four amazing years in the Broadcast Journalism program at U.S.C. – one of the top programs in the nation. Upon graduating just a few weeks ago, I already have amazing opportunities ahead.

The Media Center put me leaps and bounds ahead when I went to college – and to this day it still pushes me ahead of the pack. The experience, foundation and opportunities I had here are unbeatable. This place was my inspiration, my teacher and the reason why I am where I am today.”

Evelyn Taft  Studio class graduate April 2000
Full Time Staff

Annie Folger
Executive Director

Emilie Sweet
Manager of Operations/Finance

Dave Sorokach
Office Manager

Jesse Norfleet
Programming Director

Karen Adams
Production Manager/Staff Producer

Lupita Segura
Admin. Assistant/Web Indexer/Archiver

Part Time Staff

Nancy Brown

Yolanda Fox

Craig Jutson

Jeff McGinnis

Chris Pearce

Louise Pencavel

Doug Smith

City Hall Video Ops.

Walter Benitez

Maribea Berry

Tom Clark

Dan Conway

Dena Mossar

Phillip Pumphrey

Ruth Sato

Diane Wieder

Contract Consultant
Elliot Margolies
Back Row: Donna Rogers, Seth Fearey, Meda Okelo, Andrew Mellows
Front Row: Barbara Noparstak, Silvia Vonderlinden, Kathy Schroeder, Mike Stern

**Board Members**

Andrew Mellows  
Board President

Barbara Noparstak  
Vice President

Seth Fearey  
Treasurer

Mike Stern  
Secretary

Lawrence Lee

Michael Di Battista

Meda Okelo

Stephen Stuart

Silvia Vonderlinden

Donna Rogers

Kathy Schroeder
Achieving our Break-even Goal
Since the merger in 2001, the Media Center has been drawing on its capital account to finance the purchase of the new facility and adjust to the loss of financial support from Cable Co-op. The board set a goal of achieving break-even on an operating basis in the 4th quarter of 2005. We are pleased to report that we achieved that goal for the entire year of 2005.

The Summary of Activities shows that the Media Center achieved a small profit of $7,562 in 2005. When adjustments are made for non-operating transactions (activity in the capital account, depreciation, and grant timing) the story is even better. On an operating basis, the Media Center gained over $25,000 in 2005, vs. a loss of nearly $115,000 in 2004. This was accomplished despite declining revenues from contracts with cities and without the aid of any substantial new grants.

Revenues
Excluding activity in the capital account, total revenues declined $43,557 from 2004 to 2005. Most of the decline was due to cutbacks in contracts with local governments, a decrease of $57,291 from 2004, and a reduction in grants of $50,873. Offsetting these declines, we increased revenues from other production services by $23,238, our summer video camp brought in another $12,165, and revenues from cable franchise fees increased $10,067.

Expenditures
Excluding depreciation, expenses decreased $105,120 from 2004 to 2005. This was accomplished primarily through staff reductions and cut backs in the number of staff produced shows. Some of the savings were offset by hiring contractors to help us produce grant and fee-based programming.

Capital Account
The value of the capital account, including reserves held in cash and fixed income investments, increased by $128,479 during the year. The funds remain conservatively invested in bonds and two highly regarded mutual funds.

As it became clear that the Media Center was becoming financially stronger, the board decided to allocate 2% of the value of the account to operating expenses beginning in 2006. This policy provides a stable source of funds for the operation and maintenance of the facility.

Looking Forward
For 2006, the board approved a break-even budget on an operating basis. This is based on the assumptions that city budgets are stabilizing and that we will aggressively pursue new services for the community that pay for themselves.

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<th>STATEMENT OF FINANCIAL POSITION</th>
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<td>December 31, 2005</td>
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<td><strong>Assets</strong></td>
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<td>Cash and Cash Equivalents</td>
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<td><strong>Total Net Assets</strong></td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
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SUMMARY OF ACTIVITIES
For the Year Ended December 31, 2005

Revenue
Cable Subscriber Pass-through Fees  $304,295
Production/Media Services and Contracts 222,436
In-kind Donations 73,102
Class Tuition, Studio and Equip. Use Fees 44,168
Grants and Contributions 22,734
Tape/DVD Sales (Net of Cost) and Misc. 6,797
Realized Investment Returns 184,092
Unrealized Investment Gains 133,789
Total Revenue  $991,413

Expenses
Salaries, Salary Costs and Employee Benefits 548,770
General Operating Expenses 100,679
In-kind Legal Services 73,102
Professional Fees and Outside Services 44,001
Facility Expenses 36,868
Depreciation 180,431
Total Expenses 983,851

Net Revenue and Expenses 7,562

Net Assets — Beginning of Year  $ 8,446,637
Change in Net Assets — Current Year  7,562
Net Assets — End of Year  $ 8,454,199
ADVISORS, DONORS & MEMBERS

The Media Center works to build community every day using the incredible resources of our public access TV facility. We train community members to produce shows that are about themselves and where they live. We are the voice for our community. We depend on funding from a variety of sources, as indicated in our financial report. We especially thank our members and donors for their support. It helps us continue to provide our electronic community with programs and classes that impact where we live, our neighborhoods, our community.

We want to give a special thanks for the scholarship funds that have been donated. Three of the thirty DIGIQUEST Summer Camp participants were awarded scholarships, two of which were generously donated by the Palo Alto Kiwanis Club and one by the Palo Alto Host Lions Club.

We are working and learning together. We hope that you will join us, become a member, remain a member, and help us achieve our goals. THANK YOU to all of the following members of our growing Media Center family!

Members & Donors:
Jenny Abbot
Ken Allen
Dr. Ellyn Bader
Joe T. Bamberg
Bern Beecham
Pat Bendigiet
Roy J. Blitzer
David D. Bohannon
Diane & Martin Brandt
Mary Frances Callan Ph.D.
Mark Chandler & Christina Kenrick Fund
B. Michael Closson
Linda Craig
Catherine Crawford
Kevin G. Cunningham
Bruce Davis
Michael Di Battista
Francesca Eastman
Leonard W. Ely III
Seth Fearey
Roland & Gloria Finston
Natalie Fisher
Roy Folger
Patricia Foster
Lois C. Frontino
Paul George
Brian & Carolyn George
Betty Gerard
Stella Giovannatto
Google
Robert Hoover
Rose Jacobs Gibson
Robert & Janet Johnson
Kathryn Johnston
Alexander Kanellakos
Pat Kapowich
John Kelley & Lisa Van Dusen
Joanie King
Kiwanis Club of Palo Alto
Judy Kleinberg
Judith R. Komoroske
Cathy Kryymann
Lawrence Lee
Janet Littlefield
Marla Lowenthal
Mac MacCorkle
Terry McCaffrey
Dr. Faye McNair-Knox
Andrew & Carol Mellows
Dena Mossar
Frances B. Nelson
Bill & Janet Nicholls
Barbara Noparstak
Meda Okelo
Henry Organ
Palo Alto Lions Charities, Inc.
Don & Dee Price
Jean Ramacciotti
Donna Rogers
Diane Rolfe
Kent Schneeveis
Linda D. Seubold
Christine Shambora
Ronald & Pamela Sibley
Joe Simitian
Stanley Smith
Mike Stern
Stephen Stuart
Melinda Thomas
Tom & Mary Thomas
Bill Van Orsdol
Silvia Vonderlinden
Vanessa Wells
Stew Wobber

Advisory Council

We are grateful to our Advisors for the expertise that they provide as well as their role as Media Center ambassadors in the community we serve.

Advisory Council Members include:
Randy Adams
Mark Albertson
Jim Burch, Chair
Bern Beecham
Peter Carson
Ted Glasser
Mary Hanna
Leo Joseph
David Kaval
Linda Kelly
Sally Kiester
Joanie King
Tony Klein
Judy Kleinberg
Janet Littlefield
John Northway
Audrey Seymour
Christine Shambora
Ron Williamson