Greetings to all friends of the Midpeninsula Community Media Center! I’m excited to tell you about our year. Our Media Center is flourishing. Despite our local success, community media centers nationwide face operational and political challenges that will not be easily solved.

The primary challenge for community access is how to provide funding and signal for their unique needs by negotiating local cable franchise agreements. However, in January 2007, a new California franchise law went into effect, taking away that privilege.

Telephone and cable companies have spent millions of dollars to influence state cable franchise laws in 17 states. Compounding this problem, the FCC has overruled Congress, assigning itself powers that Congress conferred on local communities. The resulting chaos is being used to dismantle community access support and to damage channel quality and accessibility.

AT&T started offering its U-Verse product in our service area last year. AT&T’s product uses an inferior technology only for its community access channels. It is low resolution, cumbersome and confined to a separate system. In short, contrary to state law, it is inferior to commercial channels in virtually every way that matters to a viewer. To protect our channels, we reported AT&T’s non-compliance to local authorities and state legislators.

While we await response to our complaint, we continue to address the broader issue nationally. As more media is consolidated, outsourced, regionalized and controlled by people far away from our hometowns, the local commitment of our channels becomes all the more important. Communities desperately need local media resources like our community access channels. The dialogues sponsored on our channels, from election results to a wide range of arts and culture, all help cement the bonds that keep us together as a community.

To ensure the future of local access, Media Centers everywhere are encouraging Congress and the FCC to strengthen laws protecting access. We are asking them to reinvest in our local communities, for which community access channels are the only and last remaining local television media, by making sure that community programming grows and thrives in the future.

Our own Executive Director, Annie Folger, has become recognized as a national expert on these new laws. With the enthusiastic support of the Media Center Board, she has devoted time to helping federal policymakers understand these challenges. She testified to Congress in Washington DC in January 2008 about this problem and continues to be consulted. We salute and thank her for her efforts and her expertise. If you want to help with our grassroots lobbying and education efforts by contacting a lawmaker or writing a letter to the editor, please email Annie Folger at annie@communitymediacenter.net.

As crucial as this visionary political work has been for the Media Center last year, it’s only a small part of our overall accomplishments. We continued to reach out to the community and give voice to many. Our Community Programs section on page four lays out our community forums, new media speaker series, non-profit platforms and other initiatives that brought new faces to our facility. We especially reached out to youth. Our Youth Services section on page five spotlights the exciting details.

Environmentalism was another focal point for the Media Center in 2007. We became an official Green Certified Business and switched to Green Energy. We decided to make the investment in solar and have installed a 10 KW PV system on our roof. We created a green give-away for members: an attractive reusable shopping bag made of recycled materials. And we continue to make our own environmental transformation and encourage others to do the same.

With these efforts plus our continuous local programming on five channels, an expansion of our professional services efforts for local organizations, our “Local Heroes” annual profiles, our election coverage, our work with city governments and coverage of local sports, the Media Center has continued to function as a force for good in our community.

But we can’t do it all without you, our friends and supporters. So please, drop us a line at info@communitymediacenter.net and let us know how we’re doing. Donate and help us with scholarships and programs to reach out to a broader part of our community. Volunteer and see first-hand how powerfully video can be used to tell a story, in broadcast or online. Be a part of our efforts to help bring this community together.

Thank you for your support in 2007, and we’re looking forward to a great 2008.

Best regards,

Barbara Noparstak
Board President
**Strong Revenue Performance**

In 2007 the Media Center out-performed our revenue budget by $103,000 mainly due to additional professional/media services and contracts as well as contributions. Our investment income, which is comprised of unrealized as well as realized gains and losses, was lower than budgeted and lower than 2006 due to market conditions and performance.

**Expenditures – Going Green**

Our operating expenses increased in 2007 as we added a Youth Services Coordinator and part-time production staff to support increased services. Facility expenses continued to benefit from the ownership of our building: we are now at 5% of total expenses, down from 6% in 2006. In 2007 we began our capital investment in solar panels that are now in operation. This investment will help to drive down facility costs and further our move to Go Green.

**Statement of Financial Position**

The Media Center's financial position remains very strong with year end Net Assets totaling $8,765,397, including the building. The Board authorized using $120,000 from the capital fund to augment community programming. We used $50,000 of that amount and are carrying the balance into 2008. We also used $60,000 from grants from prior years to fund youth services, sports, and election coverage. The Board continues to invest the capital account conservatively with the advice of professional investment managers.

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**AUDITED SUMMARY OF FINANCIAL POSITION**

**For the year ended December 31, 2007**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>REVENUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>REVENUES</td>
</tr>
<tr>
<td>Cash &amp; cash equivalents</td>
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<td>Prepaid expenses &amp; other current assets</td>
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<td>Total current assets</td>
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<tr>
<td>Fixed assets, net of accumulated depreciation</td>
<td>2,541,153</td>
</tr>
<tr>
<td>Total assets</td>
<td>$8,829,020</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current liabilities:</td>
<td>EXPENSES</td>
</tr>
<tr>
<td>Accounts payable &amp; accrued expenses</td>
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<tr>
<td>Unearned revenue</td>
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<tr>
<td>Net assets:</td>
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<tr>
<td>Unrestricted, undesignated</td>
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<tr>
<td>Unrestricted, designated</td>
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</tr>
<tr>
<td>Unrestricted, fixed assets</td>
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</tr>
<tr>
<td>Total net assets</td>
<td>8,765,397</td>
</tr>
<tr>
<td>Total liabilities &amp; net assets</td>
<td>$8,829,020</td>
</tr>
</tbody>
</table>

**REVENUES**

- PEG subscriber pass-through fees $328,313
- Contracted meetings 160,432
- Professional/media services 83,795
- Contributions & grants 48,939
- In-kind contributions 47,244
- Class & facility use fees 52,970
- Interest income 3,908
- Tape sales & other income, net of cost of goods sold 4,276
- Investment income 112,090
- Total revenues 841,967

**EXPENSES**

- Salaries & benefits 580,560
- General operating 106,131
- In-kind legal services 46,521
- Professional svcs 61,666
- Facility 49,201
- Depreciation 143,274
- Total expenses 987,353
- Net assets, beginning of period 8,910,783
- Change in net assets -145,386
- Net assets, end of period $8,765,397
The Midpeninsula Community Media Center, formerly the Mid-Peninsula Access Corporation (MPAC), began operations in 1990. We provide cable TV programming, media production classes, production services for hire, and webcasting.

Our service area includes 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.

Classes & Equipment

We reached our goal to graduate 800 students from our classes from 2005 – 2007, graduating 233 students in 2005, 267 students in 2006, and 300 students in 2007. Our most popular classes focus on camera, editing and studio production skills. We also offer “new media” classes to help our community members learn to publish their media on the web, for example, or how to podcast. In addition we offer private tutoring sessions. So review this list and if you think of other classes you would like us to offer, contact us at classes@communitymediacenter.net:

- Adobe Photoshop for Beginners
- Adobe Photoshop for Digital Photographers: Basic Techniques and Workflow
- Compelling Talk Shows
- Digital Editing with Apple Final Cut Pro
- Digital Editing with Apple iMovie
- Digital Stories
- Field Production
- Studio Production
- How to edit a dazzling promo
- Advanced Final Cut Pro
- Lighting in the Field
- Multi-Camera on Location: Performance and Sports Coverage
- Podcasting
- Private Tutoring
- Publish Your Media on the Web

After taking our classes students become certified community producers eligible to use our equipment and facilities to create their own programs for distribution on our cable channels that are simultaneously webcast on the Internet.

No one is turned away from our fee-based classes due to lack of funds. We price our classes so that we cover their costs with the minimum number of paid students and then we can offer additional seats in the class. We were able to grant 15 scholarships in 2007.

Digiquest Summer Camp

Parents looking for fun, educational and creative activities for their kids last summer, signed them up for our Digiquest digital media workshops. Camp days run Monday through Friday from 9AM–4PM and are open to ages 11 – 17. Campers learn industry-leading video, sound and graphics software in our up-to-date classroom. Youth also learn producing, directing, acting, camera work, graphics, audio and more as they create their own TV shows in our full service TV studio.

Summer workshops for youth are offered each year in the following areas:

- Fictional Worlds with Photoshop and Motion
- Digital Media with Final Cut Pro, Garage Band, and Motion
- Animation for Beginners with Flash, Photoshop, and Final Cut Pro
- TV Studio Production
Community Programs

We created a buzz with our New Media Speaker series:
- *Citizen Media: Where Is It Heading?* with Dan Gillmor
- *Videoblogging* co-hosted with Ourmedia.org
- *What Next? Our Historic Technology & Media Transformation* with Peter Leyden

Community Shows included:
- *Soccer Round Up* – Local to international scene
- *Heritage* – Local history
- *West Bay Sports Games of the Week* – High school sports
- *Peninsula Peace and Justice* – Political issues
- *Spotlight on the Middle East* – International issues
- *Talk Art* – Local artists showcased
- *Live Poets Society* – Poets reading their own work
- *Pro and Con* – League of Women Voters
- *Ask Dr. Business* – Interviews local small business owners
- Plays and Concerts from local schools and churches

We brought in 47 new producers, a huge increase over the 14 new producers in 2006. We initiated a number of “on-ramp” activities to bring new community members to our door.

With our NGO platform, we helped two groups that have wide networks launch their own series:
- *Senior New Ways*
- *Community Connections* produced by Abilities United

Community Forums:
- *Chat with the Chief* (EPA Chief Ron Davis)
- *What’s Going On? How to Get Out the Game*
- *Meet the Superintendent* (PAUSD’s Kevin Skelly)

We boosted our connections with the community:
- *Greenlight* Earth Day Film Festival
- *Palo Alto Promenade of Film and Music*
- *Digiquest* Summer Camp Screening and Awards Ceremony
- *Youth Video Week*
- Producer Showcase and Volunteer Appreciation
- Various Producer Screenings

Government Meetings

Our comprehensive coverage of government meetings increased by 31%. We expanded from 1,237 hours of meetings in 2006 to 1,624 hours in 2007.

We produced 1,289 hours of city hall and school board meetings live on our channels:
- 739 hours for Palo Alto
- 233 hours for Menlo Park
- 144 hours for East Palo Alto
- 173 hours for PAUSD School Board

We produced 335 hours of city hall meetings for neighboring communities:
- 286 hours for Belmont
- 49 hours for San Mateo

In addition we provided archiving services for 171 meetings for Belmont, Palo Alto and Redwood City. We indexed these meetings by agenda item and made them available on the web, allowing citizens to easily find and view their issue of interest.

Local Election Coverage

The Media Center provided voters with coverage of all local races. We partnered with the League of Women Voters to videotape two candidate forums:
- Palo Alto City Council
- Palo Alto School Board

In addition, we hosted:
- *Ballot Measure Pros and Cons* by the League of Women Voters
- *Election Night Program*, live from Palo Alto Council Chambers hosted by Liz Kniss, Santa Clara County Supervisor, and Gary Fazzino, former Palo Alto Mayor, who interviewed all the candidates from the local mid-Peninsula contests.

The candidate forums and ballot measures played on our channels and were uploaded to our server for viewers to watch on-demand. The forums were divided into clips and indexed by specific questions and answers, allowing voters to focus on their issues of concern. The clips were linked to the League’s SmartVoter site online. This linkage accounted for about two-thirds of the viewers who came via a link.
In 2007, we established the Youth Services department through the hiring of Coordinator Danielle Fairbairn. We started off by forming the Youth Advisory Council, an after-school video production program for high school students. Throughout the year, other youth programs grew to include internships for experienced high school and college-aged youth, The Sound, a monthly music program for local musicians and artists, interactive tours, collaborations with community groups, and more. The Greenlight Earth Day Film Festival continued its second year through a partnership with the City of Palo Alto and other sponsors.

**YOUTH ADVISORY COUNCIL**
- An emphasis on high quality video production, community service, media literacy, as well as advising the Media Center on new trends.
- Ran a four-month pilot program from March-June, and launched a year-long program in September.
- Each program hosted ten high school students from Gunn, Palo Alto, Menlo-Atherton, Carlmont, Summit, and Kehillah.
- Three 2nd Year leaders re-joined the year-long program to act as group leaders and mentors.
- Produced four TV Studio shows, four documentary projects, six PSAs, and eight short film projects.

**INTERNSHIPS**
- Summer: Employed four interns
- Fall: employed two interns

**THE SOUND**
- Starting in November, at the first three shows, we raised around $350 for the Youth Programs.
- Average attendance of 50-75 local youth at each show.
- Bands from Burlingame to Los Gatos played, raising visibility of the Media Center to Bay Area youth.

**GREENLIGHT EARTH DAY FILM FESTIVAL**
- Number of Entries: 24
- Number of Producers: 50
- Sponsors: Media Center, City of Palo Alto, Palo Alto Weekly, Palo Alto Online, and Hewlett-Packard
- Prizes: $3, 950 to ten winning videos

**COOPERATIONS**
- Palo Alto Youth Council/YAC
- Liz Moala/Job Train

**SPEAKING ENGAGEMENTS/PRESENTATIONS**
- Menlo College, San Jose State, Palo Alto H.S., Menlo-Atherton H.S., Jordan M.S., JLS M.S.

The Media Center contracts with local cities to provide city hall meeting coverage and web services with indexing and archiving of meetings for on-demand viewing. We also offer professional media services to local agencies and other groups to fill their communication needs, whether training videos, fundraising campaign messages, public service announcements, live event coverage, documentaries or website clips. Revenues for these combined services grew by 50% from 2006 to 2007.

**Clients include:**
- Black Olive Jazz Edit
- City of San Jose
- Committee on Black Performing Arts
- East Palo Alto Sanitary District
- E. C. Scott Productions
- English Academy Success for You
- Evans Coaching
- Family Resources
- Foundation for Global Community
- Friends for Youth
- International Marketing & Sales Associates
- Macvision
- Menlo College
- Pacific Energy Center
- Palo Alto Chamber of Commerce
- Senator Smitian
- Short Term Consensus
- The Santa Barbara Channels

- Optimal Performance Institute
- Palo Altans for Government Effectiveness
- PAUSD Transition Partnership Program
- Senior New Ways
- Stanford Hodgkins Disease Survivors
- Web Guild

![Professional Services Revenue](image)
Thanks to our most cherished assets, our studio crew volunteers, the Media Center studio comes alive with activity from 5:30 to 10:30 PM. In the space of five hours on a typical weeknight, two programs are produced. Trained and dedicated volunteers carry out the vision of community producers by building the set, designing the graphics, and operating all of the studio equipment. We greatly appreciate our volunteers!
We are working and learning together. We hope you will join us, become a member, remain a member, and help us achieve our goals. We especially thank our members and donors for their support. We are grateful to our Advisory Council for their expertise as well as for their role as Media Center Ambassadors.

Our Donors and Members

Ken Allen  
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- Fundraising or Promotional Video
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- Public Service Announcement

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All it takes is three easy steps:

1. Consider the media package that interests you.
2. Meet with our Professional Services specialist.
3. Produce your package and watch your message perform!

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