Dear Members of the Media Center Community,

We are writing to thank you for sharing another great year with us here at the Media Center! Our mission remains as vital today as when we first adopted it in 2003:

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.

This mission puts us right at the heart of community engagement – the focus for 2009. We produced and broadcast 878 shows, up 33% from last year. Of these, 122 were produced by our staff, while community members produced another 756. We brought in 61 new studio producers to the center. We enrolled almost 240 community members in our classes and workshops, granting full scholarships to 36.

We broadcast 2,470 hours of government meetings from across the Peninsula in 2009, keeping residents informed of everything from school board decisions to city budget committee meetings. We continued to provide our award-winning election coverage, allowing community members to take a deeper look at the candidates for local elections. We also conducted the event Web It Up!, teaching producers how to upload program excerpts and whole programs to the internet, greatly increasing the amount of video on demand that is accessible via our web site. We created a display page for video that features dozens of productions at http://www.midpenmedia.org/watch.

We continued to focus on serving youth in 2009, assisted by our ten-member Youth Advisory Council. In addition to our classes and summer workshops, we launched and got funding for the For Youth By Youth (FYBY) project, involving 15 East Palo Alto and Menlo Park youth who are now producing video profiles. Our new satellite video production studio at the 49ers Academy in East Palo Alto served 29 students. We initiated The Flash youth photo contest that increased our visibility on Facebook (by encouraging online voting) and in the schools. We visited multiple classrooms and distributed flyers to six schools to promote our Greenlight Film Festival, which increased the number of entries from 30 in 2008 to 69 in 2009. We attracted 150 viewers to the Greenlight Film Festival Awards Ceremony. Our Digiquest Summer Camps were also a huge hit – 36 campers learned video and studio production skills!

We continued to reach out to other parts of our community as well. We’re frequent visitors to the new Jewish Community Center across San Antonio and we’re working on plans to deepen our alliance. As a certified Green business, we’re active in reducing our own carbon footprint while helping others in our community do the same. We initiated the CEAP (Community Environmental Action Partnership) NGO Platform that kicked off the Green Takes...Action! series (nominated for a WAVE Award), and we launched the Bite Size Green series as a final studio class project (nominated for a WAVE Award and a Greenlight finalist).

In short, 2009 was a busy, productive, and rewarding year for the Media Center, and we’re very glad you were along for the ride! Thank you all for your support, whether you demonstrate it by becoming a donor/member of the Media Center, volunteering in our studios, taking a class, logging on to watch videos, or catching your favorite local show on cable—in these many ways, our community supports us just as we work to support the vibrant culture that makes up the mid-Peninsula.

Thank you for helping make us an important part of the community, and please let us know if there are any other ways we can help you use media to enhance your world!

Best regards,

Barbara Noparstak
Board President

Annie Folger
Executive Director
Financial Report

Media Services Continue to Provide Strong Revenue Source

Our Professional/media services and Contracted meeting coverage billings represent 38% of our income in 2009. They were up a modest 2% from 2008, yet compared to 2007 these billings were up by 18%. With the current economic climate, we anticipate continued usage of our competitively priced facilities and services. PEG (Public, Education and Government) subscriber pass-through fees, the primary source of operating revenue, were essentially flat as compared to 2008. The resulting total operating revenue for 2009 was $761,089, a 2% increase over 2008.

Expenditures Decreased as Costs are Contained

Operating expenses were lowered by 3% in 2009. This was largely due to holding down discretionary expenditures on small equipment, conferences, and outside services. Facility expenses were slightly lower than in 2008 representing 5% of total operating expenses. This continues to demonstrate the benefit derived from ownership of the facility. Additionally, our solar panels help to offset increased energy usage and higher priced green energy.

Summary of Operations

Bottom line, we finished the year with $98,001 in net operating loss. This was $22,200 less than the operating loss authorized by the Board.

Capital Fund Recovering from 2007 Downturn

Our Net assets increased by $670,586 from 2008 to 2009. Most of that increase was a result of recovery in the investment market. The Board continues to invest the capital fund conservatively with the advice of professional investment managers.

UNAUDITED STATEMENT OF FINANCIAL POSITION
December 31, 2009

| ASSETS | | UNAUDITED STATEMENT OF OPERATIONS | | For the year ended December 31, 2009 |
|--------|--------|---------------------------------|--------|
| Current assets: | | Revenues: | | |
| Cash & cash equivalents | $1,827,190 | PEG subscriber pass-through fees | $335,186 |
| Investments | 3,300,824 | Professional/media services | 208,481 |
| Accounts receivable | 62,463 | Contributions & grants | 78,829 |
| Prepaid expenses & other current assets | 12,406 | In-kind contributions | 33,929 |
| Total current assets | 5,222,873 | In-kind services | 38,915 |
| Fixed assets, net of accumulated depreciation | 2,354,189 | Class & facility use fees | 61,273 |
| Total assets | $7,577,062 | Interest income | 100 |
| | | Tape sales & other income, net of cost of goods sold | 4,307 |
| | | Total revenues | $761,089 |
| | | | | |
| LIABILITIES AND NET ASSETS | | EXPENSES | | |
| Current liabilities: | | Salaries & benefits | $380,459 |
| Accounts payable & accrued expenses | $12,206 | General operating | 79,401 |
| Unearned revenue | 64,124 | In-kind legal services | 33,915 |
| Total current liabilities | $76,330 | Professional services | 115,249 |
| Net assets: | | Facility | 66,035 |
| Unrestricted, undesignated | 4,746,923 | Total expenses | $589,066 |
| Unrestricted, designated | 359,730 | | |
| Unrestricted, fixed assets | 2,354,189 | | |
| Total net assets | 7,460,852 | | |
| Total liabilities & net assets | $7,577,062 | | |

Net assets, beginning of period | $6,910,220 |
Change in net assets | 570,586 |
Net assets, end of period | $7,480,802 |
Our History

Thanks to the vision and generosity of Cable Co-op, Midpeninsula Community Media Center was created though the 2001 merger of Mid-Peninsula Access Corp, operating since 1990, and Silicon Valley Community Communications, established by the 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.

Classes & Equipment

A total of 237 community members completed Media Center classes and workshops. No one is turned away from our fee-based classes due to lack of funds. In 2009, 36 of the 237 students applied for and received full scholarships.

![Programs Produced Chart]

We expanded the number of classes in the classroom. Besides our video production workshops, we initiated four classes in digital photography software and secured an Adobe software contribution to support these classes.

After taking our classes, students are certified community producers eligible to use our equipment and facilities to create their own non-commercial programs for distribution on our cable channels. We brought in 61 new community producers to use the studio. Overall a record number of 878 programs were produced, a 33% increase over 2008. While a number of community producers now have their own cameras and editing equipment, our field production equipment saw an increase in use and our studio was booked solid for months at a time. Staff productions were also on the rise.

Digiquest Summer Camp 2009

Digiquest Digital Media Workshops are a resource to parents looking for a fun, educational experience for their children over the summer. In 2009, we had 36 campers attend 5 week-long camps. In our Movie Production camps, campers learned how to create their own movie from start to finish, complete with a field shoot at Mitchell Park. In our Movie Editing camps, campers got an in-depth look at professional software such as Final Cut Pro, Livetype, and Soundtrack Pro. In our TV Studio Production camps, campers produced, directed, and crewed their own TV shows. At summer’s end we screened the campers’ videos to friends and family and they were aired on our cable channels.

In 2009, we partnered with the Oshman Family Jewish Community Center to bring in Digiquest campers. Former interns and Youth Advisory Council members served as Assistant Instructors. Two 2009 DQ campers decided to continue their Media Center experience by joining the YAC in the Fall!
Community Programs

We cablecast a total of 2,958 community programs on our channels in 2009. Community members produced 756 programs, a 31% increase over 2008. Staff members produced 122 programs, a 51% increase over 2008. A total of 1,746 additional programs came in from producers in surrounding communities or via satellite as requested by local residents and organizations. We brought in 61 new producers to our studio.

We initiated a number of “on-ramp” activities to bring new community members to our door.

These included our Community Forums:
- Foreclosure Prevention Workshop (City of East Palo Alto, EPA CAN DO, and Community Legal Services of East Palo Alto).
- Supporting our Teens in a High Pressure Environment: A Multifaith Community Response (Multifaith Voices for Peace and Justice)
- California Avenue Streetscape (City of Palo Alto)

With our NGO platform, we helped launch a new series:
- Future Talk produced with the Tech Museum of San Jose

We hosted Screening Events of locally produced video/movies or works of community interest:
- Blues Music Videos featuring Ronnie Baker Brooks
- Design Narrative tribute to Leavitt Weaver design team
- A Tribute to Dorothy Fadiman: 30 Years of Filmmaking

We provided a media stage for world music, dance and the arts of the Bay Area:
- Fua Dia Congo (Congolese Dance Troupe)
- Wendy Waller (“Smooth jazz” band)

We highlighted local news and issues on our website’s Local Focus:
- Inauguration Day 2009
- Earth Day 2009
- Peninsula Women’s Chorus
- Summer National Senior Games (3-part series)
- Free the Children: Inspiring our Youth

Government Meetings

Our unedited gavel-to-gavel coverage of government meetings totaled a record 2,470 hours in 2009, an increase of 161% over 2008. In all, we produced 334 city hall and school board meetings. Most of these meetings, except for Belmont which is located outside of our service area, ran live on our Government Channels 26 and 29:
- 1,464 hours for Palo Alto
- 292 hours for Belmont
- 250 hours for East Palo Alto
- 356 hours for Menlo Park
- 108 hours for PAUSD School Board

In addition we provided archived services for 291 meetings. Each meeting is indexed by agenda item and made available on the web, allowing citizens to easily find and view their issue of interest. We continued these web services for Belmont, Palo Alto, Redwood City, and Palo Alto Unified School District. We also host the Palo Alto meetings on our website. You can view Palo Alto meetings at www.midpenmedia.org/watch/pacc_webcast/pacc_ondemand2.html.

Community Shows included:
- 49ers Academy Presents – series produced by East Palo Alto middle school students
- Attec Music & Poetry – traditional performance art
- California High Speed Rail Meetings – including the Peninsula Cities
- Capitol Connection – discussions with State Senator Joe Simitian
- Capitol Focus – discussions with Senator Barbara Boxer
- College Track – EPA students prepare for college
- Cooking with Your Loved Ones – simple recipes with kids
- Frente Unido – self-help strategies (in Spanish)
- GABA Roundtable – German-American business and cultural show
- Hale I Ho’Omana – Hawaiian-themed music & dance
- Heritage – Palo Alto Historical Association lectures on a local history
- Kickin’ It – local & international world soccer trends
- Menlo College Digital Stories - student profiles
- Other Voices – Peninsula Peace & Justice Center
- PAUSD PTSA-sponsored Parent Education Programs – including: Teen Wellness & Raising Authentic, Courageous and Confident Girls
- Pushpanjali – classical Indian dance
- Talking with Henrietta – discussions of EPA issues
- Teens 4 Christ – teen-run talk show about issues facing Christian teens
- Theatre Factory – local theatre companies perform
- Veterans Helping Veterans – news and information
- Women in the Redwoods – folk music festival series

Local Election Coverage

The Media Center is committed to providing valuable voter resources before each election. For the 2009 off-year elections in November, we produced four candidate forums in partnership with two League of Women Voters (LWV) branches. In addition to their playbacks on the cable TV channels, we put all the candidate forums online in an indexed format so internet viewers could click on particular segments of their choosing. All of the online clips had links on the LWV SmartVoter web site. The forums included the Palo Alto City Council and Measure A Debate, the Menlo Park Fire Protection District, and the Sequoia Union High School District.

We also produced our Election Night program in partnership with the City of Palo Alto and went live from the Palo Alto City Council Chambers. The show was hosted by outgoing Palo Alto Mayor Peter Drekmeier and former Palo Alto Mayors Liz Kniss and Gary Fazzino. It featured election graphics generated automatically from data files distributed by our two counties.
Youth Services

Youth Services had some major successes in 2009, including doubling the number of Greenlight Film Festival entries, expanding our internship program through collaborations and school partnerships, and making progress on the 2009 goal of retention of Media Center youth participants.

Youth Advisory Council

In 2009 we welcomed ten new students, five of which had already participated in Media Center youth programs - two former Digiquest students, two former YAC members, and one former intern.

- The YAC collaborated with the Palo Alto Drug and Alcohol Community Collaborative to make two educational PSAs about underage drinking.
- We visited KQED in San Francisco.
- YAC members repeatedly volunteered on crew to cover community events.

Greenlight Earth Day Film Festival 2008

- Number of Entries: 69
- Number of Producers: 142
- Sponsors: Media Center, City of Palo Alto, City of Sunnyvale, City of San Jose, Palo Alto Weekly & Palo Alto Online
- Prizes: Total of $2,000 to 3 winners and 12 finalists

49ers Academy After School Program

The Media Center continued its partnership with the 49ers Academy in East Palo Alto by providing multiple after school electives for middle school students. The program enrolled a total of 29 students in a three program trimester.

We initiated the Girls TV program, serving 9 girls. This program was designed to empower girls through media literacy and access to technology. Girls TV was enabled by the installation of a full TV studio at the 49ers Academy, which is capable of broadcasting.

Professional Services

Nothing can move people like the power of video. We offer affordable rates to help schools, non-profits, government agencies, and small businesses put that power to work with the Media Center’s expert professional services team.

The Media Center can help you get your message out with a variety of video production services. Our team of professionals will work with you to produce the right video product for you, whether in your own location or at our fully equipped professional studio.

We can work with you on:

- Clips for websites
- Public Service Announcements
- Training videos
- Fundraising campaign messages
- Live event coverage
- Documentaries
- Custom video productions of every kind

Do you have a message? Video can make it come alive!
Contact proservices@midpenmedia.org

We use the modest profit margin from our combined government meeting coverage and professional services to subsidize our community access activities. Revenues are growing.
Annie Folger  
**Executive Director**  

Karen Adams  
Becca Fisher  
Lupita Segura  
Dave Sorokach  

Nancy Brown  
Brian Jones  
Jeff McGinnis  
Chris Pearce  
Louise Pencavel  
Becky Sanders  
Doug Smith  

Judy Blumenstein  
Elliot Margolies  

**Our Volunteers**

Our studio crew volunteers are our most cherished assets. Thanks to their talents and dedication, the Media Center studio bustles with activity from 5:30 PM to 10:30 PM. In just five hours, two separate programs are produced and ready to air. Trained 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!

Mike Alexander  
Arlene Chew  
A.C. Chin  
Agnieszka Arenzana  
Herb Atkins  
Mary Bell Austin  
Eric Baker  
Terrance Baldwin  
Dan Beaulier  
Karen Adams  
Becca Fisher  
Lupita Segura  
Dave Sorokach  

Full Time  
Part Time  
Consultants  

Judy Blumenstein  
Elliot Margolies  

Joe Tang  
Richard Tatum  
Jeanne Tatum  
Lisa Tesler  
Bakari Thompson  
Andrea Thordson  
Wilma Traylor  
Amy Tupper  
Robert (B.J.) Turner, Jr  
Michael Uhila  
Marcela Uriarte  
Mel Van Dusen  
Thomas Van Duyne  
Scott Van Duyne  
Terry Verhaar  
Debra Wakefield  
Marty Wasserman  
Joel Weston  
Fred Williams  
Beth Wilson  
Nozipo Wobogo  
Chantel Wu  
Carl Yorke  
Loren Young  
Jeff Zorn  

A.C. Chin  
Michael Chissell  
Haelin Cho  
Leilani Amour  
Arenzana  
Herb Atkins  
Mary Bell Austin  
Eric Baker  
Terrance Baldwin  
Dan Beaulier  
Karen Adams  
Becca Fisher  
Lupita Segura  
Dave Sorokach  

Judy Blumenstein  
Elliot Margolies  

Our Donors and Members

We hope that you will join with 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.

Ken Allen  
Anonymous  
Duane Bay  
David A. Borja  
Cable Co-op Legacy Grant  
City of San Jose  
City of Menlo Park  
City of Sunnyvale  
Charlie Class  
Catherine Crawford  
Michael Di Battista  
Peter Drekmeier  
Leonard W. Ely III  
Melinda Fabozzi  
Dorothy Fadiman  
Damien Fairbain  
Roland & Gloria Finston  
J Foundation for Global Community  
Joyce Fredrichs  
A. Glanckopf  
Google  
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Donna Grider  
Twila Harrison  
Stephanie Herman  
Janet & Robert Johnson  
Cynthia Kaye  
Michael Killen  
Larry Klein  
Glenn Krasner  
Cathy Kromman  
Ruth Lacey  
Lawrence Lee  
Wendy Lewis-Rakova  
Misha Lipatov  
Janet Littlefield  
Mac MacCorkle  
Measure C  
Andrew Mellows  
Michael Moore  
Barbara Noparstak  
Henry Organ  
Thomas O. Passell  
Palo Alto Community Fund  
Palo Alto Weekly Holiday Fund  
Jean Ramacciotti  
Audrey Ramberg  
Joanne Reed  
Ken Russell  
San Jose Environmental Services Dept.  
Jeffrey L. Shore  
Stanley Smith  
Vicci Smith  
The Sound  
Michael Stern  
Stephen Stuart  
Donna Taylor  
Tom & Mary Thomas  
Town of Atherton  
Eve Bennett Wood  
Tzippi & Ariel Zach  

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John H. Barton  
Bern Beecham  
Jim Burch  
Peter Carson  
Michael Closson  
Peter Drekmeier  
Sid Espinosa  
Seth Fearey  
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Board of Directors

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Donna Grider  
Lawrence Lee  
Andrew Mellows  
Margaret Roberts  
Elizabeth Savusa  
Kathy Schroeder  
Stephen Stuart
Organizations Served by the Media Center in 2009

49ers Academy  Menlo-Atherton High School  Regional Water Quality Control Plant
Abilities United  Menlo College  Rep. Anna Eschoo
American Leadership Forum - Silicon Valley  Menlo Park City School District  Saferide
Avenidas Senior Center  Midpeninsula Regional Open Space  San Jose Environmental Services Dept
Bread of Life Evangelistic Outreach  District  San Mateo County
BUILD  Museum of American Heritage  San Mateo County Bd of Supervisors
Church of Jesus Christ of Latter Day Saints  National Senior Games Association  San Mateo County Charter Review Committee
Cinequest  Not In Our Town/Not In Our School  Senior New Ways
City of Atherton, City Council  Oak Knoll School  Sequoia Union High School District
City of Belmont, City Council  One East Palo Alto (OEPA)  Sikh Temple
City of East Palo Alto, City Council  Pacific Art League  Smart Voter
City of East Palo Alto Police  Palo Alto Chamber of Commerce  SPARK
City of Menlo Park, City Council  Palo Alto Childrens Library  Stanford Blood Center
City of Palo Alto, City Council  Palo Alto Drug and Alcohol Community  Stanford Humanities
City of Palo Alto, Recycling  Collaborative (PADACC)  State Senator Joe Simitian
City of Palo Alto, Zero Waste Program  Palo Alto High School  Sustainable Menlo Park
City of Redwood City, City Council  Palo Alto High School Parent Ed/PTSA  Teens 4 Christ
City of San Jose, Utility Marketing Services  Palo Alto Unified School District  Terman Middle School
City of Sunnyvale, Environmental Services  Peninsula Peace and Justice Center  Toastmasters Bay to Bay
College Track  Peninsula School  United Nations Association Forum
Community Environmental Action  Peninsula TV  Veterans Helping Veterans
Partnership (CEAP)  Peninsula Women's Chorus  West Coast Songwriters
Costano Elementary School  Portola Foundation  Yes on Measure A Campaign
CreaTV  Public Allies Silicon Valley  Youth Community Service
East Palo Alto Digital Village  Ravenswood City School District
East Palo Alto Sanitary District
Encinal School
EPA Can Do
EPA.net
Evolve Media
Family Resources
Folger Stable Project
For Youth By Youth
Free the Children
Girl Scouts/Boy Scouts of America
Gunn High School
Hidden Villa
Hillview School
In His Hands Ministries
Institute of Trans-Personal Psychology (ITP)
Islamic Networking Group (ING)
Jewish Community Center
JLS Middle School
Jordan Middle School
KMVT
KZSU Stanford
La Entrada School
Las Lomitas Elementary School District
League of Women Voters of Palo Alto
League of Women Voters of South San Mateo County
Little House Senior Center