2017 was a year of three Executive Directors. The year began with founding Board Member and longtime Executive Director, Annie Folger’s retirement. Her 30 plus years in community media were celebrated by the cities and residents served by the Midpen Media Center. The City of Palo Alto presented Annie with a proclamation expressing appreciation for her outstanding public service, highlighting her many accomplishments. These included compiling an accessible online archive of City Council meetings, producing informative voter engagement resources, building a state-of-the-art HD studio, and establishing programming initiatives including Youth Sports Broadcasting and the Local Heroes awards.

continued on page 5
### OPERATIONS

#### Operating Revenues

The **Total Operating Revenues** for 2017 was $839.9K, down $72.6K (8.0%) from 2016. This was driven by decreases in temporarily restricted PEG fees of $34.0K (-11.1%), **In-kind contributions** of $30.8K (-28.5%), **Class and facility use fees** of $21.9K (-24.2%), **Professional/media services** of $13.3K (-12.6%), and **Contracted meeting coverage** of $10.3K (-4.8%). This was partially offset by an increase in **Contributions and grants** of $16.5K (28.7%).

Note: Includes $273.4K of PEG Fees temporarily restricted for capital purchases.

#### Operating Expenses

Operating expenses were $1,241.7K, a $15.7K (1.3%) increase that was due to increases in **Professional/media services** of $74.9K (54.8%), **Facility** expenses of $7.2K (12.5%), and **General operating** expenses of $4.0K (4.9%). This was partially offset by a decrease in **In-kind legal services** of $30.8K (-28.5%) and **Salaries and benefits** of $30.6K (-3.8%).

### Non-Operating Revenue/Expenses

Total non-operating revenue was $583.8K, including **Investment income**, **realized/unrealized gains and depreciation**.

#### Summary

Overall, **Total Operating Revenues less Total expenses** resulted in a net difference of -$401.7K.

### CAPITAL EXPENDITURES

In 2017, we had capital expenditures of $54.3K.

### NET ASSETS UPDATE

Net assets increased by $182.0K as compared with 2016. That increase included $635.0K in disbursements for operations from the investment account, and $178.6K in depreciation. The Board continues to invest the capital fund conservatively with the advice of professional investment managers.

---

**Revenues**

- In-kind contributions: 14%
- Professional/media services: 16%
- Contributions & grants: 13%
- Class & facility use fees: 12%
- Tape sales & other income: 1%
- PEG fees released from restriction: 8%
- Contracted meeting coverage: 36%

**Expenses**

- Salaries & benefits: 62%
- Professional services: 17%
- General operating: 7%
- Extraordinary Professional Services: 3%
- In-kind legal services: 6%
- Facility: 5%

---

### Statement of Operations for the Year Ending December 31, 2017

#### OPERATING REVENUES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$ 205,999</td>
</tr>
<tr>
<td>Professional/media services</td>
<td>$ 92,238</td>
</tr>
<tr>
<td>Contributions &amp; grants</td>
<td>$ 74,053</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>$ 77,192</td>
</tr>
<tr>
<td>Class &amp; facility use fees</td>
<td>$ 68,308</td>
</tr>
<tr>
<td>PEG fees released from restrictions</td>
<td>$ 45,391</td>
</tr>
<tr>
<td>Tape sales &amp; other income</td>
<td>$ 3,384</td>
</tr>
<tr>
<td><strong>Total Unrestricted Revenues</strong></td>
<td><strong>$ 566,565</strong></td>
</tr>
</tbody>
</table>

**Temporarily Restricted**

- PEG subscriber pass-through fees: $273,369
- **Total Operating Revenues**: $839,934

#### EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries &amp; benefits</td>
<td>$ 769,792</td>
</tr>
<tr>
<td>Professional/Outside services</td>
<td>$ 211,655</td>
</tr>
<tr>
<td>General operating</td>
<td>$ 87,027</td>
</tr>
<tr>
<td>Extraordinary Professional Services</td>
<td>$ 31,055</td>
</tr>
<tr>
<td>In-kind legal services</td>
<td>$ 77,192</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$ 1,241,652</strong></td>
</tr>
</tbody>
</table>

#### NON-OPERATING REVENUES (AND EXPENSES)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment dividends, interest, and realized/unrealized gains</td>
<td>$ 762,370</td>
</tr>
<tr>
<td>Depreciation</td>
<td>-$ 178,604</td>
</tr>
<tr>
<td><strong>Total Non-operating Revenues (Expenses)</strong></td>
<td><strong>$ 583,766</strong></td>
</tr>
</tbody>
</table>

Net assets, beginning of period: $8,648,821
Net change in net assets: $182,048
Net assets, end of period: $8,830,869
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 Corporation (operating since 1990), and Silicon Valley Community Communications, which was established by the Cable Co-op in order 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.

Our Programming

Midpen Media Center programming tells the stories that need to be told. Our studio, field production, youth programs, non-profit outreach and Pro Services departments capture the dynamic stories of our community.

The inspirational Local Heroes honors outstanding community members dedicated to positive social change in an interview show with live footage, public screening and reception.

Walk of DREAMers 2017, shared the stories of immigrants who grew up undocumented in the U.S. as they struggled to attain the American Dream.

In the summer, 6th-9th graders come to Midpen Media Center to learn computer animation, special effects, studio and field broadcasting skills. Each class creates a final Digiquest show to display their new accomplishments in media.

Midpen Media Center shows won regional and national awards in 2017. Talk Art, Abilities United and Afternoon Snack each won an Alliance for Community Media (ACM) Hometown Video Award. Open to Hope and Veterans Helping Veterans won ACM Western Region WAVE Awards.

Our Mission

Midpen Media Center Staff

Staff: Keri Stokstad, Jesse Norfleet, Karen Adams, Dave Sorokach, Elliot Margolies, Nancy Brown, Sara Bennett, David Simon, Elizabeth Kiler, Brian Jones, Lupita Segura, Eva Barrows, Chris Pearce, Louise Pencavel, Becky Sanders, Doug Kreitz.

Additional part time staff & contractors (not pictured): Alma Angel, Pedro Arenas, Rick Bacigalupi, Batya Bell, Byron Binns, Lessa Bouchard, Kevin Burnett, Patrick Campisi, Andrew Chen, Audrey Daniel, Francisco Del Rosario, Bill Dimitri, Asia Dubarenka, Ann Eisenberg, Tim Erskin, Nathan Gardner, Alex Gomez, Daniel Gomez, Twila Harrison, Alex Hero, Blair Helu, Cathy Keys, Alex Korolko, Brian Kraker, Jeff McGinnis, Christian Munoz, Stan Ng, Sally Rayn, Doug Smith, Vidur Sood, Greg Weinstein, Kyle Wheeler.

Board of Directors

Board of Directors:
2017 Highlights

Education
- Launched new storytelling workshop
- Continued our adult/young adult workshops for studio, field, audio, graphics, virtual sets production
- Summer production camps for youth
- Academic Year - Youth Sports Broadcasting Program & Youth Media Corps
- Partnered with youth organizations like Youth Community Service, East Palo Alto YMCA for youth education

Screenings
- UNAFF 20th Anniversary
- Great Mother - Tribute to the mother of the Dalai Lama
- Local Heroes Awards
- Ape Action Africa Fundraiser
- Cuba Cubano Cañibano - all volunteer documentary (UNAFF)
- Messengers of Peace - Muslims of Senegal

Accolades
- 3 Hometown Video Awards (National Prize) - Talk Art, Abilities United, Afternoon Snack
- 2 WAVE Awards (Regional Prize) Open to Hope, Veterans Helping Veterans
- Annual volunteer appreciation Autumn of Love party

Regional & National Issues
- As a member of the ACM, we advocated for Net Neutrality
- Representative Anna Eshoo Studio Forum
- On the Table Housing Forum
- Voter Resources - EPASD Candidate Statement, Parcel Tax Pros & Cons Debate
- Understanding Islam, a 3-part series hosted by Supervisor Joe Simitian

Professional Services Highlights
- myShakespeare - The 5th episode in Stanford creator Greg Watkin’s interactive, multimedia edition of Shakespeare
- Orientation video for Racing Hearts - Non-profit that provides AEDs (Automated External Defibrillators) to public spaces
- City of Palo Alto Public Works Department - Zero Waste Video
- GABA TV - Journalism Panel - The Future Of Content
- Continued coverage and archiving of the City of Palo Alto City Council and Commission Meetings and the Palo Alto Unified School District Meetings
- SETI Lecture Series

New TV Series Launches
- Indivisible South Bay - Building community through promotion of civil discourse
- You Belong Here - Stories of immigrant women finding their place in the U.S.
- Parent Playbook - Stanford psychiatrists’ mental health series created in response to teen suicides in the Palo Alto Unified School District
- Soul Matters - Putting faith into action; where religion and service intersect
- The Sports Sitdown - Youth Sports Talk Show
- Timeless Tales - Using storytelling to understand tragedies and hard times
- Resilience from the Heart - Acknowledge Alliance series on building youth resiliency

Immigration
- Immigration Stories Collection
- Walk of Dreamers Storytelling Event
- Immigration story workshop in local high schools
- You Belong Here series launch

Capacity Building
- Invested in a new “Whisper Room” for sound recording
- Invested in a new truck for mobile production
- 10 License Grants from Salesforce
- Awarded a $100,000 grant from the San Jose Sharks Foundation and SAP, funding a brand new production truck with broadcasting equipment for the Youth Sports Broadcasting & Career Horizons program
The Board of Directors appointed author and business consultant Debbie Gisonni as Interim Executive Director while conducting a permanent executive search. Debbie’s background in senior leadership roles, her personal growth experience, and marketing knowledge made her the perfect person to guide the Midpen Media Center through the leadership transition. “As Interim Executive Director, Debbie was immediately accepted, trusted and respected by our entire board and staff,” says Immediate Past Board President Barbara Noparstak. Barbara stepped down at the end of 2017, having served as president during significant milestones for the organization, including the HD studio conversion and development of youth programs, including the MC Sports program. Her leadership, financial stewardship and mentoring was essential to the board’s success.

“It’s just astonishing how intensely Barbara cares about the Midpen Media Center, and how that led directly to her exceptional leadership for ten full years,” says current Board President, Sue Purdy Pelosi. Barbara shepherded the yearlong strategic planning process. She also provided stability during the extensive nine-month executive director search.

In August, community media advocate Keri Stokstad, with over 15 years executive leadership experience building and managing nonprofit media centers, was selected from a pool of qualified applicants to lead Midpen Media Center into a new era of expanded community service. When Keri served as Board Chair of the Alliance for Community Media (ACM), she witnessed Annie Folger’s staunch advocacy for media access at the congressional level and applauded Midpen Media’s exemplary record of award-winning productions at the ACM regional and national conferences.

Midpen Media Center has a legacy of established excellence, with a wonderful board and creative award-winning staff and producers. Keri states, “It’s rewarding to be able to join a media center with a solid foundation of dedicated supporters. I’m very excited about our future potential to engage with the community. There is an opportunity to take our unique, creative and powerful communications resources and use them to serve our communities in new and innovative ways.”

As Executive Director, Keri is building stronger partnerships with neighboring access stations including San Jose and Mountain View. She’s also working with Midpen Media Center service area cities, including the City of Palo Alto to ensure thriving collaborations. Keri looks forward to continuing to get acquainted with the board, staff, producers and volunteers.
Our Volunteers

Boston Abrams
Mike Alexander
Will Allen-DuPraw
Peter Anderson
Jill Andre
Alma Angel
Jo Appogast
Pedro Arenas
Eric Baker
Golda Bansal
JT Bard
Eva Barrows
Batya Bell
Sarah Ben Makhlouf
John Bessire
Byron Binns
Ella Blatnik
Fred Bockmann
Giana Borgio
Lessa Bouchard
Bob Boucher
Barbara Breuchert
Shannon Brooks
Nick Brown
Eric Brown
Kevin Burnett
Bernadette Burns
John Cabrera
Patrick Campisi
Doug Carman
Anouk Catania
Bryce Caudle
Ciara Chakraborty
Beth Charlesworth
Vijeet Chaugule
Andrew Chen
Scott Chesworth
Kathy Cordova
Julien Crespo
Audrey Daniel
Santa Dasu

Bill Daul
Francisco Del Rosario
Stacie Delakova
Lisa DeMartini
Bill Dimitri
Edita Donnelly
Asia Dubarenka
Tyler Dupaw
Robert Edgar
Patricia Faust
Esther Fichtenholz
Brenna Fong
Phil Fox
Ori Gal
Azita Gandjei
Gianna Gencarella
Sean George
Carol Golemme
Toni Gooch
Trich Gray
Lionel Haeberle
Ashley Harkness
Twila Harrison
Blair Helu
Paul Hickman
Rachael Hogan
Michael Horgan
Ben Hornstein
Alexander Horsley
Edgar Hsieh
Jack Hullman
Hannah Illathu
Roxanne Janson
Kenneth Jeon
Allan Ji
Deshanu Jordan
Marc Brendan Judson
Craig Kaplan
Cathy Keys
Michael Kim
James Kim
Linda Kincaid
Laura Kinley
Suresh Kondapali
Carla Kong
Alex Korolkov
Daniel Kottke
Susan Kraft
Elise Kwan
Brandon Lee-Hyde
Annie Li
Mei Lin Fung
Erik Lind
Alma Love
Austin S. Lu
Gerard Lum
Susan Lutter
Jules Lyons
Matthew Mao
Ron Marks
George Marshall
Mary McCargar-Van Arkel
Joyce McClure
Patrick McErlean
John McGuire
David Menasco
Jennifer Mencia
Rene Mendoza
Sam Miller
Isiah Moody
Herb Moore
Stan Ng
Jesse Norfleet
Alex Offput
Mark O'Neill
Meghna Patel
Cheech Pencavel
John Pencavel
Matt Pencavel
Phil Pfleger
Kai Porter
Joe Prestipino
Allison Provost
Krishna Raghu
Sally Rayn
Steph Reaider
Judy Rock
Rick Row
A K Sah
Becky Sanders
Kent Schneeveis
Tata Serebyranaya
David Simon
Liam Smith
Vicci Smith
Vidur Sood
Shobana Swamy
Amber Tang
Thomas Thomas
Jules Thomas
Dan Turturici
Michael Uhila
Tom Upton
Dick Van Arkel
Scott Van Duyn
Edger Villa
Kelly Wang
Marty Wasserman
Veronica Weber
Greg Weinstein
Nance Wheeler
Linda Wieder
Charles Williams
Asher Winikoff
Nozipo Wobogo
Elaine Womack
Ashley Xu
Kritika Yerrapotu
Yo Yoon
Loren Young
Jessica Yuen
Ana Zavala
Judy Zeng
Charlotte Zhang
Min Zheng
Alan Zoraster
Evelyn
Kendy
Kristil
Margo
Steffy
TD

Doug Kreitz and Fred Bockmann at the Autumn of Love event

Scott Van Duyn helps editors in the classroom
We are a valuable community resource, helping local residents capitalize on 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.

Organizations We Served in 2017

<table>
<thead>
<tr>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChargePoint</td>
</tr>
<tr>
<td>Citizen Climate Lobby</td>
</tr>
<tr>
<td>City of Atherton</td>
</tr>
<tr>
<td>City of Belmont</td>
</tr>
<tr>
<td>City of East Palo Alto</td>
</tr>
<tr>
<td>City of Menlo Park</td>
</tr>
<tr>
<td>City of Mountain View</td>
</tr>
<tr>
<td>City of Palo Alto HR Dept</td>
</tr>
<tr>
<td>City of Palo Alto</td>
</tr>
<tr>
<td>City of Palo Alto Public Works</td>
</tr>
<tr>
<td>CloudCamp</td>
</tr>
<tr>
<td>Code Writing for Kids</td>
</tr>
<tr>
<td>Codepink</td>
</tr>
<tr>
<td>Colleen Sullivan Art</td>
</tr>
<tr>
<td>College Track</td>
</tr>
<tr>
<td>Columbia Middle School</td>
</tr>
<tr>
<td>Community Legal Services in East Palo Alto</td>
</tr>
<tr>
<td>Congresswoman Jackie Speier</td>
</tr>
<tr>
<td>Connected Horse</td>
</tr>
<tr>
<td>Cuestaglass</td>
</tr>
<tr>
<td>DeAnza Community College</td>
</tr>
<tr>
<td>Denodo Technologies</td>
</tr>
<tr>
<td>Diane Lee Moorey Art</td>
</tr>
<tr>
<td>Die ZEIT</td>
</tr>
<tr>
<td>District Productive</td>
</tr>
<tr>
<td>East Palo Alto Academy High School</td>
</tr>
<tr>
<td>East Palo Alto Library</td>
</tr>
<tr>
<td>East Palo Alto Sanitation District</td>
</tr>
<tr>
<td>East Palo Alto YMCA</td>
</tr>
<tr>
<td>Eastside College Preparatory School</td>
</tr>
<tr>
<td>eBay</td>
</tr>
<tr>
<td>EPACENTER Arts</td>
</tr>
<tr>
<td>EPA Today</td>
</tr>
</tbody>
</table>

An event in Bell Park shot by volunteers

- Eritrean Community Center of Santa Clara County
- FBI
- Foothill Community College
- Ford Motor Company
- Forrester Research
- Frame of Mind Films
- Fremont High School
- Friends for Survival
- Fund a Need
- Gamble Gardens
- German American Business Association
- Girl Scout Troop 61634
- Global Future Education Foundation
- Green Beret Army Special Forces
- Gunn High School
- Health Care for All
- Health Education Services
- Heart2Heart Club
- Help a Bee
- Hortonworks
- Housing for Teachers
- Housing Leadership Council of San Mateo County
- Indivisible South Bay
- Institute of Transpersonal Psychology
- Intel
- Intentio Fitness Coaching
- Internet of Things Project
- Inviting Spaces
- Ironbound Films
- Jewish Family and Children’s Services
- KB Drifters
- KCETLink Greater LA
- Kennedy Middle School
- Kenya Help
- Kleid Design Group
- KZSU
- Laura Sullivan Consulting
- Lawrence Livermore Labs
- Lawyers’ Committee for Civil Rights of the SF Bay Area
- League of Women Voters
- Legal Aid Society of San Mateo County
- Live in Peace
Organizations We Served in 2017

Living Wisdom School
Logitech
Looker
Lyfe Kitchen
Made Into America
Man-Sours
MejiaArts
Menlo Park Fire Protection District
Menlo-Atherton High School
Midpeninsula Free University
Mobile Art Academy
Notre Dame de Namur University
Nuestra Casa
NYPD

Field equipment rental

Office of Anna Eshoo
Office of Joe Simitian
Office of Judge LaDoris Cordell
Office of Pat Burt
Offices of Carpenter and Mayfield
One East Palo Alto
Open to Hope
Oracle
Our Revolution
PAC-12 Networks
Palo Alto Art Center
Palo Alto Forward
Palo Alto High School
Palo Alto Philharmonic
Palo Alto Players
Palo Alto PTA
Palo Alto Unified School District
Paradigm Education
Parents Place Community Outreach
Peace Action
PeerSpace
Peninsula Clean Energy
Peninsula Peace and Justice Center
Piper
Portola Valley and East Bay Homeschool Choirs
Posit Science
prAna
Predit Moffett
Priority Africa Network
Qwerty Education Services
Racing Hearts
Radio Goethe
Ravenswood Family Health Center
Ravenswood School District
Redwood City Government
Rise Up for Justice
San Mateo County Board
San Mateo County Health System
San Mateo County Libraries
San Mateo County Office of Diversity and Equity
San Mateo NAACP
Santa Clara County
Santa Clara County Board of Supervisors
Santa Clara County Kennel Club
Scary Cow
Semarchy
SETI
Seva Health Foundation
SFFILM Festival
Silicon Valley At Home
Silicon Valley Community Foundation
Silicon Valley Courageous Resistance
Silicon Valley Thorium Alliance
San Jose Peace & Justice Center
Sling
Solar Air Tech
South Bay Swing Left
SRI Ventures
St. Francis High School
Stand with Reality
Stanford Alzheimer Disease Research Center
Stanford CHIPAON
Stanford School of Medicine
Stanford University
Stanford Women in Politics
Sunnyvale Heritage Park Museum
Support Teacher Housing
Survey Monkey
Sustain Our Warriors Project
SV2
SVOS
Swing Left Stanislaus

United Nations Association presents a screening in the studio

Synapse School
The California Endowment
The Compassionate Friends
The Friendship Line
The Pear Theater
The Santa Clara Players
Toastmasters
Track Trump Project
Travelers Fighting Hunger
UC Davis School of Veterinary Medicine
UC Irvine School of Medicine
UCSF
UNAFF
Universal Income Project
US Department of Energy
VCY Stratagem
Veterans Helping Veterans
ViewRay
Wavy Gravy
West Coast Songwriters
Western States Legal Foundation
Windmasters
Women Veterans Alliance
Woodside Capital Partners
Young Americans for Freedom
Youth United for Community Action

Understanding Islam hosted by Joe Simitian
Our Year in Numbers

**Productions**
- 84 produced by staff
- 303 community programs
- Plus 482 live government meetings

**Volunteers & Producers**
- 286 students and volunteers
- Contributed 4,752 hours
- & videotaped 234 organizations

**Youth**
- We mentored 29 youth interns
- Held 8 youth workshops & camps
- Produced 455 live school broadcasts

Youth contributed 4,752 hours & held 8 youth workshops & camps.