Who We Are

We offer a voice to the people in our service area and beyond through public access to media technology. Our work inspires, informs and empowers people to tell their stories using television, video and digital media platforms to create public access programming.

Our mission/vision is to foster a creative, safe environment that connects diverse communities to transcend political, cultural, educational and religious boundaries.

Midpen Media Center has provided important local free speech access to video production and television programming opportunities for the people in the Silicon Valley communities of Palo Alto, Menlo Park, Atherton, East Palo Alto and other areas of Santa Clara and San Mateo counties since 1990. Our facilities offer the latest in media production equipment and training to connect communities. We do this by distributing programs that promote and celebrate individual expression, diversity, local achievements, education, culture, the arts, science and civic engagement. We also provide programming of local government meetings in support of an open and informed democratic society.

Midpen Media Center is a 501(c)(3) public benefit corporation.

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On the cover: Students participate in training in the studio control room.
Welcome

As Executive Director, it is my honor to lead Midpen Media Center and its staff in service to our communities with video programming, television production services, special events and youth sports coverage, and government public information. As advocates of free speech and multicultural diversity, we work hard every day to help community members find - and share - their voices.

Our Annual Report for 2018 highlights some of our many accomplishments during the past year, including:

• Receiving 13 WAVE Award nominations and 5 WINS!
• Engaging with the Stanford GSB-ACT program to assess our training offerings.
• Securing a $75,000 multi-year grant from the R. Lacey Foundation.

In addition, our ongoing partnership with the San Jose Sharks Foundation has been nothing short of transformative. In 2018, we completed the purchase and outfitting of our new production truck thanks to a $100,000 grant from the Foundation. In 2019, we will be reporting more about the truck’s regular use for youth sporting event coverage and training a new generation of videographers.

The annual report also confirms that our financial status remains on solid ground and we continue to actively pursue options for revenue streams moving forward.

We can expect 2019 to be a year of change for Midpen Media Center as we continue to update and enhance our operational and organizational activities and renew and refine our relationships with our member cities, which will further stabilize our organization’s long-term financial picture.

I am confident that with policy guidance from our Board of Directors, Midpen Media Center will continue to thrive as we honor our mission to connect our communities through video storytelling that celebrates our diversity, arts, sciences, education and cultures.

I encourage you to connect with us. Follow us on social media, stop by for a visit, or sign-up for a class. We are a dedicated and supportive community of volunteers and media advocates.

In that spirit, we respectfully submit our Annual Report for 2018. - Keri Stokstad, Executive Director

“Midpen Media is a vibrant community where you can learn production skills and gain media literacy to actively create - not just consume - media. We provide the tools and pathways to create and deliver community access, free speech and local programming to keep us all informed and connected. Let’s spread the excitement, power and connection that comes from working together to build something unique and valuable. Please make Midpen Media Center a part of your giving plan by donating and supporting this worthy cause.” - Sue Purdy Pelosi, Board President

2018 -19 Board of Directors

Sue Purdy Pelosi, President
Less Lincoln, Vice President
Beth Charlesworth, Treasurer
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Michael Stern, Former Secretary *
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JPA Representative, City of Palo Alto

Lawrence Lee
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Barbara Noparstak,
JPA Representative, San Mateo County

Joanne Reed,
JPA Representative, Santa Clara County
Nick Szegda,
JPA Representative, City of Menlo Park

*Served through 2018
Access Services

An important part of Midpen Media’s mission is providing access to digital equipment and production expertise for community members.

In 2018, we produced over 400 community programs and featured individual storytelling opportunities for dozens of people to share their stories with their communities. We also covered 456 government meetings and 359 live school broadcasts. 289 volunteer studio producers and production crew contributed 5,250 hours in support of community programming. Viewers have access to community-developed programs to learn about a wide range of topics including legal rights, yoga, culinary arts, working with local government and relevant current topics to keep our community informed and engaged.

As Peninsula and Silicon Valley voters cast their ballots in the November 6th midterm elections, three regional stations came together to cover the momentous turnout with two hours of live election coverage. KMVT15 Silicon Valley Community Media, CreaTV San Jose, and the Midpen Media Center in Palo Alto each produced live studio segments for broadcast on cable channel 27.

“Sharing personal stories is often the best way to move beyond a sense of ‘us vs. them.’ The empathy that a story generates allows us to see our circumstances from a larger perspective. Divisive local issues, racial tensions and pre-judgments appear differently when we listen to each other’s heartfelt experiences.” – Elliot Margolies, Strategic Initiatives and Storytelling Instructor

“The Media Center’s community coverage and live web streams provide an efficient and effective way for residents to keep informed about the decisions their local legislators are making about the issues affecting their communities at the very time the decisions are being made. This type of up-to-date coverage is an indispensable media tool for keeping local residents informed about critical issues.” – Henrietta J. Burroughs, Producer and Host “Talking with Henrietta,” Editor-in-Chief, East Palo Alto Today

“The Midpen Media Center is a hidden gem! The volunteer crew is very professional and helped bring my dream to reality. My message to anyone thinking of producing a show is, don’t wait! Come learn how to use this state-of-the-art studio to tell your unique story!” – Mora Oommen, Producer, “Birth Talks”
Training/Sports Camps

Midpen Media has a variety of classes to meet the needs of anyone interested in television and video production.

Midpen Media offers a wide range of training classes for adults and summer camps for youth. From Storytelling to Studio Production and Studio Music Mix, Advanced Control Room and Virtual Sets to Field Production and Editing, Midpen Media has a variety of classes to meet the needs of anyone interested in television and video production. Sports Camps occur several weeks during the summer. Sign up at www.midpenmedia.org/youth.

Our Youth Programs

Twenty-four short films were submitted to the MC Youth 2018 Film Festival sponsored by Midpen Media Youth interns. The top three shorts from each category were screened at a live in-studio award show produced by MC Youth Interns. The award show aired on Midpen Media's cable channels and is available on YouTube.

At local high school games, our youth MC Sports Broadcasting Team covers all the action in real time, training our production crew and sports commentators to think on their feet, while experienced crew members get the chance to mentor new graduates.

“The biggest way the broadcasting team connects with the community is by being able to cover important local matchups while preserving games for the schools, players and parents. It also empowers my commentators to interact with the coaches and players in a professional manner.” - Sara Bennett, Youth Sports Program Coordinator

“I enjoy creating video content from my community and being able to share my experiences with friends and family. What I learn from Midpen Media Center helps me share my experiences with others and perhaps, if they are interested, teach them.” - Jules Thomas, sophomore, MC Sports Broadcast Crew

Midpen Media offers a mixture of classes both in Studio and in the Field. Classes include:

- Studio Production Basics
- Advanced Control Room
- Studio Music Mix
- Zoom In Field Video Production
- Editing with Adobe Premiere
- Sound Recording for the Field
- Editing with Apple's Final Cut Pro
- Storytelling

Ongoing work on our new mobile studio included installation of state-of-the-art camera and audio equipment, purchased with a generous grant provided in 2017 from the Sharks Foundation and SAP. The production truck will be used for recording all types of community events, including public meetings, sporting events, and performances. Our sincere gratitude to Board Member, Andrew Mellows for contributing his time and expertise engineering this wonderful resource for our community.
2018 Financials

STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>12/31/2017</th>
<th>12/31/2018</th>
</tr>
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<tbody>
<tr>
<td>CURRENT ASSETS</td>
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<tr>
<td>Cash and cash equivalents</td>
<td>766,048</td>
<td>897,484</td>
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<td>Investments</td>
<td>5,791,176</td>
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<td>Accounts receivable</td>
<td>119,432</td>
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<td>Prepaid expenses &amp; other current assets</td>
<td>25,759</td>
<td>30,732</td>
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<td>Total current assets</td>
<td>6,702,415</td>
<td>5,715,919</td>
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<tr>
<td>Fixed assets, net of accumulated depreciation</td>
<td>2,352,151</td>
<td>2,330,969</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>9,054,566</td>
<td>8,046,888</td>
</tr>
</tbody>
</table>

LIABILITIES AND NET ASSETS

| LIABILITIES | | |
| Accounts payable and accrued expenses | 45,103 | 30,694 |
| Other Liabilities | 178,594 | 138,593 |
| Total liabilities | 223,697 | 169,287 |
| NET ASSETS | | |
| Unrestricted | 7,283,973 | 6,089,662 |
| Temporarily restricted | 1,546,896 | 1,787,939 |
| TOTAL NET ASSETS | 8,830,869 | 7,877,601 |

TOTAL LIABILITIES AND NET ASSETS | 9,054,566 | 8,046,888 |

INCOME (in 000s)

- PEG fees released from restrictions $62,196
- Contracted meeting coverage $195,015
- Professional/media services $117,988
- Contributions & grants $128,713
- In-kind contributions $104,129
- Class & facility use fees $76,271
- Tape sales & other income $4,186
Total $688,498

EXPENSES (in 000s)

- Salaries & benefits $892,239
- Professional services $154,528
- General operating $105,954
- Extraordinary professional services $22,000
- In-kind professional services $104,129
- In-kind legal services $72,039
Total $1,350,889

Our first ever “Giving Tuesday” fund-raising event was a success.

Our goal was to raise $12,500 to support the roll-out of our new production truck. The end result was $11,090, shy of the goal but much more than where we started.

Our smallest donation, which came from a youngster who gathered all the money they had, was $3.46; the largest donation was $1,000; the average was $166; and the median was $100.
By the Numbers

- **368** studio & field productions and events featured **226** local organizations
- **22** classes, training over **150** people. Classes include HDTV Studio Basics and specialized Music Mix
- **13** Western Access Video Excellence (WAVE) nominations with **5** wins
- **41** youth sports crew members filmed **14** high school games
- **17** interns produced thought-provoking TV shows and the MC Youth 2018 Film Festival Awards show
- **79** kids in **9** summer camp sessions in industry-standard animation tools, studio production and sports broadcasting skills
Organizations We Served in 2018

10 Books A Home
Abilities United
Community Connections
Acterra
Adolescents Counseling Services
Afghan Coalition
Aivon
American Civil Liberties Union
American Muslim Voice Foundation
Anadarko
Arc:Hive Mixed Media
Arimo
Arraiy
Art Ventures Gallery
Avenidas
Azita Gandjei Fine Photography
Bank of the West
Bay Area Cancer Connections
Bay Area Tutoring Association
Bay Opera Collaborative
BEAM Suitable Technologies
Berkeley Law School
Billy Jones Wildcat Railroad
Black Alliance for Just Immigration
Blossom Birth Services
Boys and Girls Club of the Peninsula
BreakoutIQ Team Building
Breathe California
Brewer Offord & Pedersen LLP
Bryan Stow Foundation
Business Partners for Sustainability
Cannabis Law Section, Alameda County Bar Association
CannaKind Inc
Carlmont High School Center for Excellence in Nonprofits
City of Atherton
City of East Palo Alto
City of East Palo Alto Administrative Department
City of East Palo Alto Sanitary District
City of Menlo Park
City of Palo Alto
City of Palo Alto Office of Emergency Services
City of Palo Alto Public Works
City of Palo Alto Zero Waste Campaign
Commonomics USA
Community Emergency Response Team
Community Legal Services in East Palo Alto
Criteo
Cross Install
Democratic Volunteer Center
Denodo Technologies Inc
Dignity on Wheels
Dinan & Associates
Dou Dou Project
Dragon Productions Theater Company
East Palo Alto Boys and Girls Club
East Palo Alto Planning Commission
East Palo Alto Public Works and Transportation Committee
East Palo Alto Today
East Palo Alto YMCA
Eastside College Prep School
eBay
Eckerson Group
Ecumenical Hunger Program
El Concilio
Enginuity Games
EPACenter Arts
Fabmo
Facing History
Flora Grubb Gardens
ForEducation EdTech
Free Range Puppies
Fremont Union High School District Board
Friends of the Palo Alto Library
Friends of the Public Bank of Oakland
Geekclubbooks
Genesys
Giant.AI
Gigantic Idea Studio
Girl Scout Troop 60016
Girl Scouts of America
Gokhale Method
Golden Gate University Board
Google
Grace Lutheran Church
Green Town Los Altos
Grove Foundation
Gunn High School
Gunn High School Democrats Club
Haas Institute, UC Berkeley
Hansen Landscape Architect
HBV Architecture
Hoover Middle School
Hortonworks
Housing Leadership Council of San Mateo County
Hyperdrive Agile
Impossible Burgers
Indivisible South Bay
Infinity Group Venture Capital
Intelligent Solutions
IOTW
JobTrain
Kaiser Permanente
CREST Network
KARA
Katie Morton Studio
Ketos
KublaCon Gaming Convention
Kuli Kuli Foods
Latino Community Foundation
League of Women Voters
League of Women Voters Palo Alto
League of Women Voters South San Mateo County
LENDdonate
Los Positas Community College District
Lucyjanjigian.com
Luminous Meditation
Menlo Creative
Menlo Park Fire District
Menlo-Atherton High School
Metropolitan Transportation Commission
Michael B. Endicott Photography
Microsoft
Midpeninsula Regional Open Space District
Mission Hospice
Mountain View Day Worker Center
MRESENCE
NASA
National Iranian American Council
2018 - 19 Advisory Council

Elisa Agor, Bern Beecham, Former Palo Alto Mayor
Peter Drekmeier, Tuolumne River Trust
Sid Espinosa, Director of Corporate Citizenship, Microsoft

Ted Glasser, Stanford University
Karen Holman, Former Palo Alto Mayor
Tony Klein, Latham & Watkins, LLP
Liz Kniss, Palo Alto City Council
Meda Okelo, Publisher, El Ravenswood

Joanie Bigwood Osborn, Former Director, MPAC and SVCC
Audrey Ramberg, City of Mountain View
Carl Yorke, Principal Information Developer at Symantec
Thank You Sponsors & Donors


R. Lacey Foundation Grant

We received a $75,000 grant from the R. Lacey Foundation, established through the legacy of long-time Midpen Media Center volunteer Ruth Lacey. Over the next few years, the grant will enable us to conduct town meetings, story circles on regional issues, Q & A shows with local leaders in the news, and ballot measure debates. This grant allows us to build meaningful strategic partnerships and publicize civic engagement programming.

2018 -19 Staff


A special thank you to the following:
Rick Bacigalupi, Eva Barrows, Batya Bell, Byron Binns, Teddy Chymz, Audrey Daniel, Twila Harrison, Doug Kreitz, Elliot Margolies, Rene Mendoza, Becky Sanders, Theo Taubeneck, and Dan Turturici
Our Volunteers

Boston Abrams
Jay Adwere-Boamah
Mike Alexander
Jill Andre
Alma Angel
Jo Appogast
Pedro Arenas
Shashi Arja
Laura Artandi
Eric Baker
Batya Bell
John Bessire
Byron Binns
Ella Blatnik
Jack Blatnik
Fred Bockmann
Lessa Bouchard
Bob Boucher
Lawrence Braham
Barbara Breuchert
Catherine Briggs
Nick Brown
Nancy Brown
Kevin Burnett
Bernadette Burns
John Cabrera
Patrick Campisi
Francesco Cannella
Judge Cantrell
Doug Carman
July Castro
Bryce Caudle
Kiki Chang
Beth Charlesworth
Vjeet Chaugule
Andrew Chen
Lily Chen
Wayne Cheng
Sravya Cherukuri
Scott Chesworth
Charles Compton
Shira Rys Corpuz
Aaron Cox
Audrey Daniel
Tom (TD) Daniell
Santa Dasu
Bill Daul
Stacie Delakova
Tina D’elia
Lisa DeMartini
Julia Dickerson
Kendy Dickman
Edita Donnelly
Xander Dorsey
Mark Dorsey
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Twila Harrison
Mark Hatasaka
Miranda Heal
Blair Helu
Julio Henriquez
Edgar Hsieh
Jessica Huai
Veronica Jacob
Roxanne Janson
Tracy Jen
Charde Jones
Kaveree Kajale
Evan Kandell
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Aryan Kawatra
Cathy Keys
Michael Kim
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Hannah Latimer-Snell
Ingrid Lee
Denet Lewis
Mingde Lian
Peggy Lian
Therese Lichtle
Erik Lind
Alma Love
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Gerard Lum
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Rene Mendoza
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Michael Uhila
Tom Upton
David Velasquez
Daniel Velasquez
Marty Wasserman
Shontelle Watkins
Lauren Watt
Greg Weinstein
Janet Werkman
Nance Wheeler
Kyle Wheeler
Jackson Wheeler
Charles Williams
Asher Winikoff
Nozipo Wobogo
Ashley Xu
Nathan Yost
Charlotte Zhang
Alan Zoraster
Check Out Our Pro Services
Hire the Pros for Your Company Video or Event!

Looking to make high-quality, professional videos? Whether you want a compelling clip for your website, documentation of an important event, a training tape or something entirely unique, Midpen Media’s Pro Services provides the professionals who can shoot in the field or the studio and edit something exactly to your liking!

- Multi-camera, digital HD studio
- Green screen
- Live broadcast capabilities
- Remote call-in and Skype access
- Teleprompter
- Editing rooms
- Audio suite for podcasts and more
- Training and coaching
- Green room
- Complete location shooting package with crew

Contact us for a personalized one-on-one consultation at www.mcproservices.com