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## **Executive Director/CEO and Staff Quarterly Report**

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Midpeninsula Community Media Center, Inc.  
Q2 2021

# Executive Summary

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## Overview

JPA - The JPA did not meet in Q2 2021.

### ACM/Public Policy

Midpen Media participated in a joint letter of ACM members sent to President Biden urging him to nominate a fifth Commissioner to the Federal Communications Commission. You can find the letter [here](#).

### Roundtable Discussions

The ACM hosted a Roundtable Conversation on Covid-19 and Reopening mid-May. 100 people attended and access centers shared materials. [View the recording](#).

The ACM National Conference occurred in June. The recap is available [here](#).

### Highlights of Midpen production and program services include:

- We've exceeded our budget projections for classes and camps! Congratulations to Emily Parent and her team for their hard work! She'll have much to share in her presentation.
- KMVT is moved in and we've already been leveraging the partnership with production activities and shared classes! KMVT leased our space for their classes while they finished their studio build, which resulted in additional revenue for Midpen Media.
- KUDOs to Midpen Media staff members Tim Erskin and Brian Kraker. Brian was an incredible help with our facility refresh project, handling an inordinate amount of organizing and heavy lifting as well as helping with production activities. Tim was essential in our equipment and facility audit process, ensuring that we were thorough and mindful of future equipment needs. THANK YOU, BRIAN and TIM!
- Event Coverage for County Supervisor Joe Simitian - June
- Midpen Media De-Clutter and Refresh Project - May-Aug
- Along with FT staff, the following PT staff have been crucial to the success of Midpen Media's meeting coverage, camps, classes, and preparing the studio for resuming productions during this time - Pedro Arenas, Kevin Burnett, Mary Byler, Patrick Campisi, Asia Dubarenka, Tim Erskin, Brian Jones, Brian Kraker, Rene Mendoza, Megan Murakami, Emily Parent, and Evan Warren. We also welcome David and Daniel Velasquez, and Javier Jimenez to the Midpen Media Studio Tech team!

Respectfully,  
Keri Stokstad, Executive Director/CEO

### Business Operations - Mary Byler

1. Solicited quotes for a new skylight replacement (leaking), selected a vendor, and oversaw the installation and payment processes.
2. Solicited quotes for solar panel diagnosis and repair. Selected a vendor and monitored the purchase, installation, and payment for new inverters and solar panel/skylight cleaning. Solar panels are functional again and should provide much-reduced electricity bills.

## Actions Q3 2021

- VIP and Re-Opening Events - Sept
- Launch Studio Productions for our Community Producers!
- KMVT Partnerships on Production and Classes
- Fall/Winter Classes (Available on MM.org)
- The Art of Disability Culture Public Programs Production with Palo Alto Art Center - Sept/Oct
- LocalBTV Roll Out of Training and Programming Partnership including News, Events, and Sports Coverage
- Facility and Equipment Upgrades

3. Contacted our HVAC provider to 1) ensure that our newly upgraded filters (due to COVID) were inspected and working as needed, 2) determine if the air quality in the building was as good as possible, and 3) whether further steps were needed if air quality needed to be improved. Results are that the air quality in the building is very good with lots of fresh air coming in. Recommended that we purchase a portable CO2 monitor to continuously monitor the air quality. Monitor ordered and received and air quality is currently being monitored.
4. Contacted Paving vendors to re-seal and re-stripe the 900 San Antonio (Midpen) and 925 Commercial Way (Sciton) parking lots. Received a quote and am working with Sciton to approve the quote and get the work started.
5. Solicited quotes for a new janitorial service. Evaluated vendors and chose the one with the best quality and pricing. Started in late June and is providing very good service. Possibly looking to schedule a deep cleaning before we re-open the studio.
6. Assisting in readying the building spaces for re-opening and the KMVT move-in.
7. Continued to host bi-weekly Staff Meetings, capturing and distributing minutes.
8. Continued to monitor mail and scan to appropriate contact or file.

### **Production Services - Government Contracts - Patrick Campisi, on behalf of the City Hall Video Operators**

- As the months of May, June, and July have progressed, some developments in our local government coverage have occurred.
- My fellow City Hall Video Operators and I have recently received our introductory training via Zoom on the new Pearl Two System. The Pearl Two system is expected to be used for future in-person City Hall meetings to replace the aging Council Chambers broadcast system. More training sessions are expected as the month of August progresses.
- The City Council of the City of Palo Alto had been planning to resume partial in-person meetings from the Civic Center beginning August 9th, 2021. However, due to the spread of the Delta variant of the Coronavirus, those plans have been delayed to September at the earliest. The other city boards and commissions have been discussing resuming some type of in-person meetings in September. No additional updates have been provided.
- The Palo Alto Unified School District Board of Education resumed in-person meetings beginning last March. This in-person coverage involves a hybrid format type of meetings where limited elected board members/staff are together in the district boardroom. The remaining board members/staff are joining via Zoom. The continuation of the Board of Education meetings in this format could be in doubt to the increase of the Delta Variant of the continuing pandemic. We expect an update perhaps this week before the August 16, 2021 board meeting.
- The town of Atherton currently has plans to install a new TriCaster system when construction of their new Civic Center is completed at the end of September. No new additional information has been provided. Until then the Media Center will continue to carry their meetings virtually on channel 29.
- There have been no additional updates from the cities of Menlo Park and East Palo Alto regarding the resumption of in-person meetings, though there has been a discussion of possibly resuming in-person coverage in September or October. I have not received any updates in that regard.
- There are also no new additional developments with the city of Belmont. Like our other clients, Belmont is still using Zoom for their meetings. The city has had some discussions of resuming in-person meetings at the end of 2021.

### **Program Services - Jesse Norfleet**

#### **Highlights**

#### **Classes / Training**

- Staff provided camera & conducting interview training to EPA Archive Team. Training in oral history interview techniques was offered to eight members of their community outreach team of interviewers.
- Staff held six classes during the quarter, serving a total of 27 students: two podcasting basics (10 students), one special youth podcasting class for the Palo Alto YMCA (six students), one Better Zooming Tips class (two students), one Micro Cinema moviemaking class (five students) and podcasting for teens class (four students).

## Youth Programming

- Palo Alto High students submitted six InFocus programs.

## Community Engagement

- Staff held monthly Movie Night Screenings via Facebook that also served as fundraisers.
- *(see marketing report for details)*
- Staff working with MC Interns/community youth to do a series of interviews with young people discussing the importance of and encouraging people to vote. Interviews to be used in LWV PSA's.
- Staff provided support to Comite Latino of East Palo Alto to air the 2021 Cinco de Mayo Celebration.
- Staff continues to work with the EPA Archive Team providing training to a team of youth/young adults to do community interviews for the archive project.
- Programming and Development staff working to obtain grants for community engagement activities. *(see development report)*
- Staff worked with community partners (Palo Alto High School, Gunn High School, Fletcher Middle School, Greene Middle School, and LocalBTV) to record, broadcast, and stream live the four school graduations.

## Studio Highlights

- Staff is working to prepare for a studio reopening in Aug/Sept (COVID and County restrictions permitting).

## Marketing and Communications - Joanne Sperans

This was a challenging quarter in light of the stop-and-start nature of moving from full pandemic mode into something more open, then less open. Things have been moving two steps forward and three steps back in some cases. We're taking this time to reengage our producers with more newsletter coverage of their shows, working on increasing our photo library for use in newsletters, the annual report, and other marketing materials, and getting our marketing intern up to speed on social media and the newsletter since Emily is transitioning out of marketing. The team pulled together and did a great job with the annual report and in writing more in-depth newsletter articles.

## Highlights

- Organized, designed, and wrote the 2020 annual report (published in early Q3).
- Wrote and published two newsletter issues (April and May) and wrote/edited most of the Summer (June/July) issue of the newsletter.
- Actively promoted Local Heroes screening and received two-three press mentions in local papers, Patch.com, and had as many, if not more, attendees than at our last live event.
- Created new ads to run in the following publications: 1) PA Weekly Summer Camp spread; 2) Palo Alto High School's C arts magazine (June issue); 3) Menlo Park Chamber of Commerce reference guide.
- Continued monthly movie nights.
- Hired Marketing Intern Evan Warren to assist with Social Media, the newsletter, and other creative materials.
- Maintained robust social media presence, increasing engagement on our three primary channels, Facebook, Instagram, and Twitter. Maintained 1300+ Facebook followers and engaged with daily posts; increased active Facebook engagement by 112% and averaged page/post engagements by 82%. Maintained an online community of 300+ active audience members engaging with reopening photos and creative community updates. Our Instagram followers increased slightly to 338, while our Twitter followers increased by 10% to 66. On Twitter we reached an average of nearly 6,000 accounts, steadily increasing our visibility.
- Attended initial Channel 27 rebranding session with CreaTV, and Mission College.

## Accomplishments

1. Organized the content, images, and design for the 2020 Annual Report, "A Year Like No Other." Brainstormed and chose theme around the organization's resiliency during the pandemic and focused on how we dealt with the COVID-19 pandemic and necessary structural changes to the organization in order for us to rebuild a healthy organization.
2. Published two newsletter issues, sent to 1200+ members of the community in the first weeks of April and May. Combined the June and July issues into a single Summer edition, which went out in early Q3. The average open rate was 22% (@250 opens per newsletter). This marks a drop in readership, attributable to several potential causes including the attrition of producers, volunteers, and former part-time staff who distanced themselves from the organization following the reduction in workforce and related activities, normal email list flux, etc.
3. Promoted Local Heroes with email blasts, newsletter coverage, and listings in local papers and calendars.
4. Work with Keri on her monthly update on COVID-19 and the re-opening of the studio.
5. Continued participating in weekly "water cooler" Zoom calls for our extended community to connect much like they do at the media center. We typically have four to eight participants each week, and this is a chance to share what's happening with the media center and learn about people's upcoming projects.
6. Developed marketing materials for three Summer camps: Sports, Journalism, and Studio.
7. Hosted three Midpen Movie Night events, raising a total of \$80 in donations.
8. Arranged for painting of interior walls needing a refresh.
9. Arranged for deep clean of kitchens and bathrooms.

#### **Director of Development Fundraising Planning - Nicole McClain**

The second quarter was challenging for several reasons in addition to the stop-and-go nature of the pandemic and rules surrounding reopening. One such challenge was the resettling that comes after a significant reduction in workforce [several of the people I'd hoped to reach out and seek advice from pulled back their active support of the organization]. As a result, I shifted my focus from cultivating individual donors to writing grants. It also led me to focus less on asking for support and more on expressing gratitude.

We produced a staff Zine specifically to help build a link between what the staff was doing during quarantine and what our supporters were experiencing. I wanted to focus more on all the things we had in common versus our differences. The responses were positive. Since expressing gratitude is a normal part of the donor cultivation process, it is something we will be doing at least twice a year for all our supporters and more frequently for individual donors.

Another challenge this quarter was my own health issues. They didn't allow me to always put in the level of energy I believe we need to keep our momentum going. Though this was less than ideal, the timing did turn out to be ideal. This spring, no one really wanted to meet face to face and folks were beginning to show Zoom exhaustion. It made the decision to focus on grants much easier. Going forward, I hope to work more closely with Keri and the board to cultivate individual prospects and get them proselytized, providing positive word of mouth in the greater community.

#### **CONTRIBUTED INCOME GOAL for 2021: \$200,000 Raised to-date: \$38,398**

We are pursuing funding in different tiers. Individuals, small local funders, and large local funders. Still not sure what we want the breakdown to be for major gifts, but I think around \$250+ for individuals and \$2,500+ for institutional funders for now.

The income goal for this year is fairly lofty. Securing a 2nd PPP loan has put us in good financial shape for now which gives us some wiggle room, but it will be even more important going forward to try to not only attain but to exceed our fundraising goals. I think the key to this going forward is more staff/board education. The staff in place now, for the most part, seem to understand the need for funding. It will be incumbent on me to help them understand where they fit in in terms of fundraising. I will also need the support of the entire board in some capacity. Figuring out what tools the board needs to be successful in this area will be a focus going forward.

#### **Individual Giving**

**Goal for 2021: \$25,000 Raised to-date: \$3,198**

In early 2021, the Development Director began reaching out to donors and key volunteers to personally and introduce herself. The conversations proved to be enlightening. The process going forward for major donors will be to assess their giving to date and come up with an individualized stewardship plan. Keri and board members will be folded into this strategy. Keri has already talked with Supervisor Joe Simitian as a first step.

The summer appeal (August) is a targeted mailing that will segment donors by volunteers, those who have never given, and those who are lapsed. It is presented from a staff member's point of view (Emily Parent) and focuses on education. We typically get most of our donations in December, so the individual goal is still on track. The next step should be finalizing a plan for Giving Tuesday and the end-of-year campaign.

### **Grant Funding**

**Goal for 2021: \$150,000 Raised to-date: \$35,200**

The second quarter of 2021 has been focused on applying for grant funding. Here is a listing of grant proposals submitted to date. Several more are in the works. [Grant Progress Tracker](#).

### **Sponsorships**

**Goal for 2021: \$25,000**

This area of funding staggered to a halt in light of Covid, especially in terms of event-related sponsorships. Efforts to date have been unsuccessful. As things start opening up, we may be able to successfully attract some of this funding. The target audience: locally based businesses and/or chains for the \$1,000, \$2,500, and \$5,000 levels and customized for anyone larger. Examples: Fenwick & West LLP, Heritage Bank of Commerce. Potential sources for sponsorship include Gallery Openings and a late-Summer or Fall open house.

### **CRM Update**

The database files were uploaded into Neon. Individual logins were provided for key staff and it has been linked to QuickBooks, Constant Contact, and Eventbrite. We are in the process of cleaning up the data and we plan to use Neon to send out the August appeal.

### **Contracted Special Projects - Elliot Margolies**

#### **WEB PRESENCE**

##### **Immigration Stories Web Site – Made Into America**

- In the 2nd quarter of 2021, our traffic declined by a significant 22% after a number of record-setting quarters. I believe the cumulative impact of publishing only three new stories and teacher/student fatigue with distance learning has had a big impact. I anticipate a bad summer and then new workshops and PR in the fall when we resume workshops.
- Nicole and I are collaborating on some grant inquiries and proposals in the third quarter.
- The % of visitors coming to the site via phone or tablet has increased 10% in 2021 so far. It is 28%

[Full report available online.](#)

##### **Google Ad Words Grant**

###### **Overview**

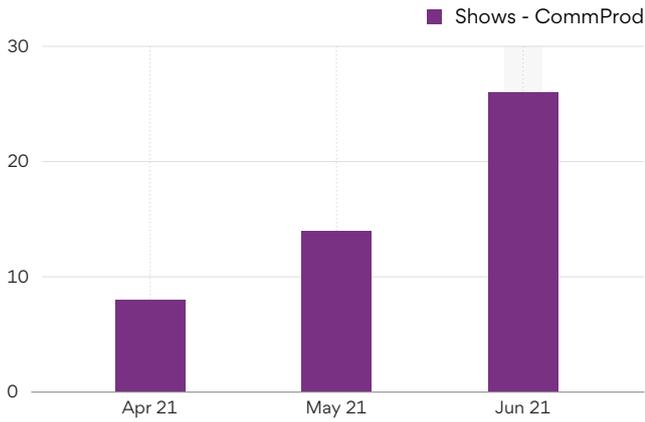
- Our Google Ads took a significant dip in the second quarter following four consecutive quarters of phenomenal results. The Media Center services and web streams were down by 28% while the Made Into America website was down 19% in terms of how often our ads were displayed. We are still considerably above the performance of Google ads a year ago and farther back. All of our ads are receiving better than a 5% click rate per display, although our ads for the MC webstreams are only just above the 5% Google requirement.
- In the second quarter of 2021, the Google Ads Grant delivered \$23,300 in value (a 20% dip from \$29,030 in the previous quarter). The Google Ads are free to the Media Center because of a grant we have from Google.

- Of the 121,600 times that MC ads were displayed, 111,000 (91%) of those are for our webstreams ads. Unfortunately, many of the visitors are clicking the webstream ads due to overly broad keywords such as “TV Channel” and “Free TV”. Presumably, they are not likely staying long on our website – resulting in low-quality visits.

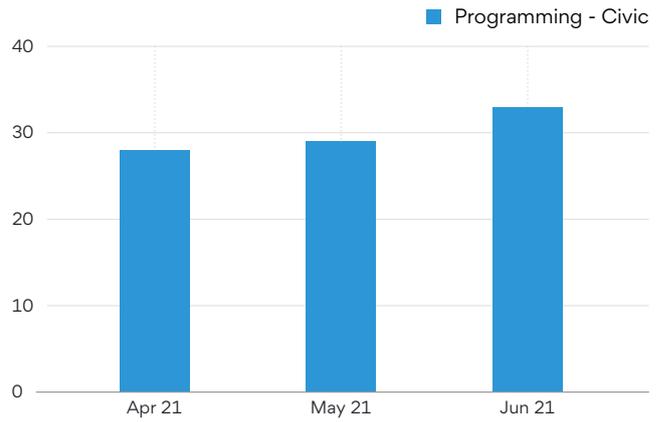
[Full report available online.](#)

# KPI's

Community Produced Shows



Civic Meeting Coverage

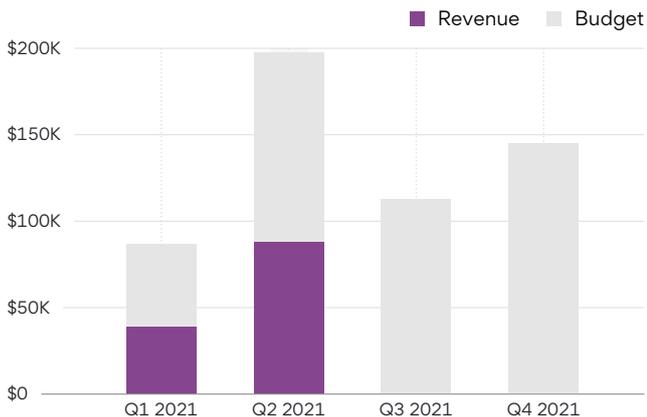


KPIs Q1	Apr 2021	May 2021	Jun 2021
New Community Producers - Adults	1	0	0
New Organizations Served	1	0	4
Programming - Civic	28	29	33
Programming - Import	74	29	28
Programming - Youth Coalition Broadcasts	0	5	1
Shows - Community Produced	8	14	26
Staff Produced Shows Hrs	0	7	6
Staff Produced Shows	0	17	4
Enrollments - YMCA Special Podcasting - VC	6	0	0
Shows - Community Produced - ZOOM/Virtual	2	7	3
Enrollments - Podcasting for Teens - VC	0	4	0
Enrollments - Micro Cinema - VC	0	5	0

VC = Virtual Class

# Revenue and Expenses Breakdown

## Revenue vs Budget



## Revenue breakdown

Grants	\$35,200
Palo Alto Public Meetings (City of)	\$19,209
Other Production Services	\$13,667
Training Income	\$6,620
Belmont Public Meetings (City of)	\$6,407
PAUSD Public Meetings	\$5,089
Donations/Pledges	\$1,120
Atherton Public Meetings (City of)	\$690

## REVENUE

**\$89,126**



## CONTRIBUTIONS

**\$36,320**



## CONTRIBUTIONS (2021 YTD)

**\$39,518**



## Top 10 Expenses

Full-Time	\$79,131
Medical Benefits	\$17,284
Contractors	\$13,492
City Hall Video Operators	\$12,868
Office	\$11,002
Admin PT	\$10,749
Production Staff PT	\$10,553
Taxes	\$10,298
Insurance	\$9,968
Executive Producer PT	\$9,277

## Functional Expenses

