Dear Valued Midpen Media Supporter,

People closed out 2020 with a sigh of relief all over the world. It was a challenging year for a myriad of reasons, starting first and foremost with the COVID-19 pandemic. For many, 2021 was meant to be a year of renewal. It was. For Midpen Media, it also became a year of reflection and transformation.

We began the year transitioning from a more extensive staff to a team that adapted to doing “more with less.” It was necessitated by the realization that the investment funds drawdown for operating costs was not sustainable. The facility’s activity and studio use were reduced following State and County law. To remain resilient, Midpen Media used the downtime as an opportunity for improvement.

We gathered information from engaged community members like yourself, our stakeholders, and regional and national sources through a visioning process. Initially, we reviewed data-based operational reports from Community Media centers and similar organizations around the country. Then we requested direct feedback from our constituency both in-person and digitally. Hearing directly from the community about how you wished to see our organization evolve has helped Midpen develop and implement a plan to ensure services continue to be relevant and community-oriented.

Based on community needs, we made adjustments to our training programs. We began offering new shorter-form, online classes on everything from Screenwriting to TikTok, Podcasting, and Zine-making. Next, we assessed our technology, making updates and additions to stay relevant and offering access to new communication and dissemination forms. We recently began new collaborations with organizations like our sister station, KMVT, Silicon Valley, and Gallery House, whose missions align with ours. Combined, these efforts are helping Midpen build toward a future that genuinely serves our community.

WITH GRATITUDE

2021
Improving our studio to increase the usable space and updating equipment and props for producers

Adding a “Green Room” for producers, volunteers, and talent to prepare and relax before productions

Refreshing the kitchen (aka, the Gold Room) to make it easier for producers, volunteers, and talent to use

Modifying our upstairs to create space for creatives to gather and collaborate or work on individual projects. We’ve removed the cubicles and the large conference table that previously took up much of the upstairs and added a mini studio, a genius bar, a new, configurable conference area, and a seating area for people to relax or brainstorm.

Our work isn’t done. Advances in technology and information delivery formats continue to evolve and require us to maintain proficiency and remain relevant. We will continue to seek your valuable input and support, asking and answering important questions about our work to ensure we effectively and efficiently serve our community. Our primary goal is to collaboratively steer Midpen Media Center on a clear path to future success.

We cannot achieve this goal without your help. We urge you to send in your year-end donation today. With your renewed support, Midpen Media will continue to turn a significant challenge into an opportunity for growth that empowers local media makers and better serves our mission.

With sincere appreciation,

[Signatures]

Board President
Executive Director/CEO

Donating is as simple as using your mobile device to scan this QR code.

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