The Midpeninsula Community Media Center

Nonprofit Midpen Media powers our community’s cable access TV station which cablecasts and streams not only local government and commission meetings, but locally produced programming featuring the people, organizations, arts, news and issues of this community. Midpen Media is a convener of virtual and in-person conversations, workshops and community events that celebrate our diversity and points of intersection through providing access to a full service TV production studio and a full array of field video production equipment, a mobile production truck and a bricks-and-mortar building in the heart of Silicon Valley.

Our service areas include East Palo Alto, Atherton, Menlo Park, Palo Alto and unincorporated parts of San Mateo and Santa Clara Counties and Stanford. Anyone is welcome to:

- Learn Video Production and Other Digital Media
- Craft and Distribute Digital Stories
- Make Shows on Local Cable TV Access Channels
- View Videos and Photography on our Online Gallery, Cable Channels or Web Streams
- Amplify their voice using Midpen's production resources
- Build Community as a Media Center Volunteer by participating on Production Teams
- Make a tax deductible contribution to support our mission

Message from the Board President

In 2021, Midpen Media still struggled with the impacts of Covid-19. We reopened the studio using CDC protocols, but understandably our facility use did not return to pre-pandemic production levels. We experienced drops in participation in our in-person volunteer productions, workshops and camps. Still we managed to create a significant amount of programming with our staff and volunteers: 566 unique videos covering topics in the midpeninsula were run on our channels and streamed from our website. Midpen hosted 28 virtual events which helped to maintain a sense of connectedness during the periods of isolation caused by Covid-19. Plus our facility and parking lot teemed once again with youth participating in our ever popular summer camps. After two years on the Board and two as Board President Less Lincoln handed over the reins to me at year end. I am indebted to Less for his leadership and mentoring. I am ready and excited to lead Midpen into the future. Hopefully, we’ll turn the page on Covid-19 and find new ways to engage the community in the stories and issues that we care about.

Less Lincoln, Board President
Tilak Kasturi, Board President-Elect
Programming

Since Midpen’s inception in 1990, we have proudly produced tens of thousands of programs representing hundreds of thousands of hours of video content, devoted to the needs and interests of this community. 2021 was the second year of a global pandemic but we still delivered on our mission.

775 TV programs and videos cablecast and streamed on demand

- 331 Civic Meetings
- 218 Community Produced Programs
- 427 Imported Community Programs
- 17 Youth Programs

 Welcoming the Community

We hosted 4 in-person events, 28 virtual events, 3 summer camps, and 10+ workshops to provide media and production training to people of all ages. No experience necessary!

Community Partnership

We supported 18 nonprofit and advocacy groups.

Partners include: Palo Alto Library, Palo Alto Art Center, Palo Alto Junior Museum & Zoo, League of Women Voters, EPA Archive Project, Comite Latino - East Palo Alto, Palo Alto YMCA, Fletcher Middle School Greene Middle School, Palo Alto High School, Gunn High School, EPACenter Arts, Youth Community Service, Palo Alto Community Child Care, Environmental Volunteers, Canopy, Acterra

Areas of Impact: Housing Equality, Child Care, Environmental Protection, Art and Culture, Women’s Rights, Diversity and Inclusion, LGBTQ, Education, and more

New Strategic Partners

We penned new strategic partnerships with KMVT, Mountain View to support larger community productions and with LocalBTV, a virtual-over-the-air streaming platform. LocalBTV offers provide significant increase to our local viewership and new revenue opportunities via targeted ad insertion, in app channel promotion, and platform integration. It will also enable enhanced NextGenTV programming services in the years to come.
COMMUNITY MEDIA WEEK

Our team marked Community Media Week with a 3-day celebration devoted to honoring free speech, showcasing our production capabilities, and highlighting local nonprofits in the area. Volunteers, donors, partners, and residents masked up to tour the center, share their messages, and engage in conversations around production and media. That was one of our few in-person experiences due to COVID-19.

DAY 1
Community Media Day
Day 1 of the celebration was an open house event where local creators were invited to tour the studio and learn about new opportunities in the pipeline! In addition to the tours, our fellow media makers and our production team enjoyed local food, music, art, and visited booths sponsored by local partners such as the Gallery House.

DAY 2
VIP Watchparty
Day 2 featured a VIP Watch party and volunteer celebration where our long-serving staff and team got together to watch a highlight reel of community productions and memories of the past decade!

DAY 3
PSA Day
On the 3rd and final day, we celebrated our annual PSA day. On this special occasion our production team shot a 30-60 second public service announcement for 7 small nonprofits in the area. They were later broadcasted on our channels including Bay Voice Channel 27, reaching San Jose, Campbell, Los Gatos, Saratoga, Santa Clara, Mountain View, Los Altos, Cupertino, Sunnyvale, Milpitas, Palo Alto, East Palo Alto, Menlo Park, Atherton, Stanford, and parts of Santa Clara and San Mateo.
We began working with the Gallery House, an art gallery in Palo Alto, to support local artists. Midpen showcased contemporary artwork from Gallery House every quarter. Each installation brightened up our hallways and reinforce Midpen's commitment to providing a creative space for the community.

In August, staff recorded the opening night reception, featuring work created by local artists with disabilities. In October, we recorded performances in the Art Center auditorium during the final celebration of the exhibit. In addition, The Institute of Museum and Library Services awarded a CARES grant to the City of Palo Alto to expand access to community learning and virtual programming during Covid-19. We led and conducted the technical training for library staff and provided video support for their exhibition “The Art of Disability Culture,” which took place through the end of the year.
Studio Production Camp

We taught students the ins and outs of creating television in a professional studio. Skills included set design, camera operation, sound control, live graphic creation, and how to direct a team of peers.

Journalism Camp

We taught students about journalistic principles using our field equipment, and explored a framework for a Community Journalism Collective, a group of community journalists who attend local events and capture key developments happening nearby. We hope to identify funding to expand our journalism programs to educate youth in other areas such as research, news media, podcasting, photojournalism, and short video production.

Sports Broadcasting Camp

Our Sports Broadcasting Program provides a unique opportunity for students to experience every aspect of TV sports production. They learned in real time what it’s like to be a director, camera operator, audio engineer, and play-by-play commentator. The camp featured our Live Reporting workshop where students joined us on our mobile production truck and got in the game. This 4-hour event inspired the reboot of our post-Covid Sports Broadcasting Program!

“Advice for someone going into the Sport Broadcasting program – have a lot of confidence in yourself. Don’t be intimidated. It will show on camera and make the experience better. In the Sports Broadcasting Program, I learned organization. It’s a long process between planning a show, writing a script, setting it up, etc... Really improved my communication skills. How to listen and ask the right questions.”

Kunal Singh, Sports Broadcasting Program participant
Revenue Streams:

- Contracted Gov. Meeting Coverage
- Grant Funding
- Program Services
- Unrelated Income
- Donations Pledges
- Misc Media Services

2021 Financial Performance

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<tr>
<th>ASSETS</th>
<th>12/31/2019</th>
<th>12/31/2020</th>
<th>12/31/2021</th>
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<tr>
<td>Cash and cash equivalents</td>
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<td>81,644.00</td>
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<td>TOTAL ASSETS</td>
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<tr>
<th>LIABILITIES AND NET ASSETS</th>
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<th>12/31/2020</th>
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<td>Accounts payable and accrued expenses</td>
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<td>TOTAL NET ASSETS</td>
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<td>TOTAL LIABILITIES AND NET ASSETS</td>
<td>7,897,384.00</td>
<td>7,154,674.00</td>
<td>6,575,601.00</td>
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</tbody>
</table>
Thank you for making 2021 such a success! We can't wait to see what you help us achieve in the future.

Acterra
Adolescent Counseling Services Alexander Kanelakos
Aleksandar Korolko
Alma Love
AmazonSmile
Anna Zara
Barbara G. Noparstak
The Boys and Girls Clubs of the Peninsula
Caitlin McGarty
Cal Humanities
Canopy
Charles Compton
Christina Johnson
County of Santa Clara’s Division of Equity and Social Justice
David Steuer
Deborah Ingerson
Dorothy Fadiman
Douglas B. Moran
Eastside College Preparatory School
Elizabeth Raffel
Elizabeth Wahl
Emmanuel Noilk
Environmental Volunteers
EPACenter
Facebook
Foothill College
Gallery House
Gayatri Kanth
Glen Sato
Health Trust
Jake Reynolds
Jamie M. Fine
Jeff Greenfield
Jim Dukhovny
Joanne Sperans
John Chodera
Johnnie Walton
Katie Vroom
Keri Stokstad
Larry Klein
Laura Kinley
League of Women Voters
Less Lincoln
LGBTQ Youth Space
Louie Pelosi
Louise Valente
Marilyn A. Stocker
Mary Byler
Nelly Stein
Nicholas Szegda
Nicole McClain
Norman Goldblatt
Palo Alto Art Center
Palo Alto Community Child Care
Palo Alto City Library
Palo Alto Junior Museum and Zoo
Palo Alto Weekly
Palo Alto Weekly Holiday Fund
Pamela (Pam) Jones
PayPal Giving Fund
Peter Burns
Quan Tran
Rebecca Sanders
Robyn Arden Stokstad
Ron Herman
Sereno 1% for Good Foundation
Sharon Sydow
Shoba Trivadi
Stanford University Modern Thought and Literature
State of California
Steven Delianides
Sumaya Shakir
Suzie Quackenbush
Tilik Kasturi
Tom Cooper
Viquii Johannesson
Walmart Community Giving
YMCA of Silicon Valley
Youth and Children’s Services
Zero Waste of Palo Alto

2021 STAFF
Keri Stokstad, Executive Director/CEO
Nicole McClain, Director of Development
Joanne Sperans, Marketing and Communications Manager
Jesse Norfleet, Director of Program Services
Emily Parent, Community Outreach Manager
Pedro Arenas, Production Lead
Mary Byler, Business Operations Manager
Javier Jimenez Jr., Production Specialist
Brian Jones, Program Scheduling and Maintenance
Brian Kraker, Facility Specialist and City Hall Video Operator
Megan Murakami, Production Specialist
Dan Velasquez, Production Specialist
David Velasquez, Production Specialist
Asia Dubarenka, City Hall Video Operator
Doug Smith, City Hall Video Operator & Pro Staff
Patrick Campisi, City Hall Video Operator & Pro Staff
Kevin Burnett, City Hall Video Operator & Pro Staff

2021 BOARD
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Azieb Nicodimos, Member
Becky Sanders, Member
Nick Szedga, JPA Representative, City of Menlo Park