

Davis Media Access Annual Report 2012-2013



*Creating
Community
Through
Media*



Where the grass roots grow



From the Director



Media at the heart of the matter

If, while wandering through a high-school campus in the sleepy heat of July, you found a noose hanging from the goalpost—what would you do? And if, in that same week, ugly racist epithets began to pepper walls and driveways in your town – how would you feel? Would you speak up? Where would you turn?

These questions became all-too real in early July 2012, also the start of the fiscal year this report covers, when the quiet, generally liberal university town of Davis, CA was rattled by these events. Looking for a way to involve citizens and provide some sort of public forum, the City’s Human Rights Commission asked Davis Media Access (DMA) to help capture community members’ viewpoints and concerns.

DMA invited community members into the television studio to create a video collage focused on tolerance. A team of volunteer videographers also recorded at Farmers’ Market to continue documenting our community’s response to, and feelings about, these incidents. The resulting pieces are archived here: <http://dctv.davismedia.org/node/37914>. The entire issue and DMA’s role was also documented in an excellent article on the blog “Not in Our Town.” <http://www.niot.org/blog/collaging-voices-davis-responds-film-hate-incidents>

As the non-profit, non-commercial community media center serving Davis and surrounding areas, DMA is often at the heart of stories that need to be told—because they bring to light voices and viewpoints that may be excluded from mainstream media, or because they document important issues in our community. All told, DMA records and airs many thousands of hours of local content each year, building skills and creating community in the process.

Media is a moving target. This past decade, in particular, we’ve witnessed a sea change in technology, as well as expanded corporate control of media. As local media outlets became fewer and further, the importance of a physical community center in which to carry out the shared experience of making media became even more important. Today, as we prepare to celebrate our 25th year of community service, DMA remains steadfastly committed to strengthening localism through media and is proud to support platforms for free, local expression.

May this look back at 2012-13 inform and inspire.

In community,

Autumn Labbe-Renault, Executive Director

November 2013



About Davis Media Access

Davis Media Access (DMA) is a community media center serving Davis, CA and surrounding areas. DMA's main projects are DCTV Channel 15 on the Comcast cable system - public access television; Educational Access Channel 17 on the Comcast cable system; both channels also air on AT&T U-verse at Menu 99. DMA operates KDRT-LP, 95.7 FM, low-power community radio for Davis and beyond.

Through partnerships with the City of Davis and DJUSD, DMA provides the public with access to video and television equipment, training and unique programming. We round out our offerings with digital equipment and social media, topical workshops, several local programming archives, participation in open source projects, youth media projects, local studio productions, event coverage, and advocacy and information for broader media issues. DMA is committed to strengthening localism through media and is proud to support platforms for free, local expression.

Mission Statement

Our mission is to enrich and strengthen the community by providing alternatives to commercial media for local voices, opinions and creative endeavors.

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This year's report is dedicated to the memory of longtime DMA volunteer and supporter, William Frank "Bill" Smith, who is gone but far from forgotten. Thank you for everything, Bill.

DMA Staff

5.25 FTE

Autumn Labbe-Renault, Executive Director
 Darrick Servis, Director of Operations
 Jeff Shaw, Production Manager
 Alex Silva-Sadder, Programming Manager
 Diane Dedoshka, Studio Manager
 Cliff Gamble, Production Crew Lead
 Jim Buchanan, KDRT Operations Assistant

KDRT Steering Committee

Craig Blomberg - Chair
 Jim Buchanan
 Ruth Chambers
 Diane Crumley
 Wayne Hagen
 Doug Kelly
 Pieter Pastoor
 Beth Post
 jesikah maria ross
 Jeff Shaw - Staff Liaison

Production Interns

Aaron Burbank
 LeElliea Estrada
 Ashley Han
 Kate Harris
 Cormac McMannis
 Timothy Robinson
 Shannon Segall
 Viesulas Sliupas
 Claire Wiebe

Special Projects Interns

Nora Filet
 Nate King
 Andre Martinez
 Daniel Tome
 Ryan Wooten

KDRT Interns

Tristan Leder
 Ellen Finn
 Mathew Bronzan

From the Board Chair



Davis From the Ground Up

You have before you the evidence of the rich and varied work done by your community media center, the one that records important community events, airs school board meetings, and provides countless hours of local music, public affairs and community conversations. This is our town, with its quirks, its strengths and struggles—reflected back to us on a screen and on the airwaves, not through the eyes of a carefully groomed, well-paid anchor from across the Causeway, not constrained by the dictates of a corporate sponsor, not a mouthpiece for one political perspective or its opposite—but a vibrant, approachable, accessible, local tool. These are cameras in the hands of real people, neighbors, friends, acquaintances—capturing the details of Davis at ground level, in a way that no network could ever hope to do, telling stories that matter to us.

This fabulous neighborhood tool is also a lean machine: all sinew, no fluff. This year, like every other, the resourceful staff has made the most of a modest budget. Each of the past years that budget has included a small but growing portion from individual donors. Our spring annual appeal continues to grow our donations and our donor list. If you're not on the list yet, please consider adding yourself to those who financially support this exciting community venture. Where else can you see the results of your support so directly and so locally? How many other causes do you support that guarantee that all of your donation is channeled directly into services that have immediate and visible community impact?

There has never been a better time to commit yourself to local media: your time, your attention, your treasure. Spend and share it locally.

May you and yours be well,

Kate Snow

November 2013

DMA Board of Directors 2012-13

Patty Clark - Secretary

Ron Clement - President

Glenda Drew

Henry House

Fernando Moreno - Treasurerzzz

Paul Sheeran -Vice Chair

Kate Snow

Autumn Labbé-Renault - Ex Officio

Darrick Servis - Staff Liaison

DMA By the Numbers

Last year, DMA's video equipment was used as follows:

- Edit suites: 1,100 hours
- Studio: 800 hours
- Hours of field camera usage: 10,000
- 783: Number of videos added to dctv.davismedia.org.
- 2,662: Programs added to DCTV library, of which 738 were locally produced. Locally produced programs are defined as produced by someone in our local area, whether using DMA's production equipment or not. Of these, approximately half were staff produced and half produced by volunteers.
- 1,924: Hours of local radio programming produced & placed online for downloading
- 639: Total reservations, of which 92 were, for the studio, 357 for the edit suites, and 190 for field equipment packages.
- 85: General Orientation attendees.
- 54: Kid Vid participants
- 118: active video producers
- 37: current KDRT programmers
- 35: Other active volunteers

- The IRS values an hour of volunteer time at \$20.18. DMA manages approximately 6,500 volunteer hours per year, for a value of \$131,170. Commercial broadcast production costs, even for educational institutions, are routinely quoted at \$1,500 per minute. At these rates, the hours of radio and television programming produced through DMA would have cost \$976,924.

DMA effectively leverages limited cable franchise resources into a much bigger "whole"-- a vibrant community media center providing critical technical training, unique local content, cross-generational learning, community support, and much more.



Websites & Social Media

- DMA manages four discrete websites. DMA's Director of Operations Darrick Servis is a Drupal developer and has customized all four sites using open-source software Drupal.
- davismedia.org provides general information about our organization and is the repository for news and reports
- dctv.davismedia.org lists the schedule for Davis Community Television (DCTV), Comcast Channel 15, and organizes and archives locally produced programming
- djuds.tv lists the schedule for DJUSD TV, the educational access channel DMA manages in partnership with the Davis Joint Unified School District. We replay the school board meetings here as well. At this time, the District does not have in place a policy that lets us air locally produced school based programming on demand.
- kdrt.org is the source for news and information about local radio station KDRT, contains a local events calendar, complete schedule information, an archive of radio shows. The station streams online and has listeners in many states around the country and around the world.
- DMA maintains two active Facebook pages, one for Davis Media Access, and one for KDRT. Executive Director Autumn Labbé-Renault tweets @davismediaccess, and DMA has several photo streams on Flickr.

Website data collected is as follows:

Fiscal Year 2012-2013 Statistics for davismedia.org

Page Views	Bandwidth	Unique Visits
99,683 / month	52.29 GB/month	9,888 / month



Fiscal Year 2012-2013 Statistics for dctv.davismedia.org

Page Views	Bandwidth	Unique Visits
51,965 / month	2.57 GB/month	6,567 / month



Fiscal Year 2012-2013 Statistics for kdrt.org

16,079 hours of programming downloaded/month

Page Views	Bandwidth	Unique Visits
300,763 / month	832.24 GB/month	14,376 / month



Where the grass roots grow

Fiscal Year 2012-2013 Statistics for vod.davismedia.org

310 hours of programming viewed/month

Page Views	Bandwidth	Unique Visits
52,132 / month	72.60 GB/month	3,377 / month

Fiscal Year 2012-2013 Statistics for djuds.davismedia.org

Page Views	Bandwidth	Unique Visits
15,906 / month	0.33 GB/month	1,758 / month



Thank-a-Thon 2013



In May 2013, DMA staged its Second Annual Thank-a-Thon. The brainchild of former Board Member Patty Clark, the program each spring is an innovative evening of live television and radio demonstrating the impact of community media in Davis.. The program also helps kick off DMA's Annual Campaign. and in support of DMA's Annual Campaign. Then-DMA Board Chair Ron Clement and Vice Chair Paul Sheeran—DCTV and KDRT programmers, respectively—served as co-hosts for the live show.



“DMA is often the window into our community...the community has opportunities to talk about issues and get that information out to a diverse local audience. As policy makers, wherever we turn it's important to bring stakeholders into the discussion, and that's where DMA shines.” —*Yolo County Supervisor Don Saylor, District 2*



Christy Freeze, (L) incoming chair, Communitywide K-12 Parent Ed Collaborative, with Jodi Liederman and Paul Sheeran.

“We are in our 4th year, heading into our 5th. Our events have limited seating and generally sell out. Without DMA, we would not be able to share our content with more than 8,500 families in the school district. Additionally, DMA has given us a face and a place on the web, at <http://dctv.davismedia.org/dpu>. We're grateful to DMA for helping us to greatly expand our reach.” —*Jodi Liederman, Founding Chair, Communitywide K-12 Parent Ed Collaborative*



“I launched my career (as an independent media maker and community engagement specialist) here at DMA. I would have never been able to accomplish what I have without access to the tools, training and support that DMA provides.” —*Jesikah Maria Ross, current KDRT Steering Committee member; former staff; former board member*



Referring to last year's controversy with indie folk singer Michelle Shocked, E. Emmet Brady, host of “Insect News Network” and “Expanding Science” on KDRT, says, “it was an interesting moment. It really demonstrated the integrity and professionalism that comes when a group of talented and smart people work together. I thought it was a great moment, an encapsulation of how community media is different.” *Also pictured: Heather Caswell, current board member and business underwriter; Paul Sheeran; Ron Clement.*

“What's great about KDRT and Davis Media Access is they go all over the world. We have people from all over the world finding out about Davis because of the media that happens here at DMA.” —*Don Shor, host “Jazz After Dark” and Co-host, “The Davis Gardening Show” on KDRT; business underwriter*

“I started out as an intern and branched out to being a producer. Media that's open to youth like us and provides hands-on opportunities--it's pretty fun! We've been well supported here.” —*Nora Filet, high school senior, Producer, “Scrambled” on DCTV*



Facility & Equipment Use

Community media centers serve multiple roles: classroom, meeting place, hands-on learning lab and social venue.

In addition to scheduling and originating the signal for two community TV channels, Channel 15 (public access, Davis Community Television) and Channel 17 (educational access, DJUSD), DMA maintains a television production studio and control room, two non-linear edit suites, four complete digital camera packages, two multi-camera packages and accessories, three digital archives (DCTV programming, KDRT programming, and DJUSD School Board meetings), and four interactive websites. In addition, DMA supports a Community Bulletin Board on Channel 15, and announces community events via public service announcements and event calendars.

The media center houses and supports KDRT 95.7 FM, a low-power community radio station. We also make our studio and conference room available to community groups who need meeting space. DMA hosts tours for visiting foreign delegations, K-12 and university classes, and scouting troops. We hold public screenings of films related to media, free expression and community development.

A wide range of individuals and organizations utilize the media center, its resources and staff's expertise. Many DMA volunteers seek training for a specific project, or enjoy working together on creative projects. Individuals who have retired or been downsized come here to learn new technical skills. We teach media production (all phases), media literacy, and provide support for a variety of distribution methods (TV, radio, Internet). We've found the best way to learn is alongside those who have experience in whatever area interests someone. DMA's technical education is centered on Project-Based Learning.

Whether it's becoming well versed in capturing live events or lectures, or producing a studio talk show; producing a call-in radio show or learning the basics of non-linear editing, we help volunteers network with other like-minded community members to learn in a collaborative, project-based environment. Interns are similarly trained, and KDRT programmers receive peer training by sitting in with experienced programmers.

DMA offers monthly orientations for anyone interested in learning more about what we do. Each includes an overview of services and training, features programming clips, and charts clear steps to involvement with DMA's projects. Attendees learn how to create a user account during the orientation and get started with their DMA experience right away.



Davis Community Television



Davis Community Television - DCTV - is the heart of DMA, and where it all started 25 years ago. As a public access channel, DMA welcomes all members of the community to learn all aspects of hands-on video production, from planning, to studio production, to editing and distribution. Founded in 1988, DCTV, has grown from a single

public-access channel to the media center as it is today. DMA categorizes its programming for DCTV into two broad areas: Local and Sponsored.

Local programming is produced by community members and includes **Volunteer-Produced** and **DMA-Produced programs**.

Volunteer-Produced Programs: Volunteers produce programming on a wide range of topics. In FY 2012-13, DCTV volunteers submitted a total of 738 new programs. Programs range from profiles of non-profits to mini documentaries; from the informational to the cultural and artistic; to just plain entertaining.

DMA-Produced Programs: DMA produces four episodes of “In the Studio” each month to provide a platform for exploring issues of local interest. Representative topics last year included: The Davis Chorale; Fracking in California; UC Davis Film Fest; Davis Grad Night; Davis Vanguard; Behind the Scenes of Davis AYSO; Kemble Pope, Davis Chamber of Commerce; Davis Art Center; Good Life Garden; June-teenth; Davis Music Festival; Yolo SPCA; Egyptian Revolution; Saving A Library: Winners’ Youth Pitch In.

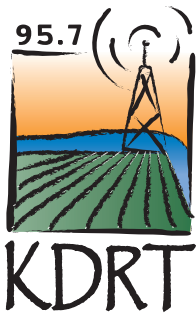


These shows are managed by DMA staff, but crewed and sometimes produced by volunteers, who contributed 450 hours of time to this effort in FY 2012-13. Training is provided primarily just before and during the shows, making these programs a hands-on learning lab for studio production. Segments are available on-demand and archived at <http://dctv.davismedia.org>.

As resources allow, covers DMA also local events of note. Examples last year included Speak Out For Tolerance, with Human Relations Commission; DJUSD Financial Crisis Committee Meeting; Back to School Benefit to Support Music in Our Schools; DSOMA and 88 Keys; Davis Food Co-op: Raising Davis Panel; Davis Vanguard Candidate Forum; Cool Davis Festival; Change for CA recording at Community Chambers; Davis Flea Market recordings & demonstrations at Dimple Records; Bicultures Panel Discussion- US Bicycling Hall of Fame; Breaking the Silence on Racism in Community Chambers.

Sponsored Programs generally include programs produced outside of Davis. Community members submit programs they wish to see on the channel, and DMA highlights select programming produced at community media centers elsewhere. Channel 15 is a platform for community expression and these programs run the gamut of subject matter. Sponsored programming may be a single show or an ongoing series. In 2012-13, DMA aired approximately 3,200 hours of sponsored programming on Channel 15.

KDRT 95.7 FM



Where the grass roots grow

From a scrappy station that struggled to get on the air, to the place where, in 2013, a fallen indie folk star hand-picked the station as *the* place where she would explain herself, KDRT has found an audience and—thanks to social media and online archives—an expanding listener base.

In 2000, what was then the DCTV board of directors authorized our application for a low-power FM frequency. We launched the station on Sept 24, 2004, and KDRT, “Where the Grassroots Grow,” took root in our community. Originally located at 101.5 FM, the station is found today at 95.7 FM.

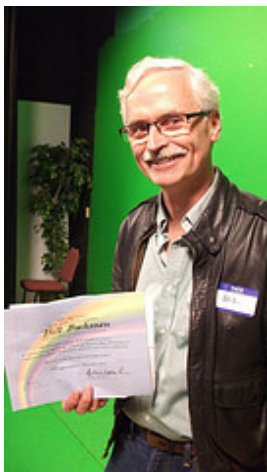
DMA holds the license and provides organizational support for KDRT, though KDRT’s day-to-day operations are the purview of the all-volunteer KDRT Steering Committee. Committee members for 2012-13 were: Craig Blomberg (chair); Jim Buchanan; Ruth Chambers; Diane Crumley; Wayne Hagen; Doug Kelly; Pieter Pasoor; Beth Post, and Jesikah Maria Ross. Jeff Shaw serves as KDRT’s station manager and staff liaison to this committee.

Since launching, the station has diversified the community’s media options. Davisites have a choice of media, varied training programs for different ages and abilities, and an opportunity to broadcast and receive local content via free radio. KDRT is also a great example of localism in action. In its nine years on the air, KDRT has trained more than 175 volunteers in radio production. Ranging in age from 8 to 80, these programmers generate an extraordinary amount of local programming, as well as community interest and support. Local public affairs programs offer information about gardening and events in our area, local politics and human-interest stories.

KDRT programs garner listeners from across the country, as well as in other countries.

Through partnerships with The Davis Odd Fellows, The Davis Dirt, the Davis Live Music Collective, the Davis Music Festival and local musicians, KDRT volunteers were on hand at many local concerts last year to record live broadcasts, work events and otherwise support the local music scene. Commitment to independent and local artists ranks high on the station’s list of priorities.

Program proposals and business underwriting are welcomed on an ongoing basis. Please see the end of this report for more information about underwriting.



DJUSD - Educational Access TV



DMA is responsible for the day-to-day management of Educational Access Channel 17. In partnership with District staff, DMA staff manages the production and promotion of Channel 17's schedule, its high school internship program, its website (<http://djUSD.davis-media.org>) and related initiatives. In addition, we work with many

DJUSD teachers and parent liaisons. Many recordings are made into DVDs, which are then sold to benefit Parent Booster Groups such as Davis Schools Orchestral Music Association.

DMA's internship is competitive and well utilized. Interns from Davis High, Da Vinci and King



High schools are trained in production, post production and digital file management, and with their help last year, we recorded programs such as volleyball and football games; Davis Community Idol; Everybody Dance Now!; DHS Jazz Extravaganza; A Tribute to Tony Fields; Boys' Lacrosse vs. Oak Ridge; all high-school graduations, and secondary orchestra and band performances.

Syndicated/Non-Local Programming:

DJUSD selects a mix of syndicated and series programming to round out its offerings on Channel 17, including NASA Education Television, Deutsche Welle, UCTV, Howard Hughes Medical Institute Lectures, The Road to Recovery, and various Prince William Network Electronic Field Trips. Channel 17 airs approximately 17.5 hours of non-local programming each day (except on school board meeting days), or approximately 6,400 hours per year.

Local Programming: In addition, DMA recorded 55 other local productions last year for Channel 17. Shows include footage for Arts in Our Schools (concerts, plays), Game of the Week (football, volleyball), studio shoots, and other meetings and presentations as requested by DJUSD. Factoring



in these productions, as well as local announcements and other programming, DMA aired approximately 2,100 hours of local programming on Channel 17 last year.

Local Election Programming



Commercial broadcast news in the United States is famous for its “if it bleeds, it leads” mentality, as well as its lack of meaningful coverage. In-depth coverage of civic matters is eschewed in favor of sensationalism. And perhaps nothing underscores the importance of localism in programming so well as local election coverage. Though we are located in a major media market, mainstream television and radio give only passing mention to Davis politics. DMA covers the school board races, highlights the local ballot measures, and gives candidates free air time to speak about their campaigns, welcoming all in a non-partisan environment. DMA has been committed

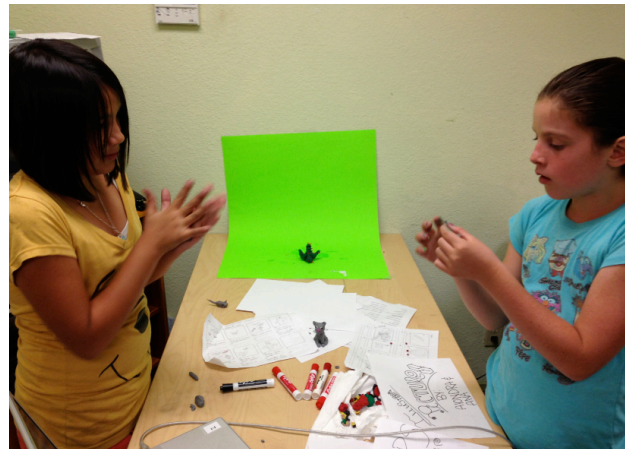
to partnering with local campaigns and educating the Davis electorate, free of charge, for more than 25 years. It’s one of our core services and a source of pride for our organization.

Each local election season, DMA presents a variety of voter education programming. Programs range from “Meet the Candidates”—unedited five-minute statements by candidates for offices ranging from the Board of Education to Congress—to candidate forums sponsored by the League of Women Voters and various voter coalitions. In addition to airing on Channel 15, many of these programs air on KDRT and are available at <http://dctv.davismedia.org>.

Youth Media

DMA devotes considerable resources to media skills building for youth. Youth produce their own radio and television shows, participate in internships and work-study opportunities, and enjoy summer camps through DMA. Our philosophy is that media is an important part of our culture, that understanding it and being able to critically analyze it is key, and that such learning happens well at a young age, when minds are curious and opinions, open.

Each summer, DMA stages its popular “Kid Vid” camps. We began offering these camps more than a decade ago in order to serve the younger members of our community, since our regular training is available to those 14 and older. In these weeklong camps, kids aged 10-13 receive hands-on instruction in both television and radio production, learning the basics of camera and audio, directing and audio, as well as storyboarding and script development. The kids hone skills individually and participate in a group project as well. The week ends with screenings of completed projects for family and friends.



In 2012-13, we also offered Animation Camps, in which kids explored stop-motion animation using iStopMotion. Using modeling clay and snack foods, the kids produced creative shorts and conducted their own community screening.

Industry Leadership



DMA is one of about 2,000 non-profit or municipal organizations running Public, Government and Educational (PEG) access channels nationwide. We were the first public access center in the nation to launch a low-power FM station, and we've been nationally recognized as being at the forefront of the transition from access channel to community media center.



Our staff is deeply committed to the mission of community media and diligently advocates for it. Autumn Labbe-Renault, DMA Executive Director, serves on the Alliance for Community Media's Western Region Board. The ACM advocates nationally for PEG and community media centers, and for access to digital media. In 2013, Autumn was one of the principal organizers for the regional conference held in Sacramento in Oct. 12, and served on the workshop development committee for the national conference, held in San Francisco this May.



Darrick Servis, DMA Director of Operations, is a jack-of-all-trades on things electronic and electrical. It's Darrick who designs and builds out DMA's systems and keeps them running. Darrick is a skilled programmer, assists other organizations with Drupal, and develops open-source programs for all of DMA's websites.



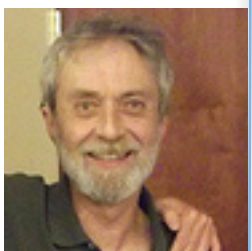
Jeff Shaw, DMA Production Manager, is deeply involved in the LPFM movement and serves on the board of the non-profit group, Common Frequency, which helps identify and assist LPFM startups. Jeff regularly participates in grassroots radio conferences, such as those hosted by the National Federation of Community Broadcasters and Prometheus Radio. He recently helped shepherd more than 50 organizations in California through the process of applying for an LPFM frequency.



Alex Silva-Sadder, DMA Programming Manager, keeps abreast of technology changes that might affect DMA's operations and open doors of opportunity to better community connectedness, Internet policy issues in Washington, and the evolving ways in which social uses of media are impacting local communities.



Diane Dedoshka, DMA Studio Manager, started her career in commercial broadcast television when women had few opportunities as directors and producers. She's able to provide a unique perspective on media literacy and women in technology. Diane handles the technical direction and studio management for all in-house DMA productions.



Cliff Gamble has been part of DMA longer than anyone. He started recording football games when his now-grown sons were young. Today he's the crew leader for all of DMA's educational access and many of its public access shoots. Cliff provides a lot of training and mentorship for DMA's interns.

Jim Buchanan, or Dr. J, as he is fondly known, is KDRT's Operations Assistant and also its Remote Recording Manager. A lifelong audiophile, Jim is the go-to guy when the sound has to be just right. He also keeps KDRT humming along. Jim is the long-time host of "Live Tracks" on KDRT, a show on which he features local music he's recorded live.

Top to bottom: Autumn Labbe-Renault; Darrick Servis; Jeff Shaw; Alex Silva-Sadder; Diane Dedoshka; Cliff Gamble, Jim Buchanan.

Partnerships

Along with DJUSD representatives, DMA partners with City staff at Government Access Channel 16, which records City Council Meetings, DJUSD Board of Trustee Meetings, and a wide variety of other local meetings. Channel 16 is an important partner to DMA, and we are grateful for the support and expertise of the City staff that works with us on community media-related issues.

We are also a partner to many non-profits and community-based organizations and local agencies, advising on programs and media strategies, recording community events for posterity, training volunteers, developing websites, and engaging and empowering youth. Our partnerships last year included:

- City of Davis, Emergency Alert System
- City of Davis Street Smarts Program
- Common Frequency, Inc.
- Cool Davis Initiative
- Davis Feminist Film Festival
- Davis Film Festival
- Davis Flea Market
- Davis Food Co-op
- Davis Live Music Collective
- Davis Odd Fellows Lodge
- Davis Vanguard
- Davis Wiki
- KDVS 90.3 FM
- League of Women Voters of Davis
- Music Only Makes Sense
- Osher Lifelong Learning Institute at UC Davis
- Program in Technocultural Studies at UC Davis
- Redwood Barn Nursery
- The Davis Dirt
- UC Davis Design Department
- Unitarian Universalist Church of Davis
- United States Bicycling Hall of Fame
- The Varsity Theater in Davis
- Yolo County Library, Davis Branch
- Yolo County Elections Office

Report on Funding Initiatives

In addition to our major contracts, DMA has worked to develop several other income streams. For FY 2012-13, our board and staff identified the following areas as key points in our fund development plan: grants, concerts and events, underwriting and a direct funding appeal. Lesser funding streams include media duplication service, fee-for-service shoots, program underwriting, fiscal sponsorship for other non-profits, and sales of promotional items.

We successfully completed our fourth year of direct fund raising and generated additional funds through fee-for service projects and video camps. We applied for and were awarded a grant from the California Consumer Protection Foundation to conduct outreach and educate on consumer advocacy issues in Yolo County. We were also awarded a small grant from the Columbia Foundation to highlight local programming about food scarcity, the food safety net, and sustainability.

We launched an underwriting program for KDRT, wherein local businesses can support local programming and receive great exposure in the process. The program allowed us to hire KDRT's first-ever part-time paid staff, Jim Buchanan, who works 6 hours per week coordinating operations issues for the radio station.

Report on Capital Expenditures



In addition to the franchise fees, through the PEG agreements DMA receives Capital & Equipment (C&E) funding of three different varieties: Upfront Capital Funding, Annual C&E (also referred to as Pass-Through), and Replacement C&E. The Upfront C&E was intended to help convert our facility to digital technology and was expended primarily in the first year of the Franchise Agreement.

The Annual C&E for DMA is \$50k. Of that, approximately one half goes to support the

public access share of mortgage, studio maintenance and property insurance. The remainder is expended on equipment and office capital needs each year. DJUSD receives its own capital monies, and DMA serves as a consultant on capital purchases for the school district. Please see Profit & Loss Statement for July 1, 2012-June 30, 2013 for more information

Underwriters

We acknowledge business contributions to KDRT 95.7 FM with brief on-air messages called “underwriting.” Underwriting is to community radio what advertising is to commercial radio. The difference, however, is clear: commercial stations may air as much as 18 minutes of advertising time per hour. KDRT airs less than one minute of underwriting per hour. For more information, please visit <http://kdrt.org/underwriters>

The Varsity Theater (<http://www.davisvarsity.net/>)

Casa Verde Designs (www.casaverdedesigns.biz)

Sutter Center for Integrative Health (<http://www.checksutterfirst.org/integrativehealth/>)

John Lescroart (www.johnlescroart.com)

Davis Food Co-op (<http://www.daviscoop.com/>)

De Luna Jewelers (<http://www.delunajewelers.net/>)

The Pepper Peddler (400-5507 or <http://thepepperpeddler.com>)

Davisville Express Lube (www.davislube.com or 753-7543)

3rd Street Jeweler (<http://3rdstreetjeweler.com/>)

The Davis Dirt (<http://davisdirt.blogspot.com/>)

University Retirement Community (<http://www.retirement.org/davis/>)

PG&E (<http://pge.com>)

Redwood Barn Nursery (<http://redwoodbarn.com/>)

Yolo Federal Credit Union (<http://www.Yolofcu.org>)

Davis Pedicab (<https://www.facebook.com/pages/Davis-Pedicab/118599318206892>)

Henry’s Bullfrog Bees (<http://bullfrogbees.com>)

The Wardrobe (<http://www.thewardrobe.com>)

We thank all our underwriters for their support of community radio. To find out more about this opportunity for local businesses, please contact Doug Kelly at info@kdrt.org.

Our Supporters

Amy Abramson

Derrick Bang & Gayna Lamb-Bang

Elizabeth Banks

John Bikoba

Marianne Bird

Craig & Darien Blomberg

Michael Bobell

Ira Bray

Bill Buchanan

Jim Buchanan

Robin Cady

Heather Caswell

Linda Duval & Cathy Speck

Kenneth Celli

Ruth Chambers

Elaine Barratt & Jim Cheney

Jeffrey Clark

Jacqueline & Ed Clemens

Ron Clement

Doreen & Fred Conte

Carol Corbett

Ron Cotterel

Diane Crumley

Bill Dakin

Patricia Daugherty

Davis Girl Scout Troop 2180

Daniel Dedoshka

Jesse, Glenda, Rocket & Penelope Drew

Maureen Driscoll & Mark Hoffman

David & Julie Duncan

Anthony Dunn

Delaine A. Eastin

In honor of Audrey Lippman

Sara Eley

Sean Feder

Richard Fields

Anne-Marie Flynn

Marnelle Gleason & Lou Fox

Lucas & Stacie Frerichs

Ed Giguere

In honor of John Hunt

Mark Graham

Jerry & Suzi Guerzon

Sharon Hale & Dawn Student

Charles & Ann Halstead

Max Harrington

Rick Heubeck

Alan Hirsch & Vera Sandronsky

Alison Kent & Allan Hollander

Henry House

Hiram Jackson

Gail & Tom Jankowski

Christy Jensen & Maynard Skinner

Desmond Jolly,

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E.H. Joerger

Nikhil Joshi

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Doug Kelly

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Mandy Dawn Kuntz

Autumn Labbe-Renault

Hemostat Laboratories

Chithra Lakshmanan

Raymond Leahey

In Memory of JoAnn Leahey

John Lescroart

Kirk Lewis

Dr. Victor Lim

In memory of Jay Gerber

Adrienne Lowe

Keith Lowe

Diane McVicker

Andre Martinez

Matthew-Martinez Family

Rita Montes-Martin

Diane Moore

In Memory of George Moore

Fernando Moreno

Roderick & Kristin Moseanko

Koren & Peter Motekaitis

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Lea Rosenberg

jesikah maria ross & Thom Sterling

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In honor of Dr. James Childress, DDS

Judy Schrader

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Don Shor

Allegra Silberstein

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Bill Smith

Virgil Smith, CPA

Kate Snow & Bart Wise

Stephen & Robin Souza

Kathleen Stephens

Marian Stephenson

Elisa Stone

Talon Entertainment

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Danny Tomasello

Suzanne Tyler

Eugene & Lenore Urbain

Jessie Valdes

In memory of Herb Bauer

Erik Vink

Bill Wagman

Doug Walter

In honor of The McConkey/Murphy Family

Lin Weaver

Steven & Andrea Weiss

Juliana Wells

Valerie Whitworth

Kyle Williams

Kathleen Williams-Fossdahl

In memory of Pat Williams

Kevin Wolf and Linda Cloud

Ashley Woodbury

Judy Wydick

In honor of Autumn Labbe-Renault

Mariko Yamada