



Davis Media Access Annual Report FY 2011-12



Shoveling Swiftly Shifting Sands



Years ago, our organization ran a single public access channel and used it to help individuals and organizations who didn't have access to media. Our emphasis was on maintaining a free speech platform, with access for all.

Today, Davis Media Access (DMA) is a non-profit community media center supporting local content creation, distribution and archiving via television, radio and the Internet. We manage two cable channels, a radio station, a digital archive that is a totally unique asset in our community, an online equipment reservation and checkout systems, and four websites and a raft of social media. Free speech and access to media technology is still central to what we do, but times and technology have changed, and our community has challenged us to be a resource on many different levels.

The challenge inherent in providing online content in what I like to call “swiftly shifting sands” was the topic of the keynote address this fall at the Alliance for Community Media’s Western Region conference, held in Sacramento. I was privileged to serve on this panel with Tom Negrete, managing editor of *The Sacramento Bee* and *Sacramento Connects*; Jason Shoultz, producer/reporter and social media maven for nationally syndicated PBS show, “America’s Heartland”; and Jared Goyette, editor in chief, Sacramento Press.

It was interesting to represent the non-commercial perspective. Our respective organizations may have very different directives but providing content in ways that work—and are of value—to our communities is the common denominator. At DMA, we do a lot and we’re faced with having to become experts on many more levels, and to make a lot of choices as to how we offer and present content. Issues we’re tackling now include: formatting for mobile devices; options for live transmission; video aggregation across many platforms; archiving; policies for working with commercial providers who want to use our content; SD transmission even though we’re fully HD now.

Additionally, we’re faced with a wholesale and ever-evolving set of challenges about how people get content. Can they get it, how they get it, at what speed they get it, their access to broadband, their understanding of technology, their media literacy. The map of media and who can access it is still very fragmented. We can produce all the great content we like, but it’s expensive and hard to get in remote and low-income areas. I believe this particular challenge will be central to our movement’s work, and to DMA’s, in the coming years.

During the 2011-12 year, we rebuilt a television studio; produced many shows to highlight local elections, schools and non-profits; aired public meetings and community events; and added greatly to our unique community archive. I say often that communities with vibrant community media are significantly different than those without, both in terms of transparency and connectedness. I hope you enjoy this look back at a very busy and transformative year in the life of Davis Media Access.

Autumn Labbé-Renault, Executive Director
January 2013

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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; and 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, a local programming archive, participation in open source projects, low-power FM radio, 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.



DMA Staff (5.5 FTE)

- Alex Silva-Sadder, Programming Manager*
- Autumn Labbé-Renault, Executive Director*
- Cliff Gamble, Production Specialist*
- Darrick Servis, Director of Operations*
- Diane Dedoshka, Studio Manager*
- Jeff Sharw, Production Manager*
- Jim Buchanan, KDRT Operations Assistant*

**Interns & Work Experience
Volunteers 2011-12**

DJUSD Production Interns

- Bryce Parker*
- Preston Wang*
- Madelyn Roblee*
- Christine Alexander*
- Zach Iams*
- Jaeger Stone*
- Andre Martinez*

Special Projects Interns

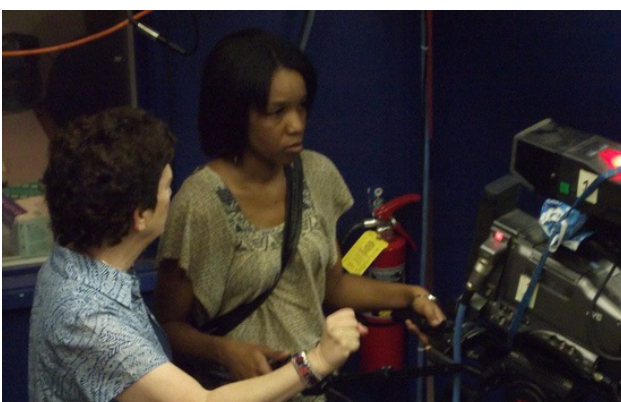
- Juliana Romano*
- Ashley Woodbury*

KDRT interns

- Tristan Leder*
- Emily Martinez*
- Mathew Bronzan*

Work-Experience Intern

- Elizar Amavizca*



DMA By the Numbers

- 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.

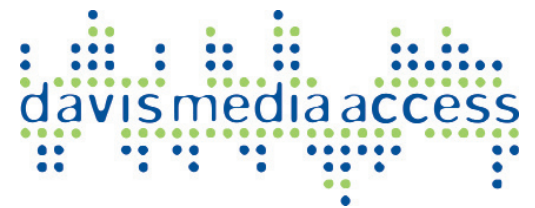
Websites & Social Media

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
- **kdrt.org** is the source for news and information about low-power radio station KDRT. It contains a local events calendar, complete schedule information, and an archive of radio shows. The station streams online and has listeners in many states around the country and countries around the globe.
- **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 Statistics

- **davismedia.org**
 - 382MB/month average bandwidth
 - 1,312 unique visitors/month
 - 23K hits/month
- **kdrt.org**
 - 79GB/month
 - 1527 hours of KDRT programming downloaded per month
 - 4,597 unique visitors/month
 - 135 K hits/month
- **dctv.davismedia.org** (*does not include video on demand*)
 - 478MB/month average bandwidth
 - 1,453 unique visitors/month
 - 30K Hits/month
- **Video on Demand**
 - 6.39GB/month bandwidth
 - 27.25 hours of DCTV programming downloaded per month.
 - 79 unique visitors/month
 - 289 hits/month
- **djuds.davismedia.org**
 - 95MB/month average bandwidth
 - 458 unique visitors/month
 - 8K hits/month



Where the grass roots grow



Davis Community Television



Public Access Television: Building a Studio, Building a Community



One of the foundations of our organization throughout its 24-year history has been a television studio. Part hands-on learning lab, part community resource, by 2010, this production facility had been used and worn to bits. As the only facility of its caliber in Yolo County devoted to public training and participation, its upgrade was a priority for DMA.

In March 2011, we began a process that culminated in a beautifully re-designed studio, with a modern set, energy-efficient lighting and state-of-the-art HD equipment. Davis Mayor Joe Krovoza cut the ribbon on the new



studio as we unveiled it “mostly completed” at our Celebration on the Backlot event in September 2011. Staff then spent the next three months training on the new equipment and working out the bugs. Since then, it’s been pressed into use frequently for two election seasons, many episodes of “In the Studio,” and a new crop of volunteer-produced shows.



It took years to plan for and build this studio, which is a direct result of the franchise agreement signed between the City of Davis and Comcast back in 2005. The funds utilized were earmarked for, and available only for capital rebuilding for the City’s public access entity, run by Davis Media Access. We are grateful for the hard work and foresight of our City’s elected officials, to the staff and board members who came before us, to visionary community leaders, and to DMA’s many supporters and community partners for helping to bring this project to fruition.



DMA’s staff also deserves recognition for its work, but none more so than Director of Operations Darrick Servis, who drove the whole process. We also thank our Systems Integrator Darren Doerschel, who assisted with identifying vendors and issuing RFPs, and Deputy City Manager Kelly Stachowicz, who provided invaluable guidance as we moved through the process.

Top to bottom: The new studio talk-show set; the last show produced in the old studio; old control room with analog equipment; new control room with HD equipment.

Facility & Equipment Use

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

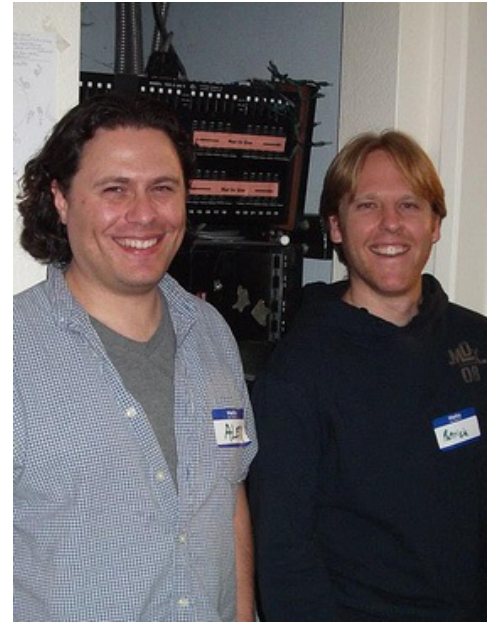
In addition to scheduling and originating the signal for two community TV channels, Channel 15 (public access, Davis Community Television) and Channel 17 (educational access, DJUSD), DMA maintains a television production studio and control room, two non-linear edit suites, six complete digital camera packages, two multi-camera packages and accessories, a digital archive 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. These free, one-hour sessions are the first step to becoming involved with DMA. 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.



Notes from the Field

We have to let go of the idea that public media is solely the responsibility of a small number of broadcast entities. We need to fund entities that support each of these four layers. Imagine a multiplatform public media that combined the production quality of PBS's "American Experience," the reporting quality of NPR's Morning Edition, the content curation of Wikipedia—and the level of community engagement that exists for some public access cable television channels and low-power FM radio. In some communities there is already institutional movement in this direction, ready to be supported with more funding. Public Access cable (PEG) television channels, funded almost exclusively out of franchise fees levied by local or state governments for access to public rights of way, are expanding beyond their traditional cable programming to include other media platforms such as radio. In Davis, CA, the PEG station Davis Media Access also houses the local low-power radio station KDRT, which offers locally produced musical, cultural, educational, and public affairs programming. Media Bridges, the PEG channel in Cincinnati, OH, operates a low-power radio station, WVQC that features local artists and musicians. Imagine if these entities were funded to partner with the local public radio and television stations. You would have the reach of public television and radio with the local content and grassroots engagement of community media.

—Benjamin Lennett and Tom Glaisyer, "Building a multi-platform media for—and by—the public." *Columbia Journalism Review*, June 21, 2012

KDRT 95.7 FM

KDRT aims to inspire, enrich and entertain listeners through an eclectic mix of musical, cultural, educational, and public affairs programs and services. Our station builds community by promoting dialogue, encouraging artistic expression, and acting as a forum for people who typically lack media access.



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. 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.



DMA holds the license and provides organizational support for KDRT, though KDRT's day-to-day governance is the purview of the all-volunteer KDRT Steering Committee. Committee members for 2011-12 were: Ron Cotterel (chair); Craig Blomberg (chair elect); Jim Buchanan; Ruth Chambers; Diane Crumley; Wayne Hagen; Doug Kelly; Adrienne Lowe; and Rod Moseanko (vice chair). Jeff Shaw serves as KDRT's station manager and staff liaison to this committee. This past year, we were able to add six hours per week paid staff time for KDRT operations assistant Jim Buchanan.



KDRT is also a great example of localism in action. In its eight years on the air, KDRT has trained more than 175 volunteers in radio production. Ranging in age from 8 to 90, 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.

Election Coverage

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. 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 24 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>.



DMA has produced “Meet the Candidates” statements for contested offices at the local, state, and national level for more than 25 years. Here, Studio Manager Diane Dedoshka preps Assembly member Mariko Yamada for her statement. Below, one of the many local candidate forums DMA records each year.

Youth Media



Over the past five years, DMA has devoted increasing resources to media skills training for youth, building increased synergy with our youth programs and interns. Youth produced their own radio shows (Student Voices, Road Scholars, Rocket Radio), and participated in internships and work-study opportunities.

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. The camps are built on the belief 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. 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 2011-12 we also offered two 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 at project’s end.

Programming Statistics & Productions



DCTV – Public Access Channel 15

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 2011-12, DMA aired approximately 650 hours of volunteer-produced programs on DCTV. 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: Dirt on Davis; Consumer Rights with TURN; The Big Read with Jay Johnstone; Davis Bike Coordinator Dave Kemp; Jug Band Music; and Food Scrap Composting. These shows are managed by DMA staff, but crewed and sometimes produced by volunteers, who contributed 350 hours of time to this effort in FY 2011-12. 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 the Yolo Solano Economic Summit; So You Think You Can Dance benefit for Davis High School Jazz Choir; Davis International House Festival; portions of the Cool Davis Festival; United States Bicycle Hall of Fame Induction Ceremony; MLK Day for City of Davis at Varsity Theatre; Davis High Idol benefit for Advanced Treble Choir; Parent University: Parenting in the Information Age; Davis Children’s Choir; Record; SFJazz High School All-Stars at The Mondavi; City of Davis Cesar Chavez Celebration.

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 2011-12, DMA aired approximately 3,000 hours of sponsored programming on Channel 15.

Programming Statistics & Productions, con't

DJUSD-TV - Educational Access Channel 17

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://djuds.davismedia.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 Davis High Idol; "In The Studio" with Rochelle Swanson and Nancy Peterson of the Blue & White Foundation; "In The Studio," featuring Davis Schools Orchestral Music Association; Parent University lectures and panels, and Davis Senior Awards Night.



a. 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.



b. 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.

KDRT

KDRT airs 65 hours of music per week. Of that, local music programs constitute 58 hours, or 89 percent, while syndicated music equals 7 hours, or 11 percent. We air 47 hours of talk/commentary per week, of which 26.5 hours, or 56 percent is local. Syndicated talk/commentary equals 20.5 hours or 44 percent.

All told, KDRT adds 84.5 hours of local programming and 27.5 hours of syndicated programming to the airwaves each week.

Expanding the Mission

Consumer rights education in Yolo County

MEANWHILE...

HAVE YOU HEARD ABOUT THE VIDEO CONTEST?

Be Phone-Wise! Video Contest

GRADES 4-8
1ST- \$250.00!
2ND- \$100.00!

GRADES 9-12
1ST- \$250.00!
2ND- \$100.00!

TO ENTER CONTEST:
SUBMIT VIDEOS SIXTY SECONDS OR LESS ADDRESSING ONE OF THESE TOPICS: "TIPS FOR BUYING CELL PHONES" OR "WHAT IS CRAMMING?" (SEE DAVISMEDIA.ORG FOR HELP)

**MUST BE DJUSD STUDENT ENTERING GRADES 4-12 IN 2012-13 SCHOOL YEAR
THREE PRODUCERS OR LESS PER VIDEO**

I'M ON IT!!

**ENTRY FORMS & GUIDELINES AVAILABLE AT DAVISMEDIA.ORG
CALLING 530-757-2419, OR IN PERSON
DAVIS MEDIA ACCESS- 1623 FIFTH STREET**

In a crazy world of big corporations and confusing practices, who looks out for the consumer? When it comes to your phone and utility bills, how do understand what you're being charged and get information about important money-saving programs? Here in our community, who can help you understand the issues, and how to be your own advocate?

These were among the questions and problems Davis Media Access addressed as part of a yearlong Telecommunication Consumer Education Fund grant provided by The California Consumer Protection Foundation. The project goals were:

To provide consumer advocacy training on cell phone issues through 15 on-site trainings and four trainings at partner sites. Local outreach sessions included presentations to the Yolo County Library Advisory Committee on Aging; the California Community Media Collaborative; RISE Collaborative in Esparto (rural Yolo County); a community session at the Davis Branch of the Yolo County Library; and the Davisville Apartment Complex. We incorporated basic information related to the TCEF grant into our overview of DMA's projects and services, provide handouts, and offered consumerrights@davismedia.org as a specific mechanism for getting more information.

To create two public service announcements and launch a youth-oriented video contest on wireless education. Media included bilingual PSAs for both radio and television. On June 13, 2012, Mark Toney, Executive Director of TURN was the guest on "In the Studio." Autumn Labbé-Renault hosted this half-hour public affairs program, discussing consumer rights, TURN's work, and the TCEF grant.

The video contest encouraged local kids (one level for kids in grades 4-8, one for teens grades 9-12) to "do good" by helping to communicate important consumer rights information, and be rewarded with cash and cool prizes. DMA staff provided a hands-on training component, including storyboarding and technical training, and kids were able to use the equipment here at DMA to complete their projects.

This component of the project also included submission of their PSAs to the Western Access Video Excellence (WAVE) Awards this fall, and one video was a finalist in its category.

To provide content, tools and leadership for other community media centers to incorporate consumer cell phone education, including the Telecommunications Bill of Rights, into their media training programs. DMA committed to share curriculum for the video contest, as well as any handouts and training materials, to other media centers in CACMX (located in Humboldt, San Francisco, Marin, Santa Cruz, Gilroy/Hollister and Monterey, in addition to Davis). Additionally, via the PEGMedia server, we have shared the Mark Toney segment and the video contest winners with centers across California.

Finally, via our involvement with the Alliance for Community Media Western Region, we brought various partners to that organization's regional conference to highlight crossover legislation issues between community media and consumer rights. We are grateful to the California Consumer Protection Foundation for the opportunity to share this important information with various communities in Yolo County.

Industry Leadership & Collaboration



DMA's Executive Director Autumn Labbe-Renault, speaking about industry challenges at ACM Western Region conference

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 Labbé-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. This past year, Autumn was one of the principal organizers for the regional conference held in Sacramento, and is part of the planning team for the national conference in San Francisco May 2013.

Darrick Servis, DMA Director of Operations, assists other organizations with Drupal development and develops open-source programs for all of DMA's websites. Darrick served as DMA's representative on the City of Davis Telecommunications Commission for three years.

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, and is in demand as a conference speaker.

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. Alex is at the forefront of gauging effectiveness of new media tools in a volunteer setting.

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.

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.

For the past three years, DMA's staff has participated in a regional collaboration between media centers in seven Northern California communities. The California Community Media Exchange is geared at exploring best practices, sharing specialized knowledge and has generated shared video projects and a collaborative website. In addition to Davis, participants hail from Monterey, Gilroy/Hollister, Santa Cruz, San Francisco, Marin and Humboldt.

Memberships & Community Participation

DMA is a proud member/supporter of the following organizations:

- Alliance for Community Media
- Common Frequency
- Davis Chamber of Commerce
- Media Alliance
- National Alliance of Media Arts Centers (NAMAC)
- National Federation of Community Broadcasters (NFCB)
- Prometheus Radio Project
- Tower of Youth

In addition, DMA staff and volunteers are active in our community. Here are selected highlights from this past year:

- Partnered with The Davis Odd Fellows on its First Thursday Live concert series. Via KDRT volunteers, KDRT promoted and provided logistical support for these monthly, free community concerts.;
- Partnered with The Davis Music Festival to highlight and record local bands (via KDRT volunteers Jim Buchanan and Diane Crumley);
- Helped coordinate logistics for moving the Davis Senior High School graduation ceremony from UC Davis to the new stadium;
- Assisted for second year with production of the annual U.S. Bicycle Hall of Fame Induction dinner at UC Davis; is recognized as a Gold Level Sponsor;
- Participated in the Yolo County Library's countywide Strategic Planning process;
- Wrote monthly column on community media & telecommunications for The Davis Enterprise;
- Garnered more than 160 articles, features and mentions in local and regional media
- Served on City of Davis Telecommunications Commission
- Organized intensive community outreach campaign, spring 2012
- Served as co-sponsor for Davis Film Festival and Davis Feminist Film Festival
- Active in local Soroptimist & other civic activities

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
- Cool Davis
- Davis Chamber of Commerce
- Davis Community Network
- Davis Feminist Film Festival
- Davis Film Festival
- Davis Food Co-op
- Davis Live Music Collective
- Davis Music Festival
- Davis Odd Fellows Lodge
- Davis Parent University
- KDVS 90.3 FM
- League of Women Voters of Davis
- Osher Lifelong Learning Institute at UC Davis
- Omsoft Technologies
- People's Vanguard of 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
- 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 2011-12, 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 third 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, a project that is unfolding in our current fiscal year.

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, 2011-June 30, 2012 for more information.

Our Supporters

We thank the following for their generous support of Davis Media Access during our annual campaign:

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Wrye Sententia

Our 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://davidirt.blogspot.com/>)

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

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

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

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

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