

20/20 Campaign a Resounding Success!



DMA has wrapped up the 20/20 Campaign, which celebrated 20 years of community media in Davis. DMA's partnerships with the City and school district provide the base for many of our operations and staffing, but we raise funds di-

rectly to support a wide variety of services, including KDRT-LP 95.7 FM, youth media projects, local election coverage, Open Media Sessions, and more.

We set a goal of asking 1,000 individuals for \$20 donations in honor of 20 years. We ended up with many larger donations and plenty of small ones, and topped our goal with a total of \$22,400 raised. A complete list of supporters is

available at <http://davismedia.org>.

We thank everyone for their generous and enthusiastic support for DMA's mission and services. DMA's board and staff will launch our next fund raising drive in October, and look forward to the community's continued involvement and support. Email autumn@davismedia.org for more information.

Partnership News

■Have you noticed cute pooches popping up on Channel 15? Evelyn Dale and Nancy Abplanalp, volunteers with Yolo County Animal Services, have been working with DMA Programming Manager Alex Silva-Sadder to feature pictures and profiles of dogs eligible for adoption from the shelter on DCTV Channel 15's Community Bulletin Board. Evelyn and Nancy are also working to help develop useful PSAs for prospective pet

adopters. Look for these air on DCTV in the near future. For more information, contact Yolo County Animal Services, 2640 Gibson Road in Woodland, or call (530) 668-5287

■The Osher Lifelong Learning Institute (OLLI) at UC Davis records and airs a wide variety of their classes and airs them on Channel 15. OLLI volunteer Bill Lorfing has dedicated himself to

taping and editing the programs. OLLI Curriculum Chair Romain Nelson also submits DVDs of the programs to the Yolo County Library, Davis Branch. Recent titles include "Women Writers of Davis," "Sex and the Law" with Dr. Herbert Bauer, "The Perfect Spy" with Professor Larry Berman and more. DMA is proud to help OLLI find a wider audience for its great programs. <http://extension.ucdavis.edu/olli> for more information.

Famous Alums

■Liam Creighton (Media Trainer, DMA staff, 2007-2008) was recently accepted to the prestigious London Film School. Liam will begin work on a Master's degree in Film Editing this fall and is meanwhile working at a small production company on the outskirts of London.

■Alec Lesnick is studying at Loyola Marymount University in their acclaimed Film Studies Department. Alec has helped teach our Kid Vid workshops over the years.

■Sophie Rubenking is a Kid Vid camp alum and former camp assistant who recently won the grand prize for co-producing the Best Film at the "Teen Digital Reel Film Festival and Showcase. The showcase is sponsored by Tower of Youth (<http://www.towerofyouth.org/NEWTOSYsite/tdr13/tdr13.htm>). It draws entries from the entire Sacramento and Sierra region. Over eighty films were submitted, including nine from DaVinci High School (which Sophie attends) and five from the larger Davis High School.

Notes from the Executive Director



I'm reflecting on last year's many challenges and successes. In early June, the Davis City Council approved funding for public and educational access for fiscal year 2009-10. The Council also encouraged DMA to continue on the path of increasing distribution avenues for locally produced content.

But by mid June, we were back at

Council again to contest proposed cuts to DMA/DJUSD funding that would have totaled more than \$27k. More than 70 supporters showed up to make their views known, and many more wrote letters of support to Council. Supporters represented a true cross section of our community and the stories shared were incredibly moving. We thank everyone for their support, interest, time and energy shared with DMA.

We also thank Mayor Ruth Asmundson and Council members Stephen Souza, Lamar Heystek, Don

Saylor and Sue Greenwald for their unanimous and resounding support of community media in Davis.

One thing is clear: funding for community media is never a "given," though there is long-standing support here in Davis. And, it takes community support to make the media center a fully realized reality. DMA has the firm foundation, established volunteer structure and community support necessary to grow local media in many new directions. It's going to be an exciting year!

For Your Calendar



General Orientation
Wed., Sept. 16, 8 p.m.

DMA Board Meeting,
Oct. 1, 2009, 6 p.m.

Open Media Sessions,
Alt. Tuesdays, 7 p.m.
davismedia.org for info.

Staff update

We're thrilled to announce that Karen Vanderford is staying on with us in a part-time capacity. Karen came to us last fall through the federal Experience Works program, which seeks to retrain older workers through on-the-job placement. Karen is here Tuesdays and Thursdays and helps with a wide variety of projects, from marketing and hosting shows, to administrative support. We're glad to have her big smile and warm personality here with us!

Volunteer Crew Opportunities for Studio Productions

DMA Studio Manager Diane Dedoshka came to us last year with a background of 20+ years in broadcast television news, and she's putting that expertise to use for community benefit here at DMA these days.

Under Diane's guidance, DMA tapes a variety of community-interest programs each month, generally on the first Tuesday evening and third Thursday afternoon. We use these productions to train community members in the basics of working in a television studio and with video and audio equipment. Call 757-2419 or email Diane at dedoshka@cal.net for more information. Next taping date is Thursday, Sept. 17 from noon to 2 p.m.

CONTACT US

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<http://davismedia.org>
General info. & DCTV Channel 15 schedule

<http://kdrt.org>
KDRT schedule, archives, programmers' blogs.

<http://djuds.davismedia.org>
DJSUD educational access Channel 17