

OUR MISSION

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

Annual Report FY 2010-11



Davis Media Access

Executive Summary

Earlier this year, I was privileged to hear a group of high school students from the UU Church of Davis reflect thoughtfully on what it's been like to grow up steeped in technology. They filled the front of the sanctuary with laptops, cell phones, digital cameras and camcorders, wires and cables, a visual testament to the technological tsunami of gadgets that has shaped their lives.

They love technology, undoubtedly. But what reached me were their less-often voiced fears about what technology does to our society—and what it says about us. One young woman asked us to imagine our comfort level if we'd lost our smart phone. How long would we last before replacing it? An hour? A day? Weeks? What level of panic would we experience? She also addressed the unspeakable swell of discarded consumer electronics sent from the United States to developing nations, and the rise in identify theft. The teens also spoke about the pros and cons of technology, the most oft-cited drawback being a loss of connection to real people in the real world, along with a growing sense of isolation. The virtual commons has its drawbacks, it seems.

I can't argue with any of those points, but it's precisely because I believe media and technology have the capacity to create positive change that I work at Davis Media Access. It's a place where we work to connect others, not only to tools and technology, but to each other. Regardless of your generation, your income, your social circles or your technological proficiency, there are countless ways to connect here at DMA. And in connecting, you become part of an organization that's been using media tools to build community for more than 23 years.

DMA has demonstrated that even the smallest non-profits can substantially impact community life. When the City needed to document the process of narrowing down 10 candidates to one appointee in a special process last year, it called on DMA. Before state-wide districting became a hot topic, KDRT programmer Bill Buchanan covered the topic on "Davisville." And when community organizations convened a forum on that same issue the following month, DMA's staff and interns recorded a presentation, part of which was submitted to the state Legislature as testimony that ultimately changed the process.

This report highlights a year in which DMA's leadership and staff set in motion plans to upgrade an aged-out community television studio, developed a system to help volunteers make their own reservations online, expanded youth media offerings, and engaged in intensive strategic planning for our future. In short, we sowed a lot of seeds. It's exciting to watch those seeds begin to bear fruit, promising a harvest of good ideas and great community. I hope you'll enjoy this report and want to chat about it—I answer email, phone, text, social media and that most lo-fi of devices, the front door!

Yours in Community,

Autumn Labbé-Renault, Executive Director, December 2011



Board of Directors, Staff & Interns

DMA Board of Directors 2010-11

Nancy Bodily - Secretary
Ron Clement
Andrea Jones -President
Mel Lewis
Rita Montes-Martin
Peter Peterson -Treasurer
Paul Sheeran



DMA Staff

Alex Silva-Sadder, Programming Manager
Autumn Labbé-Renault, Executive Director
Cliff Gamble, Production Specialist
Clifford Garibay, Technical Assistant
Darrick Servis, Director of Operations
Diane Dedoshka, Studio Manager
Jeff Shaw, Production Manager
Karen Vanderford, Office Coordinator
Ryan Gonzales, Production Specialist
5.75 FTE



2010-11 Interns & Work Experience Volunteers

Lukas Buck
Dominic Dabrowiecki
Jon Dyaico
Ryan Gilchrist
Zach Iams
Jesse Kehr
Andrea Khoo
Nate King
Nicolas Lopez
Bryce Parker
Jaegar Stone

This report is dedicated to the memory of long-time DMA volunteer, board member and supporter, George Moore, who passed away in January 2011. Your voice and your vision live on.

“As a volunteer producer, DMA has been a way for me to take the seeds of an idea and see them to fruition on the small screen. In the process I’ve had a chance to get to know my community in a way that I would not have otherwise had.

As a viewer, DMA provides insightful and entertaining information ranging from politics to the local music scene and I always look forward to seeing the local candidates sharing their views in a format outside of the City Council Chambers and the newspaper.

I look forward to long association with the station, as well as its superb content.”

—Paulina Jacobs-Sanders





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. 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.

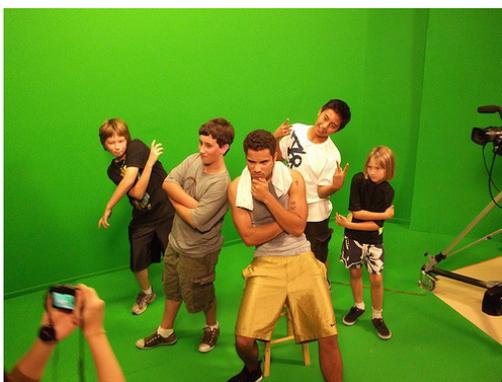
What is community media?

Viewed from the street, Davis Media Access might appear to be just another a blocky, beige office building. But look closer. Up on the roof, there's a radio antenna. Around the east side of the building, you'll see a large mural



by Oaxacan artist Jose Kobé. Co-created with our community in 2008, the mural depicts the Oaxacan people's struggle for accessible media. Peek inside, and in the center's brightly colored rooms, you'll see a broad cross-section of Davis, using media to communicate and document important moments in our community life. Community media centers serve multiple roles: classroom, meeting place, hands-on learning lab and social venue.

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). DMA hosts tours for visiting foreign delegations, K-12 and university classes, and scouting troops. We hold public screenings related to media, free expression and community development.



In addition, DMA supports a Community Bulletin Board on Channel 15, whereby we post notices for everything from community events to pets available for adoption. Last year we posted approximately 400 messages in rotation, while KDRT programmers promoted over 208 press releases on the air. DMA partners with many other

nonprofits and community-based organizations, helping them to extend their reach in Yolo County.

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

- Edit suites: 1,200 hours
- Studio: 750 hours
- Field equipment checkouts: 700
- Cha 17 field equipment checkouts: 55



Digital Media Training

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.



Volunteer producers, programmers and organizations are the backbone of a community media center. 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. We work with volunteers to help them meet their media production goals over a longer course of time. 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.

In 2010-11, DMA offered regular Thursday-night, drop-in trainings on "the basics": three-point lighting, shot composition, getting good audio, and editing on FinalCut Pro. Throughout the year, we highlighted a wide variety of other topics as well, from getting good footage on location to audio tips & techniques. Occasional screenings and special presentations punctuated our year.

"The students were so excited about video production at the end of the evening. It was especially wonderful to have them working in the public access studio environment because it's such a step up from their usual media-making with personal devices—they were so turned on by the power of working together collaboratively in such an exciting setting! Their minds were expanded by the public access explanations from Jeff and Alex."

—Glenda Drew, Associate Professor, UC Davis

"I absolutely love being a part of, and seeing the tremendous amount of creativity that goes down at DMA. It's like a magnet that pulls me in."

-- Rod Moseanko, Host of The Grapevine & The Golden Road



KDRT collaborates with many other groups to produce and promote local concerts. From L-R, Kurt Roggli, producer of Thursday Night Live! at the Davis Odd Fellows; KDRT Steering Committee Chair Dr. Ron Cotterel, and volunteer extraordinaire Jim Buchanan.

KDRT Grows the Grassroots

What happens when you take a small radio frequency and place it in the care and nurturing of committed volunteers? You get a small radio station that's had big community impact, a.k.a. KDRT-LP 95.7 FM.

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 governance is the purview of the all-volunteer KDRT Steering Committee. Committee members for 2010-11 were: Ron Cotterel (chair); Craig Blomberg; Nancy Bodily; Jim Buchanan; Diane Crumley; Wayne Hagen; Nikhil Joshi; Adrienne Lowe; George Moore; Lois Richter and Rod Moseanko.

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.

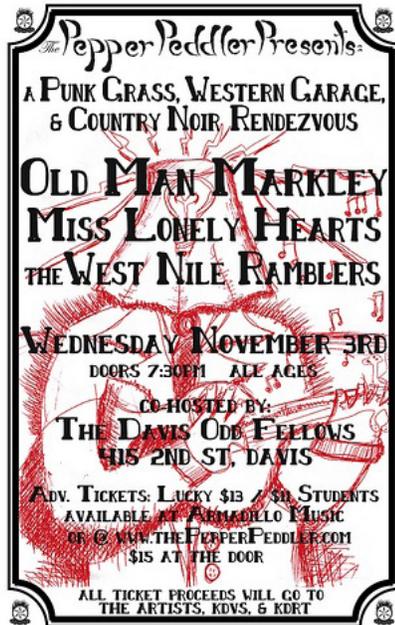
KDRT is also a great example of localism in action. In its 7 years on the air, KDRT has trained more than 150 volunteers in radio production. Ranging in age from 8 to 90, these programmers generate an extraordinary amount of local programming, as well as community interest and support. Local public affairs 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 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.

In addition to live broadcasts, KDRT's programming is streamed at <http://kdrt.org>, where archives for all regular programs are also available.

Local musician and owner of The Pepper Peddler coffee roasting company, Alex Roth hosted a series of concerts in fall-winter 2010 to promote local musicians and benefit community radio. KDRT was one recipient of Alex's largesse.

When possible, KDRT has helped other benefits by coordinating live broadcasts from an event. This effort requires coordination between volunteers onsite, as well as someone at the station to monitor the signal. All of this happens thanks to a core of committed volunteers.



KDRT programmers span all ages and interests. Here's Katie Post and her mom, Beth, at work on their weekly live show on home schooling. "Road Scholars" features in-studio guests, music, interviews and more, all aimed at enriching and connecting the home schooling community.

Community radio tells human interest stories well. Here's Pastor John Oda of Davis United Methodist, who talked about his work last year on "Davisville." A public affairs show hosted by Bill Buchanan, Davisville features a diverse array of guests and topics, all geared at gaining understanding and shared context in a place called Davis, CA.



Youth Media Projects



Over the past five years, DMA has devoted increasing resources to media skills building for youth, and to building increased synergies with our youth programs and interns. Youth produced their own radio shows (Student Voices, Dirt on Davis, Rocket Radio), participated in internships and work-study opportunities, and enjoyed summer camps through DMA.

In 2009-10, DMA helped the staff at Harper Junior High establish a media program by assessing existing equipment and recommending production protocol. That effort helped the District forge ahead into an area in demand by students and parents, provided opportunities for kids to learn how to make and use media on a daily basis, and inspired other parents and students to explore similar programs throughout the school district. In 2010-11, DMA began work on assessing the District's capital needs and preparing for the conversion to HD equipment.

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 2010-11 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.



"Just watched 'In the Studio's' last episode in the old studio. Thanks to Diane, Jeff, Alex, Autumn, and everyone at Davis Media Access for the many months of professional-grade training, mentoring, and production. It was a blast and I can't wait to see the new studio."

-- Mark Wagner, recent UCD graduate

"As a longtime associate and former Board member of DMA, I have had the pleasure & benefit of being able to use the facility to interview many interesting members of our community and share their stories, always with the help and support of the great DMA volunteers and staff. DMA is a valuable asset to Davis and needs our continued involvement and support."

--Rita Montes-Martin



DCTV—Public Access Channel 15

DMA categorizes its programming for DCTV into two broad areas: Local and Sponsored. Local (defined as programming produced by community members, either using DMA's facilities or produced on their own), includes Volunteer-Produced and DMA-Produced programs.

Volunteer-Produced Programs

In FY 2010-11, DMA aired approximately 875 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 an outlet for exploring issues of local interest. Representative topics last year included Davis Music Festival, Dr. Marvin Goldman, Mixed-Exposure Syndrome, Ultimate Frisbee, Domestic Violence, Breast Cancer Support, and the Egyptian Uprising, as well as many episodes featuring local non-profits and school-based groups.

These shows are managed by DMA staff, but crewed and sometimes produced by volunteers, who contributed 440 hours of time to this effort in FY 2010-11. Training is provided before and during the shows, making these programs a hands-on learning lab for studio production. "In the Studio" also airs on KDRT 95.7 FM. Segments are available on-demand and archived at <http://dctv.davismedia.org>.

Sponsored

Sponsored programming generally includes programs not produced through DMA's facilities or even in 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. In FY, 2010-11, DMA aired approximately 3,010 hours of sponsored programming on Channel 15.

PROGRAM STATISTICS

DMA produces local election coverage, and as resources allow, covers local events of note. Examples last year included the City Council Appointees, CA Redistricting Forum, Future of College Radio Panel at UC Davis, Yolo County Health Bilingual T-Dap Public Service Announcement, Yolo County Fair Booth Exhibit and select Odd Fellows Hall Concerts.

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.

DJUSD TV - Channel 17

In partnership with District staff, DMA staff manages the production and promotion of Educational Access Channel 17's schedule, its high school internship program, website (<http://djusd.davismedia.org>) and related initiatives. We work with many DJUSD teachers and parent liaisons. Many recordings are made into DVDs which are then sold to benefit Parent Booster groups.

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; Parent University lectures and panels, "Blue Devils, You Think You Can Dance," and Davis Senior Awards Night.

a. Local Programming

DMA recorded 55 other local productions last year for Channel 17. Shows include footage for Arts in Our Schools, Game of the Wee, 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. 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, 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 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. In-depth coverage of civic matters is eschewed in favor of sensationalism. But perhaps nothing underscores the importance of localism in programming so well as local election coverage.



Sen. Lois Wolk (D- Fifth District) and Joan Poulos, former Davis mayor, participate at DMA on an election night in Nov. 2010

Though we are located in a major media market, mainstream television and radio generally give only passing mention to Davis politics, and at that, generally only when it's negative coverage. Voters need to see and hear candidates, and to hear both sides of the issues, fairly and impartially presented.

That's where community media really makes a difference. 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 23 years. It's one of our core services and a source of pride for our organization.

“Davis Media Access is a unique teaching and learning resource for the community.

There are so many things you can do! Volunteers for “In the Studio” learn from an experienced real life video producer how to operate the cameras and sound room. DMA also makes it possible to tell your story about causes that are near and dear to your heart. You can get free lessons in video shooting and editing, borrow all the equipment for a shoot, come back to the edit suite and use Final Cut Pro and fast computers to make a video. Fabulous!”

— Mark Graham

“When I'm at DMA I can always get my questions answered and video problems solved. Everyone there is knowledgeable and friendly and always willing to help.”

— Bill Lorfing, volunteer, Osher Lifelong Learning Institute



Assemblymember Mariko Yamada poses with DMA's Executive Director, Autumn Labbe-Renault, after her appearance on election night.

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>.



Part of our current workplan centers on digitizing many years' worth of election coverage in our studio, as well as “Meet the Candidates” statements and election-night coverage. There's historical value in being able to see and hear what the candidates and campaign managers said the last time an issue arose in Davis.

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 core 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. Autumn is active in helping to organize regional conferences and networks widely with colleagues in seven western states.

Also in 2010-11, Autumn was among a group of 12 community leaders chosen to participate in a live blog discussion on media policy, hosted by the National Alliance of Media Arts Centers (NAMAC). She writes a monthly column about DMA and related media policy for *The Davis Enterprise*, something she's done since 1996.

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

Jeff Shaw, DMA Production Manager, is deeply involved in the LPFM movement and last year served as chair 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.

COLLABORATION

This past year, DMA's staff participated in a regional collaboration between media centers in seven Northern California communities. The collaboration, which is proceeding in our current fiscal year, is geared at exploring best practices and 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.

In 2010-11, DMA's staff traveled to each of these sites for daylong intensives in the areas of Production, Education, Public Policy and Technology. DMA will host a site visit in January 2012.

Watch videos from the project at <http://www.communitymediaexchange.org/?q=node/6>

Alex Silva-Sadder, DMA Programming Manager, represents DMA with the Sacramento-area Tower of Youth, a non-profit dedicated to making media education a core part of the California state curriculum. They hold film festivals for youth-made films, as well as run programs that pair youth with industry mentors and non-profits that need media services. Alex also 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.

COMMUNITY PARTICIPATION

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

- Alliance for Community Media
- Common Frequency
- Davis Chamber of Commerce
- NAMAC
- NFCB
- Prometheus Radio Project
- Tower of Youth

DMA staff and volunteers are active in our community. A few highlights from this past year:

- Partnered with The Davis Odd Fellows on its First Thursday Live concert series. Via KDRT volunteers, promoted and provided support for these free community concerts.

- Partnered with The Davis Music Festival to highlight and record local bands

- Wrote monthly column on community media & telecommunications, *The Davis Enterprise*

- Garnered more than 175 articles, features and mentions in local and regional media

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. In 2010-11, we began work on a joint project to run a dedicated fiber link between the City and DMA's buildings to enable DMA to originate playback of all DJUSD programming, including school board meetings. Channel 16 is an important partner to DMA, and we are grateful for the support and expertise of the City staff who 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.

Report on Funding Initiatives

In addition to our major contracts, DMA has worked to develop several other income streams. For FY 2010-11, 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 second 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.

Our partnerships last year included:

- City of Davis- Emergency Alert System
- City of Davis-Street Smarts Program
- Common Frequency, Inc.
- Cool Davis Initiative
- Davis Chamber of Commerce
- Davis Community Network
- Davis Feminist Film Festival
- Davis Film Festival
- Davis Food Co-op
- Davis Odd Fellows Lodge
- Davis Vanguard
- Davis Voice
- Davis Wiki
- Downtown Davis Business Association
- KDVS 90.3 FM
- League of Women Voters of Davis
- Osher Lifelong Learning Institute at UC Davis
- Omsoft Technologies
- Program in Technocultural Studies at UC Davis
- Prometheus Radio Project
- Redwood Barn Nursery
- Sacramento Drupal Camp
- Sacramento French Film Festival
- UC Davis Design Department
- UC Davis Education for Sustainable Living Program
- Unitarian Universalist Church of Davis
- The Varsity Theater in Davis
- Yolo County Library, Davis Branch
- Yolo County Elections Office



Governance & Oversight

DMA is governed by a nine-member volunteer Board of Directors. The Board meets monthly as a whole, with Executive Committee members attending an additional planning meeting each month. Board and staff work together closely and collaboratively to plan and carry out the media center's activities.

DMA contracts with the office of Virgil Smith, CPA, each year to conduct an annual review of our financial position and statements.

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.

Replacement C&E has accrued since the start of the current franchise and is being used in our current fiscal year to finance the upgrade from analog to digital and HD-capable equipment in the community television studio.

Please see Profit & Loss Statement for July 1, 2010-June 30, 2011 for more information.

Our Supporters

DMA receives major support through operating agreements with the City of Davis and the Davis Joint Unified School District under the auspices of the Cable Franchise Agreement in Davis. We value the long-term relationships between City, Schools and community. We also greatly appreciate our community's support during 2010-11:

3rd Street Jewelers - Plavio "Frank" Acosta
Adam & Janice Bridge
Adrienne Austin-Shapiro
Alan Smith
Alison Keenan
Alison Kent & Allan Hollander
Andrea & John Jones
Anne Hance
Anne-Marie Flynne
Anthony Dunn
Arun Sen
Ashok & Surya Joshi
Autumn & Craig Labbe-Renault
Bernadette Balics
Beth Banks
Bill Buchanan
Bill & Marcy Lorfing
Bill Smith
Bill Wagman
Bob Kehr
Bob & Dorothy Leland
Carol Corbett
Carol Hegler Cox & Gary Cox
Cass Sylvia
Catherine Campisi & Ralph Black
Charles & Ann Halsted
Chithra Lakshmanan
Claire Black Slotton
Clifford Garibay
Craig Blomberg*
Charles Judson
Chris Mussen
Daniel & Sarah Boone*
David Campos
Dawn Student & Sharon Hale
De Luna Jewelers
Dean Straw
Deborah Whitman
Delaine Eastin
Desmond Jolly,

via a grant from The Columbia Foundation

What sets DMA apart and makes it such a valuable community resource?

***Non-commercial:* Whether it's programming created by community volunteers, coverage of public meetings and events, or syndicated programming sponsored by community members, DMA is your citizen-driven media center.**

***Hands-on:* Through regular workshops, media literacy development, youth media programs, radio production training and ongoing technical assistance, community members have ample opportunity to build valuable technical and outreach skills. DMA helps your voice be heard.**

***Capacity building:* Whether documenting important moments in our area's history, airing public meetings, giving valuable exposure to local musicians or helping other non-profits get word out about their valuable services, DMA connects us.**

***Infrastructure:* Our facility at 1623 Fifth Street houses two television channels, a radio station and a growing collection of media tools & equipment, all of it built and maintained for community use.**

Diane Crumley
Diane Moore*
Don Morrill
Don & Julie Saylor
Donald & Selene Jackson
Doug Walter
Ed Giguere
E.H. Joerger
Elaine Barratt & Jim Cheney
Elisa Hough
Elizabeth Romero
Eric Mussen
Eugene & Elizabeth Rankin
France & Dallas Kassing
Frank Maurer
Gail Jankowski
Gavin Dahl
George Heubeck
Glenn Cheung
Hiram Jackson
Jane Derry
Janet Berry
Janet Saunders
Jean Canary
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Joan Moses
John & Celeste Cron
John Lescroat
Jonathan London
Judy Wydick
Juelie & Kurt Roggli
Karen Newton & Richard Haggstrom
Karena Schmitendorf
Kat & Stefanie Fox
Kate Markey
Katherine & John Hess
Kathy Williams-Fossdahl
Kelli Hunt
Kenneth Gebhart & Rhonda Reed-Gebhart
Kim Wallace
Koren & Peter Motekaitis
Laurie & Russell Loving
Léonor & Eugene Urbain
Lina Planutyte
Lucas & Stacie Frerichs
Lynn Nittler
Mandy Dawn Kuntz
Marleen Stratton Blomberg
Marnelle Gleason & Lou Fox
Martha Rehder
Martha Teeter

Supporters , continued

Mary Louise Greenberg
Maureen Driscoll & Mark Hoffman
Maynard Skinner & Cristy Jensen
Melrina Maggiora Houser*
Michael Bobell
Nancy Bodily & Geoff Straw
Nancy Kays
Nick Mariano
Nik Joshi
Pam Nieberg
Patty & Charlie Clark
Paul & Erin Sheeran
Paulina Sanders
Peter Peterson
R.Dean Straw & Rayma Mui
Raymond Leahey
Redwood Barn Nursery - Don Shor
Richard & Nancy Sequest
Richard G. Fields
Robert, Beth & Katie Post
Robert Schulz
Robin Cady
Robin Kulakow & Bill Julian
Rod & Kristin Moseanko
Ron Clement
Ron Cotterel
Sarah Taylor
Sharla Hardy
Sherman & Hannah Stein
Sherry Bass
Sky & Anne Hilts*
Stephen Renault
Steven & Avery Godfryd
Steven Weiss
Steven Zawilla & Kristen Kralovich
Sunny Shine
Susan Steinbach
Terrienne Straw
Tree Kilpatrick
Valerie Whitworth
Vern Mendel
Verena Borton
Virgil Smith
Wayne & Judy Schrader
Wendy Weitzel & Scott Wetzlich
Wrye Sententia

* in memory of George Moore

Remembering George

George Moore, friend and mentor to many at KDRT/Davis Media Access, passed away Jan. 19, 2011. I wrote this at the time: "I could tell you about George, who played show tunes, or jazz, or segments of historical Jewish radio. Or George, who helmed the KDRT Steering Committee and served on the DMA board of directors for several years. George, who opened his home for countless meetings, plodded through a rewrite of the DMA Bylaws with me, who helped me navigate ADA compliance for our new ramp at this building, who wrote policy, raised money, and vetted programming proposals. He did all of this, for years on end. He was a tireless advocate for KDRT, a fierce fighter when the chips were down, and a fun companion when it was time to celebrate.

Set George to talking about grammar and the downfall of literacy in today's culture, and he could go for hours. Ask him about his years as a teacher and you'd hear stories of kids that made a difference in his life, but little about the undeniable difference he must have made in theirs.

Radio was a passion for George, not only because it allowed him to play little-heard but beloved music, but because it meant something real to this community. George once told me that "radio inscribes a bit of a community's soul" on the people who listen to it, and that's a piece of **wisdom** I'll carry with me always.

-Autumn Labbe-Renault



1623 Fifth Street, Ste A
Davis, CA 95616
www.davismedia.org
530.757-2419