



# Davis Media Access

## Community Media:

*Localism Strengthens Our Community*



## ANNUAL REPORT 2007-08

Davis Media Access (DMA) is a non-profit, membership-based media center offering community members the tools and training to develop and distribute their own media. DMA helps document important moments and traditions in community life, preserving them for the future.

DMA was incorporated as Davis Community Television in 1988. In 2007, we changed our name to Davis Media Access (DMA) to better reflect the growing range of media options we make available.

DMA's core services include access to television production equipment, training and channel time on local public access channel 15 on the Comcast cable system. DMA holds the license and provides organizational support for KDRT-LP, a low-power radio station located at 95.7 FM in Davis. We also support a growing range of media distribution options. Through our partnership with the City and the Davis Joint Unified School District (DJUSD), DMA provides the bulk of educational access services and support for cable Channel 17.

Community media is unique, with programming created largely by community volunteers. DMA provides powerful tools for citizen expression in Davis, a forum for public discourse and dialog, and a showcase for issues and events. Involvement with DMA's programs and services helps to facilitate artistic expression, provides an outlet for many members of marginalized communities, and helps promote civic participation.

Our services and facilities are available to all members of the Davis community on a non-discriminatory, first-come, first-served basis.

# WELCOME

## By Andrea Jones President, Board of Directors

It's my privilege to continue to serve as president of Davis Media Access' board of directors. I would like to take a moment to thank those who join me in this task: DMA's other board members; our resourceful and dedicated staff; the KDRT Steering Committee; and the many community members who use DMA's services and contribute their time and energy to this organization. It's a really unique and special place.

Having just celebrated DMA's 20th anniversary with the hugely successful "On the Backlot" celebration on Oct. 18, 2008, I think all of us at DMA are feeling encouraged by the community support and participation we currently enjoy.

Basic funding for DMA's operations come from the cable franchise agreement, and we thank the City of Davis and the Davis City

support of community media. The rest comes through other partnerships and contracts, through grants and fundraisers, and through donations from community members. A great deal of DMA's value lies in sweat equity: we effectively manage volunteer talent and energy to help leverage limited resources.

Here's the heart of the matter: community media centers require community support to continue existing, and to grow and thrive. I encourage each of you to support DMA's efforts by participating in our 20/20 Campaign. With a goal of adding 1,000 supporters to the list, this is just one way in which we will continue to help DMA provide important community services. For more information, please visit [davismedia.org](http://davismedia.org).

## Executive Director's Message

October is an introspective time for me, so it seems fitting to spend some time thinking about where DMA has been, and where we're going.

Regarding DCTV and video production, fiscal year 2007-2008 culminated much of our capital equipment planning and purchasing. I recall long meetings, and much research and debate about how to progress with the next stages of our update. Workflow and digital asset management became big issues. We learned much about encouraging collaboration among our volunteers, and how to support their digital production needs.

Where 2006-07 had been about the initial upgrade from analog to digital field equipment and edit suites, this past year saw us make the transition to a digital playback system, and begin another huge transition, towards centralized storage and digital archiving. We moved from being an organization that loads tapes into video decks on a daily basis, to one capable of being programmed weeks in advance.

New equipment has helped revitalize many services, resulting in an upsurge in facility usage and volunteers. It has been really fun to welcome a host of new faces to DMA in this past year.

Last year was also remarkable for the Save KDRT campaign and our collective success in securing a new frequency for the low-power FM station. Now at 95.7 FM, KDRT-LP has lived to tell the tale. This could not have been done without the heroic efforts and staunch support of the Davis community.

But all of this—equipment, workflow, community organizing strategies—would be meaningless without the people who comprise the heart and soul of DMA. These days, it's easier than ever to distribute content, and there's much to be said for reaching a worldwide audience. But there's even more to be said for localism—for connecting and creating with others in our community, and for sharing local ideas and information.

And to do this in a community media center—a place that overflows with creative and helpful people—makes Davis a fortunate community indeed. Whether you produce for television, radio or Internet, want to learn those skills, or simply need a place to get the word out, you can do that at DMA.

I invite you to peruse this report, check out our websites at [davismedia.org](http://davismedia.org) and [kdrt.org](http://kdrt.org), and plan to get involved on some level this year.

**Autumn Labbé-Renault**

*(I'd like to thank Erron Evans for letting us use some of his photos; check out his work at [erronevans.com](http://erronevans.com).)*

# Board & Staff

## DMA's Board of Directors

In 2007, Davis Media Access completed a much-needed overhaul of its Bylaws. One of the changes was to transition from an elected to an appointed board; another was to open membership on key committees to community members at large.

Board members serve 1-2 year terms, though many serve multiple terms and enjoy a long-standing association with DMA. The board strategizes and plans for the long-term vision of the organization. The board also advises and assists staff with implementation of key objectives during each fiscal year.

DMA's Board meets of the first Thursday of each month from 6-7:30 p.m. in the DMA conference room. The public is welcome to attend, and a public comment period is generally scheduled at 6:10.

DMA's standing board committees include Executive, Finance and the KDRT Steering Committee. Additional committees include Programming and Fund Development. Committees generally meet once per month, and with the exception of Executive and Finance, membership on these committees is open to the community.

The DMA Board of Directors also holds the license for KDRT-LP, 95.7 FM, the low-power community radio station housed within DMA. The day-to-day operations of KDRT, as well as its long-term planning, are the purview of the 12-member, all-volunteer KDRT Steering Committee, which has representation on the DMA board.

Questions about the Board or its work may be directed to Autumn Labbé-Renault at (530) 757-2419 or [autumn@davismedia.org](mailto:autumn@davismedia.org).

## 2007-2008 Staff

During the 2007-08 fiscal year, DMA had a core staff of 3.5 FTE, with another 1.25 FTE in part-time production staff and interns. Core staff have been with DMA for an average of 10 years, providing exceptional depth and knowledge of community media in Davis.

As a small organization with a large mission, much of DMA's work is accomplished via staff's work with volunteers.

## Board of Directors, 2007-08

Andrea Jones, *President*

Paulina Sanders, *Vice President*

Peter Peterson, *Treasurer*

Nancy Bodily, *Secretary*

George Moore

Paula Osborn

Rich Peterson

*Autumn Labbé-Renault, ex officio*

## KDRT Steering Committee, 2007-08

George Moore, co-chair

Diane Crumley, co-chair

Nancy Bodily

Craig Blomberg

Jim Buchanan

Ron Cotterel

Wayne Hagen

Nik Joshi

Lois Richter

Jeff Shaw, *staff liaison*

Bill Smith

Mulysa Wagner

## Staff, 2007-08

Darrick Servis, *Director of Operations*

Jeff Shaw, *Production Manager*

Louie Brannaman, *Morning Receptionist*

Liam Creighton, *Programming Manager*

Jim Buchanan, *Production Specialist*

Cliff Gamble, *Production Specialist*

Ryan Gonzales, *Master Control Operator*

Josiah York-Carr, *Master Control Operator*

Interns: Joseph Baria, Steven Gordon, Nora Gregory,  
Sophie Landau, Susan Xu

Autumn Labbé-Renault, *Executive Director*





## WHAT PEOPLE ARE SAYING ABOUT DMA

The Osher Lifelong Learning Institute at UC Davis Extension (OLLI, providing programs and events for seniors in the Davis area) is pleased to support Davis Media Access, and is doubly pleased with the support from DMA for our efforts to record and broadcast a part of our wide offering through DMA broadcast facilities.

Autumn, Jeff, Alex and all of the staff have been generous with time, talent and equipment for our January roll-out of OLLI Presents. We deeply appreciate the effort and training that DMA has lent us. DMA is an asset to the Davis community and our OLLI. Thank you.

***Romain Nelsen***  
***Vice President and Curriculum Chair, 2008-09,***  
***OLLI at UC Davis Extension***

KDRT offers programming to Davis with voices from the community offering their fresh perspective. I hope that "Sparks From the Flame" will bring a five minute intriguing message that is an unexpected bit of hope at the end of the work week. Thanks to KDRT for making it possible to be more a part of Davis!

***Beth Banks, Senior Minister***  
***Unitarian Universalist Church of Davis***

It is such a cool service you guys provide for the community. I think the kids really appreciate this service.

***Rick West, former UC Davis Water Polo Coach***  
***Math Specialist at UC Davis.***

"Zen and the Art of Bicycle Commuting" arose as a project between U.C. Davis' Education for Sustainable Living Program and Davis Bicycles!, a community group dedicated to advocating for bicyclists in Davis. This instructional video would never have seen the light of day had it not been for Davis Media Access.

Davis Media Access made available a meeting place for the participants during the pre-production phase. DMA staff provided camcorder training to the U.C. Davis students who shot much of the video and provided the studio space and equipment to capture the audio narration of the movie. DMA provided several camcorders to the students during production and editing suites featuring high-end editing software in post-production. Now DMA is broadcasting the video to our target audience. DMA made it happen."

***Ken Celli, Producer***  
***"Zen and the Art of Bicycle Commuting"***



# MISSION STATEMENTS



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## **Davis Media Access Mission Statement**

DMA's mission is to enrich and strengthen the community by providing alternatives to commercial media for local voices, opinions and creative endeavors. *Approved by the DMA Board of Directors, 2006.*



*Where the grass roots grow*

## **KDRT Mission Statement**

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. *Approved by the KDRT Working Group, 2004.*

# VALUE STATEMENTS

## KDRT Values

*Along with KDRT's mission statement, these values were determined to be the guiding principles behind KDRT-LP.*

### **Localism**

We are connected by histories, places and stories that make up our community – Yolo County and beyond. Sharing local experiences connects us to each other and to our place. KDRT promotes interaction, connections, and sense of belonging among residents. When people tell stories and others listen, they create community.

### **Social Equality**

The protection and promotion of human rights requires the struggle against all forms of discrimination. KDRT maintains that no person is superior to another based on race, class, creed, sexual orientation, or physical condition. KDRT encourages dialogue that promotes equality and discourages discussion that disparages others.

### **Public Participation**

All people have the right and responsibility to take part in the decisions that affect them and their communities. Democracy depends on civic engagement and an exchange of ideas across all members of society. KDRT enables people to use radio to express themselves—personally, culturally, artistically, and politically—and to receive a diversity of information from others in order to actively participate in public life.

### **Media literacy**

The media powerfully influences how we think, act, and perceive our world. To take part in our governance, strengthen our communities, and connect with the world around us, we must be able to analyze and produce media on our own terms. KDRT provides the tools, training, and transmission necessary for people to become knowledgeable and effective communicators, able to examine media critically and use media competently.

### **Diversity**

Diversity of programming, staff, and volunteers is the bedrock of community radio. Dynamic community radio requires the wisdom, experiences, interests and support of a wide range of people. KDRT involves a diversity of people in station activities in order to encourage understanding and collaboration across barriers such as ethnicity, language, class, gender, and age.

### **Community Media**

Low-power radio stations are part of a larger community media movement focused on providing distinctive alternatives to commercial and public media. Community media centers enable residents to participate in local culture, national issues, and international affairs. KDRT provides compelling and relevant programming not usually found on other radio outlets. This includes locally produced shows, national programming with alternative viewpoints, and music and voices from around the world. We support organizations such as the National Federation of Community Broadcasters and the Alliance for Community Media.



# CHANNEL 15 - DCTV



Davis Community Television

DMA's public access channel 15--Davis Community Television, or DCTV- is a place to learn about media technology and media literacy, to get trained on video production equipment, to connect with like-minded individuals, and to share information about important community events and efforts.

Each year, there are certain projects that stand out. We share here some of the highlights of 2007-08.

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## Volunteer Productions

Channel 15 is a community platform. Locally originated, volunteer-produced content accounts for 1,040 programming hours per year, or average of 20 hours per week.



Programs produced by DCTV volunteers run the gamut, from live weekly gospel or rock showcases, to political commentary; from environmental and social justice documentaries, to interviews with various prestigious emeriti of UC Davis. Volunteers use DMA equipment to produce field and studio programs, or to edit footage they've already shot.

Public access channels began—and remain first and foremost—platforms for the free expression of ideas and opinions. Programming on DCTV varies from week to week, and some of it may be challenging, amusing, or of a different quality than commercial programming. But much of is produced right here in Davis, CA, by our neighbors and friends, who are learning skills and telling their stories through the medium of community television.

Increasingly, DCTV volunteers are not only airing their programs on Channel 15, but using the Internet to distribute their content more widely. We offer training and equipment that supports these efforts as well.

We support a two-camera studio and control room, complete with green screen and lighting grid. Field equipment includes Canon XL-2 and GL-2 cameras, MacBook Pro laptops, mics, cables, and all the accessories necessary for field productions.

In 2007-08, our two edit suites were equipped with MacBook Pros and external harddrives, and operated Final Cut Express. As of this writing, our suites have been upgraded to full Mac workstations and run Final Cut Pro. Both are setup for voiceovers as well, and are used to create a variety of public service announcements.

## Community Bulletin Board

DCTV assists hundreds of community organizations each year by hosting messages on our Community Bulletin Board. Included are promotion of community events, public service information, and scheduling information about shows on DCTV channel 15 and KDRT-LP 95.7 FM. We cablecast the CBB at all times when regular programming is not scheduled. Posting messages to the CBB is free for anyone who lives, works or studies in Davis.

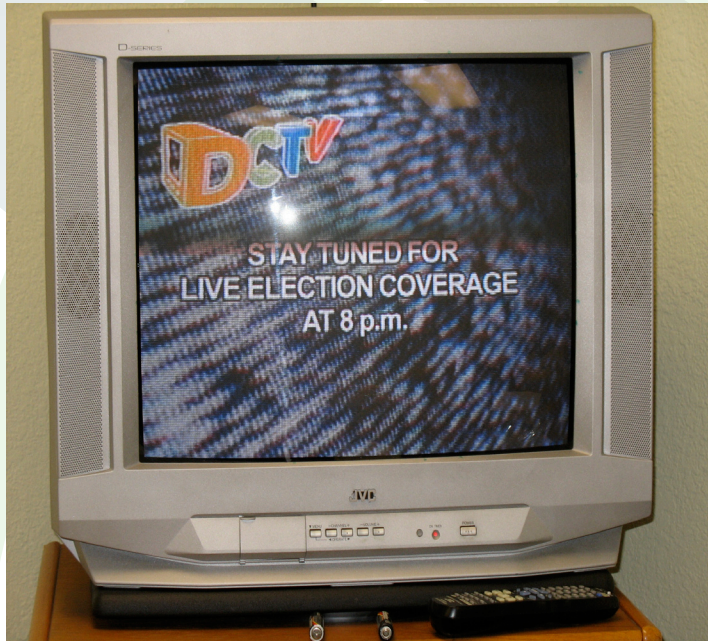




# PRODUCTIONS

## Election programming

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 devotes significant time to helping candidates and campaigns gain access to community media, and educating the Davis electorate, free of charge. It's a community service we've been proud to present for more than 20 years.



Those who started DCTV recall the early days of our election coverage, when the "set" was a sofa in the parking lot, and taping had to be stopped every time a train rumbled by!

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 on DMA's website.

DMA caps each election season with a live, election-night program. Local personalities host a program that features candidates, campaign workers, elected officials and more. Viewers are invited to phone the studio with questions and comments. Volunteers crew for the program. It's always a lively evening, and in a politically savvy community like Davis, it is widely watched. The program is also simulcast on KDRT and via streaming video at the DMA website. Major support for our election streaming comes from the staff at City Government Channel 16, and from Omsoft Technologies.

We provide results to viewers thanks to a partnership between DMA, Davis Community Network, Omsoft Technologies and the Yolo County Elections Office. Major support in promoting these efforts is provided by The Davis Enterprise.

For the 2007-08 year, we provided extensive coverage of the Nov. 2007 elections, which included a school board race and two important local parcel tax measures; and also of the June 2008 election, including hotly contested races for City Council, County Supervisor and Assembly.







## Other DMA productions

As time and staffing levels permit, DMA produces or facilitates other local productions. Here is just a sampling of the people and information we highlighted last year:

- Jewish Voices for Peace
- Davis Food Co-op Sustainability Fair
- Disability Awareness Week Lecture
- Peace 100 Design Installation at UC Davis
- School Climate issues
- Jazz & Art at the Natsoulas Gallery
- Critical Mass Bike Ride
- Davis Bike Pioneers Forum & Awards
- Sustainable Design Lectures



## Sponsored Programming

While the most common use of Channel 15 is for local individuals to use our equipment to produce their own local non-commercial TV shows, we also invite community members to place programming produced elsewhere on our channel. We call this kind of outside programming Sponsored Programming. Examples are "Sacramento Soapbox," "Libertarian Counterpoint" and "Music and the Spoken Word." *650 hours per year, average of 12.5 hours per week.*

Some sponsored shows are syndicated. A few examples:

### ***University of California Television***

Channel 15 airs one 3-hour block of thematic programming from UCTV each day of the week. All 10 campuses in the UC system contribute to this programming. The themes are health and medicine, science, public affairs, variety and humanities. *780 hours per year, average of 15 hours per week.*

### ***"Democracy Now!"***

"Democracy Now!" is a national, daily, independent, award-winning news program airing on over 350 stations in North America. Channel 15 receives a lot of supportive feedback for programming this. *260 hours per year, average of 5 hours per week.* See [democracynow.org](http://democracynow.org) for more information.

### ***Free Speech TV***

From their website ([www.freespeech.org](http://www.freespeech.org))

"Free Speech TV broadcasts independently-produced documentaries dealing with social, political, cultural, and environmental issues; commissions and produces original programming; develops programming partnerships and collaborations with social justice organizations; provides special live broadcasts from remote locations; and maintains an adjunct Web site that hosts one of the Internet's largest collection of progressive audio and video content." *1,560 hours per year, average of 30 hours per week.* See [www.freespeech.org](http://www.freespeech.org) for more information.



# TRAINING & VIDEO CAMPS

## Training

DMA offers monthly volunteer orientations. These free, one-hour sessions are the first step to becoming involved with DMA. Each includes an overview of services and training, programming clips and a volunteer intake process.



Volunteer producers, programmers and organizations are the backbone of a community television channel. We've found the best way to learn is alongside those who have done it before, even if that means tagging along with us on a taping or two.

Accordingly, in 2007-08, we took a different tack with our technical education by launching Project-Based Learning. Instead of paying for scheduled workshops, 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; whether it's producing a call-in radio show or learning the basics of

computer editing, we help volunteers network with other like-minded community members to learn in a collaborative project-based environment.

On the horizon for late 2008 and early 2009 are specialized, one-night training sessions on a wide variety of topics, from digital uploads to watching TV and film with an "editor's eye."

## Video Camps

In summer 2007, we offered our popular "Kids' Video Camps." In these weeklong camps, kids aged 10-13 receive hands-on instruction in both television and radio production. The week ends with a screening of completed projects.

Here's what one parent said about one of last year's camps:



*"I wanted to say how much my son enjoyed the Kid Vid Camp...He truly loved the experience, and it has been good for him in many ways. He's made many creative movies since he finished the class, and we've loved his "feature films" where he writes, directs and films his brother and friends.*

*It's also been good for him socially. He's better able to hold a conversation with people he doesn't know, thanks to the interview techniques he learned in camp."*



# EDUCATIONAL ACCESS



Comcast Cable pays franchise fees to the City of Davis in return for access to the public rights of way. The Davis City Council elects to fund three community channels with those funds. Together these channels are referred to as PEG (for public, educational and government) access channels.

DMA's Channel 15 is the public access channel, with services and equipment available to all individuals who live, work or study in

Davis, and organizations that serve our community. Our programming is as diverse as those who make it. The City of Davis operates government Channel 16, which televises City Council meetings and other civic events.

The Davis Joint Unified School District operates educational access Channel 17. Through a contract with the City and DJSUD, DMA provides the bulk of production services and support for Channel 17. We recruit and train production interns from the local high schools. Along with other production staff, the interns record a variety of events. Community favorites include football, basketball and water polo games; concerts and other performing arts events; and all five of the local high school graduations. We also produce specialty programming such as school climate talk shows or occasional DJUSD Board of Education meetings.



DMA also originates playback of Channel 17 programming, shares in equipment purchasing and maintenance, and provides other support services for the channel. We have partnered with the school district since since 1997 and are pleased to help generate such important local programming.



# KDRT-LP: A HISTORY

## A New Day

In 2000, DMA's board of directors authorized our application for a low-power (LP) FM frequency. It took several years of waiting before we were granted a construction permit. Once the permit was granted, DMA had 18 months to launch a station, which we did on Sept. 24, 2004.

Just like DCTV, KDRT is a project of DMA. DMA holds the license and provides organizational support for KDRT, though KDRT's finances and day-to-day governance are the purview of the all-volunteer KDRT Steering Committee. Unlike DCTV, KDRT receives no cable franchise support, so DMA carries out various fund raising activities to help support the station.

Since launching, KDRT 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 ("Where the Grassroots Grow") is also a perfect example of localism in action. In its first several years on the air, more than 100 local volunteer programmers were trained in radio production. Ranging in age from 8 to 80, these programmers help generate an extraordinary amount of local programming, as well as community interest and support.

From political and interview programs, to advice shows, to a wide range of eclectic and unusual music, KDRT is a unique local treasure.

KDRT may be reached via DMA's business line, but has a studio line at (530) 792-1648.



# KDRT-LP, 95.7 FM

## Against All Odds



In January 2007, Results Radio, the parent corporation of KMJE, a commercial station in Gridley, filed an application with the Federal Communications Commission (FCC) to move to Yolo County, where its signal would displace KDRT at 101.5 FM.

The FCC authorized the LPFM service in 2000 to encourage localism in radio, which had been severely diminished during several decades worth of media consolidation in the commercial sector. However, the FCC gave LPFM stations secondary status under commercial stations, which makes such encroachments possible.

The odds of KDRT remaining on the air in the face of such encroachment were slim. Once KDRT found out about the petition, organizers filed a complaint with the FCC, and then spent 18 months dealing with lawyers, broadcast engineers, FCC staffers and Results Radio representatives, as well as waiting for the FCC to move through its decision-making process. Attorney Michael Couzens of San Francisco guided KDRT through the process.

KDRT's new frequency at 95.7 FM was not available at the outset of the encroachment, and was only freed up through the process of many people lobbying the FCC to stay on the air.

KDRT was ultimately successful because of its strong volunteer base, large number of public affairs shows, assistance to other LPFMs (KDRT volunteers organized the Low-Power Radio Roundup in October 2005, a conference for more than 100 LPFM practitioners from three states), and broad-based community support, including letters from the Davis City Council, Yolo County Board of Supervisors, Assemblywoman Lois Wolk and Congressman Mike Thompson. Individual donations to the SOS campaign totaled nearly \$14k. The Davis Food Co-op mounted several fundraisers, and the Prometheus Radio Project also provided invaluable assistance.

KDRT re-launched at 95.7 FM on Sept. 24, 2008, exactly four years after its launch. The frequency change was difficult but also brought with it some good opportunities for the station. As part of the transfer, KDRT increased from 83 watts to 100 watts, which is the maximum allowable strength for LPFMs. The increase strengthened KDRT's signal in parts of Davis. Additional changes included launching web streaming at [www.kdrt.org](http://www.kdrt.org), and a revamped KDRT website and programming schedule.

We thank everyone who helped with this effort! Please see list of Save KDRT donors on page 17.



# PARTNERSHIPS & COLLABORATIONS

In addition to the City and DJUSD, DMA partners with a number of community-based organizations to leverage our resources and achieve greater community impact:

- City of Davis, Emergency Alert System
- City of Davis Street Smarts Program
- City Government Channel 16
- Common Frequency, Inc.
- Davis Bicycles!
- Davis Chamber of Commerce
- Davis Community Network
- Davis Downtown Business Association
- Davis Film Festival
- Davis Food Co-op
- Davis Joint Unified School District
- Davis Odd Fellows Lodge
- Design House Galleries
- Erron Evans Photography
- Jeff Palmer/Flicker Pictures (DCTV, SOS logos)
- KDVS 90.3 FM
- League of Women Voters of Davis
- Osher Lifelong Learning Institute (OLLI) at UC Davis
- Omsoft Technologies
- Program in Technocultural Studies at UC Davis
- Prometheus Radio Project
- Redwood Barn Nursery
- Studio 66 (KDRT/DMA logos)
- UC Davis Design Department
- UC Davis Education for Sustainable Living Program
- Unitarian Universalist Church of Davis
- The Varsity Theater in Davis



# COMMUNITY INVOLVEMENT

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

- Held second annual holiday Open House, December 2007
- Launched a series of community screenings for independent films
- Wrote monthly column on community media & telecommunications, The Davis Enterprise
- Garnered more than 175 articles, features and mentions in local and regional media
- Staff regularly invited to speak to media-related issues
- Served on City of Davis Telecommunications Commission
- Active in Linux Users Group of Davis
- Taped & rebroadcast DDBA's "Live from E Street Plaza" concert series
- Tabled at the Davis Food Coop, Davis Farmer's Market
- Served as co-sponsor for Davis Film Festival
- Active in local Soroptimist & Chamber of Commerce activities
- Held a community concert at Odd Fellows Hall in downtown Davis, partnering with the Davis Odd Fellows and Rominger-West Winery.
- Active with other PEG facilities regarding PEG franchising laws
- Active developer of open-source radio automation software Rivendell



# FUND DEVELOPMENT

DMA is steadily working towards diversifying our funding base in order to continue providing public access media services to the community. To assist with this effort, we did a wholesale conversion of our in-house accounting last year using Quickbooks.

Highlights from the 2007-08 fiscal year include:

- DMA's Fund Development Committee coordinated an annual appeal and began initial planning for "On the Backlot," DMA's 20th anniversary celebration
- Via Save KDRT, raised over \$14k to fund lawyers/engineer's fees for this effort
- Held a wildly successful "Winter Blues Benefit Concert" in conjunction with the Davis Odd Fellows, Davis Lodge Number 169, Independent Order of Odd Fellows, in January 2008. The event sparked what will become an ongoing concert series beginning winter 2009.
- We successfully partnered with the City's Street Smarts program on a state "Safe Routes to School" grant application. DMA trained middle school students in video production from Jan.-March 2008. The project will resume in winter 2009.
- We successfully partnered with the Yolo County Resource Conservation District on a Cal Fed grant application to support education about watershed issues in the Capay Valley. DMA will train area middle school students in video production beginning winter 2009.



# SAVE KDRT DONORS

## *Airwaves Angels*

Aaron Vinck  
Andrea & John Jones  
Beth Banks  
Bill Julian  
Bill Smith  
Brian Martinez  
Chi Keung Woo & Linda Burley  
Claire Black Slotton  
Corky Brown  
Craig Blomberg  
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Will & Jane Lotter  
William Hall  
Ximena Quiroz



# DMA SUPPORTERS

*We thank these donors for supporting DMA during our 2007 Annual Appeal*

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David Pelz  
Dr. Eva Peters-Hunting  
Lee & Samie Renault  
Judith Reynolds  
jesikah maria ross  
Jacquelin Siegel  
Virgil Smith  
Robin & Stephen Souza  
Strelitzia Flower Company  
Sarah Taylor  
Erik Vink  
Douglas Walter  
The Wardrobe  
Juliana Wells  
Pat Williams  
Kathleen Williams Fossdahl  
Richard & Judy Wydick  
yamada-Hosley Family Fund, Sacramento regional Community Foundation

# BUDGET

INCOME		
CATEGORY NAME	BUDGET	ACTUAL
City of Davis Support		
City of Davis - Franchise Fee (Pub)	\$125,000	\$125,000
City of Davis - Franchise Fee (Ed)	\$70,000	\$70,000
City of Davis - Capital & Equipment Pass-Through	\$22,351	\$24,233
City of Davis - Capital & Equipment Up-Front	\$10,000	\$9,988
Total City of Davis Support	\$227,351	\$229,231
RECEIPTS		
Memberships	\$475	\$405
Underwriting	\$8,212	\$250
Donations	\$18,342	\$3,931
Fee for Service	\$2,567	\$4,058
Workshops	\$2,152	\$2,290
Dub Service	\$2,347	\$630
Sales - Media (Tape, DVD)	\$550	\$279
Sales - Promotional Items	\$500	\$37
Event Fund Raisers	\$2,500	\$3,718
Grants	\$9,000	\$8,187
Total Receipts	\$46,645	\$23,785
RENTAL INCOME		
Rents Received	\$33,086	\$25,826
<b>TOTAL REVENUES</b>	<b>\$307,082</b>	<b>\$278,842</b>
EXPENSES		
TOTAL PERSONNEL EXPENSES	\$169,367	\$156,739
TOTAL FRINGE BENEFITS	\$40,122	\$33,916
TOTAL OPERATIONS EXPENSES	\$13,700	\$12,057
TOTAL DIRECT EXPENSES	\$26,234	\$19,583
TOTAL BUILDING EXPENSES	\$57,660	\$56,337
<b>TOTAL EXPENSES</b>	<b>\$307,082</b>	<b>\$278,632</b>
<b>TOTAL REVENUES</b>	<b>\$307,082</b>	<b>\$278,842</b>
<b>BALANCE</b>	<b>\$0</b>	<b>\$210</b>