

Capital  
Community  
Media



# Annual Report

July 2020 - June 2021

# Contents



- 2 Letter from the Executive Director**
- 3 About Capital Community Media**
  - Mission, Vision & Values
  - Staff & Board
- 7 Our Community**
  - Non-Profits Using CC:Media's Services
  - Content Creators & Volunteers
  - Community Partnerships
- 11 Programming & Training**
  - Training & Special Workshops
  - New Programming Hours
  - Spotlight on Programming
- 15 Year In Review**
  - 2020-21 Highlights
  - CC:Media Productions
  - KMWV 98.3 FM
  - CC:Media: New Name, New Look



# Letter from the Executive Director

## Greetings Capital Community Media friends,

On August 12, 2020, I arrived in Salem, Oregon after a cross-country road trip that started roughly 3,000 miles away in Washington DC. Prior to moving here, I'd only visited Salem once beforehand. Honestly, I had no idea what to expect and had so many questions: How do I build relationships in a new city? What's the best way to position the organization for transformational change? How would I be received by the community? And maybe most importantly, am I equipped to handle the Pacific Northwest rainy season? All questions that would soon be answered.

When I officially started my stead as the new Executive Director of Capital Community Media (CC:Media) on September 1st, I was not alone. By my side was the organization's former Executive Director, sports and music enthusiast, and all-around great guy, Alan Bushong. For over 30 years, Alan championed community media in Salem, literally building this organization from the ground up. I inherited a financially sound, well respected community organization with long-standing relationships with the City of Salem, Marion County, Salem-Keizer Schools, and countless nonprofit organizations. I have Alan to thank for that. I remain grateful to Alan for his leadership, vision and continued support of me, CC:Media and the future of this great organization.

Like many organizations in this community and across the country, the COVID pandemic presented many challenges for 2020-2021. We had to realistically evaluate how to serve the public with staff working remotely, restricted operating hours and limited capacity in our building. I am so proud of this team, who was committed to this community and eager to push forward in spite of COVID conditions, making sure we remained focused and stayed the course to achieve the following highlights of the year:

- **Organization name change from CCTV to Capital Community Media and successful rollout of new branding campaign**
- **Launched full-power FM radio station, KMWV 98.3**
- **Produced and broadcast over 30 live graduation sessions for 9 high schools**
- **Generated \$115,000 in grants and donations**
- **Increased live coverage of local government and school board meetings**
- **Partnered with local organizations to produce non-partisan candidate forums, all virtual**
- **Renovation of multimedia wing, designed to be back-up Joint Information Center for City of Salem**

What a journey! It wasn't long before I know the answers to my questions. This community welcomed me with open arms. City leaders reached out to introduce themselves, sharing resources and guidance from community organizations to join, to great restaurants to try. I knew early on that Salem is a special place, primed for a progressive and innovative community media center. And in spite of a record-breaking fire season, an ice storm and triple digit summer temperatures, the Salem weather suits me just fine.

**I look forward to more creative collaboration as we do this important work of building community through media, together.**

*Jasmine*



# About Capital Community Media



**Capital Community Media is a multimedia center in the greater Salem area that provides local content, education, and a platform for people who want to hear and be heard by their community.**

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## Our Mission

Our mission is to empower all people to communicate and provide community information through media.

## Values

### Access to Information.

A well-informed, actively-involved citizenry makes more responsible decisions. Capital Community Media provides community information and local media coverage of government meetings and school activities to stimulate an active dialogue among elected officials, schools and local citizens.

### Community Decision-Making.

Freedom of expression alone is not enough to ensure a healthy democracy. Citizens must also enter into active discussion and debate in order to participate in solving problems for the common good. Capital Community Media promotes the use of non-commercial media including TV, radio, and the internet as a forum for discussing issues and solving problems.

### Democracy & the First Amendment.

All people in a democracy have the right and responsibility to take part in the decisions that affect them and their communities. Freedom of speech is vital to a healthy democracy and is guaranteed in the First Amendment. Capital Community Media provides the community with the opportunity for political, cultural, artistic, spiritual, and individual expression on television. Capital Community Media enables our community—local governments, schools, non-profit organizations and individuals—to speak for themselves, independent of the decisions of commercial media.

### Diversity, Equity & Inclusion.

Democracy is most effective in a society that is just, equitable and inclusive. Capital Community Media celebrates our diverse community in which every voice deserves to be heard, free of barriers. We work to achieve an environment reflective of our community, one that recognizes and celebrates our similarities and differences that may include race, gender, religion, culture, sexual orientation, ethnicity, nationality, socioeconomic status, language, level of ability, age, religious commitment or political perspective.

### Media Literacy.

Community Media offers an alternative to commercial media. Capital Community Media provides the training and tools necessary for people to become knowledgeable and effective communicators, able to consume media critically and to use media to tell their own stories.



# Our Staff



**Jasmine White**  
Executive Director



**Grant Bachman**  
IT & Video Engineer



**Soha Badiei**  
Media Producer



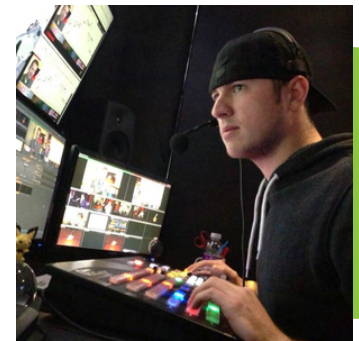
**Wendy Brokaw**  
Outreach Specialist



**Kirimi Flitter**  
Programming & Promotion  
Coordinator



**Charles Lewis**  
Facilities Coordinator



**Tim Marchewka**  
Media Producer



**Megan McClure**  
Office Coordinator



**Luis Mendoza**  
Community Facilitator



**Shahrom Taghizadegan**  
Media Producer



**Lisa Walz**  
Radio Station Manager



**Jim Randall**  
President



**Cara Fischer**  
Secretary



**Eric Kittleson**  
Member at Large



**Salam Noor**  
Member at Large



**Levi Herrera-Lopez**  
Member at Large



# Our Community





# CC:Media's Services

- Community Billboard for individuals and non-profit organizations to publicize meetings and events
- Live coverage of Salem City Council and Marion County Commissioners' meetings
- Live coverage of Salem-Keizer School Board meetings
- Live coverage of Cherriots Board Meetings
- Coverage of Salem-Keizer Schools sports and music programs
- Classes in Camera, Editing and Studio production
- Equipment and facilities for certified producers
- Channels 21, 22, 322 HD, and 23 to air television messages
- Radio programming on 98.3 FM



The partnership between the Salem-Keizer NAACP and Capital Community Media has been invaluable.

- Dr. Reginald C. Richardson, Sr.  
President, Salem-Keizer NAACP 1166

## Non-Profit Organizations Using CC:Media's Services

AAUW Salem  
American Cancer Society  
Bridgeway Recovery Services  
CASA of Marion County  
Center for Hope & Safety  
Christ the Good Shepherd Lutheran  
City of Salem  
Court Street Christian Church  
Deepwood Museum & Gardens  
Family Building Blocks  
First Church of Christ, Scientist  
Habitat for Humanity

Help Oregon Veterans  
League of Women Voters of Marion and Polk Counties  
Liberty House  
Manna from Heaven Ministries  
Mano A Mano  
Marion County  
Marion County Dog Shelter  
Marion County Health and Human Services  
Marion County Sheriff's Office  
Mid-Valley Literacy Center

Mt Angel Theater & Studio  
Oregon Employment Department  
Oregon Health Connect  
Oregon OSHA  
Oregon State Capitol Foundation  
Oregon State Elections Division  
Oregon State Parks  
Salem Art Association  
Salem City Club  
Salem Fire Foundation  
Salem for All  
Salem for Refugees

Salem Friends of Felines  
Salem Harvest  
Salem Health  
Salem Police Department  
Salem Public Arts Commission  
Salem-Keizer NAACP  
Salem-Keizer Public Schools  
Silvies River Charter School  
Skyline Baptist Church  
Unity of Salem  
Willamette Humane Society  
Willamette Master Chorus  
Willamette University

# Content Creators & Volunteers

Ken Adams  
Susi Armstrong  
Luke Atwood  
Daniel Babb  
Alfredo Basto  
Shon Beer  
Nancy Bennett  
Eric Blom  
Lee Bosch  
Alan Bushong  
Lucy Carballo  
Garth Catterall  
Lee Coyne  
Raymond Dukes  
David Duncan  
Collin Everett  
Claude Farrester  
Dave Fehler  
Sean Foster  
Ryan Gail  
Sam Garrison  
Adam Gordon  
Ashley Gruber  
Jake Guerra  
Brad Hartman  
Alena Harvey  
Jonsey Hendrix  
Sean Heupel  
Karen Hill  
Bailey Hittner  
Ron Hittner  
Tori Hittner  
Ken Hook  
Dave Hopfer  
Lilly Janian  
Ashley Johnson  
Kadin Johnson  
James Kemp  
Shanana King  
Matt Kleen

Peater Kramyer  
Ron Krout  
Elaine Lahey  
Adam Lansky  
Chris Lee  
Shane Lemco  
Tommy Love  
Mark McIntire  
Dave McKenna  
Nelson Mejia  
Brant Minor  
Terri Oberan  
Bob Parker  
Brian Penrose  
Alexa Peterson  
John Piper  
Angela Plowhead  
Steven Reid  
Donn Roth  
Chris Sabato  
Jay Schwartz  
Brittney Scott  
Vincent Sekafetz  
Douglas Sloan  
Kordell Sorensen  
Ben Stewart  
Paul Stone  
George Struble  
Sondra Underberg  
Mary Louise VanNatta  
Steven Wendell

William White  
Matt Williams  
Terry Williams  
Jon Willis  
Joshua Wolf  
Angela Yeager  
Paul Young



**I love discovering and sharing Oregon history. Capital Community Media has given me the opportunity to produce videos and radio and share those stories in creative and interesting ways. Capital Community Media is a wonderful community asset.**



**Darrell Jabin**  
Community Producer

# Community Partnerships

## Salem Reporter.

In an effort to respond to the community's request for more hyper local news coverage, CC:Media partnered with the Salem Reporter to showcase stories and current events about Salem.



"In Case You Missed It with the Salem Reporter" features stories that highlight local events and people, and takes a look at issues of importance to the community.

The first episode aired on Monday April 5, 2021, and the show has been a well-received addition to the morning lineup on KMWV. Airing weekdays at 7:30am Monday through Friday, it gives the community a refreshing and new look at local news and it ensures they don't miss important stories and events.



## Make Music Day.

June 21, 2021 marked the fifth year that Capital Community Media has partnered with local Make Music Day organizers. The global celebration of music happens on the summer solstice every year, and has become a staple event in Salem. This year, with COVID-19 restrictions relaxing, musicians and audiences were able to come together in a socially-distanced outdoor event.

Over 135 bands and individuals performed at 30 different venues in Salem. CC:Media provided live coverage of the main stage, located at the historic Willamette Heritage Center. Our staff and volunteers came together to record the event using our Sprinter van and multiple cameras, which resulted in over eight hours of live content for the community to enjoy.



The video was distributed to Comcast channel 22/322 and CC:Media's website, and the audio was broadcast remotely on KMWV 98.3 FM. The radio broadcast was CC:Media's first live collaboration between KMWV and radio partner KTUP.

## Salem-Keizer NAACP.

For its 2020 General Election programming, the Salem-Keizer NAACP relied on CC:Media to realize its first-of-its kind series of candidate forums focused on issues of interest to our community's people of color. Because of the COVID-19 pandemic, it needed to be virtual and include simultaneous Spanish language and ASL translation to reach the widest audience.

CC:Media used innovative technology to connect all participants so viewers could see and hear moderators, candidates, and translators simultaneously. NAACP moderators questioned candidates from their location at CC:Media's studios, while candidates and translators responded from their remote locations. The forums were live-streamed on both YouTube and on Comcast channel 21.

The results justified the effort. "The three forums were informative, and well-received." wrote NAACP spokesperson Christine Speak. "They have been watched live and on YouTube links on the Salem-Keizer NAACP website ([sknaacp1166.org](http://sknaacp1166.org)), approximately 1,000 times."

Chapter President Dr. Reginald Richardson said, "the partnership between the Salem-Keizer NAACP and Capital Community Media has been invaluable. We have been able to produce content that has provided civil engagement, information on topics of concern to communities of color, candidates events, and celebration of cultural holidays."

# Programming and Training



# Training & Special Workshops

## Training During the Pandemic

**Classes continued at Capital Community Media, even amid restrictions caused by the pandemic.**

While our training had primarily been face-to-face in a group setting in the past, we had to pivot during the pandemic and be creative with a new approach. Transitioning to all virtual classes by using Zoom teleconferencing software, we were able to provide 11 orientations to more than 50 community members. Intro to Camera was held seven times and resulted in 30 new certified community producers, while Intro to Editing was held six times for a total of 24 certified producers. We also offered a virtual video camp to a creative group of middle schoolers, who worked together to produce a crowd-sourced remake of the movie Home Alone.

**CC:Media expanded beyond the basics, offering one-on-one support using remote access software.**

This technology allowed us to offer technical assistance and troubleshooting to our community members through the use of screen sharing and video conferencing, making it the next best option to in-person training. It also allowed our staff to cater to individual community members' needs and provide a more tailored approach to learning.



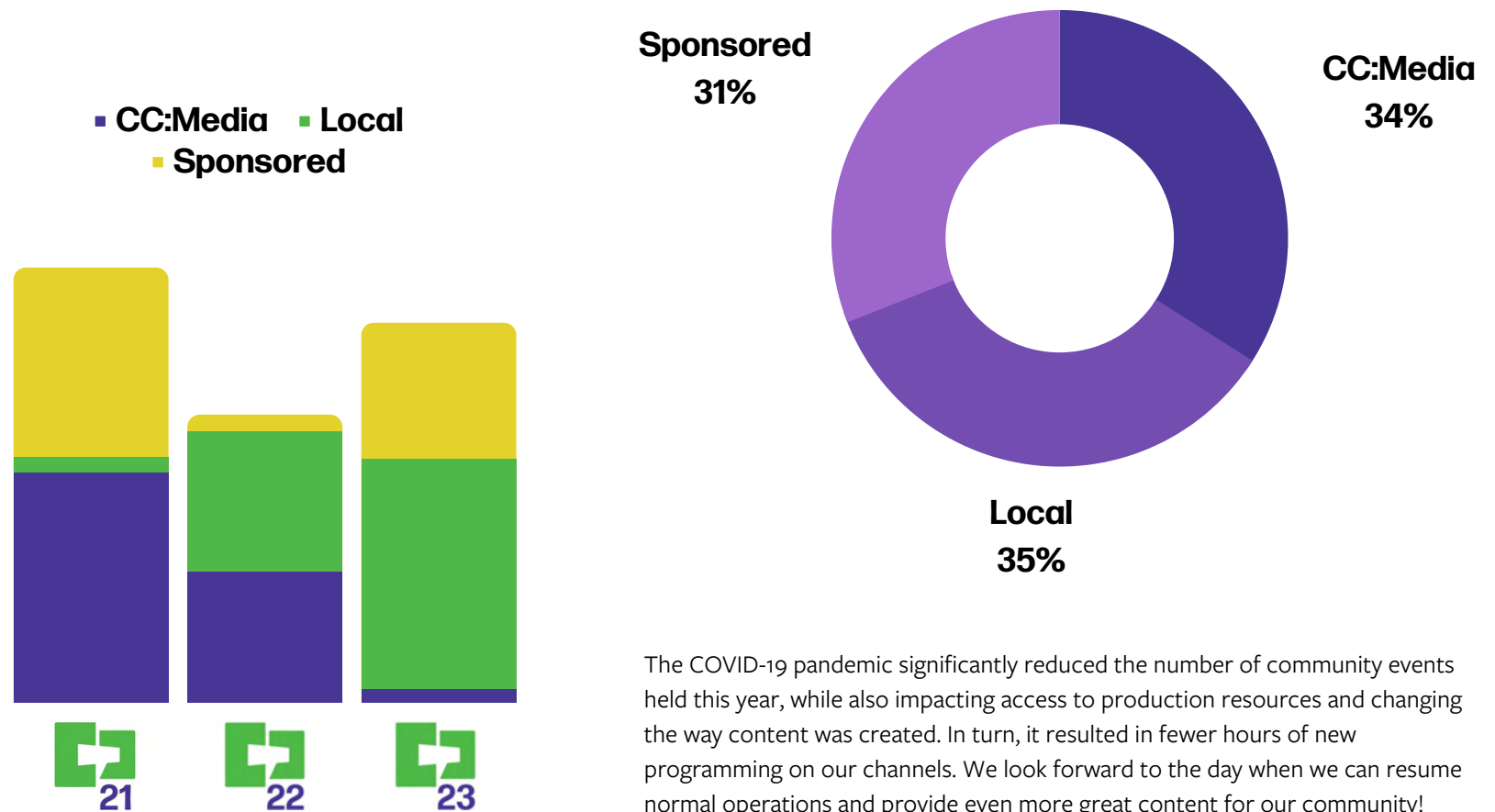
## Podcast Workshop Added

**In addition to the core class schedule,** CC:Media staff worked with local podcaster Brian Hart to develop a curriculum for a new podcast class. The class is a basic introduction to podcasting and covers everything a community member needs to get started. This new workshop is an important addition as CC:Media nears completion of the new multimedia center.



# Programming at a Glance

CC:Media staff produced **400** new programs during the 2020-2021 fiscal year, resulting in **561** hours of programming on our channels. **63** local community producers submitted **578** hours of new programming. In addition to this locally-produced content, our community members sponsored **517** hours of out-of-area programming, bringing the total to **1656** hours of unique new content across our **3** channels.



# Spotlight on Programming

## LWV statewide virtual election coverage

With our studios closed by the pandemic, CC:Media's election coverage went virtual for both the 2020 May Primary and November General Election. CC:Media staff worked together to overcome technical challenges and deliver content hosted on our channels, radio and online.



Our longtime partner, the League of Women Voter of Marion and Polk Counties, was able to record all individual local candidate interviews plus five Secretary of State candidate interviews requested by the Oregon League of Women Voters. Collaborators included Salem City Club and the American Association of University Women who assisted with questions and moderating.

## CPR/AED video produced for Salem-Keizer students

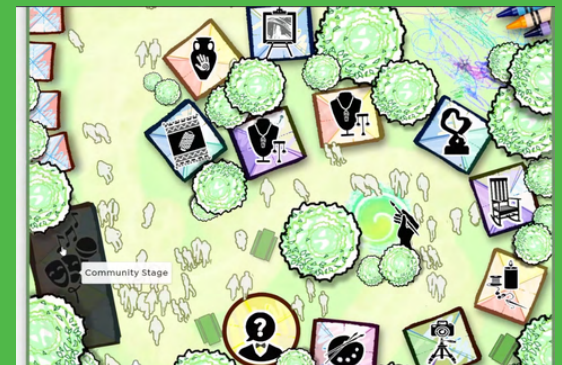
State law requires students in Oregon schools pass a CPR/AED class in order to graduate, but during COVID Salem-Keizer schools couldn't do in person instruction. Enter the Salem Fire Foundation, which contracted to have CC:Media produce their instruction video which students could watch at home.



The video has been in use ever since with great success. Salem Fire Foundation Executive Director Mary Louise VanNatta wrote saying "over 100 students have watched the video and answered the questionnaire to meet their graduation requirements."

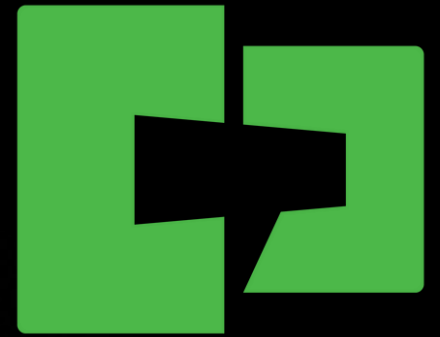
## Coverage of SAA's virtual art fair and festival

When COVID upended plans for the 2020 Salem Art Fair and Festival, staff got creative and held it instead as a virtual event, complete with all the stalls, booths and events people could re-experience. CC:Media provided video of headliners playing and audiences dancing, artists demonstrating their craft, and children performing and taking part in the annual children's parade.



Executive Director Sandra Burnett said the virtual event was such a success that they extended it. "That gives everyone another full week to enjoy and share with their friends and family. Go Art Fair!!"

# 2020-2021 Year in Review





# 2020-2021 Highlights

## July 2020

CC:Media wins Hometown Media Award  
Virtual Summer Video Camp held  
First virtual camera class offered



## September 2020

Alan Bushong retires  
Jasmine White starts as CC:Media's new ED  
Local Roots on location



## November 2020

Virtual Non-Profit Holiday Greetings  
Virtual Salem-Keizer American Indian  
Alaskan Native Celebration



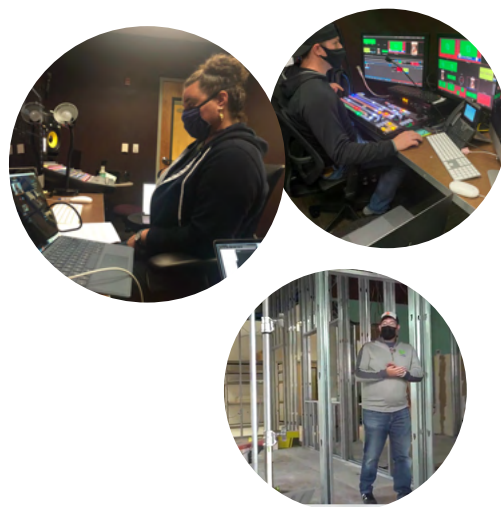
## August 2020

CCTV rebrands as CC:Media  
LIVE coverage of all graduations  
CC:Media turns 31 years old



## October 2020

LIVE Salem-Keizer NAACP Candidate Forum  
Multimedia Wing construction begins  
RiverCity Rock Star Academy Mid-Term LIVE



## December 2020

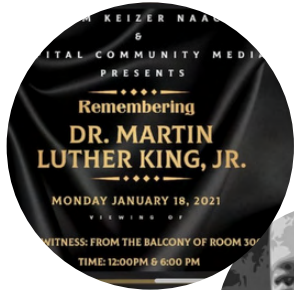
City of Salem Tree Lighting



# 2020-2021 Highlights

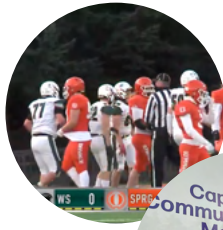
## January 2021

LIVE Salem-Keizer NAACP  
 "Remembering Martin Luther King, Jr."



## March 2021

First LIVE coverage of high school football  
 State of the City Address LIVE



## May 2021

First podcast workshop offered  
 virtually



## February 2021

Lisa Walz starts at CC:Media  
 as KMWV's first radio station manager



## April 2021

National Poetry Month video series  
 Child Abuse Prevention video  
 Les Schwab Diaper Drive



## June 2021

Make Music Day LIVE  
 Salem-Keizer High School Graduations LIVE



# Graduation Coverage

To celebrate graduating seniors in June of 2020, when conventional graduations were not possible, CC:Media staff worked closely with Salem-Keizer schools to create personalized and memorable graduation celebration videos for each high school. Celebration videos included photos of graduating students and messages from teachers and school administrators.

Later in the summer, CC:Media again stepped in to help celebrate Salem-Keizer's graduating class by pulling off our most ambitious graduation season yet: over a period of five days, CC:Media staff provided live coverage for nine high school graduations, streaming live on all three channels and our website for nearly 30 combined hours. This was truly a landmark event for CC:Media, as we had never before been able to offer live coverage of graduations, nor had we ever gone live on all three channels at once!



In addition to the in-person public school graduations, CC:Media also provided production services for three virtual graduation celebrations in August 2020: Indian Education, African American, and Pacific Islander Graduation Celebrations.

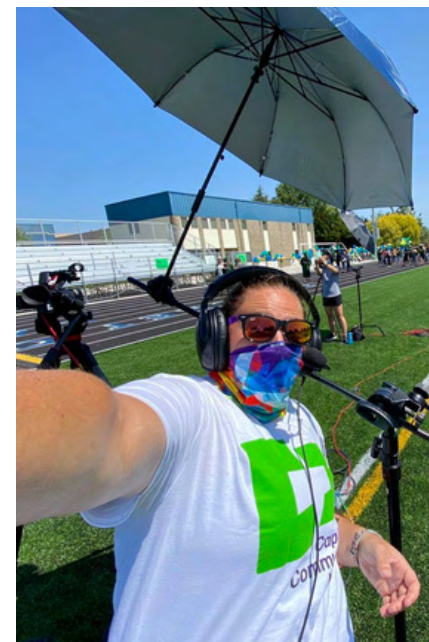
In June of 2021, with large gatherings still not possible due to COVID-19, CC:Media staff (this time with the help of volunteer crew members) were again able to record multiple small graduation events for each school over a five day period, streaming live to our channels and website.



As we look forward to a world of “new normals” in which large crowds and conventional graduations may not exist for some time, CC:Media has proven we are prepared and eager to assist our Salem community in transitioning to a safe and accessible future, while still honoring the tradition of recognizing our graduating seniors.



**Congratulations to the classes of 2020 and 2021!**



# KMWV 98.3

## Your Community Radio Station

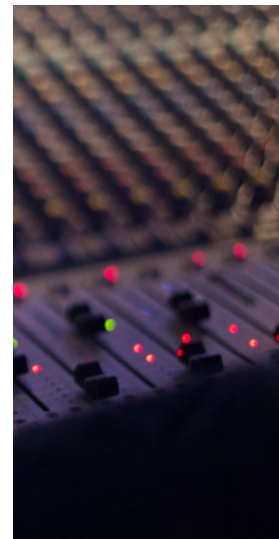
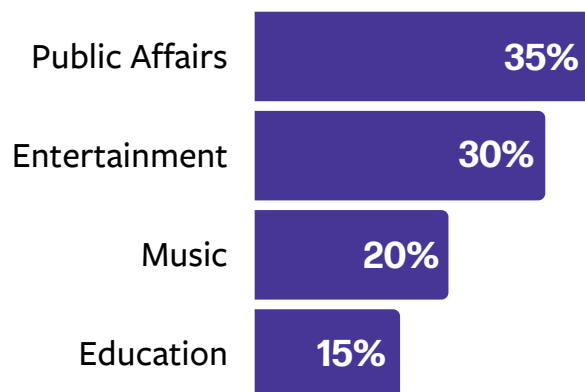


**Our full power radio station at 98.3 FM is still a new venture for CC:Media and something we are extremely proud of.**

We share the station license with our partners at Mano a Mano, who provide Spanish-language content specifically aimed at serving the area's Latino community from 10am-6pm daily. CC:Media's call letters are KMWV, which stands for Mid-Willamette Valley, and we program the station from 6pm-10am.

We want 98.3 to represent Salem by being a source of information, community engagement and positive, uplifting community content. Our current programming schedule is stacked with local radio shows with a wide variety of content from educational and entertainment podcasts to national news and public affairs programming. In the spring of 2021, we launched our first original radio program on KMWV 98.3, "In Case You Missed It with the Salem Reporter." Journalists from the Salem Reporter share the stories behind the story with this daily recap discussion with CC:Media staff. We look forward to more original, Salem-oriented radio programming in the near future!

### What's Playing on 98.3 FM?



### Introducing...

## The Alan Bushong Multimedia Wing.

During a Facebook livestream event in October, members of the CC:Media Board of Directors announced that the new multimedia wing has been named the "Alan Bushong Multimedia Wing". Alan was presented with a watercolor rendering of the building to commemorate his many years of dedicated service to the organization and to the Salem community.

# New Name, New Look

## CCTV becomes Capital Community Media and unveils all new branding

### One of our most exciting projects this year was a complete rebrand

of the organization. While the name Capital Community Television served us well for over 30 years, the staff and board agreed that it was time to explore a new name and visual identity that better reflected our role in the community.



### After a reviewing proposals from several local marketing agencies,

we embarked upon a comprehensive branding effort in partnership with the Corvallis-based firm Madison Ave. Collective (MAC). Our goals were to connect to diverse audiences of all ages, create awareness of our services, and support a diversified funding model to embody our forward-looking vision for the future.

### Rebranding efforts began with an in-depth research and discovery phase

that included workshops with the staff and board, and focus groups with stakeholders and community members. From there, MAC developed a full messaging toolkit, designed a new logo and a comprehensive brand book, and guided us through the process of selecting a new name for the organization. After extensive consideration, the board and staff selected Capital Community Media as our new name, which we felt honored our internal values and

relationships in the community, while also capturing the full breadth of our mission. Our rebrand was revealed during high school graduation week, which was the first time in the organization's history that we were able to deliver all ceremonies live to our channels and to the web. We unveiled updates to our website, signage, print collateral, vehicle and social media graphics, and more. The rollout of our new name and branding was full of energy, and met with excitement from the community.

### While we have a new look and feel, one thing has not changed:

We exist to empower all people to communicate, and to provide a platform for people who want to hear and be heard by their community. We look forward to continuing our mission as Capital Community Media.





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