

**Capital
Community
Media**



Annual Report



JULY 2021 - JUNE 2022

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FROM THE EXECUTIVE DIRECTOR

“If you want to go fast, go alone. If you want to go far, go together.” - African Proverb

Friends, I've decided to start this letter with an ancient African proverb that reminds me of the importance of community and collaboration. Individually, we are all responsible for how we show up in the world and the impact we have on others. Collectively, we are all responsible for our community. For me, community means social connection, a sense of belonging and purpose. Capital Community Media is not just a space to create content, watch government meetings and learn about cool multimedia technologies; it is where we connect people to their communities. It is where we set aside our personal differences and rally around our shared values of free speech, civic engagement, and access to information and technology. It is where we work together to use our resources to support the many voices within the Salem community.

As you all know, so much in our world and community has changed in recent years. Some changes, like creative virtual spaces and distance requirements, are due to COVID. Other changes are the result of technological advances, like free smartphone apps that allow you to shoot and edit video in 4K. People can record an entire program from their homes, and broadcast live to Facebook or YouTube with a cell phone and a few affordable accessories. In short, the world is changing, and so are we. As the needs of the community evolve and grow, we must do the same. The challenge: how do we continue to build community and stay true to our mission while evolving? The answer: we do it together.

We consider the Salem community our partners in our journey of using multimedia platforms to connect people. And while some elements of CC:Media have changed—organizational structure, new staff—we remain committed to this community. We've updated our internal strategy to address how we engage with volunteers, community partners, nonprofits, and clients. As a result, we've implemented the necessary framework for mission-driven decision making to do one or more of the following:

- **Expand CC:Media's multi-platform audiences with relevant, high-quality content**
- **Provide timely, hyperlocal community news and information**
- **Strengthen community relationships with multimedia solutions**
- **Increase community generated content by supporting creators with training and production support services**
- **Generate and expand revenue to offset operating expenses**

Organizational change in any climate is challenging. Managing expectations and perceptions, while shifting priorities and resources is complex, but doable; especially in an amazing, supportive community like Salem. While we cannot control every reaction to CC:Media's organizational growth, we can remain committed to creating the conditions for transformational change. All of us. Together. This is a great organization and we are extremely fortunate to have a supportive board of directors, the best volunteers, and a quality staff of talented folks who are curious, experimental and not afraid to charter new territory. We are so excited about our future! And we are primed and ready to build a better community with you.



- Jasmine

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.

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.



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.



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.



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.

OUR STAFF



Jasmine White
Executive Director



Wendy Brokaw
Outreach Specialist



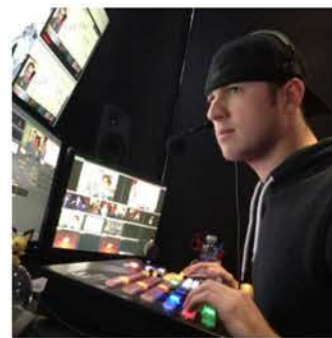
Michael Buss
IT & Video Engineer



Clarke Hylton
Media Content Manager



Charles Lewis
Operations Manager



Tim Marchewka
Media Producer



Megan McClure
Office Coordinator



Luis Mendoza
Community Facilitator



Jessica Scott
Office Administrator
& Executive Assistant



Shahrom Taghizadegan
Media Producer



Lisa Walz
Radio Station Manager



BOARD OF DIRECTORS



Salam Noor
President



Cara Fischer
Treasurer



Eric Kittleson
Secretary



Levi Herrera-Lopez
Member at Large



Jerry Moore
Member at Large



Gaelen McAllister
Member at Large

NON-PROFITS USING CC:MEDIA'S SERVICES

AAUW

American Association of University Women

Career Technical Education Center (CTEC)

CASA of Marion County

Center for Hope & Safety

Family Building Blocks

Friends of Salem Public Library

Garten Services

Hallie Ford Museum of Art

League of Women Voters Marion and Polk Counties

Liberty House

Marion and Polk Early Learning Hub

Mid-Willamette Valley Homeless Alliance

Mt Angel Theater & Studio

MWVCAA ARCHES Project

Northeast Neighborhood Association

Oregon Department of Corrections

Oregon Health Authority

Oregon State Capitol Foundation

Oregon State Parks

Project ABLE

Project Chamber Music

Salem Art Association

Salem For Refugees

Salem Police Foundation

Salem Public Library

Silvies River Charter School

Unitarian Universalist Congregation

Willamette Heritage Center



CAPITAL COMMUNITY MEDIA PROVIDES:

- 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.

CONTENT CREATORS & VOLUNTEERS

Susi Armstrong • Nancy Ayala Johnson • David Beem • Shon Beer • Eric Blom • Lee Bosch • Alan Bushong • Garth Catterall • Lee Coyne • Bill Crucial • David Duncan • Whitney Edmunson • Dave Fehler • Emmanuel Goicochea • Brianna Gonzalez • Adam Gordon • Jake Guerra • Jonsey Hendrix • Sean Heupel • Bailey Hittner • Ron Hittner • Tori Hittner • Ken Hook • Dave Hopfer • Lilly Janian • Kadin Johnson • Ashley Johnson • James Kemp • Matt Kleen • Eric Knudsen • Peater Kramyer • Adam Lansky • Tommy Love



Mark McIntire • Nelson Mejia • Brant Minor • Casey Ocupe • Bob Parker • Brian Penrose • John Piper • Steven Reid • Donn Roth • Chris Sabato • Jay Schwartz • Asa Scott • Brittney Scott • Douglas Sloan • Sondra Underberg • Kathy Ursprung • Jeremy Vandenburg • Brad Wartman • Steve Wendell • Bill White • Jon Willis • Angela Yeager • Paul Young • Todd Young



TRAINING AT A GLANCE



56 hours
editing education
provided



52 hours
camera training
facilitated



160 hours
studio use



50 Orientation
Attendees

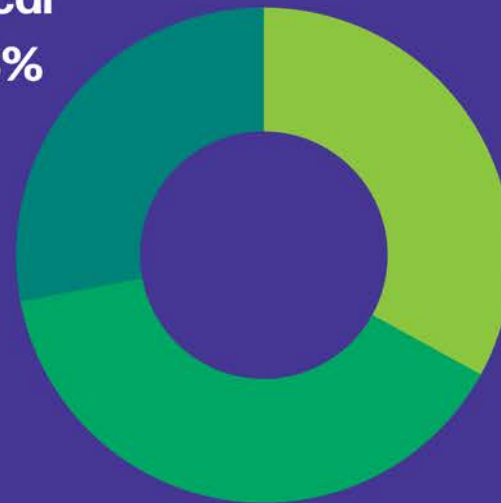


41 new community-
produced programs

PROGRAMMING AT A GLANCE

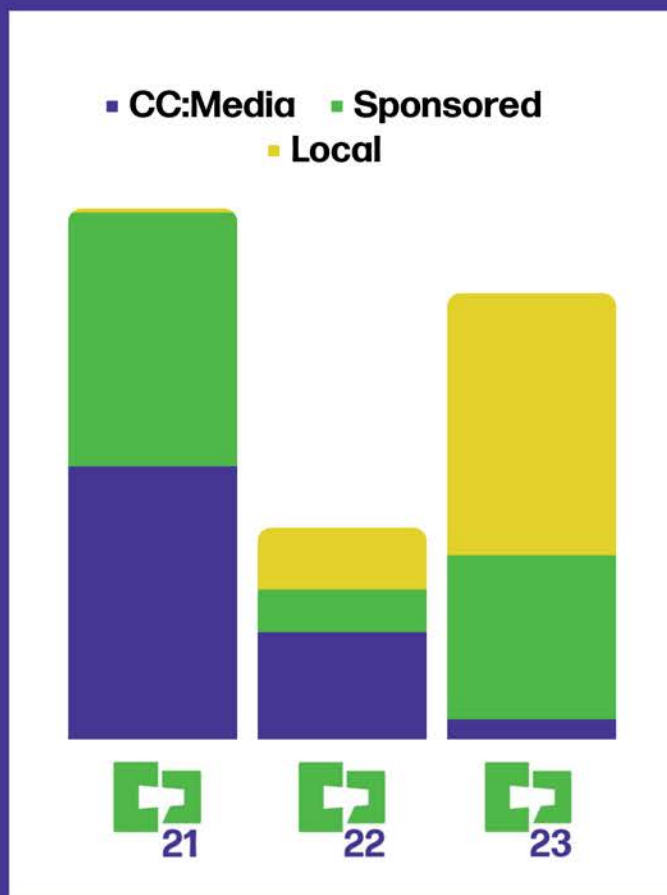
CC:Media staff produced **324** new programs during the 2021-2022 fiscal year, resulting in **442** hours of programming.

Local
28%



CC:Media
33%

Sponsored
39%



Government Meeting Coverage:

- 30** Salem City Council Meetings
- 44** Marion County Commission Meetings
- 20** Salem-Keizer School Board Meetings
- 11** Cherriots Board of Directors Meetings
- 15** Miscellaneous Government Meetings

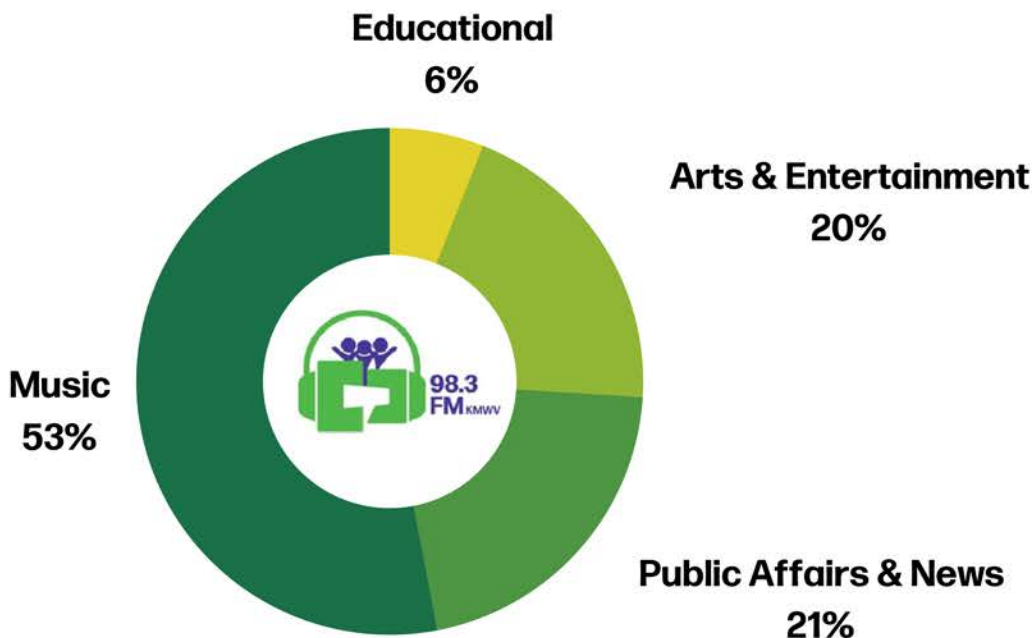
KMWV 98.3 FM

Your Community Radio Station

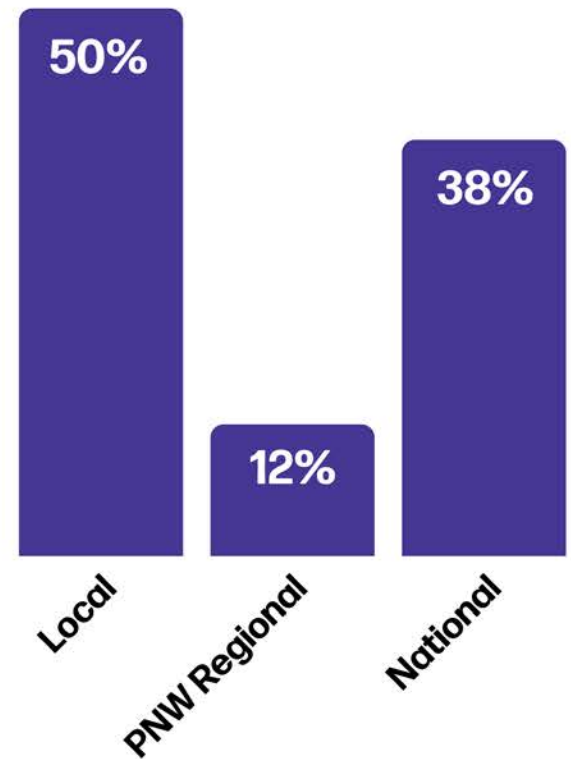
KMWV 98.3 FM represents Salem by being a source of information, community engagement, and positive, uplifting community content. Our programming includes educational and entertainment podcasts, national news and public affairs programming, and more. Many shows have been airing on KMWV since the first program premiered in April 2021.

In the spring of 2021, KMWV launched our first original radio program, "In Case You Missed It with the Salem Reporter" which later evolved into "Behind the Story with Salem Reporter." The program includes daily discussions with journalists from the Salem Reporter who share their "stories behind the story" with CC:Media staff member, Wendy Brokaw. We look forward to more original, Salem-oriented radio programming in the near future!

Programming by Category



Programming Origination



Partner Organizations:

- Bridgeway Recovery
- City of Salem
- Community Action Head Start
- Gilbert House
- League of Women Voters
- Liberty House
- Marion & Polk Early Learning Hub
- Salem-Keizer NAACP
- Oregon Spirit Chorus
- Salem Health

WHAT'S NEW?



Exciting progress made with capital projects

CC:Media was able to tackle some big projects this year. First was the completion of a totally custom-engineered lighting grid for the new multimedia studio. The project includes a specially designed soundproof ceiling, light grid infrastructure, studio curtains, advanced lighting controller, and state-of-the-art lighting fixtures. The new lighting is easy to use, can be automated, and will provide advanced lighting for video podcasting and other productions in the multimedia studio.

CC:Media was also able to complete the long-awaited Sprinter van upgrade. This production vehicle needed a total overhaul to keep up with the most current technologies. Stripped down to the wiring, everything was replaced including video switchers, audio consoles, and new cameras capable of incredible imagery.

In addition, new cameras and wiring were installed in Loucks Auditorium in the Salem Public Library. A variety of events are hosted in the newly remodeled auditorium including lectures, live music and public affairs programs. The completion of this project gives CC:Media's production crew a fast network connection to the auditorium from the production van, using new technologies that weren't available to us before. The previously cumbersome process of hauling camera and audio equipment into the auditorium has been streamlined by this new upgrade, allowing CC:Media to produce programming much more efficiently.



STUDIOS REOPEN, HYBRID CLASSES CONTINUE



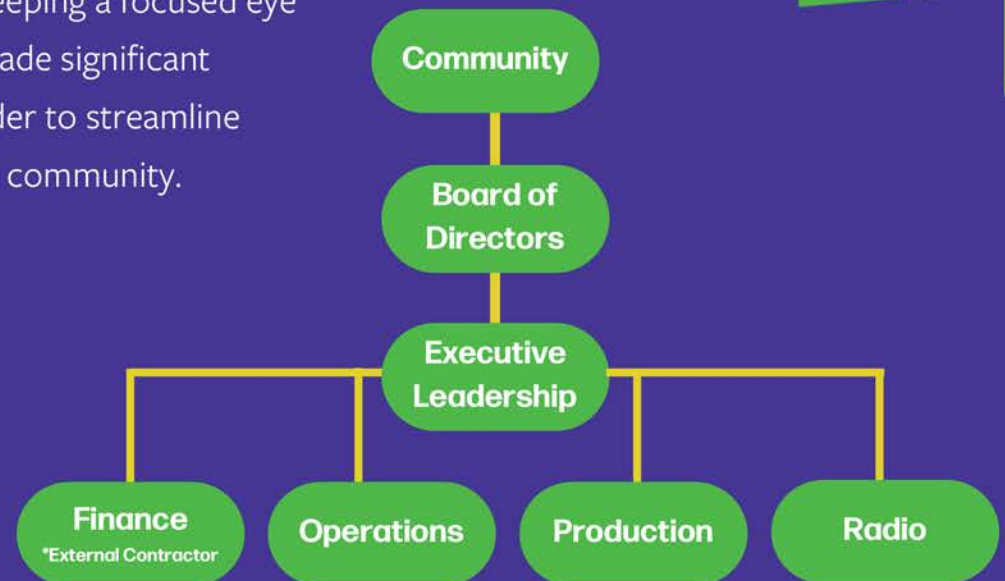
In April 2022 as COVID restrictions were lifted, CC:Media was able to reopen the studio for community members to begin production of their series shows. This was welcome news for many of our longtime producers that prefer the controlled environment of the studio for their programs.

CC:Media also reached out to the community to provide specialized training with the Salem Chamber of Commerce, and worked with organizations such as the Oregon Marshallese Community Association.

ORGANIZATIONAL CHANGE AT CC:MEDIA

Throughout the lifespan of every successful organization, there will be change. All businesses must adapt in order to stay relevant and continue to provide value to stakeholders, while keeping a focused eye towards future sustainability. In FY 22, CC:Media made significant changes to the structure of the organization in order to streamline processes and provide more services to the Salem community.

The formation of finance, operations, production and radio departments provide opportunities for efficiency in the areas of team-building, accountability, and decision-making. With the careful creation of specialized departments and a management layer within the organizational structure, we believe we have successfully built the team that will lead CC:Media into the future.



**CAPITAL COMMUNITY MEDIA'S
NEW ORGANIZATIONAL STRUCTURE**



**Capital
Community
Media**
[Your voice]



@ccmediasalem

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