

SHARED SPACES

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TO: Eric McHenry, Director of IT and Chief Technology Officer, City of Santa Rosa

FR: Steve Rasmussen Cancian, Principal

RE: Distilled Notes from the Community Workshops on Media Access Programs

Below I've distilled the notes from our four community workshops into:

- Top priorities for community overall
- Top priorities, requests and themes by workshop constituency
- Examples of creative suggestions and proposals

Top Community Wide Priorities and Requests

Three items were mentioned multiple times at every session and cited and voted as the top priorities.

- Training to use video equipment and web-based distribution
- Access to equipment
- Outreach to assure entire community is aware of availability of training and equipment

Several other items were also raised at every session:

- Creating satellite locations and a mobile lab to expand access to training and equipment
- Maximizing use of volunteers to fill need for personal service, step by step training and mentoring not possible with smaller staff
- Televising a community calendar of events at regular times

Top Priorities, Requests and Themes by Workshop Constituency

Current and Potential Future Producers Top Priorities, Requests and Themes were:

- Access to equipment and facilities—27 votes
- Coverage of Local Events—10 votes
- Video training and TA—9 votes

- Transparency, openness, inclusion, independence
- Quality up-to-date video equipment, production and distribution
- Outreach to youth, all cultural communities, those who don't know programs exists
- Need for users, members, community to get involved in fundraising and contribute funds to support programs
- Partnerships with JC, schools, non-profits
- Not TV or internet, old or new tech—rather both integrated

The Non-Profit Community's Top Priorities, Requests and Themes were:

- Video to help with fundraising—both general appeals and grant applications
- Video for outreach--YouTube PSAs
- Training to empower non-profits to use video
- CMC as “in-house” ad agency for non-profits—“so we can focus on our missions”
- Primary point of access and distribution is internet, not TV, but countywide channel would have particular value for outreach and fundraising
- Loved idea of “non-profit packet”—an easily accessible, affordable packet of services to help a non-profit get started in using video and digital media to move its message. Discussed as including: training, 30 sec video, 5 min video.
- Willing to pay something for services, on a sliding scale
- Interested in meeting periodically to advise program and coordinate media work

The Latino Community's Top Priorities, Requests and Themes were:

- Outreach so people are aware of program and services
- Multi-lingual programming, training, materials and staff
- Portraying people, leaders, stories of community
- Suggest using already popular organizations or projects as bridges to interest in media training—example Bayer Park and Garden

Older Adults Top Priorities, Requests and Themes were:

- Need to be welcoming and accessible to seniors—have welcoming staff, good instructors who can help seniors overcome discomfort with tech., bring services to senior centers, have seniors teaching seniors, have “senior tech camp,” distribute a hardcopy program guide
- Use senior interests to overcome trepidation, barriers to media use—telling their stories, sharing their lives, genealogy, hobbies
- Capture personal histories before they are lost—particularly for veterans

Examples of Creative Suggestions and Proposals

- Shared Shows for Non-profits with Similar Programs—Melissa, a teen leader from CHOPS, proposed having shared shows for non-profits with similar programs. Her first idea was CHOPs teens from their cooking program and cooking teachers from Food for Thought teaming on a show.
- Profiles of Grassroots Community Leaders and Small Business People—Maria, an immigrant, a mom, a businesswoman and a community leader in Roseland, suggested recording a series of profiles of community members who lives showed what was possible.
- Senior Media Camp—Yolanda, a longtime producer and former teacher, suggested a summer camp for seniors to overcome their trepidations about using technology and learn how to use video in their daily lives and organizations. As someone known for telling stories, reading aloud and singing, she was nominated as camp director.
- A Shared Telethon for All Community Non-profits—Teresa, a longtime non-profit ED, proposed a shared telethon during which each non-profit would get 15 or 30 minutes to entertain, share their mission and raise funds.