

Public, Education and Government Community Media Lab Update

August 27, 2013
City Council Study Session

Media Lab Update

- Background
- Progress update
- Current community landscape
- Changes at the Community Media Center
- Community Workshops
- Next Steps

Background

- **March 19th Council direction**
 - Extend agreement with the Community Media Center (CMCNB) six months, through September 2013.
 - Identify key stakeholders and begin facilitated discussions re: media lab collaboration, structure and funding.
 - Initiate community-based conversations on media needs
- **Approved budget for FY13/14**
 - \$300,000 – General Fund for operational use
 - \$100,000 – PEG funding for PEG capital projects

Background (cont)

- May 21, 2013 – Staff Briefing
 - CMCNB agreement extended six-months.
 - Community conversations and collaborative discussions initiated.
 - Key stakeholders contacted and engaged in discussion, aided by neutral facilitator hired by City.
 - Community needs assessment work initiated.

Progress Update (cont)

- Collaborative landscape has evolved over the three months.
- Collaborative structure solidified during joint meeting between the City, Community Media Center and the Sonoma County Museum.

Community Input Process

- **Phase 1:** Determine community interest and capacity for Media Center leadership.
- **Phase 2:** Determine collaborative structure possibilities.
- **Phase 3:** Determine community media center service needs and priorities.

Community Input Process

Phase 1: Leadership Options

- Roughly 10 meetings held between key stakeholders focused on identifying collaborative opportunities.
 - Community Media Center
 - Sonoma County Museum
 - RotoFactory / Santa Rosa Media Institute
 - Santa Rosa City Schools
 - Santa Rosa Junior College
 - KRCB
 - Chimera

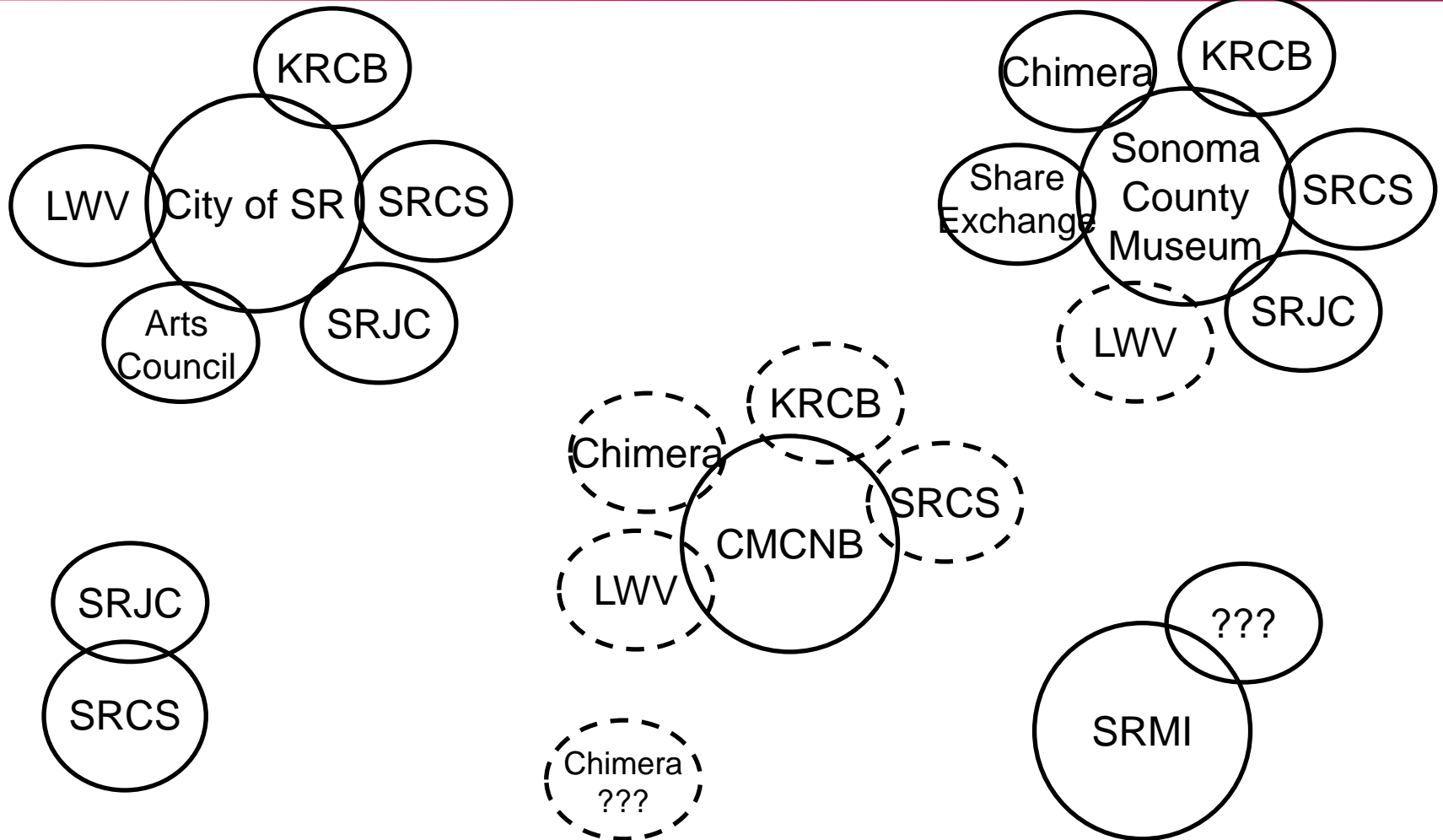
Community Input Process

Phase 2: Collaborative Structure

- Continued discussions with key non-profit leaders to map out collaborative structure, roles and responsibilities.
- Identified a workable collaborative structure.
- Significant changes in the Community Media Center of the North Bay aided discussions between potential collaborative agencies.

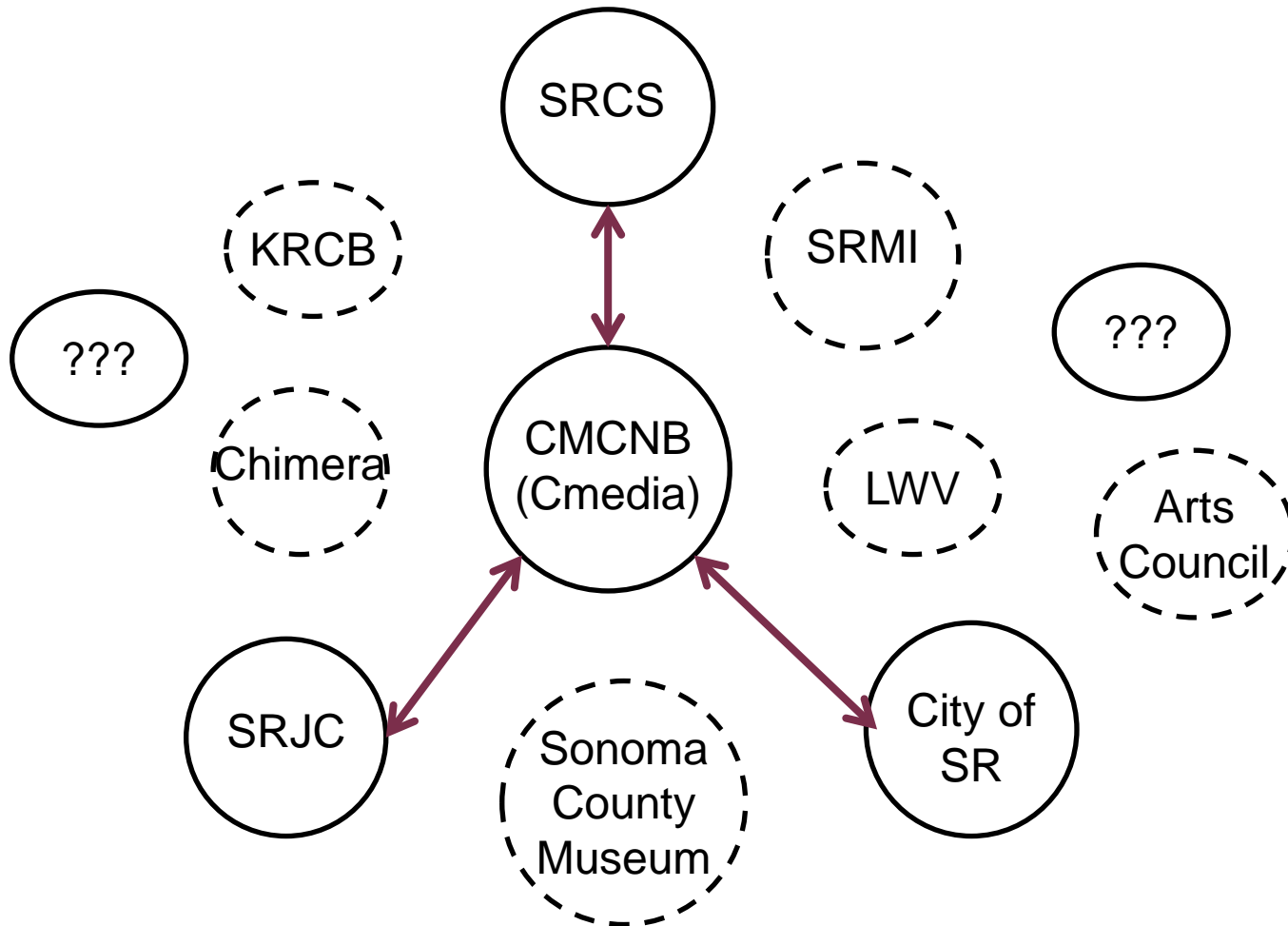
Collaborative Landscape

As of April 1st, 2013



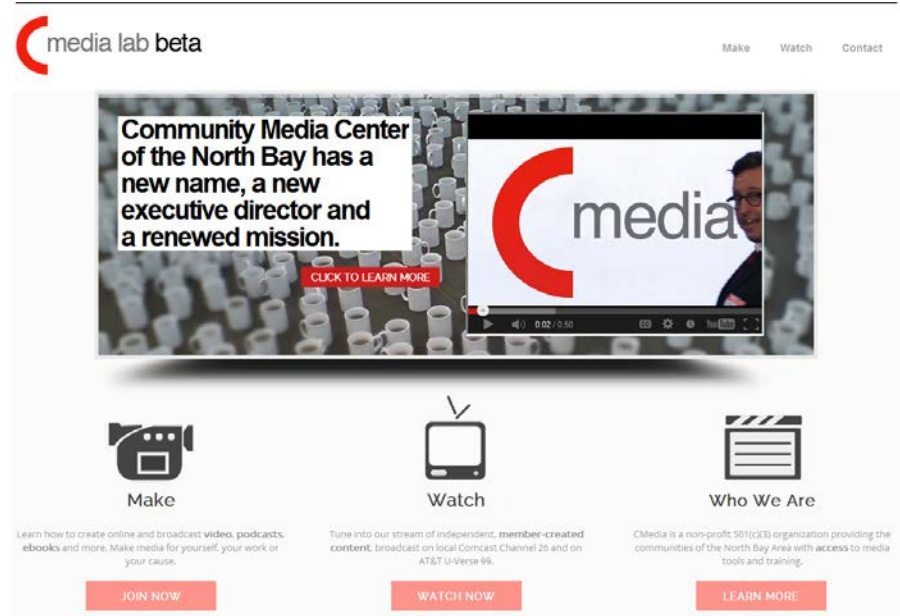
Collaborative Landscape

As of August 1st, 2013



CMedia Update

- New Executive Director hired at the Community Media Center
- Significant changes, including rebranding and a new mission



The screenshot shows the homepage of the CMedia website. At the top left is the "media lab beta" logo. To the right are links for "Make", "Watch", and "Contact". The main content area features a video player with a red "C" logo and the word "media". The video title is "Community Media Center of the North Bay has a new name, a new executive director and a renewed mission." Below the video player are three main sections: "Make" (with a camera icon), "Watch" (with a TV icon), and "Who We Are" (with a document icon). Each section has a brief description and a "JOIN NOW", "WATCH NOW", or "LEARN MORE" button.

media lab beta

Make Watch Contact

Community Media Center of the North Bay has a new name, a new executive director and a renewed mission.

CLICK TO LEARN MORE

media

Make

Watch

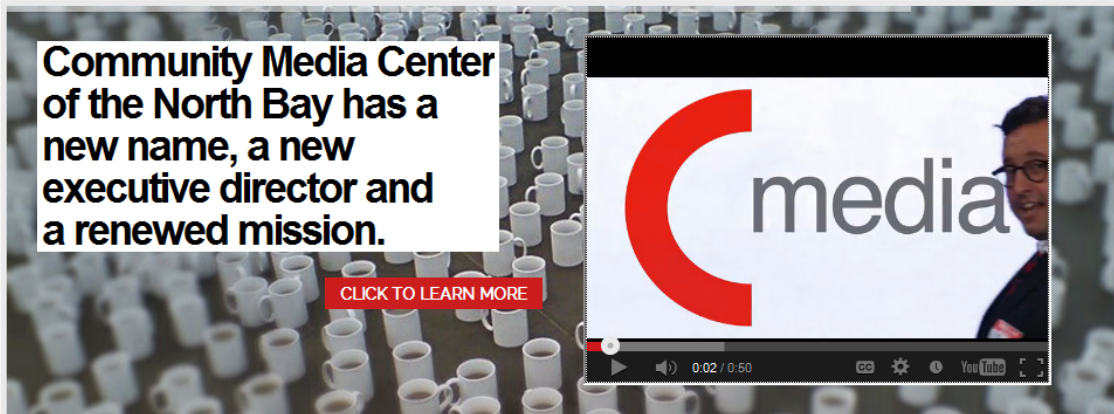
Who We Are

Learn how to create online and broadcast video, podcasts, ebooks and more. Make media for yourself, your work or your cause.

Tune into our stream of independent, member-created content. Broadcast on local Comcast Channel 26 and on AT&T U-Verse 98.

CMedia is a non-profit 501(c)(3) organization providing the communities of the North Bay Area with access to media tools and training.

JOIN NOW WATCH NOW LEARN MORE



Make

Learn how to create online and broadcast **video**, **podcasts**, **ebooks** and more. Make media for yourself, your work or your cause.

[JOIN NOW](#)

Watch

Tune into our stream of independent, **member-created content**, broadcast on local Comcast Channel 26 and on AT&T U-Verse 99.

[WATCH NOW](#)

Who We Are

CMedia is a non-profit 501(c)(3) organization providing the communities of the North Bay Area with **access** to media tools and training.

[LEARN MORE](#)

Community Input Process

Phase 3: Service Needs and Priorities

- Five in-person community workshops
 - Producers and All Interested Residents
 - Nonprofit Organizations
 - Our Diverse Community
 - Older Adults
 - Educators and Students
- Online forum
 - First time use of Granicus CivicIdeas product



Online Forum

Testing Granicus CivicIdeas tool



WHAT WOULD YOU LIKE FROM YOUR MEDIA CENTER?



TOPICS

- ▶ Technical Assistance / Training
- ▶ Access to portable video equipment
- ▶ Access to studio equipment
- ▶ Access to editing equipment
- ▶ Other ideas?
- ▶ Facility needs?

Are you currently a producer or considering producing your original content? Or have you never used the Media Center or its services? We need your input to know what classes, services,

equipment and programming our community needs.

Closes : 09-14-2013

SIGN UP



Sign up



PARTICIPANTS



PROJECTS

Media Access Needs



DISCUSSIONS

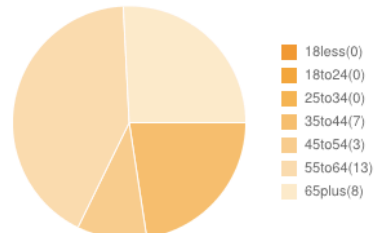
What would you like from your Media Center?



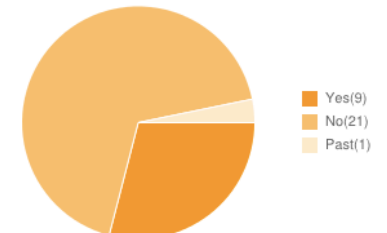
SURVEYS

USER PROFILE DATA FOR THIS DISCUSSION

What Is Your Age Please?



Are You A Producer At The Media Center?



Community Workshop Results

Top Community Wide Priorities and Requests

- 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.

Community Workshop Results

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.

Proposal: Next Steps

- Extend CMedia (CMCNB) agreement for an additional six months.
- Finalize budgetary and governance structure in advance of a long term agreement with Cmedia.
- Return to Council within six (6) months with a proposed agreement.