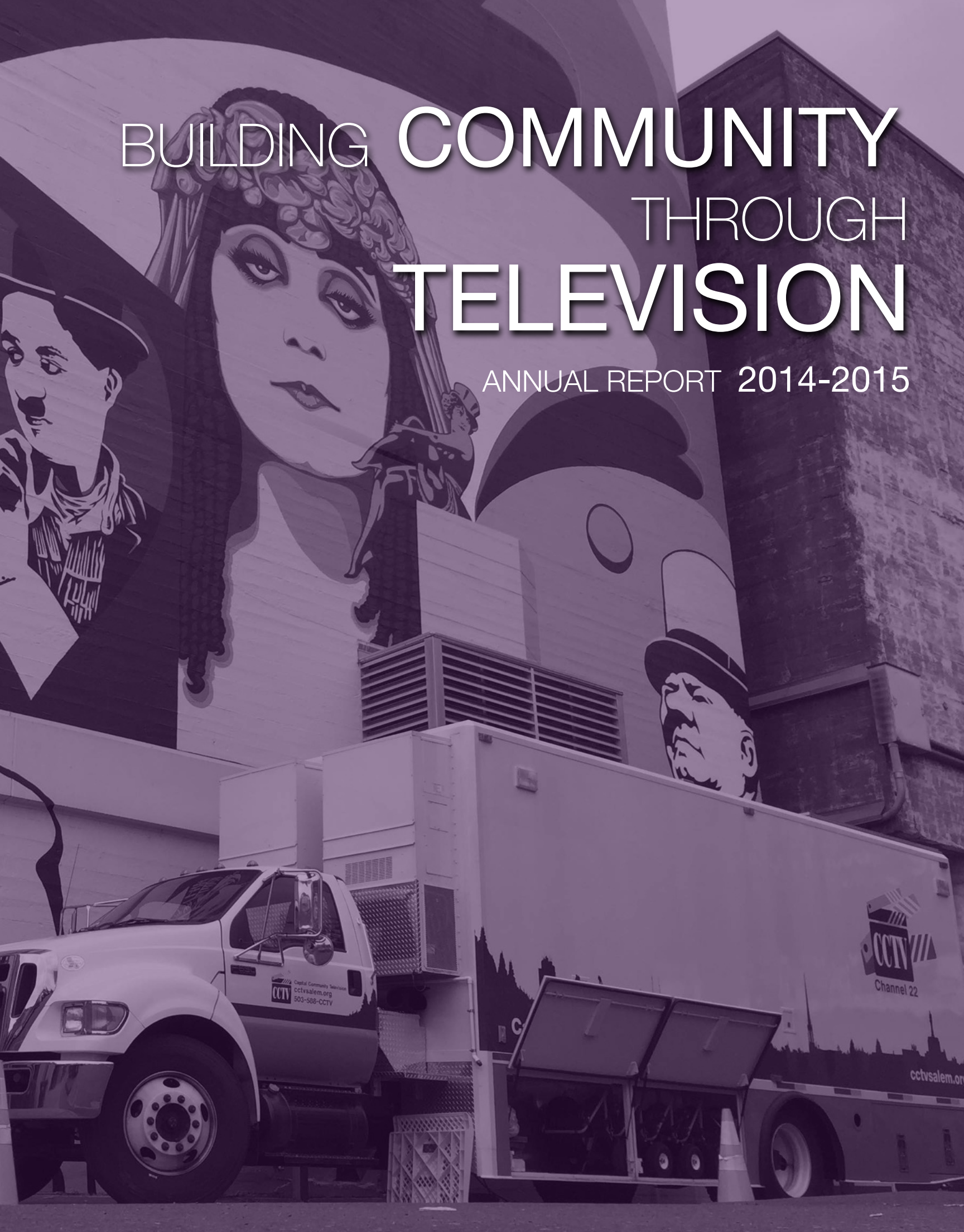


# BUILDING COMMUNITY THROUGH TELEVISION

ANNUAL REPORT 2014-2015





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# “EMPOWERING PEOPLE TO COMMUNICATE AND PROVIDING COMMUNITY INFORMATION THROUGH TELEVISION”

■ CCTV MISSION STATEMENT

## 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. CCTV provides the community with the opportunity for political, cultural, artistic, spiritual, and individual expression on television.

## 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. CCTV promotes the use of non-commercial channels 21, 22, 23 and production facilities as an electronic forum for discussing issues and solving problems.

## ACCESS TO INFORMATION

A well-informed, actively-involved citizenry makes more responsible decisions. CCTV televises local government meetings, activities of local schools and service-related information to stimulate an active dialogue among elected officials, schools and local citizens.

## DIVERSITY AND INCLUSIVENESS

Democracy is most effective in a society in which all members can participate. CCTV encourages understanding and collaboration across barriers of race, culture, language, class, gender and age.

## MEDIA LITERACY

Community TV offers an alternative to commercial television. CCTV provides the training and tools necessary for people to become knowledgeable and effective communicators, able to view television critically and to use that medium to tell their own stories.





## From the Executive Director...

### Executive Director's Report: A Year of Collaboration in HD

CCTV just completed our first year as a fully HD operation. Yes, you will see some legacy programming from us, as in Classic Sports, and from community producers in Standard Definition (SD). However, all of our equipment is now HD, and that is our future. Our viewers want our channels in HD, they want HD materials on line and they want the ability to record and time shift programs. Here's a look at the steps we took in 2014-2015 to be ready for HD channels.

#### Ready with HD

On January 6, 2014 CCTV began use of our new Tightrope HD server and scheduling software. We now have more than a year under our belt as an HD operation. Yes, CCTV programs are still seen in SD in the home and will continue that way until a new cable TV franchise is signed with Comcast. The City of Salem and Marion County are negotiating with Comcast on behalf of our community to move to a modern franchise. HDTV is the standard format of the day, and we're making sure we've done our job to put our community on TV in the same way that networks and cable channels deliver a clear HD signal. We'll be satisfied when we can deliver to your home the same crisp HD signal that we see in production, and when you can find programs in the on-screen Electronic Program Guide (EPG) to easily record with your DVR functions.

#### Top-notch collaborations in the community

CCTV continues as the only live TV site for the Cherry City Music Festival. In April of 2015, we teamed with our excellent local FM station KMUZ for broadcast of three bands during the first night of the festival, and then moved to all Spanish language bands for the second night. We completed the festival with six bands on Saturday.

Earlier in the year, CCTV staff teamed with Robert Richter and KMUZ on Local Roots, a series featuring many established and emerging local bands. CCTV added microphones for improved vocals and drum coverage. Both partners used extensive social media coverage to give much-needed exposure to the bands.

Right after completing state music competitions, CCTV partnered with the Oregon Department of Human Services to record and live stream the Oregon White House Conference on Aging from Lebanon. The conference was sold out well in advance, making the live stream the only way for more people to participate. CCTV also televised the event, as did the community media organizations in the Portland area. Let's continue our work as a community to put local people and events into the home in HD!

A handwritten signature in black ink that reads "Alan Bushong". The signature is written in a cursive, slightly slanted style.

**Alan Bushong**  
Executive Director  
Capital Community Television



**Alan Bushong**  
*Executive Director*



**Soha Badiei**  
*Producer*



**Wendy Brokaw**  
*Outreach Specialist*

# CCTV STAFF



**Kiri Flitter**  
*Programming & Promotion Coordinator*



**Mark Hernandez**  
*Producer*



**Ken Hook**  
*Producer*



**Kelly Keese**  
*Office & Volunteer Coordinator*



**Charles Lewis**  
*Facilities Coordinator*

# CCTV STAFF



**Arlan Robinson**  
*Community Facilitator*



**Mike Wilhelm**  
*IT Specialist*



# CCTV Volunteers

# Volunteer Recognition 2014

On July 26, 2014 CCTV staff took over Pringle Park for its annual Volunteer Recognition event. Volunteers and staff members alike got together to share a meal, recognize and celebrate the accomplishments throughout the year's production, and enjoy great company in the summer weather. This year's event had a 1980's theme, including a Pac-Man piñata, a real arcade game, and a soundtrack filled with one hit wonders from the 80's. The park was decorated with bright colors, busy designs, and posters commemorating the years in which volunteers got involved with CCTV. To invite volunteers to the event, CCTV staff created a fun video teaser introducing the 1980's theme and reminding volunteers to attend.

CCTV relies on a dynamic group of volunteers to maintain the organization's ambitious productions schedule throughout the entire year. CCTV started building our volunteer base in 1990, and some volunteers have been active for more than 20 years. Over time, the volunteer base has grown and diversified, involving volunteers spanning a wide variety in age, interests, and backgrounds. CCTV volunteers brave long production hours, harsh weather conditions, and last-minute schedule changes. Without the consistent help of skilled volunteers, the organization would not be able to accomplish so many productions in the community. Their flexibility, dedication, and eagerness to learn make them an invaluable asset to CCTV's mission. Volunteers, we thank you!





# CCTV VOLUNTEERS

## *JULY 2014 - JUNE 2015*

---

OMAR ALVARADO  
PETER ANDERSON  
AMIR BADIEI  
DANIEL BEAL  
JONATHAN BELLA  
ANDREW BENSON  
LINDA BERMAN  
LEE BOSCH  
MACMILLAN BOSSHARDT  
ABBY BROKAW  
HANNAH CALKINS  
NEAL CAMPBELL-BALKITS  
LUCY CARBALLO HERNANDEZ  
KAYDENCE CARPENTER  
PATRICK CASSIDY  
ANDREW CASTRO  
GARTH CATTERALL  
RAND CHESHIR  
MONIQUE COLON  
ROB CONAHEY  
CHRISTOPHER CUMMINGS  
DAN DALKE  
DAVE DAVIS  
LUZ DEL VALLE  
ANZIA DEROBERTIS  
PHILLIP DEROBERTIS  
GREGG DEVINE  
BJ DIXON  
RUSS DUCEY  
RAYMOND DUKES  
WOODY DUKES  
DAVID DUNCAN  
DANIEL EDDLEMAN  
TAVIS EVANS  
JOE FABBRI  
RYAN FERRIES  
CARA FISCHER  
SONIA FLORES  
ED FREYDL  
HOLLAND GABRIEL  
CALEB GAIL  
RYAN GAIL  
RICHARD GALLAGHER  
TIM GALLAGHER  
JOHN GEE  
ADAM GORDON  
LANCE GRABER  
LAUREL GROVE  
SARAH HACKETT  
JANICE HALLMAN

SUE HARRIS  
JEFFREY HAY  
JULIA HAY  
AARON HERNANDEZ  
CHRIS HERNANDEZ  
LEVI HERRERA-LOPEZ  
MIKE INGRAM  
DARRELL JABIN  
MEGHA JOSHI  
RASHMI JOSHI  
JESSICA KAWANA  
ERIC KITTLESON  
ANDREW KOHLI-ROURKE  
STEVEN KOHLMAYER  
PEATER KRAMYER  
RON KROUT  
SUE KURVINK  
ROBERT LAHUE  
AJ LAMORAY  
DAVID LARSON  
STEVE LAWRENCE  
VIC LIPPERT  
ALEX LLUMIQUINGA  
TOM LOVRETICH  
VIC LUND  
LINDSEY LYTLE  
DAVE MACMILLAN  
RAUL MAGANA  
MARTIN MANCERA  
MICHAEL MARSH  
LYDIA MARTIN  
THOBILE MBULI  
GLORIA MCCLEARY  
JOCELYN MCDONALD  
MARGARITA MEJIA  
MAKENNA MERRISS  
GABRIELLA MEYER  
THOMAS MIDGLEY  
MICHAEL MINARD  
THERESE MISNER  
JORDAN MITZEL  
KIM MOBLEY  
INDIE MORTON  
DAVE MOSS  
MICHAEL NOKES  
STEVE OBERAN  
KIERAN O'LEARY  
TIM PALMER  
BOB PARKER  
JAVIER PARTIDA

STEPHAN PARTIPILO  
KERI PECK  
DYLAN PENDRAK  
BRIAN PENROSE  
LUIS PEREZ  
ARTHUR PETERS  
TOM PHILLIPS  
JOHN PIPER  
EMILY PRINCE  
JAVIER QUIROZ  
SPENCER RAMSEY  
JIM RANDALL  
SHAWN RANGLES  
RYAN RHOADES  
DONN ROTH  
GENE ROURKE  
FREDDY RUIZ JR.  
MIGUEL SAAVEDRA  
LIZ SCHILLINGER  
MIKE SCHURMANN  
PAUL SEESING  
PAULA SHINE  
TIFFIN SINKS  
LUIS SOLORZANO  
DIANE STEVENSON  
MARGARITO SUMOZA  
ROSS SWARTZENDRUBER  
RAZA SYED  
PAUL SZUDZIK  
CHRIS TARVER  
DEBORA TARVER  
GARY THOMPSON  
RAY THOMPSON  
SAMUEL THOMPSON  
SCOTT VALENTINE  
JOHN VAN DREAL  
MARY LOUISE VAN NATTA  
RICHARD WADE  
BRAD WARTMAN  
SONNY WATKINS  
ARLENE WEBB  
JOSHUA WEISS  
JEFF WHEELER  
WIL WIDDOES  
ANTHONY WILKERSON  
JOEL WILKERSON  
ROBERT WILLIAMS  
JOEL ZAK  
MICHELLE ZENG  
MELANIE ZERMER



**HAPPY  
25<sup>th</sup>  
BIRTHDAY  
CCTV!**

**CCTV**

Highlights

# Art Displays at CCTV

## PARTICIPATING ARTISTS:

Susan Appleby  
Jody Bartruff  
Mitch Clason  
Lorraine Dye  
John Eells  
Melody Fahey  
Diane Forsberg  
Sue Fry  
Mary Jo Gilson  
Paul Hillshafer  
Jim Hockenull  
Jo Hockenull  
Ann Kresge  
Mary Kimmel  
Linda Lowery  
Marilyn McMurray  
John Meacham  
Therese Misner  
Tabitha Sabo  
Miriam Selby  
Jonelle Sether  
Linda Sunderland  
Paul Szudzik  
Lauren Teubner  
Diane Trevett  
Becki Trachsel-Hesedahl  
Ginger Valentine  
Patricia Young

In August of 2014, CCTV began an exciting new partnership with Artists in Action, a local non-profit arts organization. CCTV Office & Volunteer Coordinator Kelly Keese reached out to AiA to set up bi-monthly art displays throughout CCTV's facility.

The art displays feature original pieces from Salem artists, adding culture and vibrance to CCTV's office. To increase sales and engage the local arts community, CCTV also offered a First Wednesday Opening Reception during the first week of each new display.

Volunteer and artist Paul Szudzik contributed many hours to making the displays possible by maintaining a website and coordinating set up and take down of the art for each show.



# Non-Profit Holiday Greetings 2014



The 2014 Non-Profit Holiday Greetings event was the biggest in CCTV history! The event welcomes local non-profits to CCTV studios in November each year to record holiday PSA's to the community. With the help of staff and volunteers, CCTV transformed into a winter wonderland. Over the course of six days, CCTV recorded 63 holiday greetings and brought in:

**15 volunteers**  
**82 volunteer hours**  
**6,985+ YouTube views**  
**6 trees**

**550 people**  
**11 cats**  
**16 dogs**  
**2,000 tree lights**

# Summer Video Camp 2014

For Summer Video Camp 2014, CCTV offered four weeks of camp for students in grades 4-8. CCTV staff members Arlan Robinson and Greg Hiltz co-lead camp with the help of some CCTV youth volunteers. The campers produced several short videos of their own, learning how to write, direct, record, and edit in the process. On July 18, CCTV hosted a film festival to premiere their videos to parents and the public, going live out of Studio One with interviews of the students.





CCTV Outreach Specialist Wendy Brokaw teamed with local public relations icon Mary Louise VanNatta to co-host and co-produce “InSight”, a monthly, studio-based program that features community non-profit organizations. InSight features interviews with three organizations in each episode, supplemented by video clips from CCTV’s Non-Profit Center Video Brochures. InSight has featured more than 20 organizations to date as CCTV works to further connect our vital and vibrant service providers to the community.

### Featured Non-Profits:

- |  |  |
|--|--|
| American Association of University Women | Salem Art Association                  |
| American Red Cross                       | Salem Chamber Orchestra                |
| Blindskills, Inc.                        | Salem Health Community                 |
| Bush House Museum                        | Health Education Center                |
| Center for Hope & Safety                 | Salem Health Language Access           |
| Garten                                   | Salem Police Foundation                |
| Gilbert House Children’s Museum          | Salem Public Library                   |
| Hallie Ford Museum of Art                | Salem Youth Symphony                   |
| HOME Youth & Resource Center             | SMART                                  |
| Liberty House                            | Willamette Humane Society              |
| Marion-Polk Food Share Youth Gardens     | Willamette Heritage Center at the Mill |
| MERIT                                    | Women at the Well Grace House          |
| Mid-Valley Literacy Center               |  |

## Salem Connection

CCTV partnered with the City of Salem to launch “Salem Connection”, a short outreach program that informs the public of city services and events. Deputy City Manager Kacey Duncan hosts the program with a relaxed and engaging style. CCTV Producer Soha Badiei teams with Salem Strategic Initiatives Manager Courtney Knox Busch to produce the program. Catch the Salem Connection for City of Salem information.



# Local Roots



In February, local musician and KMUZ radio host Robert Richter partnered with CCTV Facilities Coordinator Charles Lewis to launch “Local Roots”, a new music series. Local Roots features local artists playing original music from several genres including rock, folk, bluegrass, and Americana. With 28 different half-hour long programs to date, Local Roots brought new groups and many hours of programming to Channel 22 and increasingly connected our community with the music scene in and around Salem.

Local Roots is produced in CCTV’s Studio One with the help of a talented set of volunteers. To enable more productions and higher production standards, CCTV is developing a new LED lighting package, a camera crane and additional audio equipment, plus a house drum set to ease set up and strike time.

### Performing Artists:

- |                      |                                   |                |
|----------------------|-----------------------------------|----------------|
| Amanda Richards      | Land of the Living                | Sally Tomato   |
| Anchors of Ascension | Melissa Ruth & The Likely Stories | Scott Browning |
| Ara Lee              | Melody Guy                        | Sweet Home     |
| Brothers Bror        | Millstone Grit                    | Tara Novellas  |
| Buttercup            | Nestler & Hawtin                  | Terry Holder   |
| Butterfly Breakdown  | Olivia & Rene                     | The Get Ahead  |
| Christie Josef       | Pretty Gritty                     | True North     |
| David Stephenson     | Pull for Fire                     | Val Blaha      |
| Kelly Bosworth       | Rich Layton & The Troublemakers   |                |
| Kelly Brightwell     | Robert Richter                    |                |

## SLAM (Salem Local Area Music)

In September 2014, CCTV recorded the pilot episode of another new music show, featuring the band Human Ottoman. The series is titled “SLAM,” or Salem Local Area Music and is produced and directed by CCTV’s Mark Hernandez. With the assistance of experienced volunteers and staff members, “SLAM” includes performances from local musicians as well as interviews with band members.

Recorded in CCTV’s Studio One, the series allowed staff to create a unique set design, complete with stage lighting. With candid interview moments in between performances from local alternative bands, the series brings a “college radio feel” to Channel 22.

### 2014-2015 Featured Bands:

- Human Ottoman
- The Pumps
- The Band Salem





**July 8-12, 15-19, & 22-26, 2014**

Summer Video Camp kept CCTV busy during June and July for a total of four weeks of camps. The students learned how to operate cameras, make their own videos, and use studio production equipment.

**July 26, 2014**

Annual Volunteer Recognition at Pringle Park with a 1980's theme. Staff thanked volunteers for their service with a bbq, an ice cream sundae bar, and t-shirts.

**July 29, 2014**

Staff filmed their first monthly edition of "CCTV Update," a video newsletter keeping the public informed of news, events, and opportunities at CCTV.

**JULY 2014**

CCTV began its 25th year of televising high school sports.

**September 8, 2014**

CCTV's overhauled its website and added a virtual tour.



**September 20, 2014**

Kirimi Flitter and Kelly Keese brought a green screen demo to the East Salem Day of Play to engage local families.

**SEPTEMBER 2014**



**August 2, 2014**

CCTV won "Best in Show" at the Capitol City Couch Race for a birthday-themed couch, commemorating CCTV's 25th year as an organization.

**August 6, 2014**

CCTV held its first art opening reception for Salem's First Wednesday.



*"Thistle at Sunset"  
by Kathryn Alexander*

**August 14, 2014**

Staff Producer Wendy Brokaw filmed her first episode of the new series "InSight."

**AUGUST 2014**

**October 14, 2014**

Kirimi Flitter and Kelly Keese took a shopping trip to IKEA to bring back some new set items for both of CCTV's studios.

**October 16, 2014**

Renovations at CCTV included merging the staff editing room into a larger equipment room, installing countertops, and converting some carpet floors to vinyl tile.

## OCTOBER 2014



**December 4, 2014**

CCTV Holiday Producer Party brought community producers together food and fun.



**December 20, 2014**

"Talk to Santa" went live from Studio One with 23 callers and 16 walk-in guests.

## DECEMBER 2014



**November 12-15 & 18-21, 2014**

CCTV Non-Profit Holiday Greetings were held over two weeks. It was the biggest Holiday Greetings event yet!

**November 21, 2014**

Equipment came in for CCTV's second production unit and staff began outfitting it for video production.

## NOVEMBER 2014



**January, 2015**

CCTV staff and volunteers recorded 11 basketball games throughout the month of January for local high school and college teams.

## JANUARY 2015





**February 7, 2014**

“Local Roots” series recorded in CCTV studios for the first of many Saturdays, featuring three bands each week.



**March 27-29, 2015**

Alan, Kirimi, and Kelly attended the Alliance for Community Media Northwest Regional Conference in Tukwila, WA.

**FEBRUARY 2015**

**MARCH 2015**



**May 2 & 9, 2015**

CCTV recorded the annual Awesome 3000 and the Country Kids Relays at McCulloch Stadium.

**April 2-4, 2015**

CCTV participated as a performance site for the Cherry City Music Festival. Three days of live music in the studio were broadcast on Channel 22. This year featured an evening with Spanish language musical acts and hosts.



**May 20, 2015**

CCTV simultaneously streamed two live events through YouTube, including Oregon’s White House Conference on Aging and a Marion County Board of Commissioners meeting.

**APRIL 2015**

**MAY 2015**

**June 3-5, 2015**

CCTV televised all ten of the 2015 Salem-Keizer High School Graduations.

**JUNE 2015**



# EQUIPMENT & Facilities



Ken Hook shows off a new Easyrig Cinema for camera stabilization at a playoff basketball game in March.

## EQUIPMENT & FACILITIES USAGE JULY 2014 - JUNE 2015

STUDIO	CAMERA	EDITING
2541 hours	2085 days	2978 hours



CCTV began a construction project in October, expanding the equipment room into the staff editing space to make more room for equipment storage and organization. Our staff editing stations were moved to the programming office.

Charles Lewis digs into a new LED lighting purchase for CCTV's studios.



CCTV purchased a new sprinter van for a second production vehicle and began outfitting it with Black Magic Design cameras for use on community events.





Ch. 21



Ch. 22



Ch. 23



BMP  
HD



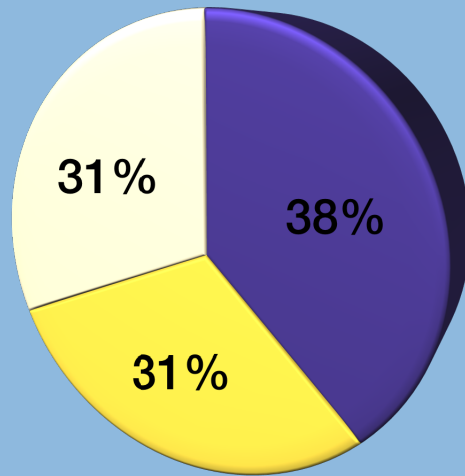
AUX

SAMSUNG

# PROGRAMMING

# Where CCTV Programming Comes From

Total New Programming Hours:  
**2135**

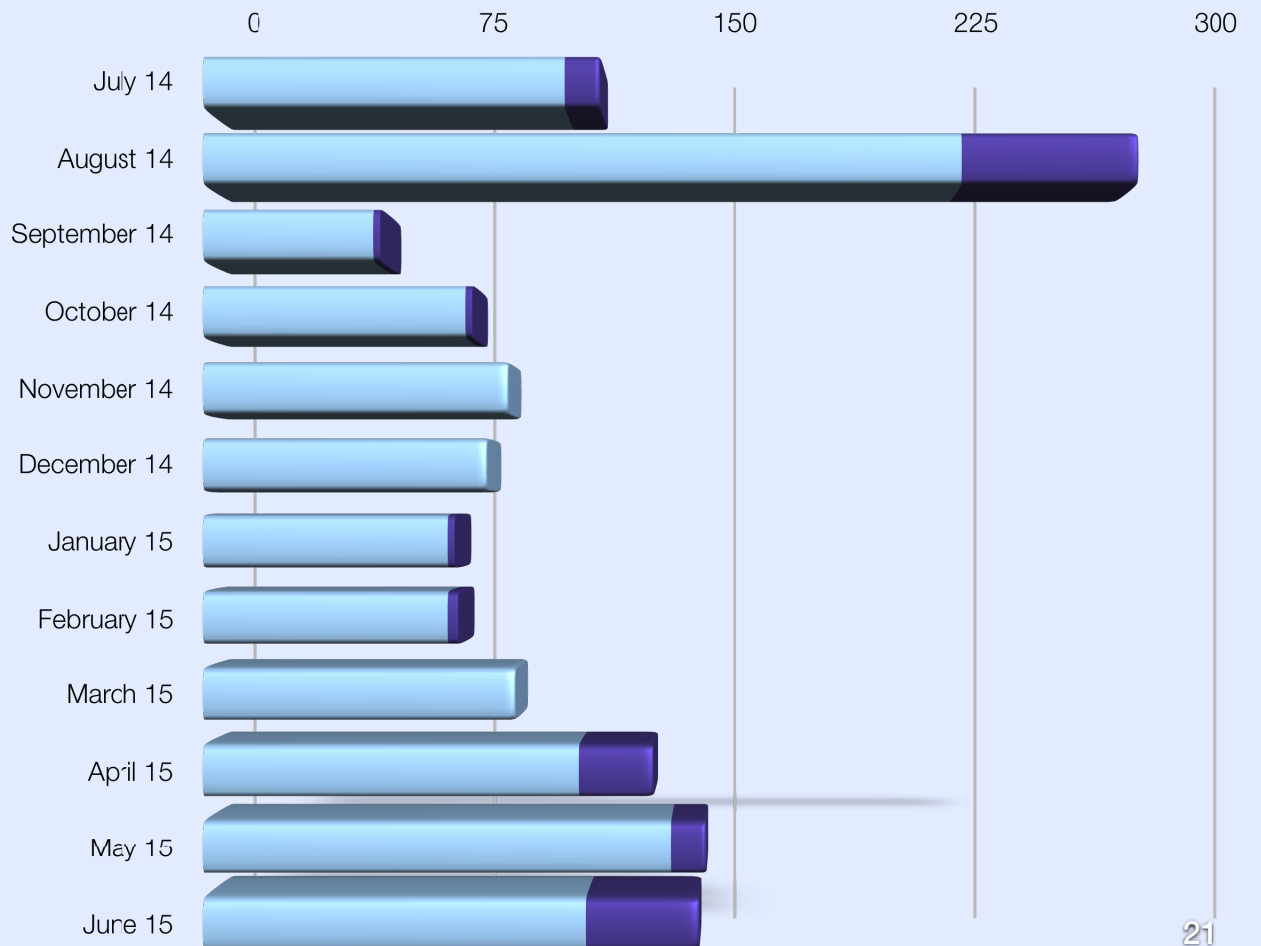


- Locally Produced
- Locally Sponsored
- CCTV Produced

# CCTV Programs Sold 2014-2015

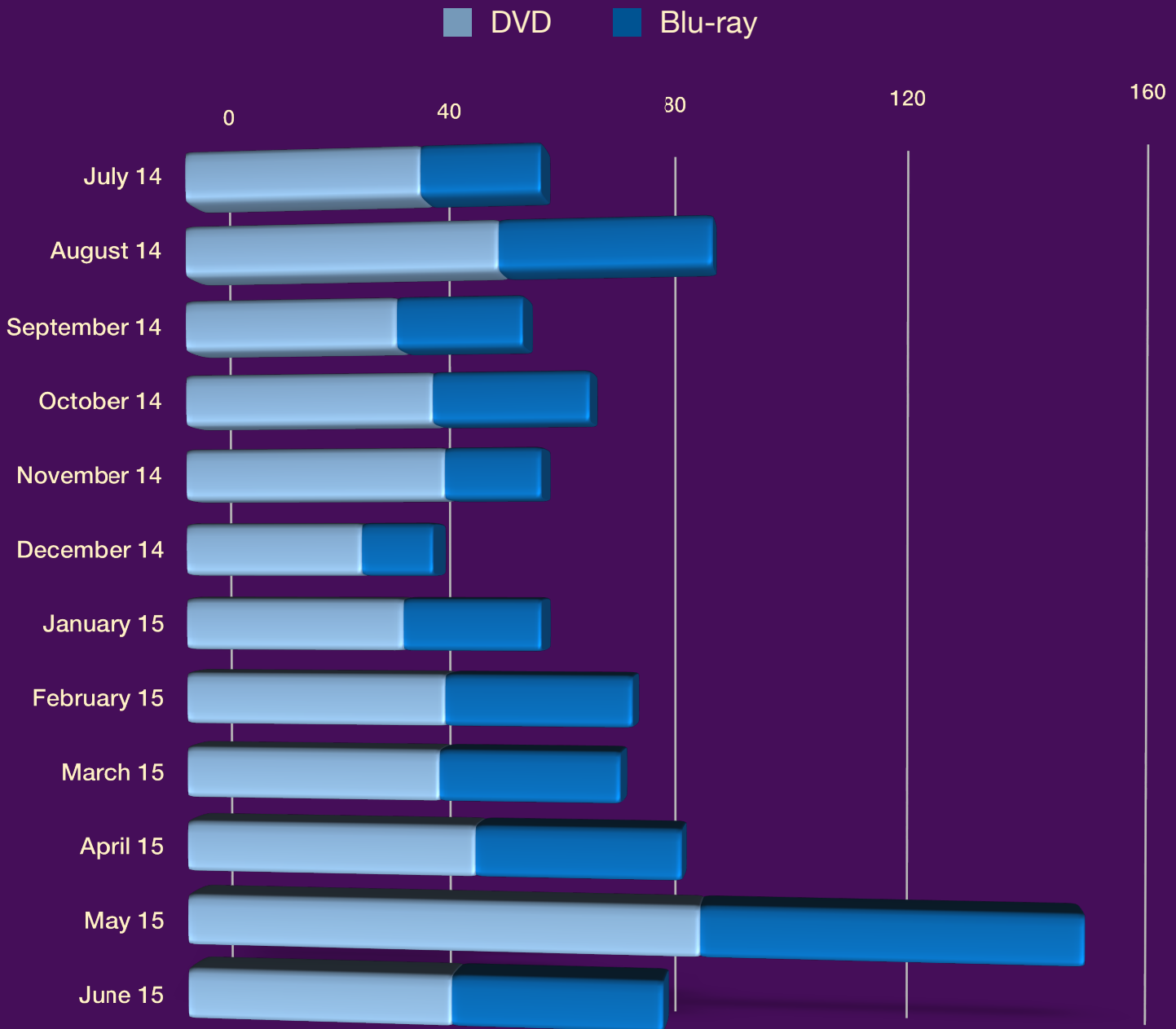
Total DVDs Sold:  
**1176**

Total Blu-rays Sold:  
**132**



- DVD
- Blu-ray

# Program Archives for 2014-2015 Fiscal Year



CCTV produced a total of 654 new programs throughout the 2014-2015 fiscal year.

# 2014-2015 New Series Programs

Series programs provide a large percentage of the content for all three of CCTV's channels. Producers can turn in series programs that will play on a daily, weekly, monthly, or other regularly scheduled basis. There are many advantages to producing a regular series, including the consistency of playtimes, the ability to promote a program more effectively, and greater access to CCTV's equipment and facilities. It takes a significant amount of commitment, forethought, and time to produce a series program.



Steffi, Phillip, and Anzia DeRobertis cook vegan recipes with family and friends, sharing their passion for food, health, and the rights of all living beings in "Don't Fear the Vegan"



Marion County Commissioner Janet Carlson interviews a guest on "Marion County Today"

Producer Casey Ocupe brings a diverse group of guests and volunteers together for each episode of "Northwest Comic Show," discussing all things relating to comics



"Stories from LolaLand" features children's stories written by local authors, read aloud by producer and host Viola Carlile to live youth audiences



**2014-2015 New Series Programs:**

- Cheaper, Healthier*
- Culturama*
- Don't Fear the Vegan*
- F-Bomb*
- Grey Matters*
- InSight*
- Let's Look at the Lyrics*
- Local Roots*
- Marion County Today*
- New Start Christian Center*
- Northwest Comic Show*
- Open Mic*
- Our Noble Globe*
- People, Places and Politics*
- Salem Connection*
- Sights and Insights*
- SLAM*
- Stories from LolaLand*
- The Salvation Army*
- The Spirit Filled Woman*
- Triumphant Living*
- Vida Abundante*
- Words of Peace*
- WrestleTalk*



Debora Tarver directs an episode of her husband Nathaniel's series "Triumphant Living" before producing an episode of her own series "The Spirit Filled Woman"



Producer David Larson prepares to film an episode of his series "F-Bomb" in which he plays video games with friends and other local gamers on a variety of gaming systems



Lee Coyne interviews guests for an episode "Culturama" highlighting India's Independence Day



Producer Laurel Grove's series "Cheaper, Healthier" focuses on healthy eating and cooking well on a budget



# CCTV Productions

July 2014 - June 2015

## **SCHOOL & COMMUNITY SPORTS**

ASA Play for a Cure Softball Tournament  
ASA Softball Western Nationals Tournament  
ASA Softball Reach for the Stars Tournament  
Awesome 3000  
Central Valley Conference Swim Meet  
Central Valley Conference Wrestling Meet  
2 College Basketball Games  
4 College Football Games  
Country Kids Relays  
High School Athletes of the Year Awards  
27 High School Basketball Games  
12 High School Football Games  
2 High School Lacrosse Matches  
5 High School Volleyball Games  
5 OSAA High School Soccer Games  
2 OSAA High School Softball Games  
Softball Opening Ceremonies  
South Salem High School Hall of Fame  
Willamette University Sports Hall of Fame

## **SCHOOL & COMMUNITY MUSIC**

A Song for Our Time  
12 Cherry City Music Festival Performances  
Christmas at Hudson Hall  
GVC Band Festival  
High School All-City Honor Concert  
High School Invitational Orchestra Festival  
4 Level B Concerts  
28 Local Roots Performances  
Middle School All-City Honor Concert  
Middle School Advanced Choir Concert  
Middle School Advanced Orchestra Concert  
Middle School Advanced Band Concert  
Mike Nord Music Performance  
Musical Visions: B.T. Kimbrough Organist  
Oregon Spirit Chorus Preview  
29 OSAA State Music Programs  
Salem Chamber Orchestra Concert  
Salem Tuba Holiday  
SenateAires  
3 SLAM Episodes  
5 West Salem Summer Concert Series

## **COMMUNITY EVENTS/SPECIAL INTEREST**

AAUW Breaking Through Barriers  
American Red Cross Real Heroes Breakfast  
2 American Red Cross PSAs  
Capitol City Couch Races  
12 CCTV Non-Profit Video Brochures  
63 CCTV Non-Profit Holiday Greetings  
Cervical Cancer Awareness Lecture  
Charlie Hebdo Lecture  
Children at Risk  
City of Salem Holiday Tree Lighting  
City of Salem Volunteer Recognition  
East Salem Day of Play  
Economics Panel Discussion  
Marion County Fair  
Marion-Polk Food Share Community Gardens PSA  
3 MLK Celebration Programs  
MVVMA CLOVER Awards  
One Billion Rising 2015  
3 Oregon Spirit Chorus PSAs  
Patriot Banner Hanging Event  
Pentacle Theare's 60th Anniversary  
Relay for Life Preview  
Relay for Life PSA  
Remembrance of the Walk on Washington  
Sakura Matsuri  
Salem Art Association Allis Exhibit PSA  
Salem Art Fair & Festival  
3 Salem Public Library Services PSAs  
Salem Speaks Up  
Salute to Womanpower  
Salem-Keizer Kindergarten Readiness PSA  
Salem-Keizer Head Start PSA  
Something Red Awards  
Something Red Art Walk PSA  
Striking Out Meth  
Talk to Santa  
TEDx Salem  
The Country Wife  
Thompson-Patch Scholarship Awards  
Tribute to the Troops  
Vaccine Forum  
We Are CCTV PSA  
Willamette University Pow-Wow  
8 World Beat Festival Performances

# CCTV Productions

July 2014 - June 2015

## GOVERNMENT MEETINGS/SCHOOLS/PUBLIC AFFAIRS

2014 General Elections  
Academic All-Stars  
2 Candidate Forums  
Chemeketa Community College Graduation  
Honoring Past City Councilors  
Marion County Jail  
53 Marion County Commission Meetings  
2 NWSDS Elections Programs  
Oregon State Battle of the Books Tournament  
Oregon's White House Conference on Aging  
Peter Courtney Groundbreaking Ceremony  
6 Salem City Council Budget Work Sessions  
28 Salem City Council Meetings  
12 Salem Connection Episodes  
13 Salem-Keizer High School Graduations  
3 Salem-Keizer School Board Budget Meetings  
16 Salem-Keizer School Board Meetings  
11 Salem-Keizer Transit Board of Directors Meetings  
Salem-Keizer Turnaround Achievement Awards  
Salem Planning Commission Meeting  
State of the City Address  
3 Video Voter Guide Programs  
4 Your Vote Counts Programs  
Women in Politics





# TRAINING

# Training 2014-2015

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After twelve years as Training Coordinator, Greg Hiltz left the staff in September of 2014. Greg expanded the training program, including the development of video training materials and one-on-one instruction. We thank Greg for his service.

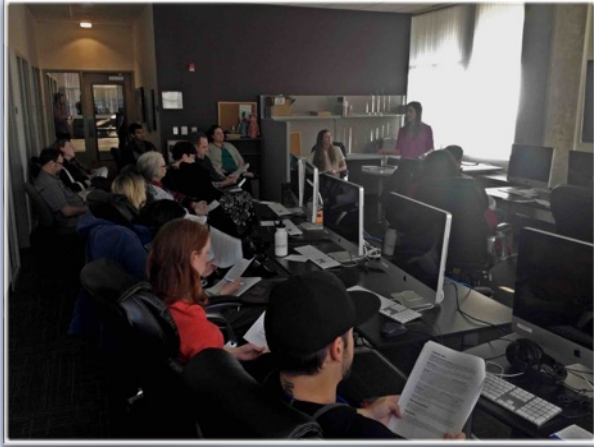
CCTV staff revisited the Training Coordinator position and its requirements. After experiencing a decrease in public demand for editing assistance, and with more training materials available for free online, and Arlan Robinson's increasing role in studio training and Summer Video Camps, staff divided CCTV's training duties. Charles Lewis assumed camera and editing instruction, tasks he held as volunteer in the early 1990s. Charles has across-the-board production skills and has been providing technical assistance since his return to CCTV in 2006. Kiri Flitter and Kelly Keese teamed up on orientations and facility tours, an easy transition for both with their general knowledge of CCTV and their constant interaction with the public.

Summer Video Camps represent the peak of training duties, and in response CCTV hired Phillip DeRobertis as a part-time Training Coordinator. Phillip had demonstrated his ability as an instructor earlier in the year by teaching a large group of local homeschool students. Phillip is also available for one-on-one help, and the rest of CCTV's staff continues to assist members of the public in increasing their media literacy and skills.



## Orientations 2014-2015

**During the 2014-2015 fiscal year, CCTV brought 226 new people to attend an orientation.** Orientation at CCTV includes a tour of the facilities and production truck, explanation of services, history as a PEG access center, funding and eligibility requirements, and rules for usage of equipment and channels. Taking orientation is the first step to getting involved with CCTV as a volunteer, producer, or student.



## Media Literacy Tours 2014-2015

For groups of Cub Scouts, Girl Scouts, Boy Scouts, or other local student groups, CCTV offers Media Literacy Tours as one of its many services. Groups have the opportunity to learn about community media, see video production equipment first-hand, and have the option to participate in an on-camera experience CCTV's HD studios. **During the 2014-2015 fiscal year, CCTV gave Media Literacy Tours to twelve groups.**



# CCTV Workshop Attendees

## Camera

This introductory course teaches students how to operate CCTV's high-definition camcorders that are available for checkout. The class covers basic shooting practices, using a tripod, and more.

## Studio Production

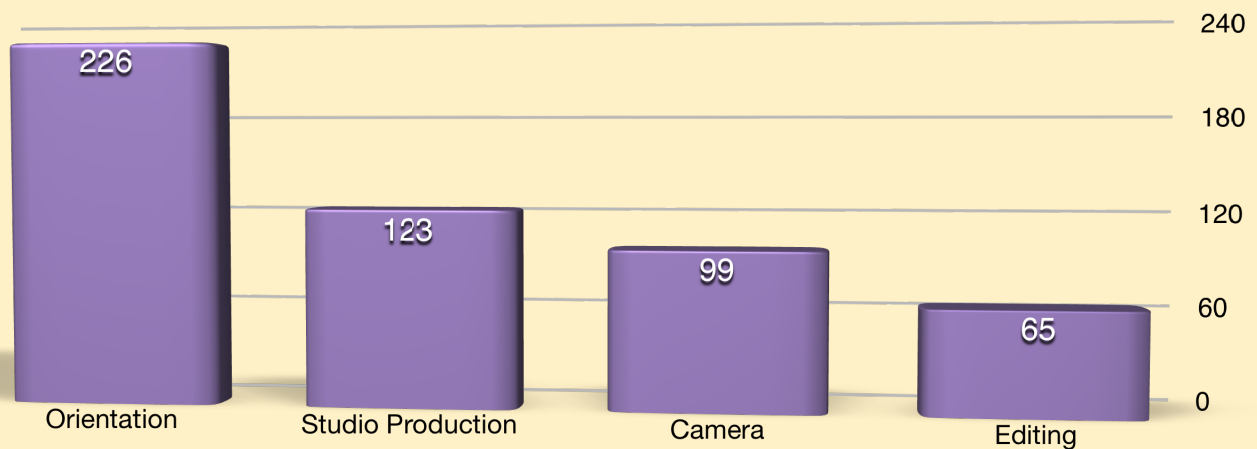
Students learn how to make a program in CCTV's studios from start to finish. The training includes operation of studio cameras, audio mixing, directing, creating graphics, lighting a set, and much more. This class is also followed up by "labs," allowing producers to become more comfortable with studio usage.

## Editing

A two-day course for beginning editors in Final Cut Pro X editing software. The class walks students through many of the basic software features, giving editors the tools they need to get their first program finished quickly.



Number of CCTV Workshop Attendees 2014 - 2015



# 2015 Homeschool Project

Starting in February of 2015, CCTV partnered with a local homeschooling community for a video production class project. Phillip DeRobertis brought the idea to fruition after seeing a desire from the parents and students in the homeschool cooperative for a weekly class on making videos. As a volunteer, Phillip created a curriculum for the students and served as their instructor. Arlan Robinson also facilitated the class with studio requirements and editing assistance.

Each week, students gathered in CCTV's training room before dispersing to work on their video projects. The students varied in age and video production experience and they were placed in small groups to make videos about their education through homeschooling. As part of their curriculum, students were certified in CCTV's camera, studio, and editing courses. Students were also able to check out camcorders for use outside of CCTV with the help of their parents. The course ran from February through the end May. CCTV is hoping to offer another course for homeschool students in 2016.





# COMMUNITY & Outreach



# Community Outreach

## CCTV NON-PROFIT CENTER

CCTV's Non-Profit Center features more than 50 Video Brochures and contact information for local non-profit organizations. Non-profit organizations and individuals may also submit PSAs to promote local events and services to be shown on CCTV's Community Billboard.



## BILLBOARD ANNOUNCEMENTS

CCTV posted **355 billboard announcements** from over 174 non-profit and government agencies during the 2014-2015 fiscal year.



## 2014-2015 | VIDEO BROCHURES

- Alzheimer's Network
- Center for Hope and Safety (English & Spanish versions)
- Garten Services
- Gilbert House Children's Museum
- Habitat for Humanity
- HOME Youth and Resource Center
- Liberty House
- Marion-Polk Food Share Youth Gardens
- Mid-Valley Literacy Center
- Salem Health Language Access
- Salem Youth Symphony

# Organizations Using CCTV's Services

July 2014 - June 2015

AAUW  
A.B.A.T.E.  
Agri-Plas  
AKHA Heritage Foundation  
Alzheimer's Network of Oregon  
American Cancer Society  
American Red Cross  
Artists in Action  
Assistance League of Salem  
Bahai's of Salem  
Blanchet Catholic School  
Blindskills, Inc.  
Boys and Girls Club  
Broadway Life Center (Salem Alliance)  
Brooks Assembly of God  
Brush Creek Playhouse  
Bush House Museum  
Camerata Musica  
Capital Calligraphers  
Capitol Pride of Salem  
CASA of Marion County  
Ceili of the Valley  
Center 50+  
Center for Cultural Exchange  
Children's Educational Theatre  
Christ the Good Shepherd Lutheran Church  
Christian World Fellowship  
Church of Latter Day Saints  
City of Salem Human Rights & Relations  
Advisory Committee  
City of Salem Neighborhood Assoc.  
City of Salem Public Library  
City of Salem Dept. of Community Svcs.  
Community Health Education Center  
Congregations Helping People  
Cornerstone Baptist Church  
Cultural Homestay International  
Culture Shock Community Project  
DeMuniz Pine Street Resource Center  
Diabetes Support Services  
Family Building Blocks  
Family Pet Partners  
Fellowship Church  
Fences for Fido  
Feral Cats Coalition of Oregon  
Fire Fighters Burn Foundation  
First church of Christ, Scientist  
First Presbyterian Church of Salem  
First United Methodist Church of Salem  
Freedom Friends Church  
Friends of Bush Gardens  
Friends of Deepwood Estate  
Friends of the Salem Public Library  
Full Gospel Businessmen's Fellowship  
Garten  
GetSmartOregon  
Gilbert House Children's Museum  
Girl Scouts of America (Salem)  
Grupo 24 Horas  
Habitat for Humanity  
Hands Are Not For Hurting Project  
Historic Deepwood Estate  
HOME Youth & Resource Center  
Hope Segun Foundation  
HOST Youth & Family Program  
Iglesia Adventista de Salem  
Interfaith Peace Festival  
Jensen Arctic Museum  
Journey Church of Salem  
Juntos Podemos  
KMUZ  
Korean Church of Salem  
Kroc Community Center  
Lancaster Assembly of God  
League of Women Voters  
Liberty House  
Lighthouse Farm Sanctuary  
Lord & Schryver Conservancy  
Mano a Mano  
Marion County Dept. of HR  
Marion County Dog Shelter  
Marion County Health Department  
Marion County OLCV  
Marion County Recycling  
Marion County Re-Entry Initiative  
Marion County Sheriff's Office  
Marion-Polk Food Share  
Mercy Center  
MERIT Mid-Valley Mentors  
Mid-Valley Literacy Center  
Mid-Valley Travel Club  
Mid-Valley Women's Crisis Service  
Mid-Willamette Valley Council of Govts.  
Mid-Valley Volunteer Managers Assoc.  
Mind Openers Club  
Mission Mill Museum  
Mom's Club of North Salem/Keizer  
Mom's Club of South Salem  
MOPS  
Nature Conservancy of Oregon  
NEDCO  
Neighbor to Neighbor Mediation Svcs.  
New Hope Foursquare Church  
New Start Christian Center  
Northwest Human Services  
Oneness Coalition  
Oregon Capitol Foundation  
Oregon Chi  
Oregon.gov  
Oregon Health Connect  
Oregon PeaceWorks  
Oregon's Smokefree Workplace  
Oregon Spirit Chorus  
OR OSHA  
Pauline Memorial A.M.E. Zion Church  
Pentacle Theatre  
Planned Parenthood  
Prison Fellowship  
Salem Art Association  
Salem Chamber Orchestra  
Salem City Club  
Salem Concert Band  
Salem Family Literacy Program  
Salem Fellowship of Reconciliation  
Salem Film Festival  
Salem Fire Foundation  
Salem First Free Methodist Church  
Salem First Presbyterian Church  
Salem Friends of Felines  
Salem Health  
Salem-Keizer Education Foundation  
Salem-Keizer Homeless Services  
Salem-Keizer Meals on Wheels  
Salem-Keizer Together  
Salem Kiwanis Club  
Salem Multicultural Institute  
Salem Parks Foundation  
Salem Peace Mosaic  
Salem Police Department  
Salem Progressive Film Series  
Salem Senate-Aires  
Salem Spirit of Life Church  
Salem Sports & Breakfast Club  
Salem Youth Symphony  
Salem's Riverfront Carousel  
Salvation Army  
S.C.O.R.E.  
Second Chance Salem  
Shangri-La  
S.K.I.T. Theatre  
SMART  
South Salem Seniors  
SOVAH  
Stand for Children  
St. Francis Shelter  
St. Mary Catholic School  
St. Paul's Episcopal Church  
Straub Environmental Learning Ctr.  
S.T.E.P.  
Supreme Master ChingHai Org.  
TOPS (363-Salem)  
Trinity Covenant Church  
Turtle Ridge Wildlife Center  
Unitarian Universalist Congregation  
United Way  
Westgate Church  
Where the Sidewalk Begins  
Willamette Academy  
Willamette Heritage Center  
Willamette Humane Society  
Willamette Master Chorus  
Willamette Valley Hospice  
Wilson House Child Development Ctr.  
Women at the Well Grace House  
Women Ending Hunger  
Woodland Chapel  
YWCA