

July 1, 2000 – June 30, 2002

CAPITAL COMMUNITY TV ANNUAL REPORT OF SERVICES



BUILDING COMMUNITY THROUGH TELEVISION

CCTV MISSION

Empowering people to communicate and providing community information through television.

CCTV VALUES

DEMOCRACY AND 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 and 23, and its 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.

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BUILDING OUR VALUE

In the past two years, we've focused on providing more help to our community by adding a Community Facilitator position, modernizing our equipment and facilities, installing robotic camera systems at Salem and Marion County, and adding audio services and state music championship productions to our work.

CCTV hosted a successful Alliance for Community Media Northwest Regional Conference in April of 2001, inviting members from seven states and two Canadian Provinces. We also continued our tradition of production excellence by volunteers and staff in winning national and regional contest awards.

In April of 2001 we hired Julienne Turner as Community Facilitator, a position created to help members of the public complete their programs. Julie brought six years of experience, including staff time at Akaku in Maui, and a great deal of computer savvy plus a winning way with the public to CCTV.

One year later, original CCTV staff member and Training Coordinator Liz Schillinger left to teach in the Dallas public schools. We hired Greg Hiltz, who in 1991 was one of CCTV's first school age volunteers, trained by Liz. Greg brings production savvy, computer skills and his long-time experience and commitment to CCTV.

We welcome them both!



CCTV Executive Director Alan Bushong



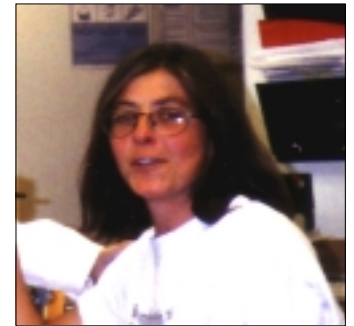
Community Development Coordinator
Rosa Leonardi

We made significant improvements to our equipment and facilities. Five robotic cameras now ease production of City of Salem and Marion County meetings, and allow complete coverage of budget committee work and special events. We put new cameras in our studio, along with a new switcher. We completed replacement of our dated titling systems with Inscrubers, and then launched into non-linear editing with Apple G4s and Final Cut Pro.

CCTV continued to collect awards, reflecting the partnership of staff and volunteers. Recognized programs include:
the Salem Police Dept.'s *Streetbeat*; CCTV's *Community Billboard Sprague High Schools' 1999 Grammy Award*; Public Service Announcements for the *Elsinore Theatre*; *CCTV Game of the Week* and *Game of the Week series*; *The 2002 Colors of Christmas*, a multi-denominational holiday music fest sponsored by 19 local churches.

Encouraged by the enthusiasm, creativity and dedication of our volunteers, CCTV purchased new audio equipment and began to further serve schools by making high quality audio recordings of music performances. CCTV then formed a partnership with the Oregon Schools Activities Association that allowed CCTV to record state music competitions, long dominated by our local schools.

We look forward to meeting the needs of our community, hopefully in a new, larger location. We invite you to come see us.



CCTV's first staff Producer and Training Coordinator
Liz Schillinger



CCTV's new Training Coordinator
Greg Hiltz



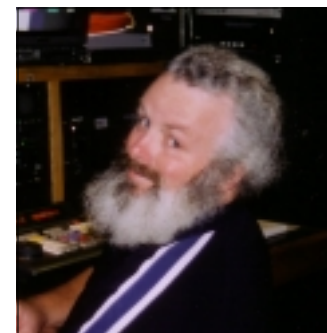
Staff Producer Scott Hawley



Community Facilitator Julie Turner



Staff Producer Ken Hook



CCTV Access Coordinator Pat Henderson



Program Coordinator John Strauch



2000 - 2001 HIGHLIGHTS

CCTV CELEBRATES 10TH YEAR

CCTV celebrated its 10th year of community television operation. The first program CCTV produced was Salem City Council and Marion County Election returns in May 1990. CCTV produced the first Salem-Keizer Schools sports program, a football game between McKay and Corvallis H.S., in September 1990. And, the first studio workshop started in June of 1991.



Above: Let's eat birthday cake! Connie White (left) helps Liz Schillinger serve up CCTV's 10th Birthday cake to friends and volunteers.

OREGON STUDENT MOCK ELECTION

CCTV and the League of Women Voters of Oregon produced a Video Voters' Guide for statewide classroom use in the Oregon Student Mock Election. This program is part of a nation-wide program to educate middle and high school students on the election process.



Above: CCTV Producer Scott Hawley adjusts Secretary of State Bill Bradbury's microphone before taping his statement for the Student Mock Election.

PROGRAMMING NUMBERS

CCTV PRODUCED PROGRAMS:	737 hours
LOCALLY PRODUCED PROGRAMS:	594 hours
TOTAL NEW PROGRAMMING:	1714 hours
TOTAL PROGRAMMING:	7032 hours

CCTV GOES TO THE STATE CAPITOL

CCTV produced 36 Legislative Reports for Oregon's legislators **twice** during the 2001 Legislative session. CCTV distributed the videos to legislators' local access center or cable company for airing. CCTV taped the reports in the House and Senate Chambers with the help of volunteers and Portland access centers, PCA and MCTV.



Above: CCTV Producer Ken Hook reads to tape Sen. Jason Atkinson's legislative report in the Oregon Senate Chambers.

CCTV WINS NATIONAL AWARDS

CCTV took home several awards at the **Hometown Video Festival Award Ceremony** held in Tuscon by the *International Alliance for Community Media*. CCTV took honors in: the Live Category for the Salem Police Dept.'s *Streetbeat*; Program Promotion for CCTV's *Community Billboard*; Performing Arts for *Sprague High Schools' 1999 Grammy Award*; Public Service Announcements for the *Elsinore Theatre*; Sports Event for *CCTV Game of the Week* and *Game of the Week series*. The biggest award for CCTV was *Overall Excellence in Local Origination*.

CCTV HOSTS ALLIANCE NW CONFERENCE

In April, CCTV hosted the Northwest Region of the Alliance for Community Media's 2001 Conference: *Technotopia?: The Challenge of Building Community in the Digital Age*.

Staff, volunteers and producers from community television access centers in Alaska, Idaho, Montana, Oregon, Utah, Washington, Wyoming, British Columbia, and Alberta attended workshops, and the Best of the Northwest Video Awards in the Salem Public Library.

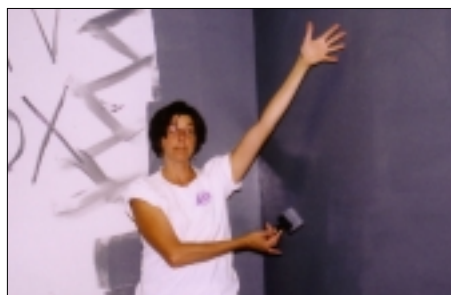
Speakers included **Salem Mayor Mike Swaim**, **Prof. David Douglass** of Willamette Univ., and **Bunnie Reidel**, Exec. Dir. of the Alliance office.



Above: Salem Mayor Mike Swaim welcomes members of the Northwest Region of the Alliance for Community Media.

CCTV REMODELS

CCTV closed the facility for a month while staff painted and remodeled the edit rooms and the studio control room. Thanks to the forward-looking team of Scott Hawley and Pat Henderson, CCTV made system improvements that will help all community producers have better looking and sounding programs.



Above: Training Coordinator Liz Schillinger makes the most of painting edit room 2.



Above: Max Pitzler, one of CCTV's volunteers, at the 15 hour Pacific Coast Invitational Marching Band Competition.



Above: Teacher Ron Wiebe answers a question from a viewer during an episode of *Mathemágica*.

HOMEWORK HOTLINE-MATHEMÁGICA
CCTV, Oregon Migrant Education and Salem-Keizer Schools completed the third and fourth years of *Mathemágica*, a math homework help program in Spanish and English. On this LIVE program, Claggett Creek Middle School math teacher Ron Wiebe answers phone calls from students with math homework questions. The crew consists of middle schoolers, high schoolers and volunteers.



2001 - 2002 HIGHLIGHTS

CCTV RECOGNIZES VOLUNTEERS AT 10TH & 11TH ANNUAL PARTIES

CCTV recognized over 112 volunteers at its **10th Annual Volunteer Recognition** and over **80** at its **11th Recognition**. These terrific volunteers helped CCTV produce **737 hours of community programming in 2001** and **724 hours in 2002** including: Salem City Council and Budget Committee, Marion County Commission and Budget Committee, Tapestry, Salem-Keizer School Board, local school sports and music events, marching band competitions, the Awesome 3000 and Jaycee Relays, Mathemágica, and local election programming.



ABOVE: CCTV volunteers watch and assist with the robotic production of the **Marion County Commission meeting**. Seated left to right: Ed Freydl, Richard Gallaher, John Cochran, CCTV Staff John Strauch, and Betty McDaniel.

CCTV TELEVISIONS SALEM H.S. GRADUATIONS

CCTV, with the help of its great volunteers produced six local high school graduations for the third and fourth years in a row. The schools included: **Barbara Roberts, McKay, McNary, North Salem, South Salem, and Sprague.**



ABOVE: CCTV crews prepare to leave for a night of taping Salem-Keizer H.S. graduations. Left to right: Donn Roth, John Strauch, Liz Schillinger, and Steve Hande.

PROGRAMMING NUMBERS

CCTV PRODUCED PROGRAMS:	724 hours
LOCALLY PRODUCED PROGRAMS:	684 hours
TOTAL NEW PROGRAMMING:	1947 hours
TOTAL PROGRAMMING:	7467 hours

CCTV BEGINS NON-LINEAR EDITING

CCTV stepped into the digital age this year when it began offering classes in computer-based editing using Apple computers with either iMovie or Final Cut Pro editing programs.



ABOVE: CCTV's 'living' room is transformed into a non-linear editing classroom. Here Community Facilitator Julie Turner (second from left) leads a class in Final Cut Pro.



ABOVE: Long time CCTV volunteer Linda Gery (left) assists Julie Turner at the World Beat Festival.

CCTV COMMUNITY MUSIC

CCTV reprised its summer music productions and produced 8 community concerts sponsored by the City of Salem. The concerts were held at Highland Park, Deepwood and West Salem park. CCTV also produced music programs from *The World Beat Festival*; *The Colors of Christmas*, a holiday music program sponsored by 19 Salem area churches, and *Tuba Christmas*-both at the Elsinore Theatre.



ABOVE: CCTV Executive Director Alan Bushong receives an award at the Best of the Northwest ceremony while Ken Hook, Steve Hande and Beau Richards look on.

CCTV WINS HOMETOWN AWARD-2001

CCTV took home an award for performing arts at the **Hometown Video Festival Award Ceremony** held in Washington, D.C. by the International Alliance for Community Media. CCTV won the award for its production of *The Colors of Christmas*, a multi-denominational holiday music fest sponsored by 19 local churches.

CCTV AIRS OLYMPIC TORCH ARRIVAL

CCTV was on hand at the Capitol Mall when the Olympic Torch was passed through Salem. Warren Franklin of KBZY Radio was the volunteer host of the event.



ABOVE: Volunteer host Warren Franklin (left) interviews Salem Mayor Mike Swaim at the **Olympic Torch** event while volunteer camera operator Anthony captures the interview.

CCTV PRODUCES 9/11 COMMUNITY CALL-IN

Like many other access centers across the country, CCTV produced a live call-in program in response to the World Trade Center tragedy. Salem Mayor Mike Swaim, History Prof. Ram Sil of Western Oregon U., and counselor Pamela Lyons Nelson, hosted *A Global Tragedy: A Salem Community Call-in*. The community's need to respond was so great the phone lines were jammed for the entire 100 minute program.

CCTV AND LEAGUE OF WOMEN VOTERS PRODUCE LOCAL CANDIDATE FORUMS



ABOVE: Bea Epperson of the **League of Women Voters** unwinds before taping the Salem mayoral candidate forum with candidates Janet Taylor and Bill Isabell.



ABOVE: CCTV volunteer Roger Keiffer (far left) operates a camera during the **Gubernatorial Debate** sponsored by the **Associated Press** and **Willamette University**.

CCTV PRODUCES GUBERNATORIAL DEBATE

CCTV in cooperation with Willamette University and the Associated Press televised the first debate with all six candidates for Oregon Governor. Legislative Media microwaved a taped copy of the event to Portland area access centers for same day telecast.



COMMUNITY PROGRAMS

- *Capitol Quilting*, at Mission Mill Museum by David Birch
- *Domestic Violence Conference* by Steve Hande
- the *2000 Candidate Interviews* and *Yamhill Candidate Interviews* by Ralph Jull and Andrew Ridings
- *Latino Recognition Night* by Joe Hernandez
- *Michael Moore in Salem* by Jeff Hart
- National Assoc. for the Mentally Ill: *Pathways to Care* by Lorenzo Rice
- *Protecting Our Civil Liberties*, and *You and the Patriot Act* by Michael Allen
- *Ralph Nader for President* by Sharon Scott
- *Ralph Nader in Seattle; Green Party Rally; World of Food, Global Trade Issues, 16 programs* from the *Environmental Law Conference*; and *Rep. Hooley's Panel on Health* by Raymond Dukes
- the *Riverfront Carousel project Contributor Recognition* event by Dorothy Dobson
- the *Endangered Farmer*, and the *Endangered Farmer and the State* by M.J. Boscacci
- *Walking for Farmers' Justice* by Ben Bycroft



ABOVE: Community Producer Lloyd Kumley edits his series *Social Well Being*.

COMMUNITY SPORTS

- 33 *Salem City League Softball* games in 2001, and 9 games in 2002 at Wallace Marine Park by volunteer Steve Hande
- 5 *Salem-Keizer Schools 1999 Football Playoffs; 2000 & 2001 Salem-Keizer Schools Football Year in Review; and The 2001 and 2002 Sports & Breakfast Club* by John Piper
- *Gravity Garage* by John Prewitt
- *Trinity Prayer House Basketball* by Bruce Waller
- *Valley League Wrestling* and the *2000 Classic Wrestling Championship* by Ed Cinquini
- *Willamette U. Womens Soccer* by John Strauch

BELOW: Ralph Jull (left) and his grandson Andrew Ridings volunteered to produce two candidate programs for the **Mid-Willamette Valley Senior Services Agency**. Looking on is Sally Lawson from the Agency.



ABOVE: On the set of *Michael Marsh Presents: U.S.* Senatorial candidate Lon Mabon (left) and Michael Marsh.

RELIGIOUS PROGRAMS

- *Christian Science Weekly Bible Lessons* by Dorothy Dobson
- *Cry For Umoja with Clara Harris*
- *End Time Prophecy and Hebrew Heritage* by Ed Freydl
- *Hope Eternal*
- *JCVH-1* by Todd Butterfield
- *Iglesia Rey de Reyes* by Ernesto Perez
- *Lancaster Assembly of God* by Paul Cude
- *Lifeline* by Rev. Paul Young
- *Marshallese Revival Center* by James Maddison
- *Oregon Marshallese Assemblies of God* by Jien Langinlur
- *Salem Televideo Cristiano* by Blanca Aguilar
- *Secret of Eternal Life* by Lilly Janian
- *Seed of Faith Ministries* by Roxann Stout and Patty Lambert
- *Servicio Apostolica* by Constantino Cruz
- *Taking the City* by Bruce Waller
- *Trinity's New Thang* by Bruce Waller

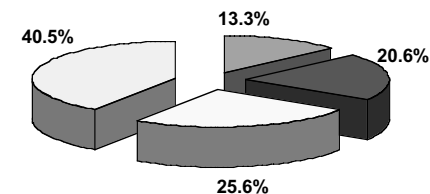


ABOVE: Gov. John Kitzhaber waits in the CCTV studio for the start of the political talk show *Oregon Matters*. This program has brought many of Oregon's political leaders to the CCTV studio since production began in 1992 as *Salem Week in Review*.

BELOW: Bobbi White (left), homeless activist and long time producer of the karaoke program *Spotlight Talent Showcase*, watches as her friend listens to the sound levels of the song she sang. Bobbi and her husband Tom have been producing *Spotlight Talent* since 1997.

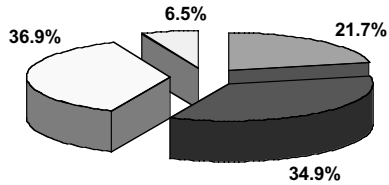


WHERE CCTV 2001 PROGRAMS COME FROM



- LOCALLY SPONSORED 13.3%
- LOCALLY PRODUCED 20.6%
- CCTV PRODUCED 25.6%
- OREGON STATE LEGISLATURE 40.5%

WHERE CCTV 2002 PROGRAMS COME FROM



- LOCALLY SPONSORED 21.7%
- LOCALLY PRODUCED 34.9%
- CCTV PRODUCED 36.9%
- OREGON STATE LEGISLATURE 6.5%



ABOVE: Salem Mayor Mike Swaim interviews Mike McLaren, Exec. Director of the Salem Chamber of Commerce, on his monthly Live call-in program, *Who Cares?*

SERIES

- *Alternatives & Answers, Health in Your Hands* by Brian Stearns
- *Rep. Darlene Hooley's The Hooley Report* by Raymond Dukes
- *Chamber Forum Series* by the Salem Chamber of Commerce
- *Local News* by Ron Stanley
- *Michael Marsh Presents*
- *Oregon Matters* by Rosa Leonardi
- *Reflections with Javier* by Lela Taylor
- Salem City Club's *Luncheon Speaker Series*
- Salem Hospital's *Community Health Forum*
- *Salem Week in Review* by Rosa Leonardi
- *Social Well Being* by Lloyd Kumley
- *Tek Time* by Bobbi and Tom White
- *Tuesdays & Thursdays with Mike Marsh*
- *Untold Story* by Sharon Scott and Hinrich Muller
- *Who Cares? with Salem Mayor Mike Swaim* by Raymond Dukes.
- *Willamette University's Second Tuesday Speaker Series* by Richard Gallagher, Ed Freydl and Ralph Peterson

BELOW: Everybody helps out with taping Music From Oregon, produced by Walt & Kathy Hughes.



COMMUNITY ARTS & ENTERTAINMENT

- *Carolers of Doom* by Scott Hosner
- *Drum Talk* by David Duncan
- *Gone So Long* by Tobin Addington
- *Herschel Patch* by Jesse Blanchard
- *High School Holiday Concerts* in the Capitol Rotunda by Donn Roth
- *Learn to Play the Violin* by Ralph Cater
- *Music from Oregon* by Walt and Kathy Hughes
- *Pentacle Theatre History Workshop* by Hinrich Muller
- *Poisoned Love* by Thomas Coulter
- *Spotlight Talent Showcase* by Bobbi and Tom White
- *Song Writers Venue* by Terry and Chuck Fitzgerald
- *Stars West* by Pat Robinson
- *Underwater/Underground* by Beau Richards
- *Variades Dosmil* by Jesus Gonzalez
- the *2001 Salem Belly Dance Festival* and the *World Dance Showcase* by Donn Roth



LEFT: Jesus Gonzalez interviews a singer on his Mexican entertainment show, *Variades Dosmil*.

CCTV 2001 MARKET VALUE

As a non-profit organization, CCTV's value to the community exceeds its operations budget of \$440,000.

- **737 Hours CCTV Produced Programs**
(Salem City Council, Marion County Commission, schools sports and music.)

This amount is based on the value of staffed equipment at the Salem City Council chambers and Marion County Senator Hearing Room; CCTV's production truck and mini-mobile studio; editing and camcorders; volunteer crew time; graphics development and editing; and production of Mathemagica.

CCTV PRODUCED PROGRAMS: \$589, 600

- **CCTV Community Services**

Studio rental at \$125/hr for 1486 hours:	\$185,750
Editing suite rental at \$50/hr for 2784 hours:	\$139,200
Camcorder rental at \$150/day for 1098 days:	\$164,700
Channel Operations:	\$256,000
Training, facilitation and media literacy:	\$194,550

CCTV SERVICES: \$940,200

- **594 Hours Locally Produced Programming** (by community groups & individuals)

This amount is based on an average of \$800 of labor and effort to create one hour of programming, including: \$450 value of talent, concept creation and scripting, producing and editing; and \$350 for crew work on production.

LOCALLY PRODUCED PROGRAMS: \$439,200

2001 TOTAL MARKET VALUE OF CCTV AND CHANNELS 21, 22, 23: \$1,969,000



CCTV PRODUCTIONS 2001 AND 2002

CCTV produced 737 hours of community television in 2000, and 724 hours in 2001. CCTV achieved these hours despite the City of Keizer's withdrawal from the Cable Regulatory Commission in 2000. *CCTV couldn't have produced this many hours of community television without the help of great volunteers.*

GOVERNMENT

- 94 Salem City Council meetings
- 96 Salem Future Projects programs
- 20 Salem Budget Comm. meetings
- Salem Five Year Budget Forecast
- 4 City Manager Public Forums
- Salem State of the City Address 2001 & '02
- Public Forum on Salem Parks
- 49 Marion County Commission meetings
- 9 Marion County Community Building Symposiums
- 10 Marion County Budget Comm. meetings
- Marion County Public Safety Council
- 9 Salem Area Transit Board meetings
- 27 Salem-Keizer School Board meetings
- 36 Legislative Reports

SCHOOLS SPORTS

- 27 Salem-Keizer football games
- 17 Salem-Keizer volleyball games
- 30 Salem-Keizer basketball games
- 12 Salem-Keizer Exhibition soccer games
- 13 college football games
- 7 college volleyball game
- 31 college basketball games
- Valley League Swimming 2001 & 02
- Valley Legue Wrestling 2001 & 02

RIGHT: Volunteer Anthony works the hand-held camcorder at the **Pacific Coast Invitational Marching Band Competition**. We couldn't do this many productions without him or the 111 other great CCTV volunteers!



SCHOOL MUSIC

- the *Pacific Coast Invitational Marching Band Competition-preliminaries & finals*
- *University of Oregon Festival of Bands-preliminaries and finals*
- *Oregon State Marching Band Championship 2001*
- *South Salem Cross Country Invitational*
- *All City Band, Orchestra and Choir*
- *High School Advanced*
- *Salem Invitational Orchestra Festival*
- *Valley League Band Contest*
- *Advanced Middle School Choir Festival*
- *Advanced Middle School Band Festival*
- *State Choir Championships*
- *Salem Youth Symphony Spring Concert*
- *State Orchestra Championships*
- *State Band Championships*
- *Advanced Middle School Orchestra Festival*
- *Sprague Dance Team Championships*



ABOVE: Steve Hande smiles for the camera on one of the many CCTV programs for which he volunteers.

BELOW: Volunteer Cindy Hogan (bottom left) extends a boom mic toward the drums during the PCI Marching Band Competition.



ABOVE: Staff Producer Kenny Hook directs CCTV's live Election Return program.

COMMUNITY PROGRAMS

- 2001 & 2002 Awesome 3000
- 2001 & 2002 Jaycee Relays
- 2001 & 2002 Youth Basketball Clinic with Gordie James
- 2001 Summer Community concerts-8
- 2001 Governor's Arts Awards
- A Global Tragedy: A Salem Community Call-in-Live
- Assets in Motion
- Colors of Christmas 2001 & 2002-music at the Elsinore with 19 participating churches
- First Womens' Rights Convention of 1850
- Forum on Terrorism by the Marion County Sheriff's Dept.
- Geraldine Hammond Elementary School Groundbreaking
- Gospel Explosion- at Riverfront Park 3 parts
- Healthy Choices Rally-featured a youth march against drugs at the Capitol



ABOVE: Volunteer Amber Hardman works the camera on CCTV's community program *Tapestry*.

MORE COMMUNITY PROGRAMS

- *Household Waste* public service message
- *How Good Cities Become Great Places-* a community symposium
- *Mathemágica*, 70 episodes 2000-2002
- *Olympic Torch Comes to Salem*
- *Riverfront Carousel Dedication*
- *Reach the Culture with Milton Creagh-* youth motivational speaker sponsored by Marion County
- *Salem Volunteer Recognition Celebration*
- *Screen Smarts and Silent Addiction-* a two part presentation on the effects of television watching on children-sponsored by the Marion County Health Dept.
- *Streetbeat* with the Salem Police Dept.-9 episodes
- *Talk to Santa 2001 & 2002*, the yearly LIVE call-in program
- *Tapestry*: exploring Salem's diverse cultural weave with A.J. Talley-18 episodes
- *Willamette University Welcomes Oregon's Gubernatorial Candidates*
- *Willamette University speakers:* MLK Day with Danny Glover; What's It Really Like in Space with astronaut Pinky Nelson; an interview with Helen Prejean; and a Leon F. Litwak Lecture
- *Willamette Atkinson Speaker Series:* Garry Wills An Evening with George Mitchell and Paul Hawken.
- *World Beat Festival 2000 & 2001* including a public service message
- *Your Vote Counts 2002 Primary Races*



ABOVE: On the set of *Talk to Santa*, CCTV's annual call-in program. CCTV staff Donna Hill and Pat Henderson play the lead roles of Santa & Mrs. Claus while volunteer elves are ready for anything.

CCTV 2002 MARKET VALUE

As a non-profit organization, CCTV's value to the community exceeds its operations budget of \$440,000.

- **724 Hours CCTV Produced Programs** (*Salem City Council, Marion County Commission, schools sports and music.*)

This amount is based on the value of staffed equipment at the Salem City Council chambers and Marion County Senator Hearing Room; CCTV's production truck and mini-mobile studio; editing and camcorders; volunteer crew time; graphics development and editing; and production of *Mathemágica*.

CCTV PRODUCED PROGRAMS: \$579,200

- **CCTV Community Services**

Studio rental at \$125/hr for 1021 hours: **\$127,625**
 Editing suite rental at \$50/hr for 2585 hours: **\$129,250**
 Camcorder rental at \$150/day for 1075 days: **\$161,250**
 Channel Operations: **\$256,000**
 Training, facilitation and media literacy: **\$208,300**

CCTV SERVICES: \$882,425

- **684 Hours Locally Produced Programming** (*by community groups & individuals*)

This amount is based on an average of \$800 of labor and effort to create one hour of programming, including: \$450 value of talent, concept creation and scripting, producing and editing; and \$350 for crew work on production.

LOCALLY PRODUCED PROGRAMS: \$547,200

2002 TOTAL MARKET VALUE OF CCTV AND CHANNELS 21, 22, 23: \$2,008,825



RIGHT: Behind the scenes of *Mathemágica* in the Studio Control room, student volunteers work to prepare titles.



OUTREACH TO THE PUBLIC

PRESENTATIONS

CCTV staff presented information on CCTV, community television, and careers in TV and film to:

- Sprague High School Career Fair
- Gervais High School Career Fair "Careers of the New Millennium"
- Blanchet School Career Day
- Expand Your Horizons 2001 and 2002: hands-on workshops for middle school girls led by women who use math, science, or technology on a daily basis in their work.
- Fall Press Day at Oregon State U. 2001 and 2002
- Warren Franklin and Friends radio show on KBZY radio 1490 am.



ABOVE: Camp Fire Boys and Girls make a holiday greeting at CCTV's Holiday Open House.

ORIENTATIONS

CCTV held **individual and 22 group orientations**: a total of **257** people attended.

PRINT

- CCTV mailed approximately 8000 fall, winter and spring newsletters in 2001 and 5600 newsletters in 2002.
- The *Statesman Journal* published **46 articles** about CCTV programs and orientations including feature stories with photos about: CCTV's *Talk to Santa* program; CCTV's **10th Anniversary**; the Salem Police Department's **Streetbeat program**; Willamette University student Tobin Addington's senior video thesis which he produced at CCTV; *The Hot Tamale Outdoor Show*, a locally sponsored program produced in Portland.
- CCTV was declared a 'winner' in the Statesman's Friday editorial section.
- CCTV logo and information were printed on over 20,000 T-shirts and brochures as a sponsor of the 2001 and 2002 **American Diabetes Foundation's "America's Walk for Diabetes."**
- The *Salem Chamber's Business News* featured their series schedule on CCTV, as did the Salem City Club in their monthly bulletin.
- CCTV purchased a listing in the **Chamber's Business Directory**.
- The **League of Women Voters of Marion and Polk Counties** featured playback schedules for Sharon Scott's *Untold Story*, Lloyd Kumley's *Social Well Being*, and the Candidate Forums in their monthly newsletters.

RIGHT: **Tiger Cub Scouts** and their parents watch a video about making television commercials during a **Media Literacy tour**.



BELOW: Employees of the **Salem Convention and Visitors' Association** make a holiday message.



MEDIA LITERACY TOURS

CCTV offers an hour long visit in the CCTV studio for students to learn the making and impact of commercials The 'tour' concludes with the students making a non-commercial message for the community.

- **Lollipop Tree Day Care**
- **2 Cub Scout packs**
- **21st Century School House Career Exploration**
- **Creative Discoveries Preschool**
- **South Albany High School;**
- **Tiger Cubs, Pack 47**
- **Tiger Cubs, Pack 101**
- **Tiger Cubs, Pack 103**
- **Tiger Cubs, Den 12**
- **Tiger Cubs, Pack 150**
- **Tiger Cubs, Pack 64**
- **Second Home Day Care**

WORK EXPERIENCE

CCTV provided job shadows for students to experience work in the field of television production. Participating schools included: McNary H.S., JFK H.S. in Mt. Angel, and Chemeketa Community College.

OUTREACH TO NON-PROFIT ORGANIZATIONS

CCTV continued to help meet the communication needs of non-profits by producing public service messages and programs about their services.

CCTV PRODUCED PUBLIC SERVICE MESSAGES FOR:

- **Alzheimers Assoc.** *Memory Walk*
- **Salem Art Association** *Art Fair*
- **CASA (Court Appointed Special Advocates)** for volunteers
- **Foster Families**
- **Liberty House** for *Child Abuse Prevention Month*
- **Oregon Dispute Resolution Commission** for statewide distribution to local dispute resolution centers
- **Oregon PeaceWorks**, *Give Peace a Dance*
- **Oregon PeaceWorks**, *Peace Festival*
- **Humane Society of the Willamette Valley**
- **Mid-Willamette Valley Community Action Agency** *'ABC's of Home Buying'*

CCTV PRODUCED

- an informational program for the **ARC of Oregon**
- parts of a promotional program for the **American Diabetes Assoc.'s Hoodoo Vertical Challenge 2001 and 2002**



ABOVE: **Sumpter Elementary 4th Grade** students sent an environmental recycling message for the holidays.



LEFT: Students from **South Albany High School** get to operate the studio cameras on a 'Media Literacy Tour.'

CCTV HOLIDAY OPEN HOUSE

was another way for CCTV to help organizations get their message out:

- A.C. Gilbert Discovery Village
- ARC of Marion County
- Afro-Oregonian Historical Comm.
- Assistance League
- Boys and Girls Club
- Barbara Roberts H.S.
- Bush Elementary Marimba Band
- CASA
- Camp Fire Boys and Girls
- Cherriots
- Childrens' Guild
- Elsinore Theatre
- Foster Grandparents
- Four Seasons Sports and Recreation
- Garten Foundation
- Gilbert's Discovery Village
- Girl Scouts-Santiam Council
- Houck Middle School Jazz Choir
- Humane Society of the Willamette Valley
- Liberty House
- Marion County CASA
- Marion Polk Food Bank
- Marion Polk Legal Aid
- Mission Mill
- N.A.A.C.P.
- Oregon Center for Public Policy
- Oregon Green Party
- Oregon Peaceworks
- Oregon School for the Deaf
- Red Cross
- Riverfront Carousel
- ShangriLa
- Salem Academy
- Salem Chamber of Commerce
- Salem Convention and Visitors Assoc.
- Salem Downtown Assoc.
- Salem Hospital
- Salem Human Rights Commission
- Salem Public Library
- Salem Senior Center
- South Salem H.S.
- STAGE-Elsinore Theatre
- Sumpter Elementary 4th Grade
- United Way



ABOVE: **Houck Middle School Jazz Choir** gets ready to sing a holiday song for their holiday greeting.

VOLUNTEER PRODUCERS

CCTV volunteers assisted local groups by helping produce community programs:

- Raymond Dukes continued to help the Salem City Club produce their luncheon speaker series.
- Richard Gallagher, Ed Freydl, and Ralph Peterson continued to produce Willamette University's Second Tuesday Speaker Series .
- David Birch helped Mission Mill produce a program featuring the Museum's Quilt Show.
- Roxann Stout produced the Oregon Health Action Campaign Summit for the health organization.
- Bob Parker of the Luckiamute Dog Club produced a public service message about the Mutt Mitt program.
- Michael Marsh volunteered to produce a speaker's program for Amnesty International about the country of Columbia.
- Jesus Gonzalez produced Latino Recognition Night for Mano-a-Mano, an Hispanic youth organization.

CCTV added \$368,000 of equipment between July of 2000 and June of 2002, with 80% of the purchases in the first year. A studio renovation and computers for titling, office use and non-linear editing comprised most of the expenses. With most of the modernization complete by late fall 2001, CCTV reduced capital expenditures to save for a move to a larger facility.

CCTV REMODELS

CCTV staff closed the facility for a month while staff painted and remodeled the edit rooms and the studio control room. Thanks to the forward looking team of Scott Hawley and Pat Henderson, CCTV made system improvements that will help all community producers have better looking and sounding programs. The improvements included:

- Inscribe, a new computer graphics software with modern titling capability installed in the linear tape editing systems and the mini-mobile unit;
- new and larger Echo Lab switchers in the studio and both edit rooms for a better signal;
- improved working conditions in the studio control room and edit rooms with track lighting and dark gray walls;
- expanded media library with 426 more copyright free music selections and 1700 sound effects;
- a new library of 140 animated motion backgrounds for program openings and closings;
- new curtains and a green screen for chroma keying were added in the studio;
- a new paint job for the CCTV door and truck

EQUIPMENT AND FACILITIES USE 2000-01

Studio use: 1486 hours
Editing Rooms: 2784 hours
Camcorders: 1098 days

CITY OF SALEM & MARION COUNTY Installation Improvements

CCTV installed five robotic cameras at the Salem Council Chambers and the new Marion County conference room at Courthouse Square. The systems included specially equipped, remote control Panasonic cameras, digital VCRs, SVHS Echolab switchers and Inscribe titlers. These units enable CCTV to televise more activities in a less intrusive production environment. What a great way to improve and extend meeting coverage while relieving our volunteers of outside set up at Marion County and extended time standing behind cameras at both locations.

EQUIPMENT & FACILITIES USE 2001-02

Studio use: 1021 hours
Editing Rooms: 2585 hours
Camcorders: 1075 days

STUDIO UPGRADE

In the fall of 2000, CCTV replaced cameras installed nearly 10 years earlier for the studio opening in 1991. The new studio cameras, high quality JVC KYD29s, match truck cameras installed three years earlier, much to the satisfaction of studio producers. A new analog component switcher and Inscribe titler now make the studio CCTV's best production system.

DIGITAL UPGRADE

CCTV replaced all Apple office computers with G4s, which also serve as Final Cut Pro editing stations for staff and community producers.



ABOVE: The newly repainted CCTV truck in front of the Oregon Capitol.



LEFT: CCTV Executive Director Alan Bushong (center) and staff Producer Kenny Hook (right) produce the *Gubernatorial Debate* at Willamette University using the CCTV truck. CCTV Programming Coordinator John Strauch (left) watches.

RIGHT: Training Coordinator Liz Schillinger (standing) takes notes as Ricardo Ayala (center) demonstrates editing with Final Cut Pro. Other CCTV staff Pat Henderson (left) and Scott Hawley (right) pay close attention. Working with Pat Henderson, Ricardo designed the non-linear edit systems, installed software, and networked the office computers.





CCTV began offering non-linear (computer-based) editing classes in the fall of 2001 and community producers happily embraced the technology. With the hiring of Julie Turner as Community Facilitator, CCTV created a Filmmakers' Workshop series which provided a support group for people wanting to produce a television program. The success of this program tells us that CCTV is heading in the right direction in empowering producers and creating volunteers.

GRADUATES 2000-01

Studio Graduates 24
Camcorder/Edit 48

DIGITAL CAMCORDER UPGRADE

CCTV offered several one-day digital training classes in camcorder and editing for already certified community producers so they could use the new equipment.

GRADUATES 2001-02

Studio Graduates 19
Camcorder/Edit 103



Above: Community Facilitator Julie Turner (left) checks Dorothy Dobson on the Elura camcorder.



Above: The new look of non-linear, computer editing. CCTV students learn Final Cut Pro on Macintosh G4 computers in the CCTV 'living room.'



Above: Training Coordinator Liz Schillinger gives Kachume Harold a refresher on audio equipment.



LEFT: The first night of Filmmakers' Workshop brought many community producers to the CCTV studio to learn more about production.



RIGHT: Community Producer Lela Taylor shares her production experience with other producers at one session of the Filmmakers' Workshop.



ORGANIZATIONS Using CCTV

ARC OF OREGON
 A.C. GILBERT DISCOVERY VILLAGE
 ACCESS TO RECOVERY
 ADULT AND FAMILY SERVICES
 ALPHABET HOUSE
 AMATEUR RADIO CLUB
 AMERICAN ASSOC. OF UNIVERSITY WOMEN
 AMERICAN CANCER SOCIETY
 NORTH WILLAMETTE VALLEY
 AMERICAN DIABETES ASSOC.
 AMERICAN RED CROSS
 ASSOC. OF OREGON RECYCLERS
 BARBARA ROBERTS HIGH SCHOOL
 BENEDICTINE NURSING CENTER
 BEYOND HOPE
 BLANCHET HIGH SCHOOL
 BLIND SKILLS, INC.
 BOYS AND GIRLS CLUB OF SALEM
 BOY SCOUTS OF AMERICA
 BRITISH TRAVEL FANS
 BUSH BARN ART CENTER
 BUSH ELEMENTARY SCHOOL
 CAMERATA MUSICA
 CAMP FIRE BOYS AND GIRLS
 CAPITAL KIWANIS
 CATHOLIC COMMUNITY SERVICES
 CHEMEKETA COMMUNITY COLLEGE
 CHERRIOTS
 CHILDCARE INFORMATION SERVICE
 CITY OF SALEM
 CITY OF SALEM EMPLOYMENT DEPT.
 CITY OF SALEM HOUSING AUTHORITY
 CITY OF SALEM NATURAL RESOURCES
 CITY OF SALEM POLICE DEPARTMENT
 CITY OF SALEM PARKS AND RECREATION DEPT.
 CITY OF SALEM PUBLIC WORKS DEPT.
 CITY OF SALEM TRANSPORTATION DEPT.
 COALITION TO END BIGOTRY
 COMMUNITY PROGRESS TEAMS
 COMPLIMENTARY LIFESTYLES
 COURT APPOINTED SPECIAL ADVOCATES
 CULTURAL COMPETENCY COMMISSION
 EAST SALEM OPTIMISTS
 EXCHANGE CLUB
 EXPERIENCE WORKS
 FAMILY FELLOWSHIP
 FESTIVAL CHORALE OREGON
 FIBROMYALGIA SUPPORT GROUP
 FOSTER GRANDPARENTS ASSOC.
 FRIENDS OF BUSH GARDENS
 FRIENDS OF THE LIBRARY
 GARTEN FOUNDATION

GARTEN SENIOR PROGRAM
 GERMAN CONVERSATION CLUB
 GERVAIS HIGH SCHOOL
 4H COMMUNITY ACTION TEAM
 H.O.M.E.
 HABITAT FOR HUMANITY
 HOUCK MIDDLE SCHOOL
 HOWARD MIDDLE SCHOOL
 HUMANE SOCIETY OF THE WILLAMETTE VALLEY
 JEFFERSON HIGH SCHOOL
 JOBS COUNCIL
 KIWANIS INTERNATIONAL
 LA CLINICA DE NUESTRA SENORA DE GUADALUPE
 LATTER DAY SAINTS OF SALEM
 MAKE A WISH FOUNDATION
 MANO A MANO
 MARION CHILDREN'S SERVICES DIV.
 MARION COUNTY COMMISSION
 MARION COUNTY ELECTIONS DIVISION
 MARION COUNTY EXTENSION SERVICE
 MARION COUNTY FOSTER CARE
 MARION COUNTY HISTORICAL SOCIETY
 MARION COUNTY HOPS COMMISSION
 MARION COUNTY LEGAL AID
 MARION COUNTY PUBLIC WORKS
 MARION COUNTY RECYCLING
 MARION COUNTY SHERIFF'S OFFICE
 MARION POLK FOOD SHARE
 MARION POLK LEAGUE OF WOMEN VOTERS
 MARION POLK LEGAL AID
 MARION SPECIAL EDUCATION DISTRICT
 MID VALLEY ARTS COUNCIL
 MID-VALLEY RIDESHARE PROGRAM
 MID-VALLEY WOMEN'S CRISIS SERVICE
 MID-WILLAMETTE VALLEY ALZHEIMER'S ASSOC.
 MID-WILLAMETTE VALLEY HOSPICE
 MID-WILLAMETTE VALLEY RHODODENDRON SOCIETY
 MID-WILLAMETTE VALLEY SENIOR SERVICES AGENCY
 MISSION MILL VILLAGE
 MOM'S CLUBS OF SALEM
 MORNINGSIDE DAY CARE CENTER
 NATIONAL ASSOC. OF SOCIAL WORKERS
 NEIGHBOR TO NEIGHBOR- COMMUNITY MEDIATION
 NORTHWEST HUMAN SERVICES
 NORTHWEST MEDICAL TEAMS INT.
 OREGON ARMY NATIONAL GUARD
 OREGON CENTER FOR PUBLIC POLICY
 OREGON DEPT. OF CONSUMER AND
 BUSINESS SERVICES
 OREGON DEPT. OF EDUCATION
 OREGON DEPT. OF MENTAL HEALTH
 OREGON DISABILITY SPORTS

OREGON DONOR PROGRAM
 OREGON EMPLOYMENT DEPT.
 OREGON FAMILY SUPPORT NETWORK
 OREGON GAMES, INC.
 OREGON HOUSING AND COMMUNITY SERVICES
 OREGON LEGISLATIVE ASSEMBLY
 OREGON LEGISLATIVE MEDIA
 OREGON INTERNATIONAL COUNCIL
 OREGON PEACEWORKS
 OREGON PUBLIC AFFAIRS NETWORK
 OREGON RAPTOR CENTER
 OREGON RELIGIOUS COALITION FOR
 REPRODUCTIVE CHOICE
 OREGON SCHOOL FOR THE DEAF
 OREGON STATE LEGISLATURE
 OREGON STATE UNIVERSITY
 OREGON SYMPHONY ASSOCIATION
 ORGAN DONOR PROGRAM
 PACIFIC UNIVERSITY
 PEACE AND JUSTICE CENTER
 PEARLS OF WISDOM
 PEER COUNSELOR PROGRAM
 RIVERFRONT CAROUSEL COMM.
 ROYAL GEMS C.B.ERS
 SCORE (SERVICE CORPS OF RETIRED EXECUTIVES)
 SEDCOR, SALEM ECONOMIC DEVELOPMENT CORP.
 SOS (SECULAR ORGANIZATION FOR SOBRIETY)
 ST. JOSEPH'S SCHOOL
 ST. PATRICK'S SOCIETY OF OREGON
 ST. VINCENT DE PAUL SOCIETY
 SALEM ACADEMY
 SALEM AREA SENIORS
 SALEM ART ASSOCIATION
 SALEM AUDOBON SOCIETY
 SALEM CHAMBER OF COMMERCE
 SALEM CHAMBER ORCHESTRA
 SALEM CHILDBIRTH EDUCATION ASSOC.
 SALEM CITY CLUB
 SALEM COMMUNITY CHORUS
 SALEM COMMUNITY CONCERTS
 SALEM CONVENTION & VISITORS ASSOC.
 SALEM DOWNTOWN ASSOCIATION
 SALEM EAGLES CLUB
 SALEM FIRE DEPARTMENT
 SALEM HEAD INJURY SUPPORT GROUP
 SALEM HOSPITAL
 SALEM HOUSING REHABILITATION
 SALEM HUMANIST SOCIETY
 SALEM INTERFAITH HOSPITALITY NETWORK
 SALEM JAYCEES
 SALEM-KEIZER COMMUNITY EDUCATION
 SALEM-KEIZER SCHOOL DISTRICT

SALEM LIBRARY BOOKMOBILE
 SALEM LIONS CLUB
 SALEM LITERACY COUNCIL
 SALEM NEIGHBORHOOD ASSOCIATIONS
 SALEM NUMISMATIC SOCIETY
 SALEM OPTIMISTS
 SALEM POST POLIO SUPPORT GROUP
 SALEM PEACE AND JUSTICE CENTER
 SALEM PREGNANCY CENTER
 SALEM PUBLIC LIBRARY
 SALEM REHABILITATION CENTER
 SALEM RENTAL HOUSING ASSOC.
 SALEM SENATE-AIRES
 SALEM SENIOR CENTER
 SALEM STAMP SOCIETY
 SALEM STROKE RECOVERY SUPPORT GROUP
 SALEM SYMPHONY
 SALUD MEDICAL CENTER, INC.
 SALVATION ARMY
 SANTIAM GIRL SCOUT COUNCIL
 SCOTTISH HERITAGE SOCIETY
 SHANGRI-LA
 SHRINERS HOSPITALS FOR CHILDREN
 SOCIETY FOR CREATIVE ANACHRONISM
 SONS OF ITALY-CAPITALE LODGE
 SOUTH SALEM HIGH SCHOOL
 SOUTH SALEM SENIORS
 SPECIAL OLYMPICS
 STAGE-ELSINORE THEATRE
 STAMP COLLECTORS ASSOC.
 SUMPTER ELEMENTARY SCHOOL
 TAHANA WHITECROW FOUNDATION
 TOPS
 TOASTMASTERS
 UNITED NATIONS ASSOCIATION
 U.S. MARINES
 UNITED WAY OF THE MID-WILLAMETTE VALLEY
 UNIVERSITY OF OREGON
 VICTIM ASSISTANCE PROGRAM
 VIETNAM VETERANS OF AMERICA
 VISION NORTHWEST
 WIN-WIRELESS INSTRUCTIONAL NETWORK
 WESTERN OREGON STATE UNIV.
 WILLAMETTE CHRISTMAS ASSOC.
 WILLAMETTE MEN'S CHORUS
 WILLAMETTE UNIVERSITY
 WILLAMETTE U. HAWAII CLUB
 WILLAMETTE U. MULTICULTURAL STUDENTS ASSOC.
 WOMEN IN CONSTRUCTION- SALEM CHAPTER
 YMCA
 YWCA
 YWCA TEEN PARENT PROGRAM



CCTV 2001 & 2002 VOLUNTEERS

ANTHONY
MIKE ALLEGRE
TERESA ALLEN
VICTOR AMARRO
ROSE BARKER
ANDREW BARRICK
ANDREW BEFUS
CHERI BENNETT
WES BENNETT
LINDA BERMAN
SAM BERNARDI
DAVID BIRCH
DOROTHY BOARDMAN
BOB BOARDMAN
LEE BOSCH
SUZETTE BOUDREAU
TREVOR BRANDT
ARRIN BROWN
TAVIS BROWN-EVANS
DAVID BRUNIG-WARNER
GERALDINE BURGER-MOORE
TED BURNEY
ERICA BUSHONG
JACINTA BUSHONG
CRAIG CAMPBELL
JUSTIN CHOI
STEVE CHERRY
CATHY CLARK
JOHN CLEMENT
JOHN COCHRAN
LOREN COLLINS
DEB COMINI

RON COOPER
JANE CUMMINS
ROBERT D'ANDREA
SHAWN DEATON
RAYMOND DUKES
WOODY DUKES
DAVID DUNCAN
ABIGAIL ELDER
LORI ELLIS
ED ELSTON
JARED ENGLUND
CYNTHIA EVANS
AMBER FELDMAN
SAMMI FELDMAN
WARREN FRANKLIN
ED FREYDL
RICHARD GALLAGHER
JULIE GARLAND
TRISTAN GEORGE
LINDA GERY
ADAM GORDON
ADAM GRUNSETH
GERALDINE HAMMOND
STEPHANIE HANDE
STEVE HANDE
POLLY HARE
ANNA HARRIS
SAM HAWLEY
TODD HEDEEN
ALAN HEYWOOD
GREG HILTZ
JIM HOCKIN

CHRIS HOEFT
JARED HRITZ
GRANT HUHN
TARA JENKINS
SCOTT JONES
RALPH JULL
ANDREW KELLY
ROGER KIEFFER
PHIL KINDSFATER
CHARLES LEWIS
CHRIS LIPPERT
JENNIFER LIPPERT
VIC LIPPERT
ROBBIE LITTRELL
MANNY LITWAK
MEGAN McCANN
TYLER McCANN
BETTY McDANIEL
DILLON MAFIT
MICHAEL MARSH
MATT MAY
CRYSTAL MESSER
MICHAEL MILLER
GORDON MORRIS
DAVE MOSS
HINRICH MULLER
TOBBI OAKES
HARRY PEASE
JOHN PIPER
RYAN POOLEAN
JOHN PREWITT
TALI PURKERSON

HUMBERTO REINOSO
BEAU RICHARDS
ANDREW RIDINGS
LINDSAY RINQUIST
ARLAN ROBINSON
JASON ROLLMAN
ROB ROSAMOND
DONN ROTH
MICHAEL RYAN
AL SCHNURBUSCH
CHARLEEN SCHURBUSH
HARVE SCHUBOTHE
JIM SEARS
ELAINE SMITH
MICHAEL SMITH
MARY SOVA
JO STRAUCH
NISHA STRAUCH
DEVON SUNDERLAND
MIKE SWAIM
ALETA JOY TALLEY
ALLEN TAYLOR
LELA TAYLOR
MATTHEW TEIXEIRA
RON TURNER
STEVE VINCENT
RON WIEBE
MIKE WILHELM
ROB WILHELM
KEN WOLFE
STEVEN WORLEY
CHUCK ZAWEL