

BUILDING COMMUNITY THROUGH TELEVISION



575

CCTV Hours

Monday	9am-5pm
Tuesday	9am-9pm
Wednesday	9am-9pm
Thursday	9am-9pm
Friday	9am-9pm
Saturday	10am-6pm
Sunday	Closed



CAPITAL COMMUNITY TELEVISION

2011-12 ANNUAL REPORT

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CCTV'S MISSION STATEMENT

Empowering people to communicate and providing community information through television.

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, 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.

COMMUNITY.



FROM THE EXECUTIVE DIRECTOR...



Converting to HD for our community

Think of CCTV in HD. High school and college football. High school and middle school choirs, bands and orchestras. Local rock, blues and jazz groups. Softball and baseball. Non-profit organization information shows. Outdoor scenery and travel. That's what people want.

CCTV is working with the City of Salem and Marion County to bring HD community channels to the Salem area. Television and High Definition (HD) will soon be synonymous from delivery to the home. No one says, "Fill my gas tank with unleaded"; the last word is assumed. TV will soon have an unspoken HD as an adjective. Whether delivered by cable, satellite, off-air broadcast or the internet, people will watch a 16X9 picture that has astounding detail. Studies show that heads turn to HD programs, almost regardless of content. HD is our future.

CCTV continues to convert equipment to HD, and is now about half finished. In the past year, we added the biggest and most complex system of all: a High Definition production truck. We replaced a 22 year-old truck filled with 10–14 year old equipment with a first-rate HD truck that is bigger, more capable and is a terrific place to train the public. After more than a year in planning and building, we received the truck in November, began training immediately and began production in early February. The truck is a terrific addition. CCTV already had HD location cameras and editing plus HD equipment in the Salem City Council Chambers and Marion County Commission meeting room.

There is much more to do. In the upcoming year, we expect to change our channel delivery system and begin converting our studios. Our building payments complete in April, allowing us a more rapid conversion to HD. We plan to change channel delivery as soon as possible, improving dramatically over our 2004 equipment. A new system will enable us to deliver HD channels and to streamline the delivery of programs on TV and the web. Our channels will improve immediately as we send a digital signal that Comcast can use without conversions that lower the quality and fit our programs into a reduced portion of the screen.

We make these changes for one reason: our community is important. Our community deserves channels with the same quality, functions and ease of use as commercial channels sent from the media capitals. At CCTV, we can't wait to make this happen.

Alan Bushong

Executive Director
Capital Community Television



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Alan Bushong
Executive Director



Soha Badiei
Producer



Wendy Brokaw
Outreach & Promotions Specialist



Mark Hernandez
Producer



Greg Hiltz
Training Coordinator



Ken Hook
Producer

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Charles Lewis
Facilities Coordinator



Young Lorentz
Studio Coordinator



Kiri Flitter
Office Coordinator



Arlan Robinson
Programming Coordinator



Mike Wilhelm
IT Specialist



Cristina Martinez
Production Intern

HEIDE RETURNS TO SCHOOL, KIRIMI JOINS CCTV STAFF

At our summer of 2011 Volunteer Recognition, we announced that Heide was leaving CCTV's staff to return to school. She is pursuing a career in counseling. It was not easy to lose Heide; our staff has become family. It was not easy to lose someone of Heide's ability. She pioneered our full-time Office Coordinator job, handling both public interaction on the phone and walk-in visitors with skill and the ability to connect with others. She improved every task that she assumed, handling media archiving, duplication and sales; event coordination, including the Volunteer Recognition and contest judging; and programming the on-channel Community Billboard. By giving CCTV plenty of notice, we were able to post the job in the summer, hire in August and train in September. Heide was an invaluable member of the hiring team and provided three weeks of training.

An astounding 334 candidates applied for the position. In hiring Kirimi Flitter, we are confident that we hired the best. Kirimi had recently been staff downsized out of her position at North Salem High School. We liked that job experience. Kirimi has shows the same intelligence, strong work ethic and creativity that Heide brought to the job. She has since pioneered CCTV's on-line monthly newsletter and modernized CCTV's DVD and Blu-ray duplication services with our new automated duplicator and thermal disc printer. Kirimi has the uncommon ability to rapidly shift between administrative tasks and helping the public. More importantly, she can work with Alan and Mike in the morning. Like Heide, she's terrific!

We thank Heide for her five years of excellent service and for her invaluable work in hiring and training Kirimi. We welcome Kirimi to the CCTV staff family and appreciate her fast start!



PRODUCTION INTERN CRISTINA MARTINEZ IGNITES CCTV'S SOCIAL MEDIA AND WORK IN THE COMMUNITY

Since CCTV secured Cristina Martinez's training visa in early 2011, she has ignited CCTV's use of Facebook and YouTube, linking old and new friends to the ongoing work of CCTV. She's shown the public a quick, closer look at CCTV, from working to bring the HD truck online to matching the staff with their baby pictures.

Cristina learned quickly and built her skills on CCTV productions. She helped with two years of state music productions, school board meetings and dozens of other shows. She took increasing responsibility with Salem's Got Talent and Holiday Greetings from local organizations and agencies. She worked directly with bands on the Cherry City Music Festival and soloed on the "Singin' in the Rain" flash mob dance.

She has also brought a lot of fun to CCTV, including the Chili Cook-off at the July 2011 Volunteer Recognition and the ensuing chili cheater scandal that played out on Facebook. She is set to help with Summer Video Camp again and to take the project lead on the 2012 Great Idea. We thank Cristina for her energy and spunk!



CCTV VOLUNTEERS



2011 CCTV VOLUNTEER RECOGNITION

We counted a total of 110 volunteers and guests who attended CCTV's 21st Annual Volunteer Recognition on July 23, 2011! This was the biggest turnout for Volunteer Recognition in CCTV's history!

We had a "Down-Home Cookin' BBQ" prepared with all the fixin's. Several CCTV staff even brought in their homemade chili for a "Chili Cook-off" contest. After guests sampled seven different chilis, we counted the votes which resulted in a tie between Wendy's husband Dennis' slow-roasted, flavor-infused chili and Mark's ultra "homemade" chili. There actually arose quite a ruckus on CCTV's Facebook page after a scandal developed because of allegations that Mark used canned chili instead of homemade. Suffice it to say, the chili cook-off was a lot of fun--even if there did exist a "chili cheater!"

We also had a piñata for the kids and the usual ping-pong games for everyone. This was followed by a time to honor all of our volunteers for their outstanding service to CCTV and the Salem community. Staff thanked individual volunteers for their hard work during many productions over the course of the year. Alan gave special recognition to John Piper for his tremendous volunteer efforts. John is known as the "Voice of CCTV Sports" because he faithfully announces the majority of local high school sports events each year. He also dedicated many, many hours in CCTV's facility transferring hundreds of VHS tape archives to DVD. And in his "spare time," John edited and produced episodes of his series "Classic Sports" featuring memorable local sports events that CCTV has recorded over the last 21 years.

CCTV is very grateful for every volunteer who has generously given of their time and talents to make community television in Salem a success. The Volunteer Recognition is likely CCTV's favorite event of the year because we get to spend time with some of our favorite people.



CCTV VOLUNTEERS

JULY 2011-JUNE 2012

JUSTIN ADAMS
MIKE ALLEGRE
JAKE ALRED
RODNEY ALSTON
VICTOR AMARO
MARK BABSON
JOEY BAGDRIWICZ
LOGAN BELL
LINDA BERMAN
PATRICK BERTSCH
RANDY BOEGER
LEE BOSCH
GREG BOWMAN
SAMBRENTANO
ABBY BROKAW
JOSHUA BROWN
CHRIS BUCKLEY
TED BURNEY
LUCIEN BURTON
JACINTA BUSHONG
NATHAN CAMUSO
PATRICK CASSIDY
ADRIAN CASTRO
JOHN CLEMENT
ROB CONAHEY
STEPHANIE COOKE
ROLANDO CRENSHAW
BILL CRUSCIAL
DAN DALKE
JOLIDARLING
JACOB DAROLD
BRANDON DESJARLAIS
GREGG DEVINE
RUSS DUCEY
RAYMOND DUKES
WOODY DUKES
DAVID DUNCAN
DANIEL EDDLEMAN
JERRY EICHTEN
ARIEL ELLIS

ROCKY EVANS
AIDAN EVANS
TAVISE EVANS
JOE FABBRI
DAVE FEHLER
KATE FERRY
DEAN FLORES
RANDY FRANKE
ED FREYDL
LARRY GAHR
RYAN GAIL
RICHARD GALLAGHER
TIM GALLAGHER
JULIAN GAMBLIN
JANEEN GANN
JOHN GARRETT
JERRY GILMAN
MARK GILMAN
KYLE GILMORE
ADAM GORDON
MIKE GOTTERBA
JOHN GRAHAM
LAUREL GROVE
SARAH HACKETT
GRUBBY HAIN
ALAN HALEY
DAN HALLBERG
JANICE HALLMAN
GERALDINE HAMMOND
STEFANIE HANDE
CHRIS HARGREAVES
SUE HARRIS
TARA HATHAWAY
RICK HAVERCROFT
KEN HILL
EMILIE HILTZ
LUCAS HILTZ
RON HITTNER
ZAK HUGGINS
CECILIA JAMES

RYAN JOHNSON
STEVEN KOHLMAYER
RON KROUT
CHRIS LIPPERT
VIC LIPPERT
EDGAR MACIAS
RAUL MAGANA
LYDIA MARTIN
NICK MARTIN
ISIDRO MARTINEZ
CRISTINA MARTINEZ
MARK MASH
STEVE MASTEN
THOBILE MBULI
DYLAN MCCLURE
AARON MCINTOSH
MICHAEL MCINTOSH
JIM MILLER
MICHAEL MINARD
JORDAN MITZEL
DAVE MOSS
HINRICH MUELLER
TOM MURPHY
BEN MURRAY
HENRY NAJAR PIR & FAMILY
BRAD NANKE
TY NICHOLSON
TERRANCE NORTHCUTT
KIERAN O'LEARY
MARIA PALACIO
BOB PARKER
JAVIER PARTIDA
STEPHAN PARTIPILO
CHRISTIAN PATTERSON
DYLAN PENDRAK
GENE PENDRAK
KAPUA PETERSON
JOHN PIPER
BRIAN POLLINGER
CATHY POLLINO

JAVIER QUIROZ
CESAR RAMIREZ
JIM RANDALL
SPENCER RAYMOND
CONSTANTINO REYES-CRUZ
JUAN REYES HERNANDEZ
JARED RICHERT
MARK RICHERT
KARLEY ROBINSON
JOE ROMERO
DONN ROTH
HARVE SCHUBOTHE
JAY SCHWARDT
PAUL SEESING
HOPE SEGUN
MICHELLE SEGUN
PATRICK SEVIGNY
GARY SHERMAN
PAULA SHINE
SPENCER SOL
CRAIG SPIVEY
DAN SPRENKLE
MIKE STORTZ
MARGARITO SUMOZA
ROSS SWARTZENDRUBER
CHRIS TARVER
MARCO TAVERA
ALLEN TAYLOR
GARY THOMPSON
MARCO VANDEGRAAF
STEVE VINCENT
ERICH VON FLORCKE
SUSAN WATKINS
JOSHUA WEISS
ROCKY WEISS
WIL WIDDOES
JOHN WILKERSON
DAVID WILLIAMS
NICK WOLFERT
MAT WORLEY

THANK YOU VOLUNTEERS!



2011-12 HIGHLIGHTS

WAVE JUDGING

The Western Access Video Excellence Awards (WAVE) recognize outstanding local programs that are produced for or by public, education or government (PEG) access facilities. Various media centers outside the Western region judge the entries and choose winners based on a set of criteria designed by the Alliance for Community Media (ACM). The winners are recognized at the ACM West Regional Conference each October.



In September 2011 CCTV served as a WAVE judging site, recruiting six volunteers to serve on two panels. It was a day-long process of watching video clips of each entry and choosing a winner from each category. There were nearly 30 categories ranging from Performing Arts Coverage and Community Events to Documentaries and Inspirational/Religious Programming.

SUMMER VIDEO CAMP 2011

In August, Training Coordinator Greg Hiltz led CCTV's eighth Summer Video Camp, bringing over forty students through our doors in a three week period.



SALEM'S GOT TALENT 2011

They sang, danced, juggled and moonwalked into Salem's hearts, and finally Salem-area residents chose a winner of the first annual Salem's Got Talent contest. Before packed audiences throughout November, CCTV was there to cover the semi-finals and finals at the Grand Theater. The brainchild of Friends of the Grand Theater was funded through ticket sales, donations and a grant. It was such a great community experience and we look forward to SGT in the fall of 2012." On SGT's smashing success, Cindy said "Wow! Salem does have talent, and a lot of it. Singers, dancers, guitarists, pianists, hip hop, spoken word...all performed before a live audience. We had 8 year olds competing with adults. It was such a heart-warming experience."



**1st Place Winner
Michaela Carter**

CHERRY CITY MUSIC FESTIVAL 2012

In April 2012, CCTV again participated in the Cherry City Music Festival. We hosted nine bands over a three-day period, with the help of over twenty volunteers. Just as we did last year, we alternated studios to allow one band to set up while the other was live on channel 22. Thanks to our dedicated volunteers, this was our smoothest and best sounding year yet! We were excited to feature the following bands on channel 22: *The Faux*, *Foxtrot*, *His Name Shall Breath*, *Manic Messenger*, *Kopath Bear*, *Gobel Warming*, *The Folly*, *Brothers Bror* and *Nancy & Michelle*.

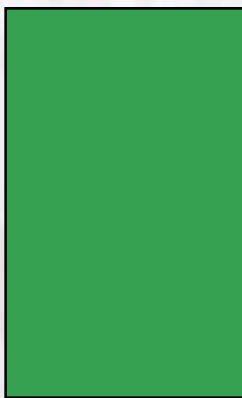


CCTV 2011 HOLIDAY GREETINGS

During the holiday season CCTV studios rang with music...from a men's a capella choir to a chamber music quartet. It was part of a record-breaking year for the CCTV Non-Profits Holiday Greetings. For four full days CCTV recorded greetings from a total of 49 non-profit groups, eclipsing last year's record of 37.

The Senate-Aires, an award-winning male barbershop chorus spent an evening recording eight songs in studio. "We couldn't be happier with the result," says Kevin Stephens, the group's music vice president. "The audio and visual recording of our session was absolutely top quality, and it was finished within the timeframe CCTV had promised us."

The atmosphere was hectic and energizing as a total of 20 staff and community volunteers produced each unique greeting, from the Cherry City Derby Girls who roller-skated into the studio to Family Building Blocks imparting holiday tips from a rocking chair they brought on set. Each non-profit brought humor, creativity and in many cases a musical offering, which became the series "A Gift of Music" playing on CCTV throughout the holidays.



Participating Non-Profits:

- A.C. Gilbert's Discovery Village
- American Red Cross, Willamette Chapter
- Assistance League of Salem
- Blanchet Catholic School
- Boys & Girls Club
- Catholic Community Services
- Ceili of the Valley
- Cherry City Derby Girls
- Children's Educational Theater
- Culture Shock Community Project
- Family Building Blocks
- Festival Chorale Carolers
- Habitat for Humanity
- HOME Youth & Resource Center
- Hopes Haven
- Juntos Podemos
- Kroc Center Salvation Army
- League of Women Voters
- Liberty House
- Lighthouse Farm Sanctuary
- LLV Foundation
- Marion County Dog Shelter
- Marion Polk Food Share
- Mercy Center
- MERIT
- Mid Valley Mentors
- My Pal Sticky
- NEDCO
- Oregon State Capitol Foundation
- Salem Chamber Orchestra
- Salem First United Methodist
- Salem Friends of Felines
- Salem Kiwanis Club
- Salem Parks Foundation
- Salem Police Department Administration
- Salem Police Department Crime Prevention
- Salem-Keizer Education Foundation
- Senate-Aires
- Shangri-La Corporation
- S.K.I.T. Theatre
- Turtle Ridge Wildlife Center
- United Way
- West Salem High School Orchestra
- Where the Sidewalk Begins
- Willamette Girlchoir (1st-6th grade)
- Willamette Girlchoir (7th-12th grade)
- Willamette Heritage Center at the Mill
- Willamette Humane Society
- YWCA

YOUR VOTE COUNTS: CCTV COVERS MAY PRIMARY

Candidates vying for Salem City Council Ward 7 and Polk County Commissioner talked issues and outlined their priorities during two in-studio candidate forums jointly sponsored by CCTV and the League of Women Voters of Marion and Polk Counties. Both programs were shown on Channel 21 through election day, May 15, and online as CCTV YouTube videos.

The League moderator introduces each candidate with a short biography. She asks questions not given to candidates in advance, and a LWV time-keeper ensures answers keep to a set time, of which the candidates are aware. League questions are based on their own research of local issues, creating a lively forum and giving all participants equal time to respond.

CCTV enjoys a long-standing election coverage partnership with the LWV, which is a nonpartisan political organization encouraging informed and active participation in government in order to build better communities nationwide.

Candidates take advantage of CCTV's own election service, the Video Voter Guide, also featured on Channel 21 and through CCTV's web site as YouTube videos. Candidates are given three minutes to talk directly to voters about themselves and their campaign. Ways to get in touch with them and their campaign are shown as they speak.



LWV moderator, Sally Holleman with City of Salem Ward 7 candidates David Cam, Evan White and Warren Bednarz



LWV time-keeper, Michael Berger



July 23, 2011

21st Annual Volunteer Recognition at Pringle Park. A record number of guests, about 110.

JULY 2011

September 1, 2011

Kirimi Flitter started as CCTV's new Office Coordinator

September 2, 2011

CCTV served as a judging site for the WAVE Awards

September 23, 2011

Heide Kizer's last day at CCTV

SEPTEMBER 2011

November 2, 2011

CCTV's new HD truck arrived in Salem.

November 16-19, 2011

CCTV's Holiday Greetings were filmed over a four day period - a record 49 organizations participated.

NOVEMBER 2011



August 5, 2011

CCTV Staff Retreat to Silver Falls

AUGUST 2011



October 19-20, 2011

Alan flew to Ohio for an inspection of the HD truck.

October 31, 2011

Capital Crypt XIII went live in studio one from 5:30-7pm

OCTOBER 2011



December 8, 2011

CCTV celebrated its community producers with the annual Holiday Producer Party. Approximately 90 guests attended and had the opportunity to tour the new HD truck, which was parked out front. Musical guest "Freaks Get On" entertained guests in studio one.

December 17, 2011

"Talk to Santa" went live in studio two from 1-3pm.

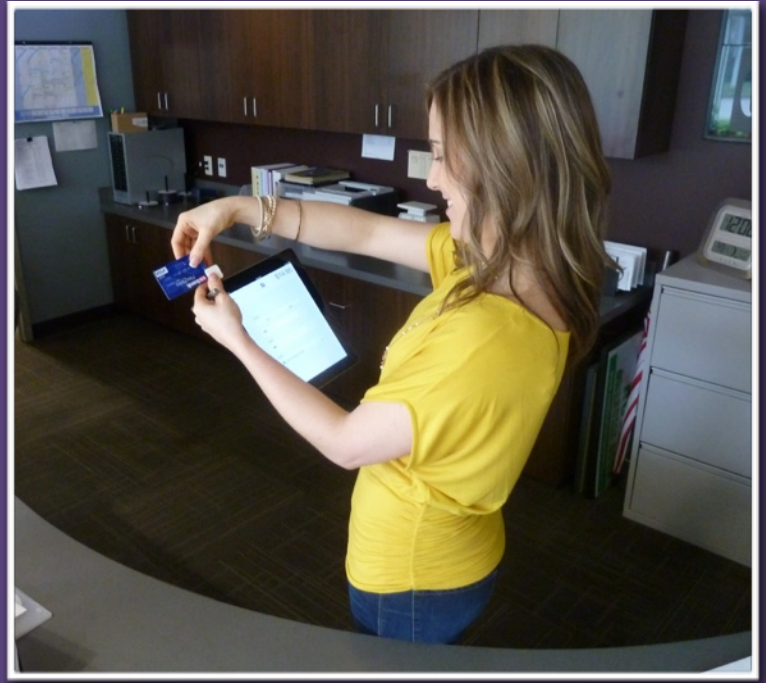
DECEMBER 2011



February 7, 2012

CCTV used the HD production truck for the very first time to film the North Salem Boys Basketball win over Sprague High School (59-49).

FEBRUARY 2012



January 6, 2012

CCTV began taking credit card payments, with the help of Square. Using the Square card reader and an iPad, credit card payments can now be taken quickly and easily.

JANUARY 2012



March 12, 2012

CCTV purchased a newer, faster DVD duplicator and thermal disc printer. Disc printing is six times faster!

MARCH 2012



April 5-7, 2012

CCTV hosted nine bands over a three day period as part of Salem's Cherry City Music Festival.

April 27-28, 2012

The Alliance for Community Media NW Regional Conference was held at MetroEast Community Media in Gresham. Several staff members attended, bringing CCTV's new HD production truck along for tours.

April 30, 2012

The graphics for the HD truck were completed!

APRIL 2012



June 6-8, 2012

CCTV covered nine Salem-Keizer graduations with the help of over 20 volunteers.

JUNE 2012



May 2-12, 2012

During an 11 day period and with the help of 14 volunteers, CCTV recorded 129 high school choirs, orchestras and bands at the OSAA State Music Championships. The 29 resulting programs were televised in Salem and in communities around the state.

MAY 2012

EQUIPMENT & FACILITIES



Equipment & Facilities Usage July 2011 - June 2012

Studio	2421 hours
Camera	3528 days
Editing	8054 hours



Bob Parker working on one of his many animal-friendly programs in the edit room



Salem Songwriter Sessions recording in the studio



CCTV staff and volunteers train on the new HD production truck

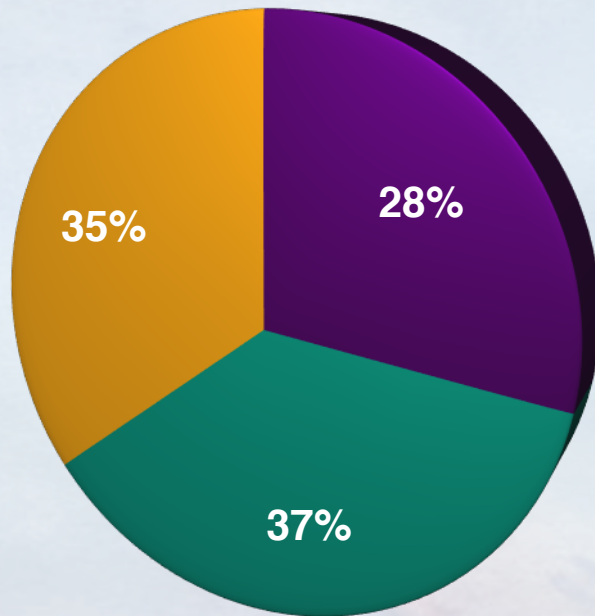


When you drive by or stop in at CCTV now you are likely to see CCTV's new high-definition production truck parked out front. At 37 feet in length, it is difficult to miss. The truck arrived in Salem on November 2, 2011 and was used for the first time on February 7th, 2012 to film the Sprague at North Salem basketball game. There are a lot of complexities to this truck; staff and volunteers have been working diligently to improve each production.



PROGRAMMING

WHERE CCTV PROGRAMMING COMES FROM

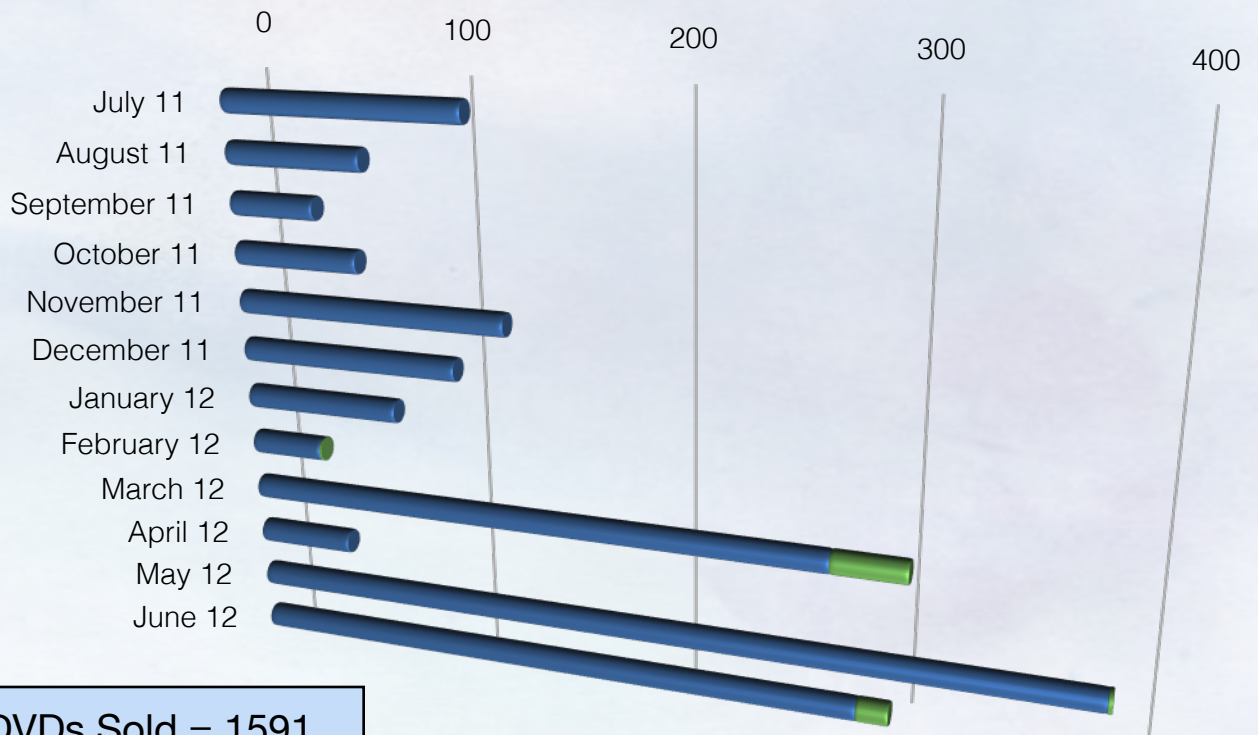


- **CCTV**
- **Locally Produced**
- **Locally Sponsored**

Total New Programming Hours = 2402

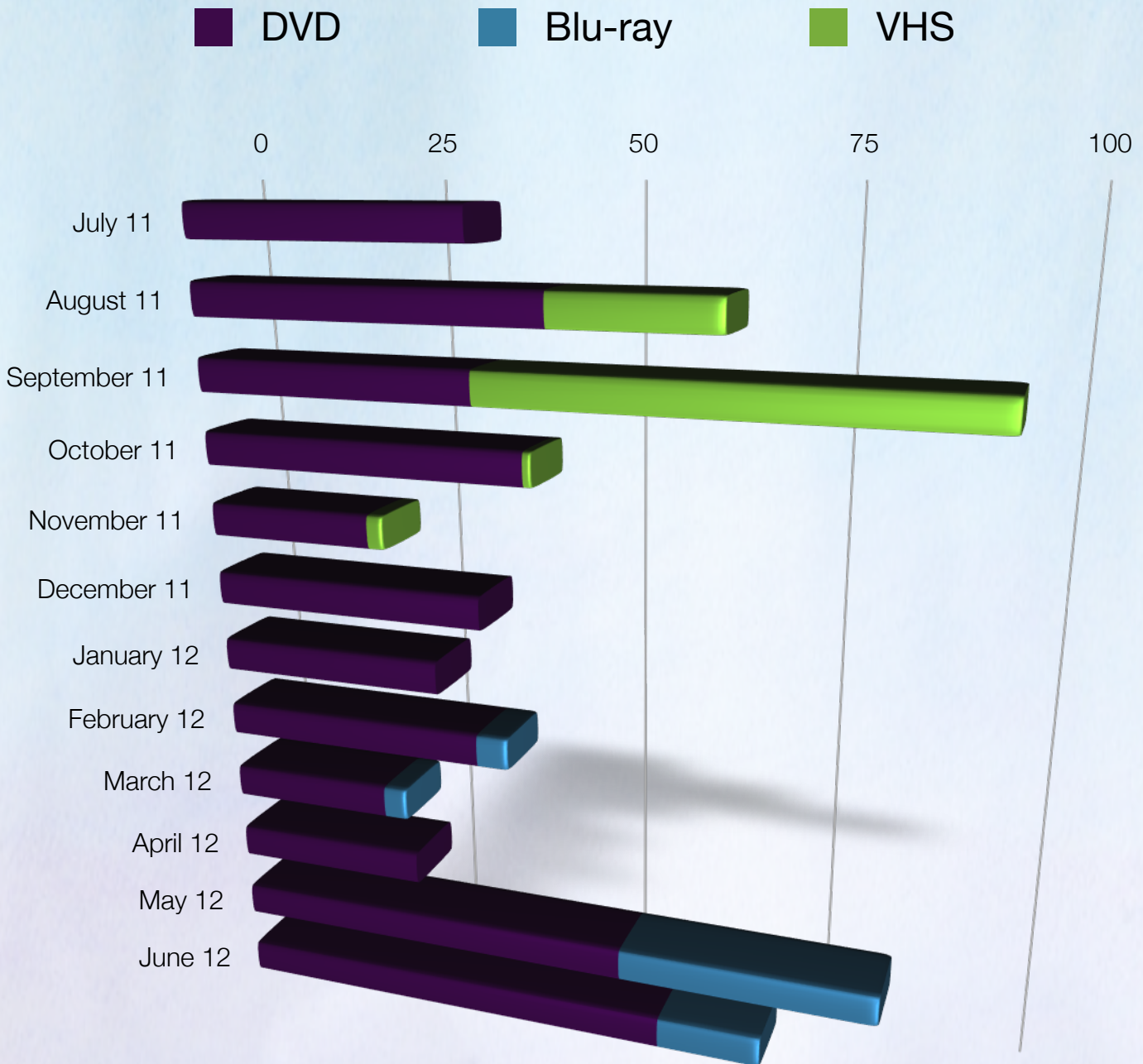
CCTV PROGRAMS SOLD 2011-12

- **DVD**
- **Blu-ray**



Total DVDs Sold = 1591
Total Blu-rays Sold = 50

Program Archives for 2011-12 Fiscal Year



CCTV produced a total of 481 new programs during the 2011-12 fiscal year. With the help of volunteers John Piper and Janice Hallman, we were able to complete the transferring of the remaining VHS tape archives to DVD in the Fall of 2011, bringing the total number of archives to 5,780. In February, the HD truck was put into production which meant that we would begin archiving some of our programs on Blu-ray. We are not yet archiving all of our programs on Blu-ray, but do have roughly 100 high-definition programs from February forward.

CCTV PRODUCTIONS

JULY 2011-JUNE 2012

Community Events/Special Interest

9/11 Remembrance Ceremony
A Glimpse of the 2011 World Beat
A Japanese Tea Ceremony
A.C. Gilbert Discovery Village Vet Clinic
Capital Crypt XIII
CCTV Producer Testimonials
CCTV Volunteer Recognition
Celebrating Roots & Shoots: Jane Goodall Interview
Charlie's Corner - The Piano Incident
City of Salem Holiday Tree Lighting
City of Salem Volunteer Recognition
Community Homeless Connect
Dedication of the DeMuniz Pine Street Resource Center
Field of Flags
Fire Department Recruitment Video
Flood 1/19/12
Girl Scout Gold Award Recognition Ceremony
Hallie Ford Museum of Art - Timeless Renaissance Exhibit
Healing Flags 911
Hiroshima Observation Event
Interfaith Peace Festival
Japan: Resilient Spirit & Enduring Traditions
Kiwanis Runaway Hotline
Les Schwab Diaper Drive Update
Lower Lafelle Parking Lot Ribbon Cutting
4 Marion County Fair Videos
Martin Luther King Celebration - Dolores Huerta
49 Non-Profit Holiday Greetings
NW Black Pioneers Gala Celebration
Peace Mosaic Dedication
Prayer Vigil for Japan at the Capitol Steps
7 Non-Profit PSAs
Real Heroes Breakfast
4 Real Heroes Videos
Red Cross Summer Blood Drive - English/Spanish
Sakura Matsuri
Salem Art Association Fair & Festival
4 Salem's Got Talent Programs
Slavery, Oregon Statehood & Asahel Bush Lecture
Talk to Santa
Verizon Connect Center TV
Veteran's Day 2011
12 Video Brochures
Willamette Heritage Center Lee Exhibit Opening
Zombie Makeover & Walk

School & Community Sports

10 ASA "Play for a Cure" Women's Softball
11 ASA Women's 23U A&B Softball
22 Athletes of the Week Programs
Awesome 3000
Bringing It Live: Women's Softball at Wallace Marine Park
Central Valley Conference Swim Meet
Central Valley Conference Wrestling Meet
4 Cherry City Derby Girls Bouts
25 Classic Sports Programs
15 College Basketball Games
11 College Football Games
1 College Volleyball Game
High School Athletes of the Year Awards
12 High School Basketball Games
14 High School Football Games
4 High School Soccer Playoff Games
2 High School Softball Playoff Games
4 High School Volleyball Games
3 Salem Kids Relays
Salem-Keizer Relay for Life Kick-Off
South Salem High School Hall of Fame
Willamette University Sports Hall of Fame

School & Community Music

15 "A Gift of Music" Programs
Advanced High School Choir Festival
All-City High School Honor Concert
All-City Middle School Honor Concert
Audiolenz at the City of Salem Volunteer Recognition
Central Valley High School Concert Band Festival
9 Cherry City Music Festival Programs
"Freaks Get On" performance at CCTV
High School Invitational Orchestra Festival
Middle School Advanced Choir Festival
Middle School Advanced Concert Band Festival
Middle School Advanced Orchestra Festival
29 OSAA State Music Championship Programs
Songs of Hope Concert
5 Summer Concerts: Highland & West Salem Parks
The City of Salem Food Drive Band
Tuba Christmas
We Love Salem - "Singin' in the Rain" Flash Mob
8 World Beat Festival Programs

CCTV PRODUCTIONS

JULY 2011-JUNE 2012

Government Meetings/Schools/Public Affairs

Academic All Stars
Courthouse Square Solutions Task Force Meeting
First Lego League Qualifying Tournament
Kalapuya Elementary School Ribbon Cutting
Kawagoe Junior High School Delegation "Thank You" Dinner
3 Marion County Budget Meetings
48 Marion County Commission Meetings
Marion County Community Health Forum
Marion County Social Media Training
Marion County-Salem Transit Joint Board Meeting
3 Marion-County Your Community Partner Programs
Mayor's Welcome to the Students of Iyo, Japan
Oregon Battle of the Books
Peace Corp Panel
Poverty Simulation
9 Salem Area Mass Transit Meetings
7 Salem Budget Committee Meetings
27 Salem City Council Meetings
11 Salem Unified Development Code Advisory Committee Meetings
9 Salem-Keizer School Board Budget Meetings
13 Salem-Keizer School Board Meetings
Salem-Keizer Schools Superintendent Budget Message
Salem-Keizer Schools Talk Summit
State of the City Address
State of the County Address
Straub Middle School Ribbon Cutting Ceremony
Striking Out Meth in Marion County
Sustainable Cities Initiative
The Economy & Job Creation with Representative Kevin Cameron
Turnaround Achievement Awards
4 Unlock the Power of Literacy Conference Videos
2 Willamette University Lectures (David Sehat, Randall Balmer)
Your Marion County Courthouse

Graduations

2012 Chemeketa Graduation
2012 McKay High School Graduation
2012 McNary High School Graduation
2012 North Salem High School Graduation
2012 Roberts High School Graduation
2012 South Salem High School Graduation
2012 Sprague High School Graduation
2012 The Spirit Lives: Native American Graduation
2012 West Salem High School Graduation



**During the 2011-12 fiscal year,
CCTV produced 662 hours
of community programming with
the help of 159 dedicated volunteers!**

COMMUNITY PRODUCERS & PROGRAM HOURS

Justin Adams (2:04:40)

Take Money
Word

Victor Amaro (8:59:59)

Reventon Musical

Roger Anunsen (46:11)

Brain Wellness Meets Longevity

Jack Beaman (34:45:22)

Hope Eternal

Randy Boeger (1:29:57)

Salem Songwriter Sessions

MJ Boscacci (7:27)

Flash With Us
FAIR TAG at the Wall
Oregon Flash

Greg Bowman (1:13:38)

Marion County Curbside Recycling
Saving Little Pieces of Our Earth
Nature Trail at S-K Recycling
and 4 other programs!

Jason Brandt (6:32:56)

Chamber Forum Series

Trevor Brandt (2:00:00)

Salem Health Community Health Forum
Community Health Education Center

Abby Brokaw (1:16:23)

Exploring Salem
Zombie Makeover Promo

Wendy Brokaw (53:50)

Barnyard Boneyard
Gustos Sasquatch Trackin'
Oregon's Death Penalty: Interview

Taylor Buchheit (47:43)

TIUA Japanese Cultural Traditions

Chris Buckley (37:10:50)

Sports Variety
Performing Arts
Church on the Hill
and 4 other programs!

Nathan Camuso (7:01)

British Daily Show

Janet Carlson (10:11:53)

How Are the Children?

Ken Cartwright (2:14:59)

KenC Productions Presents Duet With...

Rick Chesher (68:58:36)

Cornerstone Baptist Church

Chip Conrad (23:52)

Show Friends

Emily Croxall (32:13)

Occupy Salem

Constantino Cruz (1:34:28)

Cruz Productions

Dan Dalke (41:30)

Gusto Brothers
Super Hillbilly Start-up Show
Bad Trip and A Chance of
Chromosome Damage

Michele Darr (4:50:51)

Healing Voices

Dave Davis (1:16)

Putting It Together Teaser

Tyson DeVitto (58:44)

The In With DeVitto P

Dan Dire (1:50:31)

Resurrection Life Fellowship Sermon

Cheryl Dixon (3:53)

UGM Salem - Hope Begins Here

Raymond Dukes (43:24:59)

Salem City Club
Demo Forum
Economics & Ecology
and 11 other programs!

Dave Duncan (17:49:22)

Bellydance Oregon
NW Tech Show

Cyndi Easterly (1:12)

City of Salem Volunteer PSA

Dan Eddleman (31:56)

When in Egypt
Dan's Really Crappy Special Effects Show

Aidan Evans (23:31)

What Are Friends For?
Daydreamer
The Forgotten Soles
and 4 other programs!

Claude Farrester (40:06:28)

New Start Christian Center

Garett Fertig (27:27:55)

DOA Pro Wrestling

Bailey Garfield (4:13)

Salem Swim Boosters

Kyle Gilmore (20:29)

What is the Salvation Army Doing in Salem?
Two Success Stories From Your Local
Salvation Army

Victor Gonzaga (39:30)

Mision Apostolica

COMMUNITY PRODUCERS & PROGRAM HOURS

Jesus Gonzales (20:24:46)

Variedades 2000

Adam Gordon (7:28)

Ladder of Men

Laurel Grove (2:24:58)

Tools of Survival

A Very Good Year

Grande Ronde Women: Our Story
and 7 other programs!

Aaron Harada (22:02)

S-K Public Schools Construction Bond Video

Sue Harris (39:41)

OHCS Bridge Meadows

SEIU Contract Training

Brian Hart (30:46)

CCDG Promo

2012 Rotary Food Drive Kickoff

Curtis Henckel (6:08)

Marion County Sheriff's Office

Thanksgiving PSA

Prevent Child Abuse

Greg Hiltz (00:32)

Adopt A Kitten

Jim Hope (1:26:14)

David Hogan Presents

Dave Hopfer (88:35:20)

912 Project

Oregon During the Civil War

Field of Flags

and 50 other programs!

Darrel Jabin (1:00:44)

Did You Know

2011 Cottage Grove Conkurs D'Elegance

Bellydance Oregon

Lilly Janian (28:21:48)

Secrets of Eternal Life

Ryan Johnson (7:02:45)

XBW Promo

Xplosive Barbaric Wrestling

Howard Kaemerer (32:20)

Road Rage of the World

Alright Now

Howard's Videos

Valerie Keever (11:15)

Salem Art Association

Art in Communication Project

Michael Kleinsmith (17:03:40)

Mercy Meeting

Mercy TV Live

Alzheimer's Town Hall Event

Mercy Patient Interviews

Peater Kramyer (85:35:00)

Mercy TV Monthly

Mercy TV Live

Christ the Good Shepard Lutheran Church

and 2 other programs!

Jewon Lemari (29:32)

International Revival Center

Young Lorentz (28:26)

The Young Show

Shana Lucas (18:36:35)

Mercy TV Live

Vic Lund (24:59)

Vic Rude Presents

Raul Magaña (3:10:44)

Leadership Class

Regards to Rural 2011

Cynthia and Samuel

Charles Magee (1:54:34)

Uncle Bingo

The Gift

Michael Marsh (22:39:24)

A Constitutionalist

Michael Marsh Presents

Time is Running Out

No Healing Medicines

Gary Marshall (1:27:13)

Longing For Something More

Augustin Martinez (18:58:05)

Escudo de Fe

Mark Mash (8:01:06)

Arise and Shine

ICON News

The Lew Marklin Show

Tom Murphy (1:08)

Freedom is Diversity PSA

Henry Nafar-Plr (11:10:14)

Understanding Islam

Gae Nichols (8:32:46)

Talent in the Getto

Pawn Shop Food Drive

Christian Niece (3:27)

The Question

Hilarios Ortiz-Rios (2:00:00)

Reventon Musical

Bob Parker (4:27:49)

Salem Friends of Felines

Fences For Fido

Why Volunteer at TRWC

and 16 other programs!

COMMUNITY PRODUCERS & PROGRAM HOURS

Tom Phillips (4:27:49)

Salem Songwriter Sessions

John Piper (47:14:05)

Athletes of the Week
CCTV Classic Sports
Football Promo 2011
and 3 other programs!

Michael Polacek (2:50)

APNA Oregon Chapter 2011 Conference

Brian Pollinger (1:36)

PSA for PVA

Bernard Powell (40:06)

In the 503

Javier Quiroz (11:31:48)

SKCE Monthly
Coalition Informative PSA
Action on Equity in Education
and 5 other programs!

Nate Rafn (3:44:10)

Living Culture

Mark Richert (2:14:36)

We Approve
A Christmas Carol - SKIT Theatre 2011

Donn Roth (18:38:58)

Music at the Capitol

Maria Salazar (7:23)

The Salvation Army Kroc Center

Hope Segun (13:25:42)

One Hour With Hope

Carol Simila (6:03:36)

The Valley View
A Journey Through Jordan

Sarah Spinks (2:15)

Mid Valley Mentors - Real Men Mentor

Chuck Stenberg (1:40:17)

Jim Valley's Rainbow Planet
The Live 5 - Reunion Concert

John Strauch (37:10)

Patriot Day PSA
Mozambique and IFDC
Salem: On the Move - Fly Salem

Perry Stripling (3:04:20)

CANNA Summit

Mark Stutman (16:19:59)

West Coast Wrestling Connection
WCWC Almost Live

Rex Swartzendruber (1:30:00)

A Night of Remembrance
with Alter Weiner

Ross Swartzendruber (9:59:46)

Doug's World
Mid-Valley News

Allen Taylor (3:46:36)

Move to Amend & Occupy Salem PSA
The Prosecution of Judge Waite
Move to Amend: Reclaiming our Democracy
and 2 other programs!

Marshall Taylor (19:48)

Project Testimony
YMCA Soccer

Dan Thompson (31:12)

Thunder Road at the Oregon Garden

Steve Torres (2:24:11)

YMCA Flag Football

Bob Vidito (1:55:22)

New Start Christian Center

Richard Wasserman (12:41:31)

Willamette Humane Society Adoptable
Pets Show

Susan Watkins (2:33:41)

Roses
Sarah van Gelder
Panel 2012
Climb School - Snow Day

Joshua Weiss (2:53:02)

How to Build a Lego Flame Thrower
Operation Dog Bite
Joshua's Compilation
and 7 other shows!

Robert White (15:37:17)

New Beginnings

David Williams (2:00:31)

Causmo's Confessions

Garry Wilson (1:26:05)

Torah to the Tribes
Longing for Something More

Jack Witcraft (46:08)

Looking Wolf at the Grand Theatre

Angela Yeager (10:53:34)

Reel Film Snobs

Paul Young (50:10:42)

Life for Today
Mercy TV Monthly

*During the 2011-12 fiscal year, there were **over 280 shows** submitted by Community Producers, totaling nearly **900 hours of programming!***

LOCALLY SPONSORED PROGRAMS

Jerry Aguirre.....	The Prophetic Word Program
Richard Blank.....	Cycology Today
Wendy Brokaw.....	A Life Against Death
Leonard Cleary.....	Woman to Woman Show
Paul Cude.....	JCVH1
Raymond Dukes.....	Democracy Now
Olawale Elkamah.....	PICC Church
Victor Gonzaga.....	Mision Apostolica
Steve Gross.....	Words of Peace
Linda Hansen.....	Beyond Today
Dave Hemmer.....	Gangaji
Fred Jones.....	Words of Peace
Alan Kluckis.....	The De'Ampy Soul Hama Show
Wendy Knodel.....	Your Soul Awareness
Margaret LeMay.....	New Connexion
Rosa Leonardi.....	University of Oregon Today
Michael Matthews.....	American Drug War, Police State 4
Gae Nichols.....	Something Of a Great Notion - A Video History from 1970 - 2012
Teri Oberan.....	Music and The Spoken Word
Bob Parker.....	Coffee Pot Creek, Video Tour of Oregon's Historical Museums
Cary Renfro.....	Cathedral of Hope
Peggy Scott.....	Veterans Forum
Paul Stone.....	Cannabis Common Sense
Allen Taylor.....	Dave Packman Show, The Big Picture with Thom Hartman, Veterans Forum
Danna Templeton.....	Country Gospel Time
Susan Watkins.....	Olympia Fellowship of Reconciliation
Nelda Wells.....	The Miracle Healing Stream, The Prophetic Word Program
Garry Wilson.....	Revealing the Truth
Jack Witcraft.....	The U.S. Congress and You
Jan Wood.....	Intro News Magazine

Over 840 hours of sponsored programming played on CCTV's channels during the 2011-12 fiscal year!

TRAINING



Orientations 11-12

143 people attended an orientation at CCTV during the 11-12 fiscal year. People attend orientation to learn how to get involved at CCTV. This is a required first step for anyone interested in taking workshops or submitting programs.



Media Literacy Tours 11-12

CCTV provided 20 Media Literacy Tours during the 11-12 fiscal year. Groups such as the Cub Scouts, Boy Scouts, Girl Scouts or Salem-Keizer school classrooms completed tours of our facility and created short video messages about their group!

CCTV WORKSHOP ATTENDEES

JULY 2011-JUNE 2012

Intro to Camera	118
Intro to Audio (July 11 - Dec 11)	20
Advanced Camera (Jan 12 - June 12)	26
Intro to Editing	83
Intro to Studio	53

This year, CCTV added some advanced techniques to the class formerly known as "Intro to Audio", including manual controls, alternate record modes, and lighting. The class still covers microphones and audio, but is now called "Advanced Camera".





COMMUNITY

CCTV COMMUNITY BILLBOARD



SURVIVE THE BURN 5K/10K

survivetheburn.org

Come join us on **September 10, 2011** for the Inaugural Survive the Burn 5k Run/Walk, 10k Run and Kids Fun Run

For more information, contact Salem Professional Firefighters / Cory Cochran **503-370-7822**

This is a benefit event for IAFF Burn Foundation.



Salem Parks Foundation

Rooted in the past...
Providing for the future.

We work with community organizations and individuals to improve Salem's parks and neighborhood playgrounds.

FOR MORE INFO: **503-588-6336**
www.SalemParksFoundation.org



CITY OF Salem
AT YOUR SERVICE

Center 50+
2615 Portland Rd NE
503-588-6303

Classes/Activities
Salem's Center 50+ offers a variety of classes, activities, programs and trips for the community.

Volunteer
Center 50+ has limited paid staff, so most tasks are done by volunteers from the community.

On-going Services
More than 600 seniors use the Center daily, on-going programs available most days.

CCTV posted **454 billboard announcements** from over 150 non-profit and government agencies during the 2011-12 fiscal year.



Women Ending Hunger's Quarterly Mini-conference on Women's Health

Saturday January 14th ♦ 9:00am - 12:00 pm
at Marion Polk Food Share

Healthier eating, the mind/body connection, preventive, pro-active health management, helpful info from area health service providers!

R.S.V.P. by calling Kat Daniel, 503-581-3855 ext. 322

"She who has health has hope; and she who has hope has everything."



connect engage inspire

For more information: **503-584-4865**
midvalleymentors.org

Mid Valley Mentors
connect. engage. inspire.

be a mentor



A community of grace, love and hope!

Fellowship Church
a community of grace, love, and hope

Visit Us This Weekend

Saturdays @ 6:00pm || Sundays @ 8:30am & 10:30am

Fellowship Church
4059 Market St NE

503-363-8622
fellowshipsalem.com

SUSTAINABLE CITIES INITIATIVE

Each year, students and faculty from various departments and disciplines at the University of Oregon work with a city with the goal of making it a more sustainable place to live. In 2010-2011, Salem was the city of choice. Students, professors and city of Salem officials and employees worked together for that year. The purpose was the create plans and ideas to make Salem an ever more sustainable and vibrant urban area. CCTV produced a video to capture the essence of that remarkable endeavor.



NEW COMMUNITY PARTNERSHIPS

LES SCHWAB TIRE CENTER

In March, Les Schwab Tire Center managers collaborated with the Non-Profit Center to create a Diaper Drive PSA benefiting Family Building Blocks and area crisis relief nurseries. Wendy Brokaw filmed the PSA featuring Schwab Center managers, their families and children. The diaper drive PSA played on CCTV channels and on YouTube, and as a continuous looping video with the Family Building Blocks video brochure in all twelve regional Les Schwab Tire Centers. The month-long campaign netted over 8,000 diapers, well beyond the 1,500 delivered the year prior. Lyle Mordhorst, West Salem Les Schwab Tire Centers manager, said the PSA played a role in the decision to make it an annual event. “We were getting comments from Les Schwab stores on how we created such a great idea,” he said, “and how we had gotten the community pulled together for such a great cause.”



In October Wendy created a Les Schwab Toy Drive PSA, which Mordhorst said significantly boosted response. “Both of our drives were great successes compared to the prior year and the only thing that changed was the partnership that we have created with CCTV.”



NEW COMMUNITY PARTNERSHIPS

THE AMERICAN RED CROSS, WILLAMETTE CHAPTER

The American Red Cross, Willamette Chapter, approached CCTV for help creating videos honoring eight local heroes for its 7th annual Real Heroes Breakfast fundraiser on September 8, 2011. The event's principle sponsor, Allied Video, shared its graphics for a consistent look. Wendy Brokaw produced four videos, including the first in the event's history honoring firefighters. Honorees included 911 dispatchers who coached a father through an emergency home delivery, two off-duty paramedics whose quick action at



a freeway accident saved a young woman's life, construction workers who used a defibrillator to save to job site heart attack victims and firefighters who risked their lives to save a man from a burning house.

"I appreciate the contributions of the entire CCTV team", wrote Chapter Executive Director, Margaret Sanner, "doing all that was necessary to get to the heart of our honorees' stories." CCTV is now a sponsor of the Real Heroes Breakfast.



Joshua Hiskey
Firefighter/Paramedic



Captain Bryan W. Turner
Salem Fire Department

COMMUNITY OUTREACH

CCTV's Non-Profit Center continues to grow since its launch in 2008, featuring video brochures for over forty organizations in the Salem area. These videos are featured on CCTV Channels 21 and 23, as videos on individual web pages within CCTV's Non-Profit Center, and on CCTV's YouTube channel. During the 2011-12 Fiscal Year, CCTV's Outreach Coordinator Wendy Brokaw completed 12 Video Brochures and nine PSAs, some of which were available in both English and Spanish.

PSAs

2011 Riverfront Family Fest
 2011 Holiday Greetings Promo
 Salem Area Chamber of Commerce Leadership Youth (3)
 Les Schwab Toy Drive
 CCTV Community Billboard: How It Works
 City of Salem Volunteers: *Aguilars in English & Spanish*
 YWCA Salem Womens Health *in English & Spanish*



Video Brochures

American Cancer Society "Look Good Feel Better" Program
 Friends of Bush Gardens
 Habitat for Humanity
 Lord & Schryver Conservancy
 Marion-Polk Food Share Community Gardens
 Salem Family Literacy Program *in English & Spanish* *
 Salem-Keizer Education Foundation
 Where the Sidewalk Begins
 Willamette Valley Hospice
 YWCA Salem
 YWCA Salem Outreach Shelter *
 YWCA Salem Women's Health Programs *in English & Spanish*

* Updated Brochure

ORGANIZATIONS USING CCTV'S SERVICES

AAUW
A.B.A.T.E.
A.C. Gilbert's Discovery Village
Agri-Plas
AKHA Heritage Foundation
Alzheimer's Network of Oregon
American Cancer Society
American Red Cross
Assistance League of Salem
Bahai's of Salem
Blanchet Catholic School
Boys and Girls Club
Broadway Life Center (Salem Alliance)
Brooks Assembly of God
Brush Creek Playhouse
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
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 Comm. Svcs.
Cornerstone Baptist Church
Cultural Homestay International
Culture Shock Community Project
DeMuniz Pine Street Resource Center
Diabetes Support Services
Family Building Blocks
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 Salem
Freedom Friends Church
Friends of Bush Gardens
Friends of the Salem Public Library
Full Gospel Businessmen's Fellowship
GetSmartOregon
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
Korean Church of Salem
Kroc Community Center
Lancaster Assembly of God
League of Women Voters
Liberty House
Lord & Schryver Conservancy
Mano o 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
MERIT
Mid-Valley Mentors
Mid-Valley Travel Club
Mid-Valley Women's Crisis Service
Mid-Willamette Valley Council of Govts
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
Northwest Human Services
Oneness Coalition
Oregon Chi
Oregon.gov
Oregon Health Connect
Oregon PeaceWorks
Oregon's Smokefree Workplace
Oregon Spirit Chorus
Oregon State Capitol Foundation
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 First Free Methodist Church
Salem First Presbyterian Church
Salem Friends of Felines
Salem Health (Salem Hospital)
Salem-Keizer Education Foundation
Salem-Keizer Together
Salem Kiwanis Club
Salem Multicultural Institute
Salem Parks Foundation
Salem Peace Mosaic
Salem Police Dept. (Crime Prevention)
Salem Progressive Film Series
Salem Senate-Aires
Salem Spirit of Life Church
Salem Youth Symphony
Salem's Riverfront Carousel
Salvation Army
S.C.O.R.E.
Shangri-La
S.K.I.T. Theatre
South Salem Seniors
SOVAH
Stand for Children
St. Francis Shelter
St. Mary Catholic School
St. Paul's Episcopal Church
Straub Environmental Learning Center
Supreme Master ChingHai Org.
TOPS (363-Salem)
Trinity Covenant Church
Turtle Ridge Wildlife Center
Unitarian Universalist Congregation
Westgate Church
Willamette Academy
Willamette Heritage Center
Willamette Humane Society
Willamette Master Chorus
Willamette Valley Hospice
Woodland Chapel
Women Ending Hunger
YWCA



THANK YOU

for another great year!

