



ANNUAL REPORT OF SERVICES
JULY 1, 2005 – JUNE 30, 2006

CCTV

CCTV's MISSION STATEMENT

*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, 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.

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CCTV Board of Directors

July 1, 2005 - June 30, 2006

Dave Moss, President
Chuck Zawel, Treasurer
through June 2006
Alan Heywood, Treasurer
Feb. through Jan. 07
Sharon Gray, Secretary
Cathy Clark
Geraldine Hammond
Ron Cooper
Randy Franke
Dave Henderson

CCTV Staff

July 1, 2005 - June 30, 2006

Alan Bushong, Executive Director
Soha Badieli, Staff Producer
Pat Henderson, Access Coordinator
Greg Hiltz, Training Coordinator
Ken Hook, Staff Producer
Rosa Leonardi,
Community Development Coordinator
John Strauch, Programming Coordinator
Lela Taylor, Office Administrator
Julie Turner, Community Facilitator
Mike Wilhelm, IT Specialist



Executive Director Report



CCTV and Our Community Step Up to New Challenges

Legislation, Federal or State, Must Serve Our Community

I thank many of you for helping CCTV step up to represent the needs of our community in legislation related to cable television franchising. Your contacts to our U. S. Senators Gordon Smith and Ron Wyden and to Congresswoman Darlene Hooley, joining work by advocates across the country, have made a difference. Together we've said that America's largest cable and telephone companies have responsibilities to our communities when they want to do business in our neighborhoods. Here's what happened in the past year.

America's largest telephone companies promoted legislation that would allow them to bypass the local franchises required of cable TV companies. They claimed that local franchises kept them from competing in cable TV and high speed internet, driving up prices. They wanted to cut back or eliminate their payments to use public space and to fund organizations like CCTV. They built a highly-funded, effective PR campaign. Although their claims are dubious, they built up great momentum.

Advocates across the nation went to work, including here in our community. Our voices have been heard as never before, as legislation was changed and is still under discussion. We maintain:

1. Our local governments must keep the right to manage local public rights-of-way. These officials know our community and work on our behalf.
2. Telephone and cable companies must pay our community to use our public rights-of-way to conduct their business. It's fair and our community needs the income.
3. Channels and funding for CCTV and public, educational and government access must come from the companies providing cable TV services for us to serve everyone.

Advances at CCTV:

Synergy in Operation

In late August of 2005, Synergy installed CCTV's new computer-based channel delivery Master Control. Like many leaps in technology, the change took time. Now our community is seeing the benefits. CCTV can schedule more channel hours, better provide emergency information, promote programs and show informational short programs. Members of our community can submit programs on DVD or, if they edit on computers, as a computer file. Thanks for bearing with us as we took this step forward.

New productions

CCTV added several important productions, starting with the Red Cross Disaster Kit program, still available on CCTV's web site. For the first time, CCTV televised live from the Salem Senior Center featuring federal and state legislative forums on Medicare and Disability. In March CCTV televised six games from the OSAA State Basketball Championship, including two with West Salem High Boys team. Two months later, CCTV televised six state tournament baseball and softball games, including all three baseball championships from Volcano Stadium.

Let me again offer my heartfelt thanks to amazing CCTV volunteers, board and staff and to the City of Salem and Marion County for their continued support. Working together we continue to build the dream-come-true.

UNDERSTANDING MEDICARE PART D TOWN HALL

Alan Bushong, CCTV Executive Director and volunteer Steve Hande operate the new Tricaster to provide the first live TV program *and* web stream of the **Medicare Part D Town Hall** from the Salem Senior Center. The forum was hosted by Congresswoman Darlene Hooley and included two other U.S. Representatives, Peter DeFazio and Earl Blumenauer (sitting in the fore ground) - three of Oregon's five Congressional representatives.





2005–2006 Highlights



CCTV THANKS 148 VOLUNTEERS

CCTV staff recognized and thanked 148 volunteers at its 16th Annual Volunteer Recognition held at Pringle Hall. These terrific volunteers helped CCTV produce 742 hours of community programming last year including: Salem City Council and Budget Committee meetings, Marion County Commission and Budget Committee meetings, Salem-Keizer School Board, school sports and music events, marching band competitions, State Music, the Awesome 3000, Jaycee Relays, H. S. Graduations, local election programming, judging video awards.

CCTV PROGRAMMING STATISTICS

CCTV Produced Programs.....742 hours

Locally Produced Programs..649 hours

Total New Programming.....2156 hours

Total Programming.....10,288 hours

ELECTION PROGRAMMING

LOCAL:

CCTV and the **Marion and Polk League of Women Voters** produced five candidate forums for contested Salem and Marion County races in the May Primary Election. The forums, entitled **Your Vote Counts**, included:

- Salem Mayor and Wards 2 and 8
- Marion County Commission Position 2
- Marion County Assessor

VIDEO VOTER GUIDE:

CCTV recorded and televised a short campaign statements for local candidates in the May primary and created a **Video Voters' Guide** with **15 candidate statements** for the channels and the web.

STATE:

CCTV and the **Oregon League of Women Voters** produced a **Supreme Court Candidate Forum**. CCTV coordinated schedules with other Oregon Community Television Access Centers and an ad was placed in the state-wide Oregonian newspaper listing air times. The League generated the questions and provided the moderators and time-keepers.

CCTV, in conjunction with **Willamette University** and the **Associated Press**, televised the **Gubernatorial Candidate Forum** for the May primary election. CCTV worked with other Oregon Community TV Centers to televise the Forum around the state, and an ad was placed in the state-wide Oregonian newspaper listing air times.

Your Vote Counts, the Video Voters' Guide, the Gubernatorial and the Supreme Court Candidate Forums were streamed on CCTV's web site to provide 24/7 access; and links were provided to the partnering organizations of Marion-Polk League of Women Voters and the Oregon League of Women Voters.

CCTV AUCTION

CCTV held an auction and earned \$4000 selling outdated computers, monitors and other equipment. Ray Larson, Portland Community Media's Engineer (below right) took the part of the auctioneer. The funds will be used to purchase new equipment.



CCTV HOSTS HUMAN RIGHTS DAY

After participating in several strategy sessions held by the **Salem Human Rights and Relations Commission** to combat discrimination, CCTV hosted a production day for human rights advocates to create positive messages about cultural diversity in Salem. The **Commission** partnered with CCTV for this community event.

FESTIVAL OF LIGHTS PARADE SIMULCAST IN SALEM AND PORTLAND

CCTV coordinated the simulcast of the Festival of Lights Parade in Salem and Portland. **Oregon Legislative Media** transmitted CCTV's live signal over the **Wireless Instructional Network** to **Multnomah Community TV** in Gresham and **Portland Community Media** who aired the Parade live. **Portland General Electric** provided funding for a display advertisement publicizing channel times in the statewide **Oregonian** newspaper.



Salem Mayor, Janet Taylor, responds to a question from the League of Women Voters - while her opponent, Jim Alderson, waits his turn during the primary candidate forums that CCTV and the League co-produced.



2005–2006 Highlights

NEW MASTER CONTROL SYSTEM

CCTV installed a server-based channel management system, **Synergy**. Programs submitted for telecast are encoded onto the system's hard drives and are played directly from the computer.

The new system makes it possible to schedule more programs on the channels than was possible using tape decks. CCTV will offer more play times for both series and single-play programs, public service messages, and program promotions. CCTV will be able to display a reader crawl during emergencies.

EMERGENCY PREPAREDNESS

CCTV and the **Willamette Chapter of the American Red Cross** produced **Emergency Preparedness**, which showed how to get you and your family ready for a disaster by preparing emergency packs for the car, your job-site, and a three day pack for home.

The CCTV web site received many hits on the streaming version of the program.



Volunteer Woody Dukes double checks a camera set-up at the Salem Conference Center during preparation for Mayor Janet Taylor's **State of the City Address**.

FORUM ON DISABILITY BENEFITS FOR OREGONIANS

Below: CCTV Executive Director Alan Bushong uses the new portable Tricaster system to provide a **Forum on Disability Benefits for Oregonians Live** from the Salem Senior Center. This Town Hall was held by state Senators Courtney and Winters along with several state representatives including Billy Dalto and Kevin Cameron.



Alan rarely drinks soda and dislikes product placement. Volunteer "Super Steve" Hande has been a bad influence.

MOVING TOWARD TAPELESSNESS

CCTV producers can now send programs directly from the Mac editing stations into the new server. Producers drop their completed programs into a folder on the desktop and it is sent to Master Control for scheduling.

OSAA BASKETBALL

For the first time CCTV televised six OSAA HS Basketball Tournament games in an extension of our partnership with the OSAA. The six 4A boys games included West Salem vs. South Medford, and culminated in a dramatic last second winning basket as South Medford defeated Jesuit.



Volunteer camera operator Steven Kohlmeyer is barely visible above the crowd that packed the Salem Senior Center for the Medicare Part D Forum.

CCTV RECEIVES NATOA AWARD

CCTV's production of the Salem City Council meetings was picked as a finalist in the Public Meeting category for the **National Association of Telecommunications Officers Government Programming Awards**. In addition to Salem, the Los Angeles and the Denver City Council meetings were finalists.

“On behalf of Shangri-La and the thousands of Oregonians we serve, we would like to thank you for attending the Legislative Town Hall on Disability Benefits and televising it on CCTV. Your support is valuable to our organization.”

Joan Towers, Shangri-La Corp.



Community Use of CCTV



CCTV has an active group of producers committed to providing programs to the Salem area community.

COMMUNITY AFFAIRS

- Roy Bennett**
Highlights of Founder's Day
- M.J. Boscacci**
The Bird Box Chronicles
- Raymond Dukes**
Police Officer/Dispatcher of the Year
- Christian Florin**
Humane Society Pet Showcase
- Dorothy Harmon**
Tribute to Pamela Gaston
- Bob Parker**
Antique Powerland
Parks
Parks Foundation: General Background
How to be Safe Around Dogs
Park Partners Needed
Upcoming Events in Our Parks
A Day in the Park
Parks Spring Promo
Salem Parks
Park Partners
- Salem Chamber of Commerce**
Business of the Year
- Sharron Seidemann**
First Citizens Banquet 2006
- Ruthie Smith**
Memorial Day
Ruthie's Backyard *series*
- Ron Stanley**
Local News *series*
- John Strauch**
Oregon's Capital on the Move
- Lela Taylor**
Public Pulse *series*
Keeping Your Wits: Going from Agile to Fragile
Unity Fest
Northwest Human Services
CASA - Court Appointed Special Advocates

Community producer Lela Taylor edits her series, **Public Pulse** which features non-profit organizations that provide social services to people in need. Lela volunteers for CCTV, most notably as Mrs. Claus for the annual **Talk to Santa** call-in.



COMMUNITY SPORTS

- George Adams**
Northwest Drag Racing *series*
- Mary Ann Baclawski**
Fencing Match: Byzantines vs Vikings
Friday Night Fights
- Soha Badiei**
Rock Climbing Competition
- Steve Hande**
Cascade Surge Soccer
- Brian Hart**
The Fantasy Football Show *series*
- Arlan Robinson**
West Coast Wrestling Connection *series*

PUBLIC AFFAIRS

- Mary Ann Baclawski**
Alternatives to Violence in Burundi
- Soha Badiei**
The World of Redwall with Brian Jacques
- Janet Carlson**
How are the Children *series*
- Raymond Dukes**
Creating a New Society
The Dempsey Environmental Lecture
Peace Lecture with Phylliss Bennis
Symposium on Environmental Affairs *series*
Where do Democrats Stand on the Environment
Sustainable Energy and the New Economy
The Power of the Sun
Mark Danner
- Rocky Evans**
The Health Effects of War
- Vera Grishina**
Return to Work: Best Practices
Workers' Compensation Training Series
- Lloyd Kumley**
Social Well Being *series*
Humanism Northwest *series*
Demo Forum *series*
Candidate Forums 2006 Primary
- Michael Marsh**
Michael Marsh Presents *series*
- Allen Taylor**
Housing Segregation in Oregon



Producer Brian Hart wears his favorite football player's number - 4 while waiting with his co-hosts before the start of his seasonal weekly series, **Fantasy Football**.

SERIES BY GROUPS

- Salem Chamber of Commerce**
Chamber Forum Series
- Salem City Club**
City Club Luncheon Speaker Series
- Salem Hospital**
Community Health Forum



Community Use of CCTV



ENTERTAINMENT / CULTURE

- Randy Bartsch**
Salem Youth Symphony Summer Concert 2006
- Mary Ann Baclawski**
Science Showcase 2006
- M.J. Boscacci**
DOC II @05
- Nancy Boutin**
Writers on Writing
- Tod Butterfield**
JCVH1
- Mark Caryl**
Nutcracker from Wright Elementary
- Josh Dent**
Happy Birthday
- Raymond Dukes**
Chinese Painting
- David Duncan**
Oregon Scottish Heritage Festival
- Alain Foyet**
Practice Gi-Gong and Tai Chi Chuan
Water Color, Lesson One
Water Color, Your First Project
- Bailey Garfield**
Candalaria Wax Museum
- Wendell Goff**
D.E.A.F.
- Jesus Gonzalez**
Variedades Dosmil
- Amber Hargrove**
Sound Bite
- Kevin Hinchcliff**
New Music Videos
- Bill Kelley**
Making the Film I, II, III, IV series
- Hijirah Kem**
Creatrix
- Melissa Kreutz**
Reel Film Snobs
- Vic Lund**
Vic Rude Presents
- Jason Phipps**
1984 is Coming
- Nate and Daniel Rafn**
Living Culture
- Patrick Sevigny**
Oregon Jam Presents
- Zane Ridings**
Chillin' wit Sean
Chillin' wit Sean II
Darby O'Gill
Music Around Salem
- Julie Turner**
Literarily Speaking
Poetry in Motion
Renaissance: Age of Genius
Third Thursday Poets series
- Jack Witcraft**
Katrina Disaster Relief Concert



Brad New (center), Vice Principal at Roberts High School prepares the drummers of **Emaa Da** for a taping. Students operated cameras and helped with other technical aspects of the production.

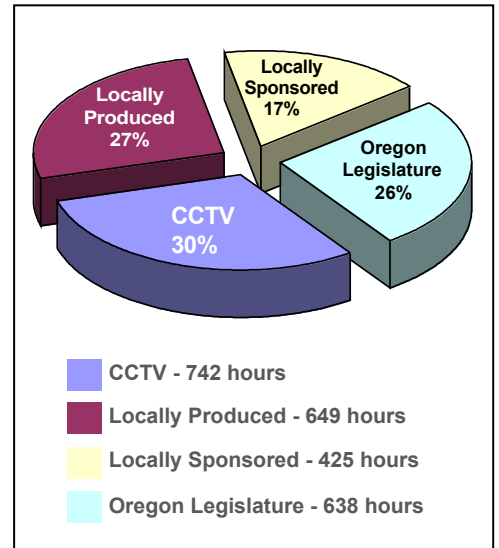


Community producers (left to right) Christine Pebley, Jim Hope and Mark Caryl working at the non-linear editing stations.



Amber Hargrove (far left) hangs decorations for the set along while crew and talent prepare the studio for a production of **The Sound Bite**, which features local bands.

Where CCTV Programs Come From



INSPIRATIONAL

- Paul Cude**
Lancaster Assembly of God series
- Ben Dale**
Hope Eternal series
- Jim Hope**
Practical Christianity series
- Lillian Janian**
Secret of Eternal Life (English) series
Secret of Eternal Life (Persian) "
Secret of Eternal Life (Armenian) "
- Jien Langinlur**
International Revival Center series
- Agusta Martinez**
Escudo de Fe
- Ernesto and Rosa Perez**
Iglesia Rey de Reyes series
- Greg Poland**
History of Christian Theology
- Rob Ranche**
Salem Alliance Church series
- Mark Richert**
Crossroads Christian Fellowship series
Fear in Small Packages
- Tracy Rogers**
Spiritual Answers to Meth
- Laurie Schnell**
Teleios Bible Church
- Genie Sessums**
Rodeo Chaplain series
- Ruthie Smith**
Parallels of Jesus
- Bob Vidito**
New Start Christian Center series
- Luis Valderain**
Centro Cristiano Agape
- Jack Witcraft**
Salvation Army Life Skills 'Bethany Baptist'
- Bruce Waller**
Taking the City series
Trinity's New Thang series
- Robert White**
New Beginnings series
- Paul Young**
Lifeline series



CCTV Productions



CCTV had a productive year and produced 742 hours of community television. CCTV couldn't have done it without the help of dedicated volunteers.

GOVERNMENTAL PROGRAMMING

- 47 Salem City Council/Urban Renewal meetings
- 7 Salem Budget Committee meetings
- State of the City with Mayor Janet Taylor
- 52 Marion County Commission meetings
- 8 Marion County Budget Committee meetings
- Salem Area Transit Board of Directors
- Salem-Keizer School Board meetings
- 3 Salem-Keizer School Budget Forums
- 3 Salem-Keizer Superintendent Candidate Forums
- Salem Police Chief Candidate Interviews
- 4 No Meth Task Force meetings
- No Meth Training



Volunteer Heathre Willey at State Music Finals.

SCHOOL MUSIC

- 2 Marching Band Competitions
- Middle School All City Band, Orchestra & Choir
- High School All City Band, Orchestra & Choir
- High School Advanced Choir
- Valley League Band Festival
- Salem Invitational Orchestra
- Salem Invitational Symphony
- Middle School Advanced Choir
- Middle School Advanced Orchestra
- Middle School Advanced Band
- State Choir, 8 programs 48 schools
- State Orchestra, 3 programs 14 schools
- State Symphony, 2 programs, 6 schools
- State Band, 9 programs, 40 bands
- South Salem High School Grammy Concert



Volunteer Steve Hande helps at the Medicare Part D Town Hall.

Lee Bosch & Jacinta Bushong volunteered in the truck during a high school graduation.



SCHOOL & COMMUNITY SPORTS

- 15 Salem-Keizer Football games
- 22 Waterfront Soccer Tournament
- 3 Salem-Keizer volleyball games
- 17 Salem-Keizer basketball games
- 3 S-K Exhibition soccer games
- 8 college Football games
- 2 college Volleyball game
- 10 college basketball games
- Valley League Swimming
- Valley League Wrestling, 2 programs
- 2005 Youth Basketball Clinic with Gordy James
- Jaycee Relays, 3 programs
- Awesome 3000
- 3 OSAA State Baseball Championships
- Salem Cross Country Invitational
- South Salem Saxon Hall of Fame
- North Salem Hall of Fame
- 3 Baseball & Softball Playoff games
- 6 OSAA HS Basketball Tournaments
- Cascade Track Invitational
- Marion County Pig Bowl



Volunteer Mark Caryl operates the high camera at the Sprague H.S. graduation.



Volunteer Tristan George on hand-held camera at a soccer match.



CCTV Productions



CCTV VOLUNTEERS

- Anthony
- Mike Allegre
- Jim Allen
- Stephanie Matlock Allen
- Victor Amarro
- Amir Badiei
- Alan Bergeron
- Ted Bergeron
- Linda Berman
- Bear Blunck
- Russ Blunck
- Ian Borkowski
- Lee Bosch
- Nancy Boutin
- Bob Braendle
- Ted Bruun
- Ted Burney
- Jacinta Bushong
- Denis Carnaby
- Cathy Clark
- Jakson Clark
- John Clement
- John Cochran
- Deb Comini
- Ron Cooper
- Jane Cummins
- Dean Davis
- Daniell Dillely
- Roy Dittman
- Russel Ducey
- Raymond Dukes
- Woody Dukes
- David Duncan
- Rocky Evans
- Tavis Evans
- Joe Fabbri
- Josh Firth
- Randy Franke
- Warren Franklin
- Ed Freydl
- Richard Gallagher
- Janeen Gann
- Jerry Gilman
- Mark Gilman
- Wendell Goff
- Adam Gordon
- Sharon Gray
- Dave Guile
- Geraldine Hammond
- Dorothy Harmon
- Steve Hande
- Brian Hart
- Chris Hiltz
- Emilie Hiltz
- Kerry Hiltz
- Lucas Hiltz

COMMUNITY AFFAIRS PROGRAMMING

- Salem Tree Lighting Ceremony
- Academic All Stars - Western Oregon Univ.
- Capital Crypt 2005 Live
- The Festival of Lights Parade
- Talk to Santa, the 14th LIVE program
- TubaChristmas
- City of Salem Volunteer Recognition
- Kawagoe Sister City Anniversary Dinner
- Salem Art Fair
- 7 Salem-Keizer High School Graduations
- Brian Jacques, author, at the Salem Library
- Marion County Children and Families Comm.
- No Child Left Behind 2006
- No Child Left Behind-Parental Involvement
- Understanding Medicare Part D - Town Hall
- Oregon Disability Town Hall Forum
- Getting Ready for Bird Flu in Marion and Polk Counties
- YWCA Cultural Diversity Conference: Eliminating Racism - Empowering Women
- Poetry in Motion Kickoff Event
- Rivers of Wisdom Interfaith Gathering
- Child Abuse Prevention Month
- For Girls By Girls, YWCA Conference
- S-K Turnaround Achievement Awards



Santa (Pat Henderson) and his lovely wife, Mrs. Claus (Lela Taylor) take phone calls during **Talk to Santa**.

COMMUNITY MUSIC

- 4 Summer Concerts
- 7 World Beat Festival music programs
- TubaChristmas at the Elsinore Theatre

CCTV VOLUNTEERS

- Kevin Hinchcliff
- Linda Hook
- Liz Howe
- Jeff Hunter
- Ryan Ingebrigtsen
- Andy Judson
- Roger Kieffer
- Steve Kohlmeier
- Don Kowitz
- Andrew Knowlton
- Melissa Kreutz
- Ron Krout
- Chris Lippert
- Jennifer Lippert
- Vic Lippert
- Michael Marsh
- Aaron Marvin
- Matt May
- Olivia Meyers
- Bryan Michael
- Jordan Mitzel
- Dave Moss
- Hinrich Muller
- Kari Newman
- Jason Openo
- Bob Parker
- Christine Pebley
- John Piper
- Greg Poland
- Cathy Pollino
- Jamie Ralls
- Julie Reifel
- Victoria Roberts
- Arlan Robinson
- Michelle Rock
- Donn Roth
- Harve Schubothe
- Sharron Seideman
- Patrick Sevigny
- Dick Sjolín
- Ruthie Smith
- Craig Spivey
- Geoff Sugerman
- Lela Taylor
- Lara Tiffin
- Gary Thompson
- Adam Torgerson
- Steve Vincent
- Don Weise
- Will Widdoes
- Heathre Willey
- Matt Williams
- Jack Witcraft
- Angela Yeager
- Chuck Zawel



Candidates for the Oregon Supreme Court wait for the cue from the floor director.

PRIMARY ELECTION PROGRAMS

- Your Vote Counts Candidate Forums:
 - Salem Mayor
 - Salem Ward 2
 - Salem Ward 8
 - Marion County Commission Position 2
 - Marion County Assessor
- Video Voter Guide
- Supreme Court Candidate Forum
- Gubernatorial Candidate Forum



Volunteer Will Widdoes on camera during the two day **World Beat Festival**.



Community Outreach & Facilitation



CCTV reaches out to the community in a variety of ways:

OUTREACH TO THE PUBLIC

ORIENTATIONS

CCTV held 11 group orientations and numerous individual ones for a total of 132 people.

PRESENTATIONS

CCTV staff presented information on television production to

- **Fall Press Day** at Oregon State University
- **Expand Your Horizons** event for Salem Keizer middle school girls

VOLUNTEER PRODUCERS HELPING OTHERS

CCTV volunteers helped organizations and individuals produce community programs:

- **Dorothy Harmon** and **Will Widdoes** helped Marion County Commissioner Janet Carlson produce *How Are the Children?* a series about children affected by methamphetamine
- **Raymond Dukes** continued to produce the **Salem City Club** speaker series
- **Lloyd Kumley** helped the **Mid-Willamette Valley Senior Citizen Agency** produce Candidate Forums for Seniors
- **Woody Dukes** helped Lela Taylor produce the **Public Pulse** series featuring non-profit organizations
- **Mark Caryl** produced the **Nutcracker Music Program** for Wright Middle School
- **Dorothy Harmon** and **Will Widdoes** produced Anti-apartheid activist T. Simon Farasani's *Letters from a South African Prison* for Our Savior Lutheran Church's cultural exchange.
- **Nancy Boutin** and **Wendell Goff** helped Vera Grishina and the **Oregon Dept. of Consumer and Business Services** with a video on Workers' Compensation
- **Rocky Evans** helps Brian Hart on his weekly **Fantasy Football** program



These scouts from Pack 107 are on a Media Literacy Visit at CCTV to earn their communication badges.

MEDIA LITERACY VISITS

During a media literacy visit students watch a video, *Buy Me That Too*, and learn about tricks used in commercials to make products more appealing. After a discussion about television students then participate in making a message for the community. Parents are asked to participate by operating cameras and floor directing. The following groups visited CCTV:

- Tiger Cubs Pack 44
- Tiger Cubs Pack 407
- Tiger Cubs Pack 449
- Tigers, Bears, and Wolves Pack 107
- South Albany High School
- Jefferson High School
- Blind School Technology Camp
- Blind School Communications Camp



Girls from **Expand Your Horizons**, a science and technology job fair for middle school girls, learn about television production. They rotated studio positions so everyone worked in front of and behind the cameras.

PRINT

- CCTV mailed several issues of the Tronguide newsletter.
- The **Statesman Journal** published 22 short articles about CCTV programs, orientations and the Festival of Lights parade.
- The Salem Chamber's monthly **Business News** magazine featured their Forum series schedule on CCTV.
- CCTV purchased a listing in the Chamber's Business Directory.
- The **Salem City Club** featured their Luncheon Speaker series schedule on CCTV channel 21 in their monthly newsletter.
- The **League of Women Voters of Marion and Polk Counties** printed the schedules of: **Forums on Social Well Being**, co-produced by the League and Lloyd Kumley; and **Candidate Forums** co-produced with CCTV.

South Albany High School students enjoyed every minute of their time at CCTV practicing skills they learned in school. Unfortunately their home town does not have a community media center.





Community Outreach & Facilitation

OUTREACH TO NON-PROFIT ORGANIZATIONS

SALEM HUMAN RIGHTS AND RELATIONS COMMISSION

CCTV participated in the Community Response to Hate strategy meetings as a member of the communication committee. As a result, CCTV created **Human Rights Day** to produce a program for people to speak out against hatred. Over 20 statements were recorded and televised.

MARION COUNTY HEALTH DEPARTMENT

CCTV co-produced *Getting Ready for Bird Flu in Marion and Polk Counties*. Other participating groups were: the **Salem Hospital** and the **Polk County Health Dept.** This program was also available on the CCTV web site.

INTER-FAITH CONVERSATIONS

In an attempt to counter religious strife raging in today's world, CCTV worked with several religious organizations to produce the first of an Inter-faith Conversation series. The program topic was *The Purpose of Life*. Participating in this lively discussion were representatives of: Buddhism, Sikhism, Catholicism, Baha'i, Islam, and Protestantism.

Interfaith Conversation



Left to right: Siri Kirpal, Sam Skillern, Rob Patton, Gail Badiei and Jerry Braza prepare to discuss *The Purpose of Life* on the first Interfaith Conversation.



Salem Public Library staff encourages everyone to read in their holiday greeting.

The Oregon National Guard + CCTV



CCTV has had a long friendship with the **Oregon National Guard** and has helped create several public service messages celebrating the Guard's work.

HOLIDAY GREETINGS AND PSAs FOR NON-PROFIT ORGANIZATIONS

Producing public service messages and simple studio programs is another way for CCTV to reach out to the non-profit sector and assist organizations with their communication needs.

- Santiam Girl Scout Council, For Girls By Girls
- Oregon National Guard
- Riverfront Carousel
- YWCA
- Salem Fire Dept.
- Salem Public Library
- United Way
- Salem Police Dept.
- Hospice
- AC Gilbert Discovery Village
- Marion and Polk Food Share
- Lifespan Respite Care Network
- Court Appointed Special Advocates
- Shangri-La Corporation
- Cherriots
- Salem-Keizer Schools Recycling Dept.
- Poetry in Motion Kickoff Event

Season Greetings from the Salem YWCA!





Training Classes & Camps

TRONGUIDE

CCTV's Training Coordinator Greg Hiltz designed the **Training Resource On-line Guide (TRONGuide)** to be an all-around training tool for producers in the process of learning how to make television. TRONGuide is produced as an on-line guide on CCTV's web site and as a television series. Topics covered include: Intro to Camera, DVX100 8-Minute Review, The Studio experience and more.

TRONGuide enables producers to find answers to equipment and production problems that will help them learn the craft.

CCTV TRAINING STATISTICS

Camcorder.....	67
Editing.....	19
Studio.....	35
Tricaster.....	17
Planning Your Program....	22

Summer camp students



TK Young (right) listens as Training Coordinator Greg Hiltz explains how to use the settings on a Panasonic DVX 100 in the Advanced Camcorder class.

SUMMER VIDEO CAMPS

CCTV held four summer video camps for students between the ages of 10 and 14. Three camps were held for beginners to learn the basics of production, while the fourth was an advanced camp on editing for prior year students. CCTV hosted a premiere featuring the students' music videos.

4H SUMMER CAMP

CCTV facilitated a one week video camp for middle schoolers at the rural 4H Camp in W. Salem.

“Thank you so much for the DVDs. We appreciate CCTV so much - you are a real asset to Salem.”

Janet Taylor, Mayor
City of Salem

A non-linear editing class



Experienced community producers learn how to operate a new hand-held camcorder, the Panasonic GS400.

GS 400s + iBooks = MOBILE CLASSROOM

CCTV upgraded its camcorder stock with 12 Panasonic GS400s, a small unit that is easy to transport. Then we added 10 iBook computers and CCTV began participating in the Salem-Keizer after-school program, **The Power Program**.

CCTV's Community Facilitator Julienne Turner took this equipment to several participating middle schools including Parrish, Waldo, Grant, and Claggett Creek to hold on-site media literacy and basic computer classes.

EQUIPMENT PURCHASES

In an effort to keep up with technology and fulfill our mission, CCTV purchased:

- 12 Panasonic GS400 camcorders
- new mics for the audio run bags
- tripods
- 10 iBooks
- intercom headsets
- lift gate for the truck
- Tricaster (seen on page 1) a mobile studio outfit using multiple camcorders with switching capability in the field



Vic Lund checks out Tricaster equipment

“Thank you CCTV for supporting the work of the Red Cross by recording the disaster preparedness video featured on your website. Our office received many calls requesting the brochure shown in the video. Callers felt the video was informative and timely.

Karen Schultz, Exec. Director
American Red Cross
Willamette Chapter

EQUIPMENT & FACILITIES USE

Studio.....1055 hours
Camcorder.....2128 days
Editing.....3658 hours

MASTER CONTROL UPGRADE

All three of CCTV's channels are running from Synergy, a server-based channel management system. Programs submitted for telecast are encoded onto the system's hard drives and played directly from the computer.

With Synergy, CCTV can now accept additional formats such as MiniDV, DVCam and DVD. Editors can also submit shows directly from the Final Cut stations to the server electronically. The new system can program more hours and provide more opportunity for community dialogue.



Alan sits at the Synergy console encoding the Cascade Invitational Track Meet.

FACILITY FACE-LIFT

Staff rolled up their sleeves to apply a badly needed coat of paint to the main office walls. In addition, the fluorescent lights were traded in for softer spot lighting, two large LCD monitors were installed and new color coordinated carpet was laid in the main office. Alan Bushong and volunteer Heathre Willey add color and paint the lobby wall purple.



Market Value of CCTV Services

As a non-profit organization, CCTV's value to the community far exceeds its operations budget of \$585,000.

• 742 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 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

CCTV PRODUCED PROGRAMS: \$ 663,675

• CCTV COMMUNITY SERVICES

Studio rental at \$150/hr. for 1055 hours:	\$158,250
Editing suite rental at \$50/hr. for 3658 hours:	182,900
Camcorder rental at \$200/day for 2128 days:	425,600
Channel Operations:	310,470
Training, facilitation and media literacy:	259,610

CCTV SERVICES: \$1,336,830

• 649 HOURS LOCALLY PRODUCED PROGRAMS - by community groups and individuals

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

LOCALLY PRODUCED PROGRAMS: \$ 519,200

**2005-06 TOTAL MARKET VALUE OF CCTV AND CHANNELS 21, 22, 23
\$2,519,705**



Organizations Using CCTV Services



A. C. GILBERT DISCOVERY VILLAGE
ACCESS TO RECOVERY
ADULT AND FAMILY SERVICES
ALPHABET HOUSE
AMATEUR RADIO CLUB
AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
AMERICAN DIABETES ASSOCIATION
AMERICAN RED CROSS
ASSOC. OF OREGON RECYCLERS
BARBARA ROBERTS HIGH SCHOOL
BEYOND HOPE
BLANCHET HIGH SCHOOL
BLIND SKILLS, INC.
BOYS AND GIRLS CLUB OF SALEM
BOYS 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 SERVICES
CHILDRENS' EDUCATIONAL THEATRE
CITY OF SALEM
CITY OF SALEM EMPLOYMENT DEPT.
CITY OF SALEM HOUSING AUTHORITY
CITY OF SALEM NATURAL RESOURCES
CITY OF SALEM PARKS & RECREATION DEPT.
CITY OF SALEM POLICE DEPT.
CITY OF SALEM PUBLIC WORKS DEPT.
CITY OF SALEM TRANSPORTATION DEPT.
COALITION TO END BIGOTRY
COMMUNITY PROGRESS TEAMS
COMPLIMENTARY LIFESTYLES
CULTURAL COMPETENCY COMMISSION
EAST SALEM OPTIMISTS
EXCHANGE CLUB
FAMILY FELLOWSHIP
FESTIVAL CHORALE OREGON
FOSTER GRANDPARENTS ASSOCIATION
FRIENDS OF BUSH GARDENS
FRIENDS OF THE LIBRARY
GARTEN FOUNDATION
GARTEN SENIOR PROGRAM
GERMAN CONVERSATION CLUB
4H COMMUNITY ACTION TEAM
H.O.M.E.
HABITAT FOR HUMANITY
HOUCK 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 COUNTY CHILDREN'S SERVICES DIVISION
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 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
MOMS' CLUBS OF SALEM
MORNINGSIDE DAY CARE CENTER
NATIONAL ASSOC. OF SOCIAL WORKERS
NEIGHBOR TO NEIGHBOR COMMUNITY MEDIATION
NORTHWEST HUMAN SERVICES
NORTHWEST MEDICAL TEAMS INTERNATIONAL
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 DEPARTMENT
OREGON GAMES, INC.
OREGON HOUSING AND COMMUNITY SERVICES
OREGON LEGISLATIVE ASSEMBLY
OREGON LEGISLATIVE MEDIA
OREGON INTERNATIONAL COUNCIL
OREGON PEACEWORKS
OREGON RELIGIOUS COALITION FOR REPRODUCTIVE CHOICE
OREGON SCHOOL FOR THE BLIND
OREGON SCHOOL FOR THE DEAF
OREGON STATE UNIVERSITY
OREGON SYMPHONY ASSOCIATION
ORGAN DONOR PROGRAM
PEACE AND JUSTICE CENTER
PEER COUNSELOR PROGRAM
RIVERFRONT CAROUSEL COMMITTEE
ROYAL GEMS CB-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 ASSOCIATION
SALEM CITY CLUB
SALEM COMMUNITY CHORUS
SALEM CONVENTION & VISITORS' 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 SCHOOL DISTRICT
SALEM LIONS CLUB
SALEM LITERACY COUNCIL
SALEM NIEGHBORHOOD ASSOCIATIONS
SALEM NUMISMATIC SOCIETY
SALEM OPTIMISTS
SALEM PREGNANCY CENTER
SALEM PUBLIC LIBRARY
SALEM REHABILITATION CENTER
SALEM RENTAL HOUSING ASSOCIATION
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
SOUTH SALEM SENIORS
SPECIAL OLYMPICS
STAGE, THE ELSINORE THEATRE
STAMP COLLECTORS' ASSOCIATION
SUMPTER ELEMENTARY SCHOOL
TOPS
TOASTMASTERS
U.S. MARINES
UNITED WAY OF THE WILLAMETTE VALLEY
UNIVERSITY OF OREGON
VICTIM ASSISTANCE PROGRAM
VIETNAM VETERANS OF AMERICA
VISION NORTHWEST
WIN, WIRELESS INSTRUCTIONAL NETWORK
WESTERN OREGON UNIVERSITY
WILLAMETTE CHRISTMAS ASSOCIATION
WILLAMETTE MEN'S CHORUS
WILLAMETTE UNIVERSITY
WILLAMETTE UNIVERSITY MULTICULTURAL STUDENTS ASSOC.
WOMEN IN CONSTRUCTION, SALEM CHAPTER
YMCA
YWCA