



COMMUNITY ACCESS PARTNERS OF SAN BUENAVENTURA
ENGAGE | EDUCATE | ENTERTAIN

2020 - 2021 Annual Report

January 2020 – July 2021

Presented August 2021

Prepared for the City of Ventura, CAPS Media Member/Producers
and Board of Directors

MISSION:

To create an engaged and informed community
through participation in electronic media.



To create an engaged and informed community through participation in electronic media

ENGAGE | EDUCATE | ENTERTAIN

August 2021

Civic engagement is at the heart of CAPS Media's mission. We are pleased to partner with the City of Ventura and others to foster civic engagement by Ventura residents in City affairs by providing both access to information and a platform for expressing desires, ideas, and opinions. With strong leadership, state of the art technology and expanding media strategies, CAPS Media will continue to strengthen its support of the City's efforts to engage citizens with local government and the community.

CAPS Media's coverage, broadcasting and streaming of City Council, Planning Commission and numerous other meetings and events provides the City with a highly effective communication vehicle to inform the public on all aspects of civic and community life. In addition, CAPS Media provides our Member/Producers with extensive training, resources, expertise, and opportunities to develop media and communication skills and tools, and to share their knowledge, passions, and stories directly with our community.

The following report presents highlights of 2020 – mid 2021 which was a very challenging time for the entire community caused by the devastating COVID-19 pandemic. However, as you will see in this report, throughout the entire 18 months, the CAPS Media team continued to provide valuable informational, educational, and supportive services to Ventura. In particular we want to express our deep appreciation to the entire staff for the excellent and dedicated work they consistently deliver to our Member/Producers and the community throughout the pandemic.

As successful as CAPS was in 2020 and thus far in 2021, every board member is excited about the leadership, vision, and future of CAPS in furthering our mission:

To create an engaged and informed community through participation in electronic media.

Clifford C. Rodrigues

Cliff Rodrigues
Board of Directors, Chairperson
Community Access Partners of San Buenaventura

A blue ink signature, appearing to read "Patrick Davidson", is written over a horizontal line.

Patrick Davidson
Executive Director

Board of Directors

Cliff Rodrigues – Chairperson | Darryl Dunn – Vice Chairperson/Treasurer | Kathleen Good – Secretary
Pam Baumgardner | Ashley Bautista | Barry Fisher | Lisa Putnam | Marieanne Quiroz | Cathy Peterson
Bill Schneider | Heather Sumagaysay | Michael Velthoen

Community Access Partners of San Buenaventura
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EXECUTIVE SUMMARY

The COVID-19 pandemic dramatically impacted 2020 and thus far in 2021. The tragedy has been challenging for the entire community and for everyone at CAPS Media including our dedicated staff, loyal Member/Producers, and our valued Board Members.

CAPS STAFF

Evan Carpenter
 Jamie Cawelti
 Patrick Davidson
 Jorge Godinez
 Donald McConnell

Manny Reynoso
 Elizabeth Rodeno
 Gary Roll
 Phil Taggart.
 Alex Uvari

BOARD OF DIRECTORS

Cliff Rodrigues	Chairperson, Member/Producer
Darryl Dunn	Vice Chairperson/Treasurer, Member/Producer
Kathleen Good	Secretary, Member/Producer
Pam Baumgardner	Member/Producer
Michael Velthoen	Member/Producer
Cathy Peterson	Member/Producer
Bill Schneider	Member/Producer
Ashley Bautista	Partner Representative – Ventura County
Heather Sumagaysay	Partner Representative – City of Ventura
Barry Fisher	Partner Representative – City of Ventura
Marieanne Quiroz	Partner Representative – Ventura Unified School District
Tim Harrison	Partner Representative – Ventura College (2020)
Lisa Putnam	Partner Representative – Ventura College (2021)

The CAPS Media Center was closed to the public for most of 2020 and 2021, as were most of the City and County facilities. Despite that, the COVID crisis has not slowed down CAPS Media from continuing to produce valuable, informative, and engaging programming for the City and County.

EXECUTIVE SUMMARY (continued)

CITY COUNCIL MEMBERS

Following City District elections in November 2020, the Ventura City Council transitioned to include five new Council members who joined the existing council members:

Existing

Sofia Rubalcava – District 1 (Mayor)

Lorrie Brown – District 6

New

Doug Halter – District 2

Mike Johnson – District 3

Jim Friedman – District 5

Joe Schroeder – District 7 (Deputy Mayor)

Jeannette Sanchez-Palacios – District 4 *

*(Ms. Sanchez-Palacios joined the council following a special election in February 2021 after the retirement of council member and former mayor Erik Nasarenko)

SPECIAL PRESENTATIONS

City Council Appreciation

CAPS Media produced a series of appreciation videos for the dedicated outgoing City Council Members: Cheryl Heitmann, Christy Weir and Matt LaVere.

Cheryl Heitmann - <https://www.youtube.com/watch?v=EMg1gonw3LM>

Christy Weir - https://www.youtube.com/watch?v=beuC6T_y7XQ

Matt LaVere - <https://www.youtube.com/watch?v=W9Fnq8k0AaY>

City Council Legacy Awards

As part of the end of year 2020 celebration, CAPS Media also produced a set of Legacy Award tribute videos for outstanding community members recognized by the departing council members:

Carol Lindberg (by Councilmember Christy Weir)

Jim Duran (by Councilmember Matt LaVere) and

Suz Montgomery (by Councilmember Cheryl Heitman).

A combined video of the three honorees can be viewed at

<https://www.youtube.com/watch?v=Ylkk9cldOTY>

City Employee & Supervisor of the Year Presentations

In March of 2021 CAPS Media produced special presentations honoring Employee and Supervisor of the Year presentations.

<https://vimeo.com/manage/videos/525954213>

EXECUTIVE SUMMARY (continued)

CITY OF VENTURA – CITY HALL MEETINGS

CAPS Media staff provided coverage of all City Council meetings and other departmental meetings from the control room on the 3rd floor of City Hall. During the past 18 months CAPS Media Crews covered more than 201 separate live City meetings, totally approximately than 437 hours including City Council, Design Review, Planning, Historic Preservation, and joint meetings of DRC, PC, and HPC.

The duration of the City meetings range from one hour to more than six hours. CAPS Media staff is on site two hours prior to the start of each meeting and remain a half hour following each meeting to wrap up. In total the number of CAPS Media staff hours is estimated at more than 840 hours.

CAPS Media broadcasts and streams the City Council meetings and departmental meetings live on CAPS Media Channel 15 and on the CAPS Media website – capsmedia.org. In addition, CAPS Media repeats distribution of the meetings on the same outlets. The total rebroadcast meetings broadcast and streamed in 2020 and 2021 as of June 30, 2021, exceeded 580 Meetings and 1650 Hours.

COMBINED TOTALS 2020 -2021 CAPS MEDIA COVERAGE CITY MEETINGS @ CITY HALL			
2020		2021	
Live Coverage		Live Coverage	
Number of Live Meetings	107	Number of Live Meetings	94
Number of Live Hours	242	Number of Live Hours	195
Replays		Replays	
Number of Replayed Meetings	237	Number of Replayed Meetings	145
Number of Replayed Hours	786	Number of Replayed Hours	441
2020 - 2021 TOTALS			
Total Meetings	583		
Total Hours Broadcast and Streamed	1664		

(Summary above. Detail in attachments – pages 34 & 52)

CITY VIDEO PRODUCTIONS - ADDITIONAL

In addition to coverage of City meetings at City Hall, in the past 18 months CAPS Media produced more than 220 individual videos for the City. CAPS Media also produced fee-for-service productions for Ventura County, Ventura County Fire Department (VCFD), Ventura Unified School District (VCFD) and others.

(Detail in attachments – pages 37 & 54)

EXECUTIVE SUMMARY (continued)**VUSD PRODUCTIONS**

In June of 2020 CAPS Media crews covered a combined graduation for all five Ventura High schools at City Hall (Ventura, Buena, Foothill, El Camino, and Pacific). CAPS Media recorded the day long ceremony for airing and streaming on CAPS Media and school websites.

In June of 2021 CAPS Media produced and live streamed high school graduations on location at Ventura High School, Buena High School and Ventura College (for Foothill, El Camino, Pacific and VACE).

All year long the ECTV Crew from El Camino High School on the campus of Ventura College produced engaging and award-winning programs in the CAPS Media video studio, radio studio and out in the community. Every episode is written, produced, directed, hosted, and edited by the high school students.

ECTV is part of the Ventura Unified School District's specialized independent study program developed by CAPS Media in collaboration with the VUSD.

VENTURA COUNTY PRODUCTIONS

Throughout the past 18 months, CAPS Media crews have remained very active facilitating the weekly live-streaming of Ventura County's COVID-19 updates, in English and Spanish that are delivered by the County health department and other officials. Following the press conference, CAPS editors add titles and other elements and distributes the vital information for posting at venturacountyrecovers.org. In addition, as part of the informative response to the community, CAPS produced media on vaccination and testing sites throughout the County.

Production for the county continued with CAPS creating a series of videos for the Ventura County Medical Center (VCMC) highlighting the hospital's outstanding residency program, nursing staff employment opportunities and the critical protocols the hospital has in place to keep everyone safe and healthy during these challenging times. In addition, CAPS Media produced various instructional and informational projects for Ventura County Fire Department (VCFD).

PRODUCTION SUMMARY – 2020 – 2021 (June)

PRODUCTIONS	2020	2021
City	202	23
County	273	55
VCFD	33	6
VUSD	22	8
Staff	<u>6</u>	<u>1</u>
Total	536	93

(Summary above. Detail in attachments – pages 37-51, 54-57)

EXECUTIVE SUMMARY (continued)**COMMUNITY COUNCIL MEETINGS**

Prior to the COVID-19 shutdown, CAPS Media Crews provided media coverage for community council meetings throughout the city include West Ventura, East Ventura, Midtown, and College area. Since the onset of the shutdown CAPS Media has facilitated fewer community council meetings. It is anticipated that once the pandemic is clear CAPS Media will continue with live support of the community council meetings throughout the city.

CAPS MEDIA – KPPQ**YOUR COMMUNITY – YOUR VOICE**

CAPS Radio KPPQ-LP Ventura is a non-commercial radio station providing a venue and a voice for the citizens of Ventura to share stories, programming, and topics of personal and public relevance. KPPQ 104.1 FM broadcasts throughout the community and streams worldwide, attracting residents and students of all ages, nationalities, languages, and interests.

- KPPQ has trained more than 100 local Member/Producers.
- Music Shows - More than 600 hours of original music shows have been produced in the studio

**MISSION**

To create an engaged and informed community through participation in electronic media.

VISION

ENGAGE EDUCATE ENTERTAIN



FIRST AMENDMENT

Public Access is guaranteed by the First Amendment of the United States Constitution:

Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

FCC

The FCC allowed local governments to require cable operators to set aside certain stations for public, educational, or government use. These PEG Channels provide citizens a vehicle for public discourse and, as such, invoke standard First Amendment protections for those speakers.

CONGRESS

In 1984, Congress spelled out its hope for the Public Access (PEG) system:

"Public access channels are often the video equivalent of the speaker's soap box or the electronic parallel to the printed leaflet. They provide groups and individuals who generally have not had access to the electronic media with the opportunity to become sources of information in the electronic marketplace of ideas.

PEG channels also contribute to an informed citizenry by bringing local schools into the home, and by showing the public local government at work."

CAPS MEDIA AND THE CITY OF VENTURA



Community Access Partners of San Buenaventura (CAPS Media) is an independent, non-profit, public benefit corporation formed on December 20, 2000, as an outcome of the cable franchise negotiations between the City of Ventura, Avenue TV Cable and Adelphia Cable (subsequently Charter Communications and Time Warner Cable, and now Spectrum). The agreement established CAPS Media to operate as a community access television service without discrimination servicing residents, students, employees of a business or representatives of an organization within the City of Ventura.

As part of our Community Outreach Program CAPS Media also partners with community, educational, service and faith-based non-profit organizations and government agencies in Ventura County who service individuals within the City of Ventura.

PURPOSE

As a membership-based organization, CAPS Media's purpose is to provide our Member/Producers and partner organizations the necessary expertise, equipment, resources, and training to produce non-commercial community-based media programs. The topics, stories and subjects presented as determined by the Member/Producers. The programs are shown on CAPS Media Channel 6 (Public), CAPS Media Channel 15 (Education and Government) and streamed on the web via the CAPS Media portal.

GOVERNANCE

CAPS Media is governed by a 13-member board of directors which includes community members, elected by the CAPS Media membership and/or identified by the Board of Directors, as well as representatives from the City of Ventura, Ventura Unified School District, the Ventura Community College District, and the County of Ventura. The Board of Directors meets every other month to oversee the development and advancement of the CAPS Media Mission: To create an engaged and informed community through participation in electronic media.

AGREEMENT WITH CITY OF VENTURA

The agreement between the City of San Buenaventura and Community Access Partners of San Buenaventura (CAPS Media) stipulates the following:

- 1-1 The City believes that it is in the public interest to require cable television companies operating within City's jurisdiction to provide public, educational, and government access (collectively "PEG") to cable television systems.
- 1-6 CAPS Media is a nonprofit corporation formed for the specific purpose of operating, maintaining, and promoting PEG access within CITY's jurisdiction. Among other things, CAPS Media will be responsible for maintaining PEG facilities, equipment, and programming.
- 1-7 The City has determined that it wishes to designate CAPS Media as the access management organization to develop, manage, and administer the PEG access channels and to operate one or more Community Media Centers.
- 1-6 CAPS Media has provided these services to the CITY and its residents for many years and has indicated its interest in continuing to serve the community by developing, programming, administering the PEG access channels, and operating a Community Media Center from which to provide such services.



This directive coupled with the CAPS Media mission establishes the foundation for an effective Strategic Partnership of service to the community.



STRATEGIC PARTNERSHIP

Community Access Partners of San Buenaventura (CAPS Media) values its role as a collaborative and strategic partner with City of San Buenaventura in delivering valued services to our community.

CAPS Media provides unique resources, expertise, personnel, and assets to assist the City in meeting its primary objectives as outlined in the City's 2005 General Plan:

1. Reach broadly and deeply into the community.
2. Build on existing cultural, natural, and economic assets.
3. Emphasize and encourage connections within the community.
4. Work proactively and collaboratively to achieve the community's shared vision.

CAPS Media helps the City meet these objectives by

1. Giving the community direct access to City officials and the decision-making process by broadcasting council and other important meetings live to the citizenry,
2. Creating an electronic public forum on which its citizens can be heard,
3. Training Member/Producers and others in the use of 21st Century media tools to express the public's views,
4. Collaborating with police, fire, and related community agencies to deliver information and services, and
5. Providing nonprofit, faith-based, and other community service organizations throughout Ventura 24x7 broadcast, online and radio platforms for dissemination of information.

Combined the services help make Ventura a better place to live, work, and play.

CAPS Media Mission

CAPS Media is fulfilling its mission:

To create an engaged and informed community through participation in electronic media.

CAPS Media is a valued resource to the City and Citizens of Ventura:

→ Independent and Impartial:

CAPS Media is an independent nonprofit agency that provides the City and public with a neutral, 3rd party resource to engage, educate, and inform the citizenry on issues of concern and how local government works.

→ Public forum:

CAPS Media provides the citizens of Ventura with a valuable and uncensored platform for creative, social, and civic expression. In essence, CAPS MEDIA is the electronic speaker's soapbox envisioned by Congress.

→ Unique expertise:

CAPS Media provides the citizens of Ventura with valuable and unique expertise in media education, training, communication, and services.



SCOPE OF SERVICES

CAPS Media agreement with the City of Ventura

As outlined on pages 4-6 of the agreement, Community Access Partners of San Buenaventura (CAPS Media) is contracted to:

1. Operate the PEG Access Cable Channel(s) (Public, Education and Government). CAPS Media shall operate the PEG access cable channel(s) for PEG access programming in accordance with the San Buenaventura Municipal Code.
2. CAPS Media will provide the following production services to CITY
 - 6-2.1 Produce live and replay coverage of City Council meetings. CAPS Media will also serve as a consultant/adviser for the audio, visual, production technology, facilities, and equipment for City Council meetings.
 - 6-2.2 Produce live and replay coverage of Planning Commission meetings.
 - 6-2.3 Produce live and/or tape delay coverage of other government meetings or events upon request.
 - 6-2.4 CAPS Media will assist CITY by providing equipment, filming/editing personnel, and an individual who will serve as the program producer to produce programs regarding topics identified by CITY. CITY agrees to determine the topics to be covered during this program.
3. Public Schools and Ventura Community College
CAPS Media will cooperate with Ventura Unified School District K-12 schools and Ventura Community College to produce programming that meets local educational goals. CAPS Media will also coordinate and work collaboratively with these schools to develop internship programs for students. CAPS Media shall also coordinate with CITY to provide a one-week CAPS Media for Kids Digital Storytelling Class during the Ventura Unified School District summer recess with an organization to be determined by CITY.
4. Community Media Center
Manage a video production facility and equipment, available for public use at such hours and times as are determined by CAPS Media. Access to the equipment and facilities will be open to all those who receive CAPS Media certification.
5. Equal Access
Provide access to the use of the equipment, facilities, channels, and services provided hereunder to all members of the community for noncommercial programming purposes on a first-come, first-served basis pursuant to operating rules promulgated by CAPS Media.
6. Develop Operating Policies and Procedures
Develop policies and procedures for use and operation of the PEG access equipment, facilities, and channel(s).
7. Training
Train persons in the techniques of video production and provide technical advice and certification in the execution of productions.
8. Playback/Broadcast
Provide for playback/broadcasting of programs on the PEG access channel(s) and manage the transmission of programming from live origination sites located within CITY as designated in Franchisee's franchises.

SCOPE OF SERVICES continued

9. Equipment Maintenance
Provide regular maintenance and repair of all video equipment used in the production and playback of public meetings and video equipment purchased with monies received pursuant to this Agreement and/or donated, loaned, or leased to CAPS Media by CITY.
10. Special Needs Groups
Support special needs groups, including, without limitation, the hearing impaired, in program production.
11. Promotion
Actively promote the use and benefit of the PEG access channel(s) and facilities to cable subscribers, the public, PEG access users, and the State Franchisees.
12. Performance Review
After four (4) years of operations under this agreement, CAPS Media will contract with a third-party expert in PEG access to conduct a performance review of CAPS Media 's operations. This review will include an opportunity for PEG access users and cable subscribers to provide input. Upon completion, a copy of the performance review will be submitted to CITY.
13. Other Activities
Undertake other PEG access programming activities and services as deemed appropriate by CAPS Media.
14. Limitation on Services
All CAPS Media provided services are subject to the limitations inherent in CAPS Media's annual budgets under this agreement.

CAPS MEDIA IS A TREMENDOUS ASSET AND A BARGAIN

CAPS Media receives an annual average distribution from the City Cable Franchisees in Franchise Fees and Subscriber Fees (PEG) totally approximately \$650,000.

A reasonable estimate of the cost for the City of Ventura to replicate the breadth and depth of services provided by CAPS Media, either internally or with another vendor, on an annual basis is conservatively estimated between \$ 1,500,000 - \$ 1,750,000.

During the January 1, 2020 – June 30, 2021, term, CAPS Media provides the City of Ventura, Member Producers, and the community:

1. More than 26,000 hours of combined services.
2. 200 separate City meetings (City Council, Design Review, Planning, Historic Preservation, Joint DRC/PC/HPC), totaling more than 430 hours of live coverage of government information this is broadcast and streamed live to the public.
3. Combined replays total more than 380 meetings and 1,227 hours of information.
4. Continuous management (24x7) of two (2) Public Access Television Channels (6 & 15) and one (1) Public Access Radio Station (KPPQ LPFM 104.1). All distribution channels operate 24 hours a day, 365 days a year – totaling nearly 13,000 hours of service to the community.
5. More than 240 hours of hands-on media education for high school students through the CAPS Media/El Camino High School ECTV program.
6. More than 12,000 hours of Production Services for Member/producers including more than 5,000 hours of equipment usage by Member/Producers.

SUMMARY

Value of CAPS Media Services to the City and Community

CAPS Media Value to City & Community	\$ 1,500,000
Average Revenue from City Cable Franchisees	<u>\$ 650,000</u>
ADDED VALUE OF CAPS MEDIA SERVICES TO CITY	\$ 850,000

CHANNEL 15 – PEG - PUBLIC, EDUCATION & GOVERNMENT

Channel 15 is the government and education channel operated by CAPS Media
Ensuring that the community has access to the governmental process and providing
City officials with a continuous platform for delivering information and services.

CITY OF VENTURA MEETINGS



Live coverage of the City's public meetings is one of the most valuable and important services provided to the community by CAPS Media.

CITY COUNCIL MEETINGS 2020/2021 (TO DATE)

583 SEPARATE CITY MEETINGS
1,664 TOTAL HOURS OF LIVE BROADCAST AND STREAMING.

2020

36	City Council & Special City Council Meetings
12	Administrative Public Hearings
9	Design Review Committee Meetings
4	Downtown Parking Advisory Committee Meetings
5	Economic Development Strategy Committee Meetings
2	Finance, Audio and Budget Meetings
7	Historic Preservation Committee Meetings
3	Measure O Oversight Committee Meetings
1	Mobile Home Rent Review Board Meetings
6	Parks and Recreation Committee Meetings
10	Planning Commission Meetings
4	Safe and Clean and Homeless Committee Meetings
<u>8</u>	Water Commission Meetings
107	Total Meetings

241 Live Hours

Replays (2020)

237 combined replays
785 total hours.

2021 (Jan thru June 30)

23	City Council & Special City Council Meetings
11	Administrative Public Hearings
6	Arts and Culture Commission Meetings
5	Design Review Committee Meetings
7	Downtown Parking Advisory Committee Meetings
4	Downtown Development Strategy Committee Meetings
5	Finance, Audio and Budget Meetings
4	Historic Preservation Committee Meetings
3	Measure O Oversight Committee Meetings
2	Mobile Home Rent Review Board Meetings
6	Parks and Recreation Committee Meetings
5	Planning Commission Meetings
4	Safe and Clean and Homeless Committee Meetings
1	HOPE and Solutions Subcommittee Meetings
2	Special Water Commission Meetings
6	Water Commission Meetings
94	Total Meetings
195	Live Hours

Replays (2021 to date)

145	Combined replays
440	Total hours.

2020 – 2021 (Jan thru June 30)

COMBINED TOTALS 2020 -2021 CAPS MEDIA COVERAGE CITY MEETINGS @ CITY HALL			
2020		2021	
<u>Live Coverage</u>		<u>Live Coverage</u>	
Number of Live Meetings	107	Number of Live Meetings	94
Number of Live Hours	242	Number of Live Hours	195
<u>Replays</u>		<u>Replays</u>	
Number of Replayed Meetings	237	Number of Replayed Meetings	145
Number of Replayed Hours	786	Number of Replayed Hours	441
2020 -2021 CAPS MEDIA COVERAGE CITY HALL MEETINGS			
LIVE			
Meetings - LIVE	201		
HOURS	437		
REPLAYS			
Meetings	382		
HOURS	1227		

(Summary above. Detail in attachments – Pages 34 & 52)

CHANNEL 6 – PUBLIC - VENTURA'S PUBLIC ACCESS CHANNEL

ECTV – El Camino High School

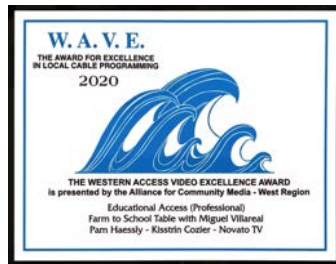


Fundamental to CAPS MEDIA's mission is reaching out to the community. CAPS Media provides training, expertise and services of media and technology for the needs of individuals and organizations. One of CAPS Media's many success stories is ECTV - the student internship and career pathways program with El Camino High School on the campus of Ventura Col

Mentored by CAPS Media staff and utilizing the studios resources, El Camino high school students write, produce, direct, host, and edit magazine-style programs on topics of interest and concern to teenagers. Student topics range from drug abuse and discrimination to racial prejudice and more in their self-titled ECTV series.

The program teaches students how to use digital, computer-based tools and technology to create, develop and communicate their stories. The program includes hands-on training with HD video cameras, audio recording equipment, computer graphic programs, computer editing equipment and graphic software. In addition to developing hands-on media skills the students receive high school, college, and community service credits.

In 2020-2021, 18 high school students participated in the award-winning CAPS Media/El Camino High School ECTV program with more than 4,300 hours of hands-on, individual instruction.



Faith Based Programs

Every week CAPS Media broadcasts and streams various faith-based programs including First United Methodist Church, The City Center, River Community Church, Stone Christian Ministries, Christian Science Church, Joyfully His Ministries/Reaching Out Globally, Ventura Center for Spiritual Living, White Stone Christian Ministries and more. Most of the services are recorded by CAPS Media Member/Producers using CAPS Media equipment.

MEMBER/PRODUCERS ENGAGEMENT

The core constituency of CAPS Media is the diverse community of Member/Producers who are engaged as individuals and representatives of community-based organizations.



The CAPS Media Center continues to provide the Ventura community with exceptional training and educational opportunities in all aspects of media production.



Resources include training and hands-on direction and management in the studio, control room, field production, and postproduction editing systems.



CAPS Media Studio is equipped with HD broadcast cameras, studio pedestal systems, 24 channels of dimmed and distributed lighting, character generator, 16 channel audio mixer, intercom, and a teleprompter system

The CAPS Media Mobile Production Truck provides a state-of-the art platform for multi-camera production, live streaming and more. In 2020 and 2021 the Mobile Studio was utilized for covering and live streaming high school graduations on location and other events in the community.



AWARDS - CELEBRATING CAPS MEDIA CREATIVITY

In 2020 and 2021 CAPS Media Staff, Member/Producers, and students in the ECTV program produced numerous award-winning programs and videos garnering Regional and National WAVE and Hometown Awards.

CAPS MEDIA MEMBER/PRODUCERS



Membership is open to anyone who lives, works, or attends school in Ventura, as well as nonprofit organizations that serve the Ventura community.

Annual membership fees are \$40 for individuals and \$150 for organizations.



Organizational memberships include up to four individual memberships, allowing organizations to take full advantage of the many resources CAPS Media offers.



2020-2021 CAPS Media

Member/Producers totals:

- 252 Total Member/Producers members including
 - 96 Individual Member/Producers
 - 38 Organizations (nonprofit, faith based, etc.)
 - 64 Organizational members

CAREER OPPORTUNITIES



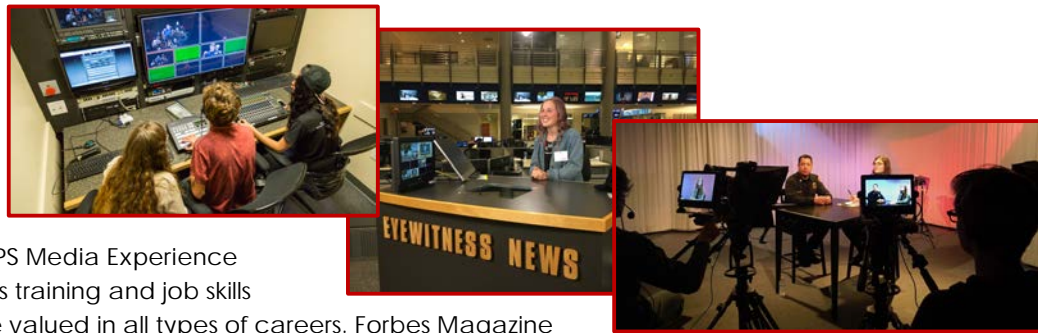
CAPS Media offers Member/Producers of all ages unique education and training opportunities and training opportunities that are valuable for numerous career pathways.

Career/Technical Education Media production incorporates hands-on learning in 21st Century skills including digital literacy, communication, design, visual and media arts, and creative storytelling.

Career Experience CAPS Media provides on-the-job opportunities (internships) to high school and college students as crew members on production teams for local projects and events.

Teamwork Media production is a collaborative endeavor – a team sport, where crew members rely on the skills, cooperation, and attitude of everyone on the team.

CAPS MEDIA EXPERIENCE



The CAPS Media Experience provides training and job skills that are valued in all types of careers. Forbes Magazine listed the top 10 job skills required of an applicant as:

- | | |
|---------------------------------|------------------------------------|
| 1. Critical thinking | 6. Mathematics |
| 2. Complex Problem Solving | 7. Operations and Systems Analysis |
| 3. Judgment and Decision-Making | 8. Monitoring |
| 4. Active Listening | 9. Programming |
| 5. Computers and Electronics | 10. Sales and Marketing |

The CAPS Media Experience includes nearly every one of these vital skills as well as experiential learning in communication, storytelling, collaboration and civic education and engagement.

CAPS RADIO – KPPQ



CAPS Radio KPPQ-LP Ventura is a non-commercial radio station providing a venue and a voice for the citizens of Ventura to share stories, programming, and topics of personal and public relevance.

KPPQ broadcasts throughout the community, and attracts residents and students of all ages, nationalities, languages, and interests, expanding CAPS Media's mission to create an engaged and informed community through participation in electronic media.

- KPPQ broadcasts on 104.1 FM and streams on the CAPS Media website and is available on smart speakers and on smartphones on Mytuner.com.
- KPPQ is part of the Pacifica Network with over 3000 stations producing and sharing.



Throughout the pandemic the innovative and resourceful KPPQ DJs, Hosts and staff continued producing high-quality programming in the CAPS Media center studio and in their home studios week in and week out. The original programs combined with specially selected licensed programs fueled distribution 24x7 on KPPQ 104.1fm and streaming worldwide on capsmedia.org and myTuner Radio.

- KPPQ has trained more than 100 local Member/Producers.
- KPPQ has produced more than 600 hours of original music shows have been produced in the KPPQ Studio.
- KPPQ has produced more than 300 hours of Ventura Community talk show programs

Original locally produced new programs include:

- Environmental Essentials with Loretta D. - 5 shows
- The Oldies Show with Double K - 20 shows
- Doc's Delta Blues Lounge - 25 shows
- Women of a Certain Age – 44 shows
- Fireside Tales with Wolfgang – 28 shows

Updated and continuing KPPQ shows include:

- Pure Rock Show – up to 210 episodes
- The Pam Baumgardner Music Hour – up to 139 episodes
- In the Women's Room - updated to 53 episodes
- Ventura Vibe! - up to 30 episodes
- Ojai Dream – up to 75 episodes
- ECTV video and podcasts – totaling approx. 45 episodes
- Teen Centric – up to 22 episodes

C A P S R A D I O – K P P Q C O N T I N U E D

Syndicated programming airing and streaming on KPPQ include:

- Democracy Now
- Planetary from the Planetary Society
- Michio Kaku's Explorations
- Pacifica Network lectures and Commonwealth Club's programs
- various COVID related science-based programs
- University of VA programming
- Harry Shearer's Le Show

VUSD – Ventura Unified School District/ECTV

Students in the CAPS Media/ECTV program from El Camino High School produced radio programs on topics ranging from Black Culture, Hispanic Culture, Mental Health, COVID, Immigration and more.

KPPQ also produces, broadcasts and streams:

- All city community programs, shorts and PSA's
- All county community events, programs and PSA's
- Rebroadcast of Sustainable Ventura's online conferences, Parks and Rec's Olivas programs, etc.

Once the pandemic ends and it is safe, the KPPQ radio studio at the CAPS Media Center will resume production in the CAPS Media Center, as well as conduct classes in radio production.

CAPSMEDIA.ORG



The CAPS Media website – capsmedia.org - creates an informative and interactive portal that includes programming information, links to videos (current and archived), member information, class registration, Facebook, Twitter, and other social media platforms, and much more.

Go to capsmedia.org to tour the site.



VIDEO STREAMING

CAPS Media broadcasts and streams programming on Channel 6 and Channel 15 and on CAPS Radio KPPQ 104.1. As a result, CAPS Media is available to the entire Ventura community and beyond.



MEMBERS, PARTNERS & CLIENTS

CAPS Media is an active and engaged member of the Ventura community with an increasing number of Members, Partners and Clients.

ACM West
 Alliance for Community Media
 Anacapa Middle School
 Apple Computers
 AssisTeens
 ATLAS (Saticoy) Elementary
 Balboa Middle School
 Beatrice Wood Center for the Arts
 Bell Arts Factory
 Blanche Reynolds Elementary School
 Boy Scouts of America
 Boys and Girls Club of Greater Ventura
 Buena High School
 CA Assembly Member, Monique Limon
 CA Nineteenth Senate District,
 Cabrillo Middle School
 CAUSE
 Citizens Comm. on Human Rights
 Citrus Glen Elementary
 City Center
 City of Ventura
 College Area Community Council
 Community Memorial Health System
 County of Ventura – Elections Division
 County of Ventura Board of Supervisors
 Crowne Plaza Hotel
 Cub Scouts
 DeAnza (DATA) Middle School
 Downtown Ventura Partners
 E.P. Foster Elementary School

East Ventura Community Council
 El Camino High School
 Elks Lodge #1430
 Elmhurst Elementary School
 Farm Bureau of Ventura County
 Fast Signs of Ventura
 Fillmore School District
 First United Methodist Church
 Foothill Technology High School
 Girl Scouts of Central Coast
 Gold Coast Transit
 Hanna-Beth Jackson
 Homestead Elementary
 Housing Authority of Ventura
 Humane Society of Ventura
 Juanamaria Elementary School
 Junipero Serra Elementary School
 KCLU Public Radio
 KEYT News Channel 3
 Kiwanis of Ventura
 Leadership Ventura
 Lincoln Elementary School
 Loma Vista Elementary
 Luner's Audio Video
 Macerich Organization
 Mainstreet Meats
 Mental Health Network of VC
 Midtown Ventura Community Council
 Montalvo Community Council
 Montalvo Elementary School



MEMBERS, PARTNERS & CLIENTS - continued

Mound Elementary School	Ventura Commerce & Education Foundation
Museum of Ventura County	Ventura Community Arts Council
National Police Dog Foundation	Ventura County Ballet Company
Pacific Coast Ministries	Ventura County Civic Alliance
Pacific High School	Ventura County Community Foundation
Pier Under the Stars	Ventura County Fairgrounds
Pierpont Bay Community Council	Ventura County Fire Department
Pierpont Elementary	Ventura County Human Services Agency
Poinsettia Community Center	Ventura County Job & Career Center
Poinsettia Elementary School	Ventura County League of Women Voters
Portola Elementary	Ventura County Library System
Project Understanding	Ventura County Office of Education
River Community	Ventura Education Partnership
Rotary Club East of Ventura	Ventura Environmental Services
Rotary Club of Ventura	Ventura Film Society
Rubicon Theater	Ventura Fire Department
Santa Paula Animal Rescue Center	Ventura Harbor
Sheridan Way Elementary	Ventura High School
Straight Up Ventura County	Ventura Land Trust
Sunset Elementary School	Ventura Music Festival
Sunset Middle School	Ventura Police Department
Total Life Christian Center	Ventura Police Foundation
Trinity Lutheran Church	Ventura Senior Coordinating Council
Unity Christian Fellowship	Ventura Townehouse
VACE	Ventura Unified School District
VC Reporter	Ventura Visitors & Convention Bureau
Ventura Breeze	Ventura Water
Ventura Chamber of Commerce	Victory Outreach Church
Ventura Charter School	Westside Community Council,
Ventura College	Westside Cultural Center
Ventura College Dept. of Career & Technical Education	Will Rogers Elementary School
Ventura College Foundation	

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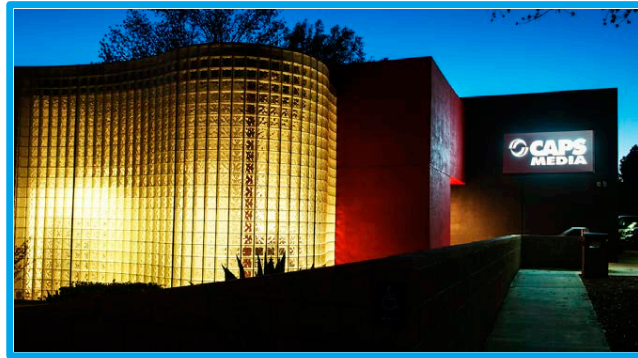
PAM BAUMGARDNER



CATHY PETERSON



BILL SCHNEIDER



SUMMARY

Throughout 2020 and the first half of 2021 CAPS Media continued to fulfill its Mission and Vision for the Ventura community

MISSION

To create an engaged and informed community through participation in electronic media.

VISION

ENGAGE | EDUCATE | ENTERTAIN

The CAPS Media Board of Directors, Staff and Member/Producers are excited to continue to provide outstanding service to the community and a vibrant vehicle to the community for public education and awareness, and for personal expression and engagement.



ATTACHMENTS

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7. 2021 - CAPS Media Coverage of City Meetings (Jan – June 30)	2	50
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