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

COMMUNITY ACCESS PARTNERS OF SAN BUENAVENTURA
ENGAGE | EDUCATE | ENTERTAIN

2016 Annual Report
Prepared for
City of Ventura June 2017
June 2017

Civic engagement is at the heart of our mission at Community Access Partners of San Buenaventura (CAPS Media). We are pleased to partner with the City to foster involvement of Ventura residents in City affairs by providing both access to information and a platform for expressing needs, 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, cablecast and streaming of City Council, Planning Commission and 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.

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 2016, which was a remarkable year for CAPS Media’s service to the community. In addition to recognizing the outstanding programming, training and support to the City and public provided by CAPS Media, I want to express my deep appreciation to the entire staff for the excellent and dedicated work they consistently deliver to our Member/Producers and the community.

As successful as we were in 2016, 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.

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

Sources:
https://www.fcc.gov/media/public-educational-and-governmental-access-channels-peg-channels
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.

STRUCTURE
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
CAPS Media and the 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.
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 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.

CAPS MEDIA IS A TREMENDOUS ASSET AND A BARGAIN

CAPS Media receives an annual average of $638,000 from Cable Franchisees distribution in Franchise Fees and Subscriber Fees (PEG). A reasonable estimate of the cost for the City of Ventura to replicate the breadth of services provided by CAPS Media, either internally or via another vendor, is estimated at more than $1,300,000. (Detail in the Scope of Services Analysis).

CAPS Media provides the City of Ventura, Member Producers and the community:

1. More than **25,000** hours of services.

2. **65** separate City meetings totaling more than 200 hours of information cablecast and streamed live to the community. Combined replays total more than **775 hours** of information programming.

3. **14** separate VUSD board meetings cablecast and streamed live to the community totaling more than 35 hours of information to the community. 14 replays combined for a total of 70 hours of content.

4. Continuous management 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.

5. More than **10,000 hours** of Production Services.

6. **282 total Member/Producers** (10% increase over 2016)

7. **40,236 hours** of equipment usage by Member/Producers.

8. **922 hours** of Member/Producer training.

9. More than **9,400 hours** of hands-on media education for middle and high school students through the CAPS Media/El Camino High School ECTV program and summer Digital Storytelling programs.
Scope of Services

CAPS Media agreement with the City of Ventura, 4.11.2011

As outlined on pages 4-6 of the 4.11.11 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.
Scope of Services

8. Playback/Cablecast
   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.

9. Equipment Maintenance
   Provide regular maintenance and repair of all video equipment used in the production and playback of public meetings at the time this Agreement is executed 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.

ATTACHMENT City of Ventura - CAPS Media agreement.
ATTACHMENT  CAPS Media Scope of Services Analysis

Attachment A presents a detailed analysis of the scope of services provided by CAPS Media to the City of Ventura. The services are divided into three basic categories:

1. Basic Services – Determined by FCC guidelines and CAPS Media contract with the City of Ventura (6.1 – 6.2)
2. Extended City Mandated Community Services – As outlined in the CAPS Media contract with the City and influenced by requests and recommendations from City staff and City officials, and by CAPS Media’s overall public benefit mission (6.3 – 6.13).
3. Outside Fee-For-Service Projects that are a growing segment of CAPS Media’s business model.

ANALYSIS
To prepare this report, CAPS Media staff

1. Reviewed the Scope of Service requirements outlined in the April 11, 2011 agreement between the City and CAPS Media. (See attachment)
2. Outlined the list of CAPS MEDIA productions and related services provided annually to the City of Ventura and the Community.
3. Assigned each production and service to the respective category in the agreement:
   A. Basic City Services
   B. Extended City Mandated Community Services
   C. Outside Fee for Service Productions
4. Assigned hourly fees to each production, service, and other category based on CAPS Media rate card and estimated comparable fees based on standard rates for similar work in the media industry.
5. Compared the CAPS Media rates to Industry rates to estimate savings to the City.

The complete schedule includes a line-by-line breakdown of the total hours engaged by category, estimated cost of services and estimated savings to the City.

SUMMARY

Value of CAPS Media Services to City and Community

| CAPS Media Value to City & Community | $ 1,297,150 |
| Average Revenue from Cable Franchisees | $ 628,327 |
| ADDED Value of CAPS Media services to City | $ 668,823 |

Detail in CAPS Media Scope of Services analysis
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.

In 2016 the CAPS Media recorded and broadcast more than 40 separate Community Events on both Channel 6 and Channel 15. Highlights included numerous events Celebrating the City of Ventura 150th Anniversary including Ventura Legacies - an ongoing series of programs honoring Ventura’s influential pioneering families.

SUPPORTING VITAL CITY SERVICES

CAPS Media works closely with Ventura Police Department providing technical support for the community emergency response system and producing video productions for VPD initiatives.

MAYOR FOR A MOMENT

CAPS Media produces Mayor for A Moment videos of 5th graders recognized by the City and VUSD. The stories include a tour of the school by the young mayor. The first video screens at a City Council meeting as an introduction to the student and a second, longer video screens at a VUSD Board meeting.
Channel 6 – Public Ventura’s Public Access Channel

BUSINESS OF THE MONTH

Each month, the City of Ventura and Chamber of Commerce recognize an outstanding Ventura-based business as the Business of the Month. A CAPS Media video introduces the business leader at a City Council meeting and a longer video screens at Chamber events and online.

Businesses recognized in 2016 include:
  - Aloha Steakhouse
  - Red Brick Pizza
  - For Your Home
  - FastSigns of Ventura

CITY STORIES

Ventura City Stories feature individuals, projects and information of value to the City and the community. Examples include
  - 150th Anniversary Kickoff
  - 150th Anniversary Picnic in Plaza Park
  - State of the City
  - Economic Outlook Breakfast (Chamber of Commerce)
  - State of Education
  - Firefighter’s and Heroes Awards
  - St. Patrick’s Day Parade
  - Ventura County Fair Parade
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.

In 2016 CAPS Media covered and broadcast

64 separate City meetings

More than 200 total hours of live cablecast and streaming.

- 30 City Council
- 22 Design Review
- 7 Planning Commission
- 5 Historic Preservation

Replays

185 combined replays totaled 775 hours.

VUSD SCHOOL BOARD

The Ventura Unified School District is a vital and valued partner. In 2016 CAPS Media provided live cablecast and streaming of

21 VUSD Board Meetings with more than 48 hours of information.

21 replays combined for a total of 96 hours of information for the community.

VENTURA COUNTY SUPERVISORS

In 2016 CAPS Media aired 26 meetings of the County Supervisors totaling 131.5 hours.
Channel 15 – Public, Education & Government

YOUTH ENGAGEMENT

Training Ventura’s youth in the tools and skills of media literacy is a valued service at CAPS Media. In 2016 CAPS Media expanded the relationship with VUSD by

- Extending Digital Storytelling into more schools
- Recording and broadcasting the VEP Festival of Talent program
- Recording and airing high school graduations (Foothill and El Camino) and
- Promoting VUSD’s SummerFest and related events.

STUDENT TRAINING & PRODUCTIONS

CAPS Media supports students, parents, teachers and administrators throughout the Ventura Unified School District with various productions:

- El Camino High School Internship Program
- El Camino High School graduation
- Foothill High School graduation
- Ventura College graduation
- VUSD Festival of Talent
- VACE, Ventura Adult and Continuing Education technical support
- Ventura Education Partnership’s Festival of Talent
- Ventura Education Partnership’s SummerFest

ECTV

One of CAPS Media’s notable achievements in 2016 was the continuation of a youth internship program with El Camino High School.

Mentored by CAPS Media staff, high school students write, produce, direct, host, and edit monthly magazine-style programs on topics of interest and concern to teenagers including drug abuse, discrimination, and robotics in their self-titled ECTV series. In addition to developing hands-on skills the students receive high school, college, and community service credits.

The successful program received partial funding from a Career Pathways grant from VC Innovates.
VENTURA COLLEGE

CAPS Media is actively involved with our neighbor - Ventura College - producing multiple media projects with and for the college including:

- Emergency and Safety
- College Diversity Programming
- Microbiology Training videos
- 2016 Ventura College graduation

VENTURA COLLEGE CERTIFICATE PROGRAM

CAPS Media is working with Ventura College to develop a media-based certificate program for high school and college students.

The 6-8 week program trains students in all aspects of media production including writing, producing, directing, camera operation, sound design, lighting, editing, in house studio production, remote production, live broadcast, video streaming and production management.
In 2016 CAPS Media dramatically expanded **fee-for-service productions** providing production services and expertise for partners and agencies throughout the community. Of particular note are the productions for divisions of the County of Ventura including

**Ventura County Fire Department**

1. Monthly updates by Fire Chief Mark Lorenzen  
2. 2016 Video Annual Report  
3. Additional reports as directed by VCFD.

**Ventura County News Channel (VCNC)**

**Featuring Ventura County**

1. Todd Road Jail Print Shop  
2. Large Animal Rescue  
3. Counting The Vote

Additional fee-for-service productions were contracted with the Ventura Unified School District, Museum of Ventura County, Ventura College, Hearts of Purpose, Sloan LED, the Ventura Fire Safety Council and others.
Community Engagement @ the CAPS Media Center

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 use of the studio, control room, field production, and postproduction editing systems.

The 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.

Usage of the CAPS Media Center increased significantly in 2016.

- 526 Producer/Member HD Camera reservations, totaling 31,958 hours of use.
- 228 Producer/Member Studio Reservations, totaling 1,941 hours of use.
- 683 Producer/Member Final Cut Edit Bay reservations, totaling 6,337 hours of use.

ELECTION 2016

As stated previously one of the primary missions of CAPS Media is to provide citizens a vehicle for public discourse. This is especially true during election cycles.

The CAPS Media Staff, Studio and Mobile Studio were extremely active throughout the summer and fall of 2016 staging, recording, cablecasting and streaming numerous events and programs. Highlights includes:

- Individual Video Voter presentations by candidates for the City of Ventura Council and VUSD School Board.
- Voter election forums with multiple candidates.
- Presentation on various ballot propositions.
Community Engagement @ CAPS Media

CAPS Media Mobile Studio
The CAPS Media Mobile Production Truck provides a state-of-the-art platform for multi-camera production.
In 2016 the Mobile Studio was utilized for covering remote City Council meetings, parades, and graduations.
MEMBER/PRODUCERS – CAPS MEDIA’S CORE CONSTITUENCY

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

Membership is open to anyone who lives, works or attends school in Ventura, and nonprofit organizations that serve the Ventura community. Annual membership fees are reasonably priced at $25 for individuals and $75 for organizations. Organizational memberships include up to four individuals, allowing organizations to take full advantage of the many resources CAPS Media offers.

In 2016 CAPS Media had

- 282 total members (10% increase over 2016) including
  - 183 Individual members
  - 33 Organizations (nonprofit, faith based, etc.)
  - 66 Organizational members

2016 also showed considerable increased activity in the number of Producer/Members submitting programming for CAPS Media Channels.

CELEBRATING CAPS MEDIA CREATIVITY

In 2016 CAPS Media Staff and Member/Producers produced various award winning programs and videos including

VENTURA COUNTY NEWS CHANNEL – HARBOR PATROL
WAVE AWARD WINNER
Member Education and Training

Education and training of adults and youth are fundamental services of CAPS Media. The mentoring and expertise provided by CAPS Media staff empowers Member/Producers to further their media education, creative development, and expression.

Every CAPS Media Staff Member is an experienced professional and of equal importance each one enjoys teaching our Member/Producers.

The CAPS Media staff teaches members all aspects of media production including writing, producing, directing, camera operating, sound design, lighting, editing, in-house studio production, remote production, live broadcast, video streaming, and production management.

In 2016 CAPS Media offered a variety of training classes to support Member/Producers, partners, and the community, including

**Orientation**  CAPS Media Staff conducted 12 groups with a total of 94 Members. The one hour long orientations include a tour of the facility, demonstrations of equipment and an overview of CAPS Media resources and services.

**HD Camera**  CAPS Media Staff conducted 12 HD camera classes in small groups with a total of 69 Certified Members. 2 hour HD camera classes offer hands-on experience with HD cameras by individual instruction by CAPS Media Staff members.

**Postproduction/Editing**  CAPS Media Staff taught 12 Editing Classes in small groups with a total of 89 Certified Members. 2 hour classes include training on Apple (Mac)computers and Final Cut X editing software.

**Studio Production**  CAPS Media Staff taught 4 Studio production classes totaling 32 hours for 16 Certified students.  Studio classes are conducted in two, four-hour sessions during consecutive Saturdays. Classes include hands-on training in all aspects of studio production: camera, audio, lighting, control, room and more.

It all adds up to a total of **268** Member/Producers receiving **922 hours** of training in 2016.
Career Pathways

In addition to the myriad of services provided to the City and the community, CAPS Media offers Member/Producers of all ages unique education and training opportunities that are valuable for a variety of 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.

**Community Involvement and Civic Engagement**

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

*Source: Forbes Magazine - http://tinyurl.com/aeq9yzf*

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 MEDIA’S DIGITAL MEDIA STORYTELLING PROGRAM FOR YOUTH

CAPS Media’s Digital Storytelling program teaches students how to use 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, graphic software and most importantly, a highly skilled and passionate staff that enjoys mentoring young people.

In 2016, 60 young people, ages 10-16, participated in CAPS Media/El Camino High School ECTV project and/or the CAPS Media Summer Digital Storytelling program for a combined total of 9,480 hours of instruction.

ECTV – El Camino High School 15 high school students, 32 weeks, 16 hours/week

CAPS Media Digital Storytelling Summer Program

Session 1 15 youth, 40 hours each week
Note: Session 1 was directed in collaboration with Ventura City Parks and Recreation Department.

Session 2 15 youth, 40 hours each week
Session 3 15 youth, 40 hours each week
Community Outreach & Marketing

In 2016 CAPS Media TV repositioned its brand identify to CAPS Media to more clearly define and reflect the range of services to the community.

CAPSMEDIA.ORG

A key component of the rebranding was the launch of CAPSmedia.org.

The CAPS Media website – capsmedia.org - is redesigned to create 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

Following successful testing of the platform during the fall of 2015, CAPS Media began streaming programming on Channel 6 and Channel 15 in early 2016. As a result, CAPS Media is available to the entire Ventura community and beyond. The goal is to steam CAPS Radio in 2017.
CAPS Media worked closely with the City of Ventura Planning and Building and Safety departments, Ventura College, the FCC, the Ventura College Community Council and other agencies to launch CAPS Radio – KPPQ FM 104.1.

The non-commercial radio station provides a venue and a voice for the citizens of Ventura to share stories, programming and topics of personal and public relevance. The radio station broadcasts throughout the community, and attracts residents and students of all ages, nationalities, languages and interests. The addition of the CAPS Media Radio expands our mission to create an engaged and informed community through participation in electronic media.

PLAYBACK AND DATA STORAGE

In 2016 the “brains in the backroom” of the CAPS Media Center was completely rebuilt and upgraded to full HD capability, a fully integrated programming interface, and robust firewall protection and security. At the same time the cablecast and information system was designed to support online streaming and anticipated growth.

POSTPRODUCTION (EDITING)

CAPS Media added four Apple/Mac editing stations with Final Cut X and other state-of-the-art software to support Producer/Members’ needs for expanded postproduction systems.
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
Aloha Steakhouse
Amigo Party Rentals
Anacapa Middle School
Apple Computers
Arts for Action
AssisTeens
Beatrice Wood Center for the Arts
Bell Arts Factory
Boy Scouts of America
Boys and Girls Club of Greater Ventura
Brooks Institute
Buena High School
CA Assembly Member, Das Williams
CA Nineteenth Senate District
Cabrillo Economic Development
Canine Adoption Rescue League
CAUSE
Citizens Comm. on Human Rights
Citrus Glen Elementary
City of Ventura
City Center
Community Memorial Health System
County of Ventura – Elections Division
County of Ventura Board of Supervisors
Crowne Plaza Hotel
Cub Scouts
Dargan’s Irish Pub
Doug Green Consulting
Downtown Ventura Organization
El Camino High School
Elks Lodge #1430
E.P. Foster Library
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
Housing Authority of Ventura
Humane Society of Ventura
Juanamaria Elementary
KCLU Public Radio
KEYT News Channel 3
Kiwanis of Ventura
KVTA Radio
Landon Pediatric Foundation
Laundry Love
Leadership Ventura
Lincoln Elementary
Luner’s Audio Video
Macerich Organization
Mainstreet Meats
Mental Health Network of VC
Midtown Ventura Community Council
Miracle Center
Montalvo Elementary School
Mound Elementary School
Mortgage Couch
Museum of Ventura County
National Police Dog Foundation
Ojai Community Bank
Our Lady of the Assumption Church
Oxnard College
Pacific Coast Ministries
Performing Theater for Young Artists
Pier Under the Stars
Poinsettia Elementary School
Project Understanding
Promotoras Y Promotores Foundation
Rapido Embroidery
River Community
Rotary Club of Ventura
Rubicon Theater
Santa Barbara Channels
Santa Paula Animal Rescue Center
(SPARC)
Sunset Elementary
Sheridan Way Elementary
Sloan LED
South Coast Fellowship
Straight Up Ventura County
Sunset Elementary School
Technology Development Center
Total Life Christian Center
Trinity Lutheran Church
U.S. Air Force
U.S. Army
U.S. Department of Education
United Parents
Unity Christian Fellowship
VACE
VC Community Foundation
VC Fusion Soccer
VC Human Services Agency
VC League of Women Voters
VC Reporter
Ventura Breeze
Ventura Chamber of Commerce
Ventura Charter School
Ventura College
Ventura College Dept. of Career & Technical Education
Ventura College Foundation
Ventura Commerce & Education Foundation
Ventura County Ballet Company
Ventura County Civic Alliance
Ventura Community Arts Council
Ventura County Community Foundation
Ventura County Fairgrounds
Ventura County Fire Department
Ventura County Job & Career Center
Ventura County Library System
Ventura County Office of Education
Ventura Dept. of Parks & Recreation
Ventura Education Partnership
Ventura Environmental Services
Ventura Film Society
Ventura Fire Department
Ventura Harbor
Ventura High School
Ventura Hillsides Conservancy
Ventura Music Festival
Ventura Police Department
Ventura Senior Coordinating Council
Ventura Signs & Screen Printing
Ventura Townhouse
Ventura Unified School District
Ventura Water
Ventura Visitors & Convention Bureau
Victory Outreach Church
Will Rogers Elementary
Westside Cultural Center
Xerox
2017 - 2018 Targets

CAPS Media is continuing to build on the successful initiatives of 2016 with added goals for 2017 and beyond.

2017 - 2018 TARGETS

1. Expand CAPS Radio – KPPQ FM 104.1
2. Increase Public Awareness
3. Increase Membership
4. Expand Programming
5. Continue Capital improvements in studio and production facilities
6. Diversify Revenue Streams
1. CAPS RADIO – KPPQ 104.1 LPFM

CAPS RADIO – KPPQ 104.1 is on the air!

The addition of CAPS Radio to the existing CAPS Media services is a dramatic and valued asset to the entire Ventura community.

CAPS Radio KPPQ 104.1 brings a new vehicle for communication and added voices for the services that CAPS Media provides to the community. CAPS RADIO offers local news, information, entertainment, and more programming opportunities.

CAPS Radio launched in February 2017 and almost immediately the response to CAPS Radio has been overwhelming. The “new kid in town” is attracting DJs of all ages and interests. In less than 90 days the programming mix is one-third locally produced content.

2. INCREASE PUBLIC AWARENESS

The community wide public awareness campaign launched in 2016 CAPS has been successful in increasing understanding and utilization of CAPS Media resources. The campaign continues in 2017 with presentations to Ventura Community Councils, service clubs, local business organizations, VUSD parent advisory committee, and nonprofit agencies.

REBRANDING

Integral to the campaign is the rebranding of CAPS-TV to CAPS Media.
3. **INCREASE MEMBERSHIP**

**Goal**  
Increase the number of individual and organization memberships by 30% by 12.31.2018 (20 months).

**Method**  
Increase marketing outreach to individuals, nonprofit organizations, businesses, schools, service groups, community councils, chamber of commerce members, and anyone else who will listen.

Expand use of CAPS Media Studio by artists, musical groups, performers, interviewers, and other creative talent.

3. **EXPAND PROGRAMMING.**

CAPS Media continues to provide training, equipment, and expertise for Member/Producers to develop and express their interests, opinions and stories. The rate of new programming by Member/Producers continues to expand considerably.
The CAPS Media Board of Directors is reviewing staff recommendations for the following capital improvements and upgrades to the CAPS Media Center and Mobile Production Studio, Field equipment, Postproduction and Media Storage, and other in 2017.

**CAPS MEDIA STUDIO**
1. HD Cameras to replace outdated SD cameras (more 10 years)
2. Pedestals for Cameras to replace outdated equipment (15 years old)
3. Update teleprompter, monitor and related equipment
4. Upgrades to control room
5. Overall initiate maintenance to cameras, lighting, audio, control room and related equipment.

**CAPS MEDIA POSTPRODUCTION**
1. Expansion of media storage to support the increase use of CAPS Media by Producer/Members and staff, and the increased capacity required of HD Production (much larger files).
2. Software upgrades for editing software, graphics, music and related media needs.

**CAPS FIELD PRODUCTION**
Increased membership and subsequent demand for more production equipment by Member/Producers necessitates the purchase of three (3) or four (4) new field production packages (camera, tripod, lights, batteries, microphones, cards).

**CAPS RADIO - LPFM**
1. Complete and launch KPPQ – CAPS RADIO 104.1, Low Power FM station (completed in February 2017)
2. Add streaming capability.
3. Add remote production capability

**Total Cost (estimate)** $100,000 - $150,000.
4. DIVERSIFY REVENUE STREAMS

FEE-FOR-SERVICE PRODUCTIONS

In 2016 CAPS Media established a strong collaborative relationship with the County of Ventura that resulted in fee-for-service production contracts with the Ventura County News Channel, Ventura County Fire Department and other agencies. In addition, CAPS Media contracted with the Ventura Unified School District, Ventura College, the Ventura Fire Safety Council and others for addition fee-for-service productions. The target is to increase FFS productions to $65,000 by 2020.

GRANTS, SPONSORSHIPS, EDUCATION

In 2016 CAPS Media received programming grants from the Union Bank Foundation and from VC Innovates to support the CAPS Media/El Camino High School program (ECTV). Additional grants are anticipated in 2017 from these and other supporters. The goal is to increase grants to $40,000 by 2020.
BOARD OF DIRECTORS

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**SUMMARY**

CAPS Media continues to fulfill its mission to create an engaged and informed community through participation in electronic media.

CAPS Media Board of Directors, Staff and Member/Producers are pleased to continue to provide a vibrant vehicle for public education, awareness, expression and engagement.

**ENGAGE | EDUCATE | ENTERTAIN**