



A Non-Profit
Community Media Center

2404 West Clybourn Street
Milwaukee, WI 53233-2516

(414) 342-4000
(414) 342-2468 (fax)

www.matamedia.org

September 28, 2001

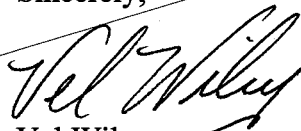
Ronald Leonhardt
City Clerk
City of Milwaukee
200 East Wells Street
Milwaukee, WI 53202

Dear Mr. Leonhardt:

Enclosed please find the Annual Report/2002 Capital and Operating Plan submission.

Please feel free to contact me with any questions.

Sincerely,


Vel Wiley
Executive Director

**ANNUAL REPORT FOR MATA COMMUNITY
MEDIA**

TO

THE CITY OF MILWAUKEE

SEPTEMBER 28, 2001

SCOPE OF SERVICE

9/30/01

Section 4.1 – Community Channel

The Community Channel was launched in September 2001. Development of this channel is ongoing. Beginning January 2002, four – six programs produced by MCM are expected to be in production on a monthly basis (see attached). All the programs developed by MCM will be based upon input received from focus groups and surveys. In addition, MCM is currently conferring with potential funders to obtain information on the types of programs they would like to see.

The projected number, cumulative length and types of programming by source is:

- 400 “first run” local programs totaling 300 hours
- 100 “first run” out-of-house programs totaling 75 hours

MCM hosted two focus groups during the spring of 2001. Based upon the outcome of those meetings, four productions are currently under development. MCM will host another focus group in the spring of 2002 and each year following to ensure the interest of the community is reflected. In addition, MCM is planning on conducting periodic surveys to determine the level of viewership and opinions of the production quality.

Rules governing the Community Channel and identifying potential use by volunteer producers have been developed. The document is currently under review by MCM’s attorney. Upon completion of the legal review, the document will be provided to the City Clerk.

MCM is also making video conferencing service available for use with the community channel. The video conferencing service, while primarily for the community channel programs, may also be used for the educational department or on occasion and with special permission, a public access program.

Section 4.2 – Educational Consortium – HECC and ESCC

MCM has been directed to manage the channel switching function for the educational consortiums. The focus of the meetings with MCM, HECC and ESCC has been directed at developing an understanding of our individual and joint roles. While a letter of agreement is not yet in place, HECC and ESCC have both agreed to work closely and supportively with MCM and one another. In 2002, both educational institutions plan to use MCM facilities, provide interns and have selected programming shared on the channels. MCM will continue to assist ESCC with school board coverage and air the meetings live once a month on the Community Channel (providing there are no changes to the regularly scheduled

meetings). As soon as all collaborations are identified, all three groups will sign a letter of agreement.

Time Warner is expected to provide equipment, which will enable MCM as the City contracted Access Manager to control all channel switching. The equipment is scheduled to be installed no later than November 2001. MCM plans to provide all channel switching services during 2002.

Section 4.3 – Public Access

During the year 2002, MCM projects an estimated 96 trainings will be conducted for Public Access use (see attached).

A minimum of 50 active producers each month are projected to submit an average of 1.5 new “first run” programs.

Projected use of the facility components as an average annual percentage of the facility use based upon capacity is:

- Portable cameras – 25%
- Editing – 60%
- Main studio – 25%
- MPACT studio – 20%

The numbers are calculated using an average of 2000 and 2001 activity and taking into account the hours that equipment or facilities are available for use.

Public access television will be available on channel 96. The rules and procedures currently being used will apply to future programming. A separate set of rules has been created for the community education channel. All rules are currently being reviewed by MCM’s attorney and will be provided to the City upon completion of the review.

In January 2002, MCM will introduce new membership forms which will include questions about age, culture, race, and household income and program interest. The additional information will be used to better assess the level of diversity in all ranges of those using MCM. Areas failing to be identified will be outreached and encouraged to participate. Standard tools used in outreach are ethnic newspapers, the MCM channel, one-on-one presentations and volunteer producer networking.

Section 4.4 – Production Quality

To improve production quality, MCM has obtained digital recording decks and a digital playback system. Effective September 2001, the digital equipment is used for all programming. Production standards for public access will not be as high as those for the community channel. Raising the technical standards for public

access would result in denying a number of community residents the opportunity to produce programs.

Public access technical standards will remain the same for 2002. The current standards meet minimal FCC requirements. For the community channel, broadcast quality technical standards were implemented.

Section 4.5 – Electronic Media Accessibility

MCM currently has reduced hours of service implemented during the transition period. Service hours for 2002 are expected to be 1:00 pm – 10:00 pm Monday through Thursday, 1:00 – 5:00 pm on Friday and 9:00 am – 1:00 pm on Saturday.

In addition to the video production capability and video conferencing, two computer labs are now available. One lab is for the general public and the other is for the educational department. Of the six edit suites, three are for public access, one for the community channel, one for North Shore's non-linear equipment and one for the educational department. There are two mini-studios. One for public access and one for shared use with the community channel and the educational department.

While the equipment and facility now have specific areas of use depending on the type of participation (public, educational or community channel) all services will be available for the various uses during MCM's regular service hours.

Section 4.6 – Supplemental Funds

A two year Fund Development Plan is currently in place. Given the lack of full facilities for three quarters of this year, MCM has been unable to kick-off a number of funding efforts identified in the plan. Most of the funding is related to production services currently in place. All production accommodations were severely reduced during the transition. A studio, the main studio and the mini-studios are not available until October 2001 due to equipment installation and construction delays. Prior to mid-September, there were only two edit suites available due to space limitations until the building renovations were 95% complete.

The areas of membership, contract services, equipment leasing and training fees are within the projected budgetary range for 2001. As identified in the Fund Development Plan, a Fund Development Specialist was hired. The start date for the position was September 24th. Within her first two days of employment with MCM, she raised \$1,000. With the hire of an experienced fund development professional and the completion of renovations, fund development has become the primary focus. MCM's Board of Directors has undergone training and is actively working to develop a donor base. While individual donations represent the smallest percentage of the plan, development of the donor base is primarily

intended to enable foundation representatives and members of the business community to become aware of MCM. Such contacts are planned to result in underwriting and leasing revenue.

Currently, two of the six grants MCM has applied for are pending. If both grants are awarded, it will total \$16,000. MCM also plans to offer naming rights for contributions. Given the challenges of 2001, construction delays, development of a funding base etc., MCM is extending and slightly reducing the 2001 fund development goals to 2002. Taking into account the current state of the stock market, the national tragedy and other unknowns, the projected goal for 2002 has been reduced from \$296,482 to \$225,000 in organizational generated revenue.

Membership and training fees will be increased in 2002. In addition, the limited facility capacity experienced in 2001 will not be a factor. The current budget reports indicate both lines have significantly exceeded the original projection for this year.

Given that 2002 will be the first full year of operation since the relocation, there will not be targeted capital purchases, but rather \$30,000 in reserve to replace faulty equipment as needed. During 2001, equipment purchases are expected to exceed \$200,000. MCM's quarterly report will reflect actual cost of all equipment and other capital items.

Section 4.7 – Compliance with Franchise Agreement

MCM has made all necessary adjustments to meet the requirements identified in Chapter 99, MCO, and the Franchise Agreement.

Section 4.8 – Tax Exempt Status

MCM will manage all of its activities within the standards identified in the Internal Revenue Code applying to nonprofit organizations.

PROGRAMS UNDER DEVELOPMENT DURING OCTOBER 2001 - 2002:

Education – Pros and Cons

Discussion about the education system in Milwaukee and other major cities.

Let's Talk Labor

Labor union issues and concerns

The First Amendment

Conversation about issues protected by or involving the First Amendment.

Talking Politics

Representatives from the Democratic, Republican and other parties addressing current issues and political agendas.

Health

"A Silent Threat"

MCM Community Media & Women's Center of Cardiovascular Research, Inc.

A documentary on heart disease and women. It is expected to premier in September.

Community Support

A featured educational show about mental illness and a non-profit, The Grand Avenue Club, working to provide assist for those affected. Expected to premier in August.

Current Issues Magazine

A talk show about directed at current issues with a broad range of topics.

MATA Community Media Training Sessions for 2002

Training	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Orientation	24	2	2	2	2	2	2	2	2	2	2	2	2
(session is 1 one-hour class: total training time: 1 hr)													
Producers	24	2	2	2	2	2	2	2	2	2	2	2	2
(session is 1 four-hour class: total training time: 4 hrs)													
Portable	12	1	1	1	1	1	1	1	1	1	1	1	1
(session is 3 four-hour classes: total training time: 12 hrs)													
Edit	12	1	1	1	1	1	1	1	1	1	1	1	1
(session is 3 four-hour classes: total training time: 12 hrs)													
Studio *	4	1	0	0	1	0	0	1	0	0	1	0	0
(session is 3 four-hour classes: total training time: 12 hrs)													
MPACT †	12	1	1	1	1	1	1	1	1	1	1	1	1
(session is 2 four-hour classes: total training time: 8 hrs)													
PVOM † *	4	0	1	0	0	1	0	0	1	0	0	1	0
(session is 3 four-hour classes: total training time: 12 hrs)													
Adv. MPACT † *	4	0	0	1	0	0	1	0	0	1	0	0	1
(session is 1 four-hour class: total training time: 4 hrs)													

Total Scheduled Trainings: 96 sessions

† Advanced training

* Additional trainings added as requested



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OPERATIONS REPORT

September 2000 - August 2001

1) During this period, 1,043 hours of "first-run", locally produced programs were cablecast. New local programming averaged 3 hours each day on channels 14 and 96. Total programming on channels 14 and 96 reached 8,478 hours (48.4% channel capacity) with 10,503 episodes being cablecast.

2) The following is a breakdown of programming for MCM and North Shore Community Media.

Type of Programming	MCM Ch. 14	MCM Ch. 96	NSCM Ch. 14
Hours & percentage of taped programs	4,092 hrs. (46.7%)	3,691 hrs. (42.1%)	2,462 hrs. (28.1%)
Hours & percentage of live programs	35 hrs. (.4%)	318 hrs. (3.6%)	N/A
Hours & percentage of satellite programs	N/A	344 hrs. (3.9%)	N/A
Hours & percentage of CBB programming	4,633 hrs. (52.9%)	4,407 hrs. (50.3%)	6,298 hrs. (71.9%)
Number of total episodes cablecast	5,605 (44min. avg)	4,898 (53min. avg)	3,604 (41min. avg)

MCM was responsible for the cablecast of 14,107 episodes, which represents 10,245 hours of programming.

3) During this period, 671 new projects were started by MCM producers. (This number does not reflect series productions.)

4) 1,227 different locally produced programs (averaging 51 minutes) were submitted for cablecast. On average, 5 new local programs were submitted each business day for cablecast.

5) 29 different local producers submitted programming for the first time.

6) Viewers made 4,369 requests for information on "i on MCM".

7) There were 2,994 completed reservations during this period. The total allocation used was \$1,211,494.07 with an average of 12 reservations completed each day.

8) There were 37 MCM locally produced programs (28 hours) cablecast during this period.

Respectfully submitted,

David E. Grooman
Operations Manager

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OPERATIONS REPORT

July 2001

- 1) During the month of July, 35 new projects were started by MCM producers.
- 2) In July, 23 different locally produced programs and 4 out-of-house programs were submitted for cablecast on channels 14 and 96 by 19 MCM producers and by 4 local sponsors. Of the 19 producers submitting local programming, 1 MCM producer submitted programming for the first time and 4 producers were non-profit organizations. First run local programming was 16 hours and 27 minutes and first run imported programming was 3 hour and 52 minutes.
- 3) Programming (taped and live cablecasts) on channels 14 and 96 in July was 613 hours with 747 episodes being cablecast. The average length of a program was 49 minutes. Programming averaged 9.88 hours a day on each channel which reflects a 41.2% overall channel capacity.

4) The following is a breakdown of programming for MCM and North Shore Community Media.

Type of Programming	MCM Ch. 14	MCM Ch. 96	NSCM Ch. 14
Number of producers/sponsors	4	19	N/A
Hours & percentage of taped programs	308hrs. (41.4%)	305 hrs. (41%)	189 hrs. (25.4%)
Hours & percentage of live programs	N/A	N/A	N/A
Hours & percentage of satellite programs	N/A	N/A	N/A
Hours & percentage of CBB programming	436hrs. (58.6%)	439 hrs. (59%)	555 hrs. (74.6%)
Total programming hours and % of ch. time	744 hrs. (100%)	744 hrs. (100%)	744 hrs. (100%)
Number of total episodes cablecast	400 (46min. avg)	347 (53min. avg)	274 (41min. avg)

MCM was responsible for the cablecast of 1,021 episodes, which represents 802 hours of programming.

- 5) During the month of July, viewers made 676 request for information on "i on mcm".
- 6) There were 103 completed reservations in July amounting to an allocation value of \$67,647.58.
- 7) Of the 23 different local producers that submitted programming to MCM in July, 13 of them (57%) produced faith-based programming.

Respectfully submitted,



David E. Grooman
Operations Manager



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OPERATIONS REPORT

August 2001

1) During the month of August, 46 new projects were started by MCM producers.

2) In August, 37 different locally produced programs and 7 out-of-house programs were submitted for cablecast on channels 14 and 96 by 28 MCM producers and by 6 local sponsors. Of the 28 producers submitting local programming, 6 producers were non-profit organizations. First run local programming was 30 hours and 31 minutes and first run imported programming was 6 hour and 13 minutes.

3) Programming (taped and live cablecasts) on channels 14 and 96 in August was 641 hours with 812 episodes being cablecast. The average length of a program was 47 minutes. Programming averaged 10.34 hours a day on each channel which reflects a 43.1% overall channel capacity.

4) The following is a breakdown of programming for MCM and North Shore Community Media.

Type of Programming	MCM Ch. 14	MCM Ch. 96	NSCM Ch. 14
Number of producers/sponsors	9	25	N/A
Hours & percentage of taped programs	330 hrs. (44.4%)	311 hrs. (41.8%)	185 hrs. (24.9%)
Hours & percentage of live programs	N/A	N/A	N/A
Hours & percentage of satellite programs	N/A	N/A	N/A
Hours & percentage of CBB programming	414 hrs. (55.6%)	433 hrs. (58.2%)	559 hrs. (75.1%)
Total programming hours and % of ch. time	744 hrs. (100%)	744 hrs. (100%)	744 hrs. (100%)
Number of total episodes cablecast	432 (46min. avg)	380 (49min. avg)	268 (41min. avg)

MCM was responsible for the cablecast of 1,080 episodes, which represents 826 hours of programming.

5) During the month of August, viewers made 125 request for information on "i on mcm".

6) There were 106 completed reservations in August amounting to an allocation value of \$58,528.30.

7) There was 3 MCM locally produced programs (2 hours, 24 minutes) cablecast in August.

8) Of the 28 different local producers that submitted programming to MCM in August, 15 of them (53.6%) produced faith-based programming.

Respectfully submitted,

David E. Grooman
Operations Manager

**MATA PROJECTED OPERATING BUDGET
2002**

Item	YR 2002 Budget
INCOME REVENUE	
4010 Time Warner Grant	\$500,000.00
4011 ACHOICE	\$4,000.00
4012 Contract Income	\$53,000.00
4013 Other Grant Revenue	\$40,000.00
4014 Underwriting/Sponsorship	\$20,000.00
4021 Investment Interest	\$12,000.00
4030 Contributions Income	\$7,000.00
4050 Member Dues-Individuals	\$10,000.00
4051 Member Dues - Organiz.	\$8,000.00
4052 Workshop Fees	\$6,000.00
4060 Special Events Income	\$5,000.00
4070 Equip/Facility Lease	\$12,000.00
4080 Tape Dubbing	\$4,000.00
4090 Misc. Income	\$4,000.00
4091 Property Rental	\$40,000.00
Reserve Fund transf.	\$33,990.00
Total Income	\$758,990.00
EXPENSE	
Personnel Expense	
5101 Salaries/Wages	\$ 336,241.00
5102 Part-Time Wages	\$ 60,166.10
5103 Grant Salaries	
5104 Contract Salaries/wages	\$ 4,000.00
5105 Benefits	\$ 59,461.17
5106 Retirement	\$ 6,728.00
5107 FICA Expense	\$ 25,766.00
Total Personnel Expense	\$ 492,362.27
Admin./Operation Exp	
6201 Occupancy	\$153,600.00
6202 Utilities	\$10,000.00
6203 Telephone	\$15,000.00
6204 Postage and Delivery	\$3,500.00
6205 Printing	\$5,000.00

**MATA PROJECTED OPERATING BUDGET
2002**

Item	YR 2002 Budget
6206 Office Supplies	\$5,000.00
6207 Business Insurance	\$17,900.00
6208 Professional Services	\$10,000.00
6209 Office Services	\$12,000.00
6210 Vehicle Oepration	\$1,000.00
6211 Advertising/Promotion	\$1,500.00
6212 Special Events Expense	\$0.00
6213 Out of Town Travel	\$2,500.00
6214 Local Travel	\$300.00
6215 Board Expense	\$2,000.00
6216 Misc. Personnel Expense	\$2,000.00
6217 Computer/Supplies	\$3,000.00
6218 Subscriptions/Memberships	\$1,500.00
6219 Contingency-Administrative	\$1,000.00
6220 Contract	\$0.00
Sub-Total for Admin. Expense	\$246,800.00
Operations Expense	
6301 Video Tape	\$6,000.00
6302 Sets & Props	\$0.00
6303 Programming Supplies	\$3,000.00
6304 Lighting Supplies	\$1,000.00
6305 contingency-Operations	\$100.00
6401 Outside Repair	\$2,000.00
6402 Spare Parts	\$2,000.00
6403 Engineering Supplies	\$1,500.00
6404 Contingency-Engineering	\$0.00
6501 Staff Training	\$2,000.00
6502 Board/Staff Activities	\$0.00
8001 Grant Expense	\$0.00
Sub-Total for Operation Exp.	\$17,600.00
Total Expense	\$756,762.27
Net Income/Expense	\$2,227.73

MATA RELOCATION CAPITAL BUDGET
YR 2001

Designations	YR 2001	Contract	Adjusted Budget	Date pd.	Rec/Pd 2000-2001
MCM Reserve Funds	\$150,000.00		\$150,000.00	2000.8.2001	\$184,845.00
MATA Reimbursmt.					
Milwaukee Capital	\$785,000.00		\$794,258.00	3/19/2001	\$794,258.00
				3/30/2001	(\$99,578.91)
				3/30/2001	(\$6,378.00)
				3/30/2001	(\$10,461.00)
				4/13/2001	(\$47,257.00)
				5/11/2001	(\$92,356.00)
				6/21/2001	(\$18,222.00)
				7/6/2001	(\$46,594.00)
				8/17/2001	(\$42,873.34)
				8/28/2001	(\$25,444.65)
				Subtotal	(\$363,720.25)
Bank Loan	\$1,500,000.00		\$1,500,000.00		\$1,500,000.00
				3/2/2001	(\$552,000.00)
				5/17/2001	(\$140,677.00)
				6/7/2001	(\$241,637.00)
				7/23/2001	(\$210,000.00)
				8/3/2001	(\$34,400.00)
				8/17/2001	(\$99,178.33)
				9/5/2001	(\$24,200.00)
				9/14/2001	(\$8,740.95)
				9/28/2001	(\$189,086.00)
				Subtotal	(\$1,499,919.28)
North Shore CC	\$100,000.00		\$45,040.00	5/31/2001	\$45,040.00
Interest on City Revenue	\$53,000.00		\$8,000.00	6/30/2001	\$7,836.19
Total Revenue	\$2,588,000.00	\$0.00	\$2,497,298.00		\$2,531,779.19
EXPENSE					
Building Purchase	\$535,000.00	\$540,000.00	\$540,000.00	00 & 01	\$540,000.00
Construction Estimate	\$1,266,000.00		\$733,491.00	5/17/2001	\$111,742.00
Change orders to Continuc.			\$73,846.00	6/7/2001	\$199,174.00
				7/20/2001	\$177,436.00
				8/17/2001	\$85,376.00
				Subtotal	\$873,728.00

MATA RELOCATION CAPITAL BUDGET
YR 2001

Construction - Pur. Orders					\$220,000.00	6/7/2001	\$197,777.98
Austin Co.	\$150,000.00	\$247,000.00			\$247,000.00		\$247,000.00
Jim Boerner	\$0.00	\$8,000.00			\$8,000.00	6/7/2001	\$675.00
						5/7/2001	\$2,146.60
						6/5/2001	\$2,025.74
						8/3/2001	\$1,545.60
						Subtotal	\$1,607.06
							\$8,000.00
Headend Equip. - N.S.	\$100,000.00	\$45,040.00			\$45,040.00	5/7/2001	\$45,040.00
Studio & Headend Equip**	\$145,000.00	\$104,760.00			\$104,760.00	6/22/2001	\$88.45
						5/11/2001	\$47,316.00
						8/17/2001	\$14,844.00
						Subtotal	\$42,873.00
							\$105,121.45
Equipment Relocation	\$87,167.00				\$124,692.00	6/22/2001	\$3,530.00
						6/20/2001	\$19,218.00
						6/19/2001	\$2,705.00
						6/19/2001	\$2,555.00
						6/27/2001	\$1,155.00
						6/27/2001	\$930.00
						6/27/2001	\$7,656.00
						9/14/2001	\$1,929.50
						Subtotal	\$39,678.50
Office Furniture Reloc.	\$8,000.00				\$7,545.00		\$7,545.00
					\$2,800.00		\$2,800.00
Site Security	\$12,000.00				\$0.00		
Temporary Power	\$2,500.00				\$0.00		
Cable Wiring	\$0.00				\$1,000.00		
Waste Dumpster	\$4,000.00				\$0.00		
Telephone Wiring	\$4,000.00				\$12,450.00	5/11/2001	\$3,735.00
						6/20/2001	\$6,225.00
						Subtotal	\$9,960.00
Security System	\$0.00				\$10,000.00		\$10,000.00
Construction Contingency Austin	\$253,200.00	\$300,000.00			\$47,000.00	5/31/2001	\$8,126.25
						7/20/2001	\$4,792.93
							\$513.00

MATA RELOCATION CAPITAL BUDGET
YR 2001

				8/17/2001	9/27/2001	
					\$3,984.98	
					\$4,495.04	
					\$17,417.16	
Security System				\$14,711.96		\$14,711.96
MCSI				\$2,548.45		\$2,548.45
Boerner			\$	5,000.00	\$	2,124.18
Giles Engineering			\$	900.00	\$	900.00
Johnson Nursery	\$4,465.00		\$	4,465.00	\$	1,100.00
WEBCO	\$2,000.00			\$2,000.00		\$2,000.00
Northern Environmental				\$10,800.00		\$10,800.00
D&S Technology-v.conf				\$5,950.00		
Contingency/Subtotal			\$93,375.41			\$73,513.95
Misc					\$35,342.00	\$35,342.00
MATA Reimbursemt.	\$0.00			\$34,645.00		\$34,645.00
Total Expense	\$2,573,332.00	\$1,338,175.41		\$2,293,986.41		\$1,850,012.54
Gain/Loss	\$14,668.00			\$203,311.59		\$647,285.46