

Access Tucson Year-in-Review 2006

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Access Tucson Is..

Our Mission

Access Tucson strives to provide the highest level of public access service to the community. We facilitate the expression of ideas, opinions, and perspectives through electronic media. Access Tucson has been fulfilling our mission since 1984.

Individuals

Your neighbors. Your friends. Your co-workers. You are the producers, production crews, guests, and viewers who make Access Tucson “Where Tucson is on TV!”.

Education

From technical production training, to media literacy workshops, to public events focusing on the role television plays in our lives, we lead Tucson’s community efforts in educating citizens to make and understand television.

Free Speech

The fundamental right to express opinions, beliefs and ideas. Public access is the means by which everyone can use television to speak to the world.

Equipment

We provide access to two professional studios, two remote production facilities, the Internet, thirteen editing systems, a digital media lab, cameras, microphones and other technology necessary to make TV free of charge.

Community Organizations

The strength of Tucson comes from the variety of organizations working to solve problems and provide assistance at a local level. Access Tucson supports these organizations by providing training, consultation and resources to help them use television to get their messages out in ways they could never afford or produce otherwise.

Diverse Local Programs

Public access means giving people the chance to create television programs not paid for by advertising. The result is a breadth of programming that lets Tucson viewers experience their community in ways they would never be able to on commercial TV.

Quick Summary

During 2006:

- Membership increased to 20,444.
- 522 members received video and audio training.
- 2,907 hours of studio production time was used.
- Equipment was checked out 271 times.
- 6,545 hours of editing time was used.
- 2,571 hours of new, local programs were cablecast.
- 28 scholarships were awarded.
- 164 organizations were served

2006 started the renewal process for the cable television license agreement between Cox Communications and the City of Tucson. This agreement could have a huge impact upon the future of the public access, educational and government channels. The negotiations continue into 2007.

In addition to providing regular services, Access Tucson spent much of 2006 educating the community about the renewal process, developing proof of its value to the community and galvanizing support. Access Tucson favored using their channels, email list and retooled website as their primary communication tools to inform our stakeholders (members, viewers and non-profit organizations) of the on-going negotiations. The increased communication reinvigorated the commitment to Access Tucson once the public realized all that was at stake.

In lieu of designing and printing their 2006 Year-in-Review out-of-house, Access Tucson commissioned a statistically valid viewer survey, independent of both negotiating parties. The surveys done by the City of Tucson and Access Tucson both show that among PEG viewers and non-viewers, well over a majority of cable subscribers feel these channels are important and are willing to pay for them. Currently, Cox subscribers have \$1.35 of their monthly bill used to support PEG. The Access Tucson survey shows the average customer would be willing for \$1.70 of their bill to be used to support PEG.

Actually “knowing” that the community values Access Tucson and wants to support it became Access Tucson’s most important moment of 2006.

Community Value of Access Tucson Production Services for Individuals and Organizations

Individual Members

Although all services are free to members, Access Tucson assigns a dollar value to all their production services in order to maintain fairness within our first-come, first-served policy. Each member receives a theoretical allocation of \$8,500 annually. 1,033 members maintained an active status during 2006.

<i>Service</i>	<i>Quantity</i>	<i>Value</i>	<i>Community Value</i>
Active Membership	1,033	\$50/member	\$51,650
Training	597	\$125/certification	\$74,625
Equipment Checkout	271	\$1,500/checkout	\$406,500
Editing	6,545	\$125/hour	\$818,125
Studio & Control Room	2,907	\$250/hour	\$726,750
Consultation	916	\$60/appointment	\$54,960
Cablecasting	11,390	\$125/program	\$1,423,750
Scholarships	28	\$75/scholarship	\$2,100
Total			\$3,558,460

Non-profit organizations

Access Tucson helps non-profit organizations get their message out to the Tucson community through specialize production services. The services and their assigned monetary value are listed below:

Remotes:

Truck	\$7500 (day)
Package (PKG) or Mini-Mobile (MM)	\$5000 (shoot and edit)

Studio Series Formats

(all are ½ hour programs, cost includes airdates):

Local Matters (LM)	\$3500 (studio taping)
TucsonVision (TV)	\$7500 (6-studio shows per season)
Government Connection (G-CON)	\$2000 (weekly live show)

PSA-30 sec.

Edit time and materials	\$500
Airdates	\$50 (per airing)

Through these services, 96 organizations benefited from the in-kind value of \$395,500. See the Outreach section of this document for more details.

Access Tucson provided the community with \$3,953,960 of in-kind production services on an actual budget of \$1,100,000. Access Tucson is a community resource that produced over 3-1/2 times return on investment in 2006. Now, that's a smart investment!

Media Education Review

In 2006, Access Tucson provided training for almost 600 Tucson residents in media production. Access Tucson has provided thousands of community members with this educational experience since 1984. This investment has created a unique culture of Tucsonans who understand the power, value and design of the mass medium of television.

Youth that have attended the Access Tucson summer programs, now have jobs in the media. Kids that participated in the Youth Opportunities New Media Project now have kids of their own and are using their skills to document their children's lives. Students that stepped up to directing media projects at Access Tucson now are acting as leaders in other pursuits.

It may not be a direct cause and effect relationship always, but understanding and controlling media is empowering. The Access Tucson's media education classes have created awareness, sparked creativity and influenced lives for over two decades.

Production Classes

Each month, Access Tucson provides the opportunity for any Tucson resident to get involved through these production classes.

- Orientation
- Introduction to Access Production
- The Anchor Desk
- Basic Studio Camera Operation
- Studio Production
- Digital Field Production
- Final Cut Pro
- Mini-Mobile
- Production Truck

Only the Studio Production, Digital Field Production and Final Cut Pro classes charge a course fee. All other classes currently are offered for free with a refundable deposit. For the fee classes, Access Tucson has an on-going scholarship program.

In addition to the numerous regularly offered courses, we also provide special trainings, tours and create partnerships with community groups and organizations.

Youth Projects

Youth have always been a priority for Access Tucson in serving the community. Media is such an influential part of our lives, but often has an even a greater impact on children. The youth audience for commercial television is the largest, targeted demographic in marketing. Young people often are not even aware of the messages and tactics used to capture their attention and ultimately, their dollars and brand loyalty.

Youth that participate in any activity in our facility come away with a new perspective and understanding of television and media. Through creating their own messages, children are no longer simple consumers of television, but programmers. This experience enables them to better understand the many media messages they see.

Through use of the Access Tucson channels and facilities, youth create a voice for themselves and their peers, sharing their own interests and stories in their own words. Unlike many youth programs, Access Tucson remains a resource for them beyond their initial experience. We are a community resource and many youth program participants continue to remain involved in making media at Access Tucson.

- University of Arizona/YMCA Girls Career Camp

Students enrolled in this program from the Sunnyside School District. The theme of this year's camp was careers in new media.

Over 20 girls received training in camera operation, scriptwriting, production managing and on-camera skills. They then went on to produce a television talk show about their perspectives and feelings regarding teen pregnancy.

- Green Fields Country Day School

For the ninth year, Green Fields School has offered training through Access Tucson as part of their spring interim activities. Students participate in an intensive week-long training creating class projects. Many Green Fields students have gone on to create their own work here after their class experience.

- TUSD Career & Technical Education Exploration Day

Each year students from Maxwell Middle School participate in this career exploration day at Access Tucson. They learn why community media is important and how commercial television is structured. They then create their own messages using our Anchor Desk. The students also interview a staff member to better understand working in the media industry.

- SkillsUSA Competition

High School youth participated in creating productions to promote and illustrate the Champions program for vocational learning. Access Tucson participated with local area media to judge and provide feedback for youth producers.

- Tours

Many school groups and after school programs visit Access Tucson to learn about our facility and about how media works. Including:

Tucson International Academy

Kindercare

Utterback Middle School

Naylor Middle School

KARE Family Center

Tubac Montessori School

Catalina Foothills High School

TUSD ArtWORKS!

All of these groups toured the Access Tucson facility and learned about how commercial media targets youth and created their own short news productions.

- Summer Youth Camp

This year marked the eleventh year that Access Tucson has offered production training during the summer months for youth. Kids learn about television production and become programmers instead of consumers. Students create their own messages on-location and in the studio.

Scholarships

The Grants and Scholarships program seeks to provide assistance for producers in their effort to create programs that provide a voice for underrepresented populations and concepts and programs that are of benefit to the community.

This year, Access Tucson provided over \$2,100 in scholarship funds to assist community media producers. Here are some highlights of those projects:

- Abel Trujillo

I plan to use my scholarship to better improve my music and media skills. I plan to promote local talent such as artists, musicians, poets...

- Alyssa & Mike Ramer – Father Daughter Team

Video editing for church volunteer work, filming for church productions, help others with their projects.

- Tim Tompkins

I am putting together a concert and I wanted to make a documentary about it, from promotion to the set up, actual performances and interview clips.

- Raquel Irigoyen-Au

I want to work w/ SUSD as a video assistant shooting football games, graduations and special events.

- Kim Eldon

I have the footage for a documentary on diner waitresses. I want to learn Final Cut Pro to edit the footage. My intention of creating the documentary is to present these working-class philosophers as the witty women they are. I interviewed these women because they are “originals” and as diners fade to corporate franchises, I wanted to capture these women on tape.

Media Education Projects

- Building Free Speech

The Alliance for Community Media Western States Region challenged all the access centers in the regions to hold events to educate their communities about the mission of public access. Access Tucson produces an annual program each year to create awareness about free speech and the roles of commercial and independent media.

This year we focused on Politics in the Media. The panelists addressed the issue of citizens’ access to lawmakers and the legislative process verses the lobbyists who represent special interests and are paid to do so. Is the concept of participatory democracy just a sham to appease us--the masses.?

We gathered together a diverse and knowledgeable panel to explore this issue:

Phil Lopes, Minority Leader, Arizona House of Representatives
Peter Michales, KUAZ-KUAT Radio – TV Managing Editor, News
Mary Okoye, Director of Intergovernmental Relations, City of Tucson
Neal Rochlin, Government Teacher, TUSD
Billie Stanton, Editorial Columnist, Tucson Citizen

- Be the Media

Access Tucson was asked to present information and provide tools to the Raging Grannies, a Tucson based activist group. Their mission: In the tradition of wise women elders, the mission of the Tucson Raging Grannies is to promote global peace, justice, and social and economic equality by raising public awareness through the medium of song and humor. To date, the Grannies have made numerous appearances on public access television, providing thought provoking entertainment.

- Tucson Council for International Visitors

Indonesian journalists studying American media visited Access Tucson to learn about community media and to get some hands on experience with television.

Dedi Sahputra, Deputy News Editor, Investigative Reporting, Waspada Daily, Sumatra Utara
Mega Ulfa Sari Sihombing, Features Producer, Kiss FM, Medan, North Sumatra

- Media Promotion Workshop

This successful workshop was the idea of Access Tucson producer, Martha McGrath. Accomplished in promoting her live, Tejano music show in local newspapers and on TV stations, McGrath thought a workshop would be a great way to share her knowledge with other producers.

- Amy Goodman Speaks to Tucson

Board member Elaine Schramm took the lead on producing this fundraising event at the Rialto to benefit Access Tucson and KXCI 91.3FM. Amy Goodman is the host of the popular independent news program, Democracy Now! The title of Goodman's presentation was *Static: Government Liars, Media Cheerleaders and the People Who Fight Back*.

Special Production Partnerships with Higher Education Entities

- University of Arizona Wildcat Endurance Training Exercise

If you were around the University area on April 12th, 2006, you would have seen much of the campus shut down, law enforcement officers, fire department personnel, SWAT and Hazmat teams and dozens of students all participating in Wildcat Endurance. This exercise involved multiple public safety agencies participating in a simulated crisis on the University of Arizona Campus. The purpose: to test public safety readiness and interagency communications and functionality.

The scenario involved the infection of the U of A campus with a hazardous agent—serine gas—released by terrorists. The exercise involved multiple agencies and locations spreading from the U of A campus out to the Marana area. The University of Arizona Police Department, University Medical Center, Tucson Police and Fire Departments, Pima County Sheriff's Office, Pima County Department of Homeland Security and the FBI were all involved in this day-long training exercise.

The University of Arizona Police Department contacted Access Tucson to chronicle the event as it unfolded to create a program that may be used for training and as an example for other communities hoping to conduct preparedness exercises. The training exercise and the resulting program were funded through a grant from Homeland Security.

- Pima Community College Graduation

Access Tucson's production truck made this proud and joyous occasion available to Tucson cable viewers live on the Pima Community College channel. Friends and relatives not able to attend were able to see their loved one receive their diploma at the Tucson Convention Center.

This was a very special event that allowed the public and educational access television partners to work together to bring an important community celebration to the Tucson viewing audience.

Awards and Recognition

Access Tucson was recognized by numerous organizations and community groups in 2006, including: the Southern Arizona AIDS Foundation, the Town of Marana, the Tucson Rodeo Parade Committee, and the United Way.

Producers Receive WAVE Awards for Excellence in Programming

Bunny Uriarte, 19 year old University of Arizona junior and Access Tucson producers, Martha McGrath, Chris Montgomery and Robert Choate all received WAVE (Western Alliance Video Excellence) Awards at the 2006 Alliance for Community Media Western Region. Their award winning programs are: *The Bunny Show*, *Puro Sabor* and *City Talks*. Carl Fiske and Mary Jane Overall were also recognized as finalists for their programs: *Exist Kind* and *15 Minutes*.

The winners were announced at the WAVE Awards Ceremony on October 27, 2006 in San Jose California. The WAVE Awards were created in 1988 to recognize and promote the best in local community programming produced in the Western region of the Alliance for Community Media (ACM). The Western region includes Arizona, California, Colorado, Hawaii, Nevada and New Mexico.

Access Tucson Executive Director Receives National Award

The Alliance for Community Media awarded its 2006 George Stoney Award for Humanistic Communications to Access Tucson Executive Director Sam Behrend in a recent ceremony in Boston. The Stoney Award is given annually to an organization or individual that has made an outstanding contribution to championing the growth and experience of humanistic communications.

"He's had years and years of absolutely dedicated commitment to the cause of public access and he's been really strong in the Alliance for Communication Democracy," said Anthony Riddle, Executive Director of the Alliance for Community Media. "Access Tucson sets a really good standard for other centers."

“I am humbled to be recognized by my peers for my 33 years of achievement in the “community media” movement,” Mr. Behrend said. “I am particularly excited to look ahead to work toward using new technologies and means of content distribution to give voice to every member of the Tucson community.”

The George Stoney Award is named for the 90-year-old media activist whose passion has been using technology to foster social justice and activism. He was instrumental in getting the Federal Communications Commission (FCC) to mandate that cable operators modestly fund public access equipment and airtime. Mr. Stoney has been a powerful force in the community access media movement for decades and founded the National Federation of Local Cable Programmers (NFLCP) in 1976.

Mr. Behrend has been following in Mr. Stoney’s footsteps, becoming a recognized leader in the community media field for over 25 years, a driving force to keep Public, Education and Government (PEG) channels available in Southern Arizona, and giving regular citizens a voice on television. He has served on cable television and telecommunications advisory boards in Pittsburgh, Pennsylvania and here in Tucson. Under his leadership, Access Tucson created revolutionary facilities management software that is used by other PEG providers nationwide, and was the first to produce the national program Democracy Now! live via satellite.

Outreach

Access Tucson makes it possible for non-profit organizations to speak to 200,000 Tucson and Pima County cable subscriber households

With a combination of remote productions, 3 different television series formats and the new PSA service, Access Tucson served 96 organizations either in the studio or on the road with our remote units. All remote or studio production units are available at no cost to Tucson’s non-profit groups and Access Tucson members.

New PSA Service Added for Non-profit Organizations in 2006

Access Tucson can now create 30 second public service announcement (PSA) for any organization wishing to promote an event. We do ask for name and logo recognition in promotional materials.

What makes this new service so exciting is the streamlined editing technique created especially for this purpose by Access Tucson staff. The PSA template allows us to be very cost efficient. These PSAs air on Access Tucson channels but they can also be shopped around to other media outlets.

2006 Remote/Studio Productions and their in-kind values:

- Oro Valley Candidates Forum: \$7000 (1-hr studio production + airtimes)
Town of Oro Valley
- La Fiesta de los Vaqueros Tucson Rodeo Parade: \$16,500 (Truck, PKG, PSA)
Tucson Rodeo Parade Committee
- Homenaje: La Vida de Lalo Guerrero at the Fox: \$11,000 (LM + Truck)
Tucson/Pima Public Library

- Marana Founder's Day: \$7000 (PKG + PSA)
Town of Marana
- Leadership Luncheon Keynote: \$7500 (PKG + PSA)
Micro Business Advancement Center
- 36th Annual Juneteenth Festival: \$7000 (PKG, 2day shoot)
Tucson Juneteenth Festival Committee
- Viva Arizona: \$9000 (Truck + PSA)
Center for Hispanic Performing Arts (CHISPA)
- Congressional District 8 Candidates Primary Forums (R and D): \$14,000 (2 PKG, 1-min PSAs)
Arizona Daily Star
- Congressional District 8 Debate: \$7000 (MM + 1-min PSA)
Arizona Daily Star
- Congressional District 7 Debate: \$9000 (1-hr studio + 1-min PSA)
Arizona Daily Star
- University of Arizona President Shelton Welcome: \$5000 (PKG)
Wards 3 and 6
- AIDSWALK 2006: \$14,000 (LM + PKG + PSA)
Southern Arizona AIDS Foundation
- Memory Walk: \$14,000 (LM + PKG + PSA)
Alzheimer's Association of Southern Arizona
- Tucson Money Faire: \$11,000 (LM + PKG + PSA)
Westside Coalition and the Weed and Seed Program
- Downtown Parade of Lights and Festival: \$13,500 (LM + Truck + PSA)
Tucson Downtown Alliance

SubTotal \$152,500

2006 On-Going Series:

Local Matters—Access Tucson's long-running, ½ hour talk show. Access Tucson provides a professionally designed set, host and crew. Each program is aired twice a day for a week and also appears daily for a week on the City channel Tucson 12.

TucsonVision—Each organization signs up for a 3-month commitment and is taught to host and produce six ½ hour shows. Access Tucson provides a professionally designed set and the crew. Every program is aired twice a week.

Government Connection—Fast-paced ½ hour format offered to governmental parties as varied as municipalities, school districts, commissions, or environmental agencies. Government Connection has the advantage of being able to accommodate groups quickly. The program airs live each week and has 2 replays.

- Local Matters: \$122,500
35 Organizations served
 - TucsonVision: \$67,500
9 Organizations served
 - Government Connection: \$60,000
30 Organizations served
- Grand Total \$395,500

Organizations Served in 2006

20 Monkey Film Works
22nd Street Baptist Church
Abundant Earth Productions
Aglow International
All Souls
Alliance for Community Media
Alzheimer’s Association of Southern Arizona
Amazing Facts
Arizona Daily Star
Arizona Media Arts Center
Arizona Theatre Company
Art a La Carte
ArtFave
AZ Renfest
Better Business Bureau
Beth Sar Shalom
The Bible Students
Bicycle Inter-Community Action and Salvage (BICAS)
Bioneers
Book of Life Community Church
Buenos Aires Wildlife Refuge
Casa de Adoracion
Catalina Foothills High School
Cathedral of Hope
Catholic Connections
Cecily’s Dance Tech

Center for Desert Archaeology
Center for Hispanic Performing Arts (CHISPA)
Children's Action Alliance
Church of Jesus Christ, Latter-Day Saints
Citizen's Clean Elections Commission
City of Tucson, City Manager's Office
City of Tucson, Information and Technology Department
City of Tucson, Ward 2 - Carol West
City of Tucson, Ward 3 - Karen Uhlich
City of Tucson, Ward 6 - Nina Trasoff
Clean Cities, Pima Association of Governments
CNN
Columbia St Baptist Church
Community Food Bank
Community Partnership of Southern Arizona
Critical Path Institute (C-PATH)
Crop Walk
Crossroads Baptist Church
C-SPAN
Dance Magnificat
Deep Dish Television
Democracy Now!
Desert Voices
Dimensions Jazz and Tap Troupe
Dunbar Spring Neighborhood Association
El Rio Community Health Center
Faith Community Church
Falun Gong
Flying Samaritans
Free Speech Television
Friends of Buenos Aires National Wildlife Refuge
Friends of Saguro National Park
Friends of the Tucson-Pima Public Library
The Gangaji Foundation
The Giving Tree
Governor's Office of Highway Safety
Grace Temple MBC
Grace to the Nations Church
Green Fields Country Day School
Habitat for Humanity
Handi-dogs
Heifer International
The House of Yahweh
In Defense of Animals
Independent Film Association of Southern Arizona
Interfaith Community Services

Interfaith Council for the Homeless
International News Network
The John Birch Society
Joint Heirs
Juneteenth Festival Committee 2006
KARE Family Center
Kindercare
KOLD
Korean Mission of Christian Broadcasters Arizona
KXCI 91.3FM Community Radio
La Frontera Center
La Paloma Family Services
The Lloyd E. Rigler and Lawrence E. Deutsch Foundation
Living Church of God
March of Dimes
Maxwell Middle School
Micro Business Advancement Center
MENSA
Metropolitan Education Commission
Metropolitan Tucson Convention and Visitor's Bureau
My Sister's Place
Native Ministries North Pacific and Canada
Naylor Middle School
One in Messiah
Open Hands Ministry
The Physics Factory
Pima Community College
Pima Community College, Shake It Up Dance Club
Pima Council on Aging
Pima County Health Department
Pima County Recorder's Office
Pima County Supervisor Richard Elias
Raging Grannies
SPJA/ Anime Expo
Sober Church
Southern Arizona AIDS Foundation
Southern Arizona Diaper Bank
Southern Arizona VA Health Care System
Southwest Center for Economic Integrity
Spirit and Truth Fellowship
Sports Extravaganza, Inc.
Sunnyside Unified School District
Supreme Master Ching Hai International Association
Temple Emanu-El
Time of Grace Ministries
Town of Marana

Town of Oro Valley
Toys for Tots
Tubac Montessori School
Tucson Animation Screening Society
Tucson Arizona Boys Chorus
Tucson Clean and Beautiful
Tucson Council for International Visitors
Tucson Downtown Alliance
Tucson Electric Power
Tucson Film Office
Tucson Hispanic Chamber of Commerce
Tucson Interfaith Community
Tucson International Academy
Tucson Museum of Art
Tucson Peace Center
Tucson Pima Public Library
Tucson Police Department
Tucson Rodeo Parade Committee
Tucson Sister Cities-Roscommon
Tucson Summit Lighthouse
Tucson Regional Economic Opportunities INC.
Tucson Roller Derby
Tucson Toastmasters
Tucson Unified School District, ArtWORKS!
Tucson Wildlife Center
United Church of God
United Nation of Islam
United Way of Tucson and Southern Arizona
University of Arizona College of Pharmacy
University of Arizona Outreach
University of Arizona Police Department
U.S. Representative Jim Kolbe
U.S. Senator Jon Kyl
Utterback Middle School
Victory Outreach Church
The Voice of Evangelism
Voices of Opposition
Weed and Seed Program
Westside Neighborhoods Coalition
Wildcat Secondary School
Women to Woman
YMCA
Youth Volunteer Corps.
Zendik Farm
Zuzi Dance Co

Volunteers

63 Access Tucson volunteers donated more than 2600 hours of their time during 2006. The earliest crew call was 4am for AIDS WALK 2006. The longest shoot was the Musicale Regale coming in at 16 hours!

There would be no community television without the selfless and countless hours that volunteers give to every Access Tucson production. Trained at Access Tucson to operate studio and field equipment, volunteers enhance their own skills while at the same time donating these abilities to the many groups we serve.

Thousands of hours of volunteer time are also exchanged among Access Tucson producers who crew for each other's shows and support each other's projects in many ways.

2006 Access Tucson Volunteers

Gordon Austin
Fara Baidinger
Pat Baker
Paul Baker
Alan Barley
Georgia Behrend
Emily Belleranti
Byron Bissell
Judith Blair
Michael Block
Sandee Brooke
April Brown
Carolyn Brown
Ashli Cotton
Joe Cox
Steve Cox
Gary Davidson
Bonnie Dickason
Cynthia Dickstein
Maryjane Dorofachuk
Jeff Edson
Fred Esser
Carl Fiske
Lori Franklin-Garcia
Jerry Freund
Debbie Fricke
Marcia Gill
Ken Godat
Shea Godoy
Loretta Green
Colleen Greer
Linda Guidroz
Shelli Hall

(volunteers continued)

Gerald Harwood
Eric Hiethaus
Geoffrey Ives
Holly Ives
Ben Jacobs
J. Lisa Jones
Mark Jordan
Stephanie Kendall
Brandon Koster
Vern Lamplot
Diado Mack
Dominic Mamaril
Carole Marlowe
Frankie McDemmons
Martha McGrath
Michael Mulcahy
Rachel Perlis
Mike Quigley
Leslie Quinlin
Alice Ritter
Marcia Roberts
Karla Ronquillo
Reuben Roqueni
Stephen St. Clair
Marco Sanchez
Elaine Schramm
Zac Settles
Jim Tessier
Bunny Uriarte
Hector Urias

Programming

Member producers and local organizations combined created 9,297 local programs in 2006—an increase of 837 programs from last year. Access Tucson programs three public access channels 24 hours a day, 7 days a week. Completed programs are cablecast on Cox Communications channels 97, 98, and 99 within the Tucson City limits. In the county, Comcast viewers can watch channel 74 in all areas and channels 72 and 73 in some areas. Comcast viewers in Oro Valley see channels 73 and 74. The three channels are also simultaneously streamed over the Internet on our website accesstucson.org.

In addition to our regularly scheduled live and tape series', Access Tucson also provides the community with special programs in the form of remote productions, programs dedicated to non-profit organizations and satellite feeds like Democracy Now! on Free Speech TV, Classic Arts Showcase, and the bi-annual General Conference of the Church of Jesus Christ of Latter-Day Saints.

A Sample of Programming from Remote Productions:

- *81st Annual Fiesta de los Vaqueros Tucson Rodeo Parade.* A proud Tucson tradition since 1925 and televised for many years, the rodeo parade was not available on Tucson TV screens in 2005. In 2006, the Tucson Rodeo Parade Committee, KOLD and Access Tucson partnered together to bring the parade back to the Tucson viewing audience. Access Tucson's remote production truck and KOLD broadcast channel made this possible

In addition to the Parade telecast, Access Tucson produced a half hour documentary on the Tucson Rodeo Parade Museum. The world-renowned museum is only open to the public during January and February. It houses the largest collection of authentic, historic wagons, stage coaches, buggies and pioneer-days artifacts in America. Many of the 150 vehicles have appeared in Hollywood movies and TV westerns.

- *Viva Arizona!*, a concert at the UA Centennial Hall shot with the production truck. A 13-hour day and 10 Access Tucson volunteers brought the history of Hispanic dance and music in Tucson to your television. Access Tucson also produced and aired a 30 second event PSA for *Viva Arizona!* to help them promote the concert, and hosted the organization on *Local Matters*.
- *AIDSWALK 2006* production set up began before the sun came up on the UA Mall. Seven cameras and volunteers scattered to shoot the 10K race, the 5K walk, the opening ceremonies, the displays, interviews and the thousands of people who made the walk a success for the Southern Arizona Aids Foundation. Access Tucson aired a pre-produced PSA for SAAF that promoted this event and featured the organization on *Local Matters*.
- *Musicale Regale 2006* is the world famous Tucson Arizona Boys Chorus' annual kick-off concert. Probably the most physically strenuous shoot. The venue was the UA Student Union Ballroom—up 2 flights of steps from the production truck and far from the elevator. All cameras (5), miles of camera and audio cable and accessories were hauled up and down the stairs. This was a 16-hour day and no one could feel his legs when it was over.
- *Memory Walk 2006.* Access Tucson managed to stretch its resources, thanks to volunteers, and shoot this event on the same day as the *Musicale Regale*. Though small, the crew was efficient and covered the entire event: the walk, entertainment and interviews. Access Tucson helped the Alzheimer's Association of Southern Arizona promote this event by producing and airing a 30 second PSA and an appearance on *Local Matters*.
- *Tucson Money Faire.* A first-time, special, one-stop event to combat predatory lenders and offer consumers free credit reports, tax preparation and financial services for low and moderate income consumers. To promote this event Access Tucson produced a 30 second PSA for the Westside Coalition, Weed and Seed Program; and interviewed two of the sponsors on *Government Connection*.

2006 Election Programming

Access Tucson cablecast the most extensive television debate coverage in Southern Arizona in 2006. For the primary, Access Tucson partnered with the Arizona Daily Star and Pima Community College to shoot and televise the Primary Election Candidate Debates for Congressional District 7 and the nationally-watched race in District 8. Access Tucson also joined with the Arizona Clean Election Commission to air all of the locally contested legislative races and state offices.

For the General Election debates, Access Tucson went live with a studio audience for the Congressional District 7 candidates and took the mini-mobile to Pima Community College for the Congressional District 8 debate. The District 8 debate made the national airwaves as C-SPAN also aired it and CNN covered it in their headlines and political programs (*Cafferty File*).

Access Tucson also aired 11 other local legislative and state debates produced by the Clean Election Commission.

Fees and Feedback

Access Tucson does not receive tax dollars for its services. Most services are available at no cost to the public. Membership, basic video classes, all facilities and equipment use are free. Advanced courses and workshops cost \$75, with scholarships available. Damaged or lost equipment is replaced at cost.

Approximately 80% of our funding comes from cable subscribers as franchise revenue. It is allocated on a biannual basis by the Mayor and City Council. Member user fees for advanced training, production facilities rental, software sales, grants and contributions provide the remaining 20% income.

Access Tucson received 157 telephone calls, emails and letters from viewers in 2006. Viewers called to request program information, producer contact information, and/or compliment, comment on, or complain about programming and/or management policy. Access Tucson also received 5 calls for Cox Communications which were redirected to Cox.

Key Performance Areas

Utilization

Access Tucson provides an award-winning tele-production and educational facility for use by all citizens and groups in Tucson on a non-discriminatory basis.

Number of individual visits to facility 13,902

Number of Internet users served 4,855

Facilities and Equipment

Access Tucson provides studios and equipment to citizens and organizations wishing to videotape and cablecast productions.

Number of studio & control room hours provided 2,907

Number of equipment package checkouts 271

Number of editing hours provided 6,545

Number of new projects started 221

Number of organizations served 164

Education

Access Tucson provides training courses to learn television production, post-production, electronic graphics, audio production and media literacy.

Number of training courses held 92

Number of people trained 522

Number of training certifications issued 597

Consultation

Access Tucson provides staff consultations for individuals and organizations wishing to produce and cablecast television programs to the public.

Number of staff consultation meetings 762

Number of channel scheduling appointments 154

Membership

Access Tucson strives to build active membership and volunteer support in the organization.

Number of individual members (since 1984) 20,444

Number of new members 424

Number of active members 1,033

Number of volunteer hours donated 2,605

Scholarships

Access Tucson awards scholarships to provide assistance for needy producers in their effort to create programs that provide a voice for underrepresented populations and concepts and programs that are of benefit to the community.

Number of scholarships awarded 28

Internet

Access Tucson promotes the Internet as a key information resource.

Number of web hits at web site 7,659,094

Programming

Access Tucson provides television services to individuals and groups and cable television programming to Tucson citizens.

Number of 1st run local hours cablecast 2,571

Number of local programs shown 9,297

Number of 1st run live hours cablecast 971

Number of imported programs shown 2,093

Number of 1st run tape hours cablecast 2,186

Number of total hours cablecast 26,352

Number of total hours webcast 26,352

Number of remote productions 15

Management

Access Tucson is run by a volunteer 15-member Board of Directors, and three Ex-Officio, non-voting members. Nine board members are elected by the Access Tucson membership. Six board members are appointed to represent community constituencies.

Board of Directors

Chair

J. Lisa Jones

Vice Chair

Sandee Brooke

Treasurer

Ben Jacobs

Secretary

Gerald Harwood

Karen Bailey

Elizabeth Burden

Cynthia Dickstein

Jerry Freund

Carl E. Lopez

Colleen Mahoney-Greer

Carole Marlowe

Michael Mulcahy

Karla Ronquillo

Reuben Roqueñi

Elaine Schramm

Ex-Officio Members

Ann Strine, City of Tucson

Michael DiMaria- Director of Government Relations, Cox Communications

Paul R. Percora- General Manager, Comcast Cable Communications, Inc.

Staff

Executive Director
Sam Behrend

Vikki Dempsey
Jeff Edson
Vicki Evans
Larry Foster
Yael Grauer
Lisa Horner
Tim O'Grady
Daniela Ontiveros
Eric Peery
Dawn Petry
Carol Romano
Rob Shoults
Kevin Sloan
Jim Thomas
La Monte Ward

The Fine Print

All Tucson public access channels are operated and controlled by Access Tucson, a service of Tucson Community Cable Corporation, an independent, non-profit community organization, not an agent or affiliate of Cox Communications, Comcast Cable or the City of Tucson.

Cox Communications, Comcast Cable, the City of Tucson and Access Tucson are prohibited by law from controlling the content of programs on public access channels. They are not responsible in any way for the content of public access programs, and are not liable for any material cablecast on public access channels.

Public access users and producers are solely responsible for and have complete control of the content of their programs.

Access Tucson endeavors to make its public meetings, facilities and services accessible to the disabled. If you have a disability and require reasonable accommodation, please contact the Deputy Director at (520) 624-9833 to allow for appropriate arrangements.

Credits

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Copyright 2007 Access Tucson
2006 Annual Report submitted to the City of Tucson March 30, 2007.
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