Background
The following work plan identifies recent accomplishments and priority work items for the upcoming work plan period. The work plan includes items identified as priority projects within the City Council’s Strategic Plan. The Albany Community Media Access Committee shall review the work plan each year in January to identify accomplishments and ensure continued focus on completing work plan items. Work plans are presented to the Council every two years, and if a change is needed to the work plan outside of that schedule, the Community Media Access Committee shall submit a “Request for Amendment to Advisory Body Work Plan” Form for review by the City Council.

Community Media Access Committee Purpose
Advises the City Council on issues related to the development and operation of KALB, Albany’s Public, Educational, and Government (PEG) access channel, as well as a variety of media support for the City of Albany.

Recent Initiatives and Accomplishments

Albany FilmFest

Albany FilmFest, now in its seventh consecutive year, was created by the Community Media Access Committee in 2011, as a way to encourage community members to share their voices, their stories, and their creative visions through the medium of film. Popular from the beginning, it grew quickly from a local one-day event into a successful weeklong celebration of films not only from Albany filmmakers, but from Bay Area, national, and international artists of all ages. Record attendance (800-1,000) brings people from Bay Area and beyond to watch films, eat great food, and enjoy our downtown Solano Avenue business district. Albany FilmFest has enjoyed success from the beginning. Our films have been recognized nationally (2011 Best in Show Winner, Come to the Table, was screened at the Obama White House; and our 2016 Best in Show Winner, Ferguson 365, was optioned by CNN and is being produced as a feature film) and we have also been recognized by the community: In 2013 Albany FilmFest was named “Visual Artist of the Year” by the Albany Community Foundation, and in 2017 the Albany City Council issued a proclamation for Albany FilmFest Week, recognizing our mission is to support a diversity of voices, to contribute to arts education and enjoyment in our community, and to keep the channels of communication and creative expression open to all.

In addition:
- AFF moved to the Albany Twin Theatre in 2015
- AFF created the Albany Filmmakers Showcase in 2015
- AFF launched AFF Presents series in conjunction with Albany Library in 2015
- Redesigned AFF website 2016
**KALB Cablecast**

KALB currently cablecasts City of Albany meetings, including City Council, AUSD school board, Traffic and Safety, Planning and Zoning meetings. In addition, KALB broadcasts special events, town hall meetings, candidate debates, etc. Meetings are repeated throughout the week or month, and available archived for viewing online anytime.

- KALB added TV cable cast and live stream of Social & Economic Justice Committee, Parks and Recreation Commission in 2015
- KALB added audio only archives of Arts Committee and CMAC
- KALB began creating short informational videos for AUSD, fees charges via master fee schedule
- Ongoing: City PSAs
- Ongoing: City Bulletin Board

**City Audio-Visual Infrastructure**

- Ongoing: Audio-Visual support for City facilities
- Redesign storage of audio-visual equipment (lighting, sound, stage)
- Senior center - upgrade audio (installed ceiling speakers in large classroom)
- Public wifi internet access (City Hall, Senior Center, Teen program)
- Air conditioning in both control rooms - safeguard equipment
- Edith Stone - upgrade audio (installed ceiling speakers)

**KALB Equipment**

- 2015 purchased set of DSLR cameras, lenses and equipment suited for DSLR video production
- 2015 purchased Blackmagic Cinema Camera
- 2016 installed new equipment rack and redesigned IT for KALB control room

**Youtube.com/AlbanyKALB:** Ongoing: HD live streaming of public meetings and other events and content

**Albany Library Partnership:** Ongoing: Provided feedback on the selection and installation equipment in Edith Stone Room allows recording and streaming of Brown Bag Series, Monthly Albany FilmFest Presents series, and other public cultural events. Library actively involved in collaborative events, as is Recreation Department

**Community Partnerships:** Ongoing: Solano Avenue Association and Albany Community Foundation

**Staffing:** 1 FTE for KALB media operations, added 1 temp pt. time production specialist, 2 temp. pt-time student staff.
Albanyspeaks.org  Provided feedback on the utilization of AlbanySpeaks.org for a variety of City and KALB surveys and outreach campaigns

Programming Sub-Committee:  Created 2 original programs: Albanians on Bikes getting Coffee (AOBGC) & Albany Soapbox

AV apprentice partnership  Provided feedback on the the Audio-Visual Apprentice Program which provides teens ages 13 to 17 interested in music, photography, and movie-making with hands-on work experience at live community events. The selected apprentices learn how to operate cameras and sound equipment, as well as the basics of lighting and editing for concerts and movies.

2017-2019 Policy Review and Initiatives

- Keep the film festival sustainable

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<th>Pros</th>
<th>Cons</th>
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<td>Great community event; good for children/families; creative outlet; Albany gets more of a global perspective; promotes Albany to other communities; regional destination event; connects business, community, and the arts; benefits downtown business community; positive connection with schools/youth; promotes and inspires communication and creativity</td>
<td>As festival grows, costs increase; advertising costs; heavy toll on volunteers - need to keep expanding that base of support; pre-planning is time consuming;</td>
<td>Challenges: creating a bigger audience, competing with other events; the need for additional partner financial support; the need for additional event promotion</td>
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- CMAC programming sub-committee will help develop more Albany related programming both documentary and narrative

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<td>Enhances communication and promotes community involvement. Provides content for KALB.</td>
<td>Limited time and resources to fully explore potential sources of content</td>
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- Through the use of our “pop-up” TV production studio, provide a series of workshops and trainings related to production equipment, filmmaking, digital storytelling.
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<td>Locally based Albany content; creative outlet; outreach to the community; brings filmmakers to us; more content for KALB</td>
<td>Requires additional staff time for oversight and/or staffing</td>
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- Create updated submission KALB guidelines and specifications

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<td>clear procedures, standardization of content format</td>
<td>New website perfect time to update procedures</td>
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Relation to City Council Strategic Plan

Engage our Diverse Community

- KALB is an important community source of public, government, and educational information.
- The video and electronic media we generate is now a normal part of city recordkeeping—informing citizens, acting as historical record, and enriching the City’s web content.
- We are especially excited by the new connections we have been able to make with Albany’s business community, particularly in regard to the use of KALB sources to create commercials to publicize business and help underwrite future programming efforts
- Public access television allows ordinary citizens to create programs and broadcast them to the community. It’s a great opportunity for individuals to take a stand on current issues.
- Albany FilmFest has brought international films and filmmakers to Albany and sparks creativity among residents.

Goals:

- Explore other connections with AUSD for media content and partnerships
- Celebrate and/or recognize a 10 year KALB Anniversary
- Provide youth media classes
- Albany FilmFest outreach to other film festivals and cultural organizations to expand the base of knowledge and collaboration