



2021

Annual Activities Report

Delivering communication resources to build stronger communities.

Overview

TCMedia was significantly impacted by COVID19. We kept the TCMedia facility closed to the general public through 2021. However, we were able to provide a variety of services to our clients, jurisdictions, and community producers by adjusting our operations to accommodate COVID19 mandates and protocols.

Our portable equipment checkout continued to be the primary way our community members utilized our services. We upgraded some of our portable equipment, added DSLR cameras to our inventory, and purchased easy to use tools for cellphone and iPad production support. We made the studio available to community producers two days each week, with staff in the control room to support community members and limit the number of people in the building at any given time.

We recorded and aired virtual meetings for the jurisdictions and LOTT. We continued production on several TCMedia programs and launched a couple of new efforts. We also partnered with several nonprofit organizations to support their virtual events and auctions.

With the June dip in COVID19 infections our summer classes and youth camps were able to be held in-person. But by fall, we were back to on-line training as the Delta and then Omicron variants surged. As a safety and sanitation measure, we installed no touch faucets and light switches in our bathrooms and mounted hand sanitizer dispensers around the building, and aligned our facility occupancy and masking policies with State and Federal mandates and guidelines.

We also made it through 2021 with our staff healthy and safe.

Community Involvement

As of December 31, 2021, 205 individuals were registered as new or renewing producer/volunteers with TCMedia. Additionally, 53 nonprofit organizations and government agencies made use of our facilities, production services or training workshops. A table with number of registered individuals by zip code and list of organizations is found in Addendum A.

Media Education for Adults and Youth

Our media education program was significantly impacted during the pandemic. We modified our class offerings to accommodate virtual training and presented workshops using ZOOM. To facilitate hands-on learning, registered individuals were allowed to pick up equipment prior to the class so they could follow along with the instructor.

We had an ambitious schedule and may have overestimated the willingness of people to take media production workshops on-line. Many classes had no enrollment.

Summer Camps: Our summer camps were again offered in collaboration with Olympia Parks, Arts, & Recreation Department and the Lacey Parks & Recreation Department. Happily, we were able to offer all of our youth media camps in-person following the temporary lifting of the mask mandate in June and the dip in COVID19 infections. We adhered to all required COVID19 protocols.

The five camps, two half-day camps for ages 8 to 11, three full-day camps for ages 12-16, filled our summer. It was great to have the creative energy of the young people in the building again. At the end of the summer, we held a virtual watch party to screen the works of all the youth.

Training statistics for 2021 are found in Addendum B.

Facilities & Equipment Use

With the exception of our summer youth programs, our building remained closed to the public for the entire year. We continued our curbside check-out of portable equipment in order to offer our community producers access to production tools and maintained our extended reservation limits of seven days.

In May, we opened access to Studio A by appointment for limited use. To control the number of people in the building, the studio space was restricted to six people with two TCMedia staff operating the control room. While the studio use was significantly reduced from previous years, we were able to support ongoing projects by several community members. Since we can provide laptop computers to check-out for editing, our on-site edit suites remained closed. Details of our equipment use for 2021 are found in Addendum C.

Community Productions and Contract Services

COMMUNITY PRODUCTIONS: Every year, TCMedia produces programs in the community interest and often partners with local organizations to inform, educate, and entertain our community. Even with pandemic limitations, were able to produce numerous projects for contract clients and the community at-large. We also make our professional staff available to organizations for contract production services.

In spite of COVID19, we were able to continue producing several TCMedia programs, launched production of some new content offerings, and worked with numerous organizations on contract projects often using on-line platforms to support the projects.

- TCMedia began production of *Focal Point*, short profile videos of local people with interesting stories
- League of Women Voters-Thurston County and TCMedia co-produced both primary and general election candidate forums in a completely virtual environment. The Olympia Council of Neighborhood Associations and TCMedia also co-produced general election candidate forums for Olympia City Council races. The forums were held on Zoom.
- Local School Districts – TCMedia produced two virtual episodes of *Superintendent's Roundtable* and one in the studio with the Olympia Schools, North Thurston Public Schools, Tumwater Schools, and Yelm Community Schools superintendents as our guests.
- We produced 12 Episodes of our long-running *Mission Nonprofit* showcasing the work of area nonprofit organizations.
- Yelm Dollars for Scholars contracted with TCMedia to produce and stream their virtual fund-raiser, raising more than \$75K for scholarships. Yelm City Schools contracted with TCMedia to stream/record the 2021 Yelm High School Graduation from their stadium.
- South Sound Reading Foundation contracted with us to record video for their virtual Books by the Bay fund raiser.
- Saint Martin's College hired TCMedia to stream graduation ceremonies for the 2020 and 2021 classes held on the same day.
- Thurston County Chamber of Commerce returned to in-person meetings, renewing a production agreement with TCMedia for coverage of their monthly business forums.
- The Alliance for Community Media contracted with TCMedia to prepare a virtual awards ceremony video for the Hometown Media Awards
- We marked our 9th year of providing professional support to Panorama TV for the, the closed-circuit television system operated by Panorama residents using primarily virtual video platforms.

GOVERNMENT PRODUCTIONS: TCMedia staff provided continued coverage of virtual and hybrid City Council, Board of County Commissioner, Thurston County Board of Health, and LOTT Board of Directors meetings, work sessions, and public hearings. Additionally, we recorded community forums, special meetings, summer concerts, and other informational programs as requested by the jurisdictions.

In 2021, TCMedia produced or recorded 301 video programs on behalf of local government. Details in Addendum D.

Awards & Recognition

In July, TCMedia won three national awards from the Hometown Media Awards for projects that were produced in 2020. The Hometown Media Awards are presented by the Alliance for Community Media, a national organization that advocates for the development, support, and use of community media resources. Nearly 1000 videos were entered from organizations around the country.

The following programs received awards:

- *First Returns: Election Night 2020* was honored in the Democracy in Action category
- *Stay Safe!* was recognized in the Emergency Communications category
- *Meet the Fur Babies*, produced by our virtual summer camp students, was honored in Children's Programs, Student Division

Programming & Distribution

In 2021, 1583 programs aired for the first time on our channels. Programs are scheduled at least 3 up to 10 times and depending on length and frequency of new material. In total, we scheduled more than 19,000 hours on the channels in 2021.

Locally produced public access, government programs, and TCMedia community interest projects are only part of our programming inventory. TCMedia also acquires programming from outside sources we believed to be of interest or importance to the greater community. In 2021, most of the programming we imported centered around information about the pandemic from sources such as the World Health Organization and the Centers for Disease Control. We also continued to air the popular *Classic Arts Showcase*, a performing arts and media showcase in short "music video" style vignettes that features everything from ballet and opera to animation and experimental film/video. *Classic Arts Showcase* is offered free to community media channels and is funded by Lloyd E. Rigler-Lawrence E. Deutsch Foundation.

TCMedia programs channels 3, 22, 26, and 77 on the Comcast Cable system serving greater Thurston County, and channels 3, 22, and 23 on the Consolidated Communications cable system in the Yelm area. All of our cable channels are streamed 24/7 through our website. Programs are also available on Roku, Apple TV, YouTube, and on our video-on-demand server.

Programming statistics are found in Addendum D.

Summary

We survived the second year of the COVID19 pandemic by being flexible. We found ways to support our clients' media production needs within the limits imposed by health and safety guidelines. As expected, we saw a decline in community involvement during the surge in infection rates. However, we saw a silver lining with our fully enrolled summer camps that brought creative energy back into the facility. As we emerge from our pandemic cocoon, we're excited about the possibilities ahead in 2022.

Addendum A – Number of individuals registered with TCMedia in 2021 by zip

# of Individuals	Zipcode
48	98501
36	98502
27	98503
1	98504
1	98505
17	98506
14	98507
2	98508
1	98509
12	98512
14	98513
7	98516
1	98576
2	98579
2	98597
20	Out of county
205	TOTAL

Organizations/Agencies that utilized TCMedia services in 2021

Alliance for Community Media	Olympia Council of Neighborhood Associations
Asian Pacific Islanders Coalition of So. Puget Sound	Olympia Downtown Alliance
Bahah'i Faith	Olympia Lamplighters
BLAST - Black Leaders in Solidarity Thurston	Olympia Surfrider
Bridge Music Project	Panorama
Center for Spiritual Living Olympia	Rebuilding Together Thurston County
CIELO	Risen Faith Fellowship
City of Lacey	Rivers of Grace Foundation
City of Olympia	Senior Services of South sound
City of Tumwater	Saint Martin's University
Community Foundation of South Puget Sound	South Sound Reading Foundation
Earthbound Productions	South Sound YMCA
Family Education Support Services	Thurston Climate Action Team
Family Support Center of South Sound	Thurston County
Friendly Water for the World	Thurston County Chamber of Commerce
Harlequin Productions	Thurston County Food Bank
Hawk Foundation	Veterans for Peace Rachel Corrie Chapter
Heart Spark	WA Dept. of Agriculture
Homes First	WA Dept. of Health
Lakeside Worship Center	WA Office of Superintendent of Public Instruction
League of Women Voters Thurston County	WA Secretary of State Corporations & Charities
LOTT Cleanwater Alliance	WA Association of County Officials
MOAA	Washington State Community Action Partnership
Northwest Cooperative Development Center	West Olympia Rotary
Olympia Area Chinese Association	Yelm Community Schools
Olympia Church of Christ	Yelm Dollars for Scholars
Olympia Coalition for Ecosystems Preservation	

Addendum B - Training Enrollment 2021

In 2021, TCMedia trained 103 youth and adults

Virtual Classes	# Offered	# Canceled	People Enrolled/ Certified
Adobe Premier Editing	7	4	7
DaVinci Resolve Editing	7	7	0
Final Cut Pro X Editing	3	1	5
Garage Band for iPad	2	2	0
HD Camera	9	4	6
TCMedia Orientation	4	2	11
ZOOM for Video Production	3	1	3
In Person Classes			
HD Studio	1	0	7
Total	36	21	39

YPN Virtual Summer Youth Camps 2020	Camps	# Enrolled
Let's Make a TV Show: 8-11 years	1	14
Animation Fun: 8-11 years	1	15
Let's Make a Movie: 12-16 years	1	11
Let's Make a Music Video: 12-16 years	1	10
Animation Overdrive: 12-16 years	1	14
Total camp enrollments	5	64

Addendum C - Equipment and Facility Usage 2021

Equipment	Hrs. of Use	Commercial Market Rental Value¹
Portable Cameras & Accessories	10,209	\$ 53,168
Laptop Editing Systems	6,200	\$ 75,950
Studio A / Control Room A	960	\$ 96,050
Edit Suites – 2 available	356	\$ 7,141
iPads – 15 available	7,150	\$ 8,151
Total	24,875	\$ 240,460

¹Commercial rates calculated using average rates charged by equipment rental businesses in greater South Sound region

Addendum D – 2021 Programming Statistics

Programming by Channel

Channel	1st Run Programs ²	1st Run Hours ³	Total All Programs Scheduled ⁴	Total All Hours Scheduled ⁵	VOD Views
3 – Government Olympia, Lacey, Thurston Co.	388	491.5	531	4,840	705
22 – Public Access	1,111	981.75	1364	5,379.25	491
26 – Tumwater TV	195	168.35	337	3,890	587
77 - Local Affairs/Education	269	158.25	429	5,400	836
TOTALS	1,963	1,799.85	2,661	19,509.25	2619

Programs on Channel 3 or 26 by agency/jurisdiction

Jurisdiction / Channel	# of Programs ⁶	Total Program Hours ⁷
Lacey – Ch. 3	50	65
LOTT – Ch. 3 & 26	11	15
Olympia – Ch. 3	59	103
Thurston County – Ch 3.	131	216
Tumwater – Ch. 26	25	58
Other⁸	Programs	Program Hours
Outside sources	106	101

Programs available on our Video on Demand Server (VOD) but not aired on TCTV Channels

Jurisdiction / Channel	# of Programs	Total Program Hours
Tumwater - 26	25	24

² This number represents the number of individual programs from all sources that aired for the first time on the channel

³ This number represents the total hours of programming that aired for the first time on the channel

⁴ This number is the total number of individual programs that aired on the channel including repeated programs

⁵ This number represents total of all hours scheduled on the channel including repeats

⁶ This number is the total number of programs produced by TCMedia for each jurisdiction

⁷ This number is the total number of hours of programming produced by TCMedia for each jurisdiction

⁸ This is programming acquired from outside sources such as TVW, World Health Organization, federal agencies or state agencies that aired on Channel 3 and 26. Does not include PSAs, Promos, or Channel ID