

Activities Report
January 2022 - June 2023



Thurston
Community Media

Learn. Create. Share

www.tcmedia.org

Deborah Vinsel, CEO





TCMEDIA EMERGES AFTER COVID

Thurston Community Media started 2022 with the facility closed to the public as COVID19 restrictions continued to limit our community media services. When restrictions were lifted we unlocked the doors to the community media center and on April 4th welcomed our community back to make media. The past 18 months have been a period of transition as we reconnect with our members and the community. One positive outcome of the lockdown was watching users become more savvy and, willing or not, our community embraced new technologies in unprecedented numbers. TCMedia recognizes this change and has taken steps to bring new services to an evolving population.

We've enhanced channel operation services, updated our equipment inventory with new technologies, added new training opportunities, and launched a new youth media apprentice project. We have seen a 22% increase in training enrollment and a 37% increase in the communities' use of the media center studio and equipment.

The TCMedia production facility is not just a TV studio. It is a maker-space for digital content creators who come together as a creative community to make media by, for, and about the communities we serve. Community is our middle name!

NEW IN 2022

ENHANCED DISTRIBUTION SERVICES

In 2022 we added several new features to our video distribution and cable channel management.

- Closed Captions - A generous donation from Complete Hearing and Balance helped us implement closed captions on Channels 3, 26, and 77 as well as the programs on the Video on Demand (VOD) server. This means all local government meetings and programs are now closed captioned on the cable channels and our Video on Demand Server.
- Streaming Sites: All four cable channels now stream to ROKU and APPLE TV through a third-party app called ScreenWeave. ROKU and AppleTV subscribers simply add ScreenWeave to their list of channels, then search for TCMedia.

INSTANT TV PRODUCTION SUPPORT

We implemented *Instant TV* on the second Saturday of every month to help community members get their programming started. This is a low-barrier way for community content creators who haven't been trained or who don't have a volunteer crew to record a show. TCMedia staff provide technical support and coordinate recently trained volunteers to be the production crew. A 'pay-what-you-can' donation is suggested, but nobody is turned away if they can't make a financial gift.

Twenty-nine programs have been produced since Instant TV was launched in April 2022, including the award-winning, In the Know Women's Show. Instant TV has helped rebuild our connection with returning members, engage newly trained members in a skill-building production opportunity, bring new programming to the channels, and generate a new, though currently modest, revenue stream.

LEARN

Beginning in 2022, all of the media production workshops offered by TCMedia are included in the Olympia Parks Arts & Recreation Department activities brochures and on the OPARD website. In Fall, 2023, course offerings will also be available through Lacey Parks, Arts, and Culture, and Tumwater Parks and Recreation Department.

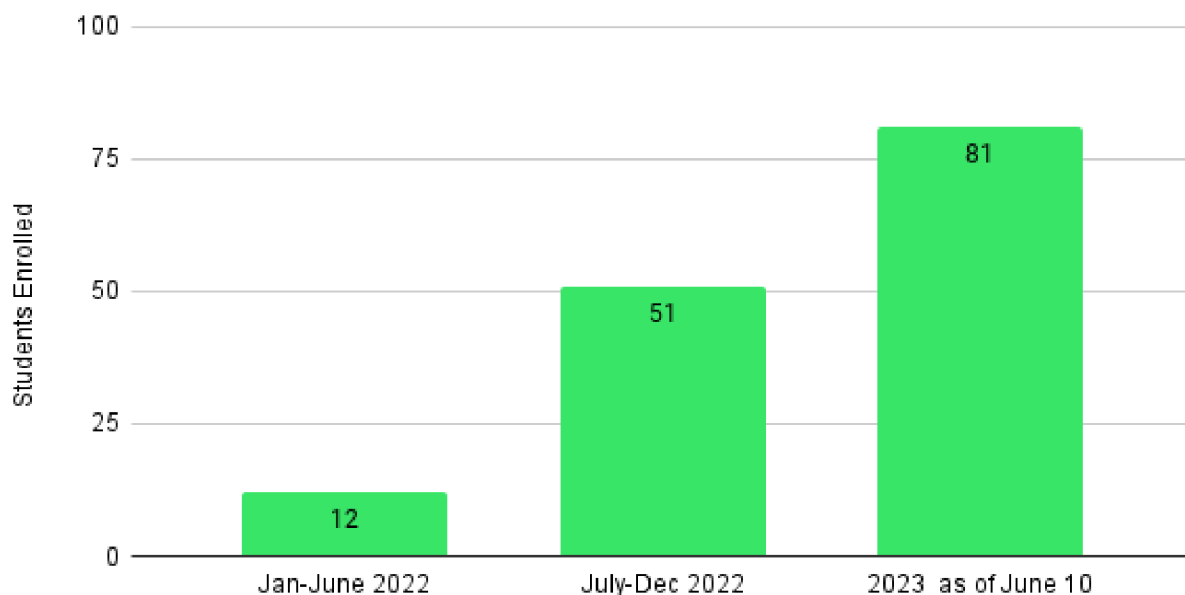
We added several new workshops to our class line-up and launched our first Master Class with a guest instructor/filmmaker. These included:

- Intro to DSLR Cameras
- DSLR Cinematography
- DaVinci Resolve Editing
- Master Class: Documentary Production

In the first half of 2022, the public's uneasiness about in-person activities caused many of the scheduled workshops to be canceled. We saw workshop enrollment rebound with much healthier registration through the second half of the year. The enrollment growth continued into 2023, with a 22% increase in enrollment YTD over the total of 2022.

Class sizes vary from six to 15 depending on the equipment and techniques being taught. Thirty-seven workshops, six orientations, and one Master Class were offered in 2022. Twenty-one workshops and six orientations have been offered in the first half of 2023.

TCMedia Production Training Enrollment



Young Producers Network

Summer Camps for Youth

Our partnership with Lacey Parks, Recreation & Culture and Olympia Parks, Arts & Recreation continued, making our summer camps available through their respective departments' summer activities offerings.

We conducted five, week-long camps for youth; two for ages 8-11 and three for ages 12-16. Camp registrations are limited to 16 youths per camp. Sixty-two young creatives were enrolled for the 2022 camps. Five camps are scheduled again for summer 2023.

Camp Name	Enrolled	Ages
Animation Fun!	17	8-11
Let's Talk: TV Studio Production	15	8-11
Let's Make a Movie	14	12-16
Let's Make a Music Video	4	12-16
Animation Overdrive!	12	12-16
Total Enrolled	62	

Digital Media Apprentice Program (YPN-DMAC)

In June 2022 we began a pilot project to employ high school students as summer media apprentices. We hired one student for a part-time position working with our production staff from June through August.

The YPN-DMAC project is designed to teach workplace skills like teamwork and punctuality along with STEAM skills and concepts. We have expanded the program for summer 2023 with financial support from Olympia Federal. We plan to hire up to six youths for summer 2023.



CREATE

Facilities & Equipment for Community Use

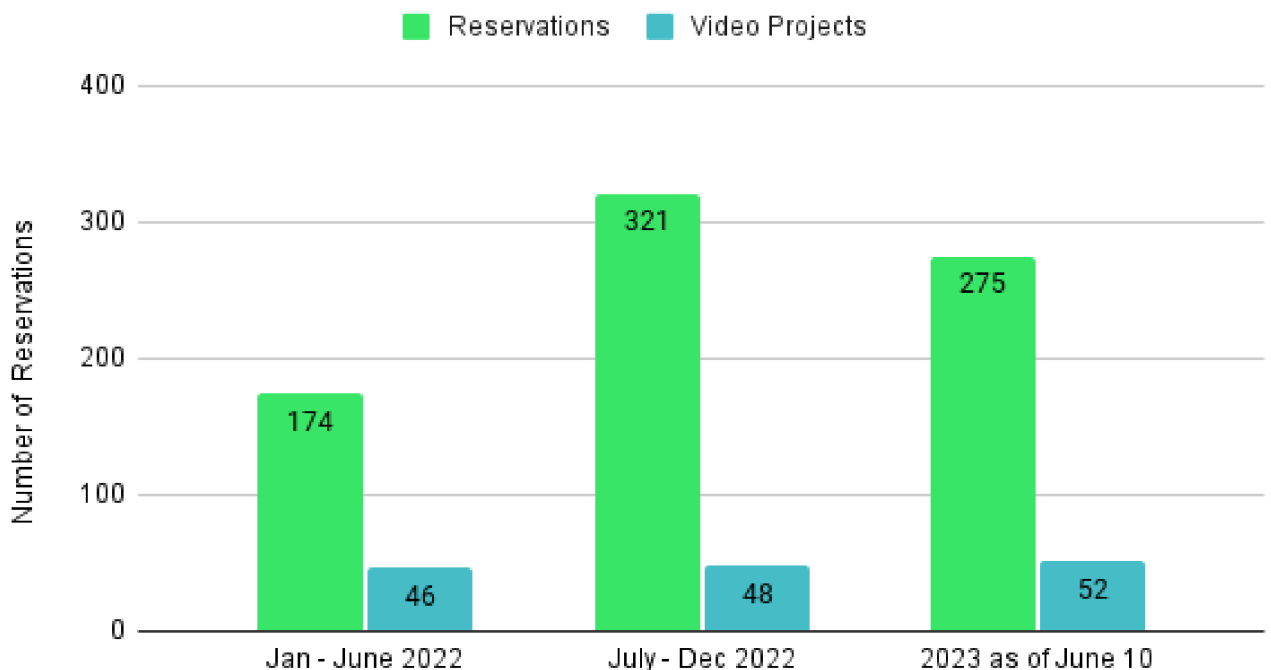
The media center on Yauger Way is a maker-space for content creators. We provide individuals, organizations, and agencies with access to media production equipment and facilities that would otherwise be unavailable and/or unaffordable for nonprofessional media makers. The TCMedia facility houses a fully-equipped television studio and video editing suites, with professional quality portable cameras light kits, microphones, and other accessories available to check out.

In 2022, we expanded our equipment inventory to include production tools to fit the needs of today's content creators and digital filmmakers. These include:

- DSLR 4K cameras with accessories
- Digital cinema accessories such as C-stands, tracking rails, and lighting scrims
- Gimbal stabilizers, extra lenses, and small microphones to use when shooting video with mobile devices.
- Black Magic ATEM Mini-pro video switchers for live streaming remote multi-camera productions

Equipment reservations during the first half of 2022 were still feeling the impact of COVID19. However, we saw a significant increase in facility and equipment used by community members in the second half of 2022, with the trend continuing into 2023.

Equipment & Facility Use



SHARE

Cable Channel Operations and Digital Distribution

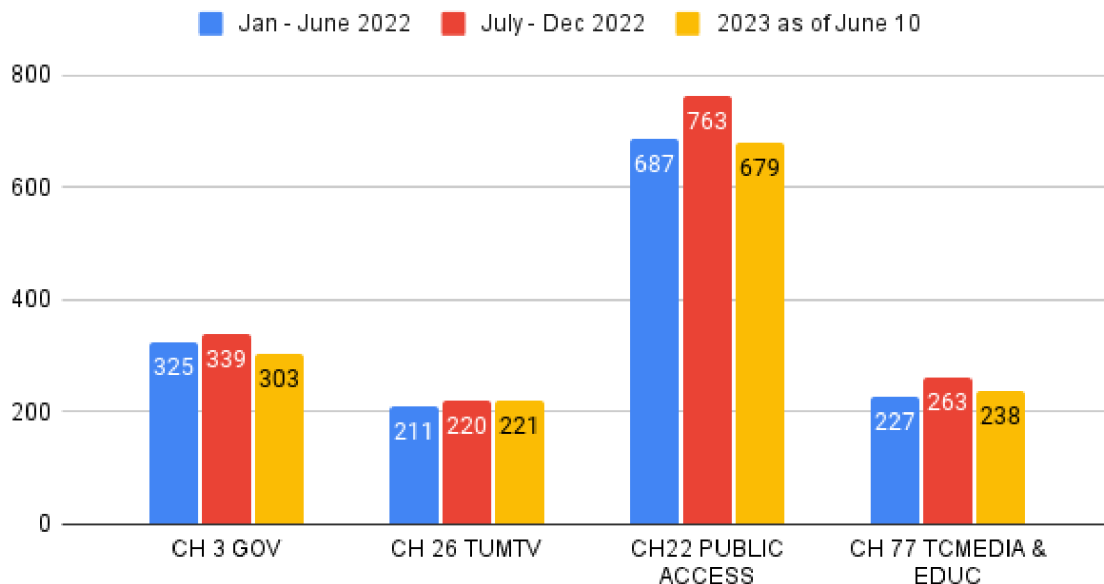
TCMedia programs four cable channels on the Comcast Xfinity cable system and three on the Consolidated Cable System in Yelm

- Channel 3 - Olympia, Lacey, Thurston County government programs
- Channel 22 - Public Access - content produced by individuals and organizations
- Channel 26 - Tumwater TV - Tumwater government and schools
- Channel 77 - Local/Ed - programs produced/presented by TCMedia and educational institutions

In 2022, **1479** individual programs aired for the first time on the PEG channels. More than 65% were produced locally.

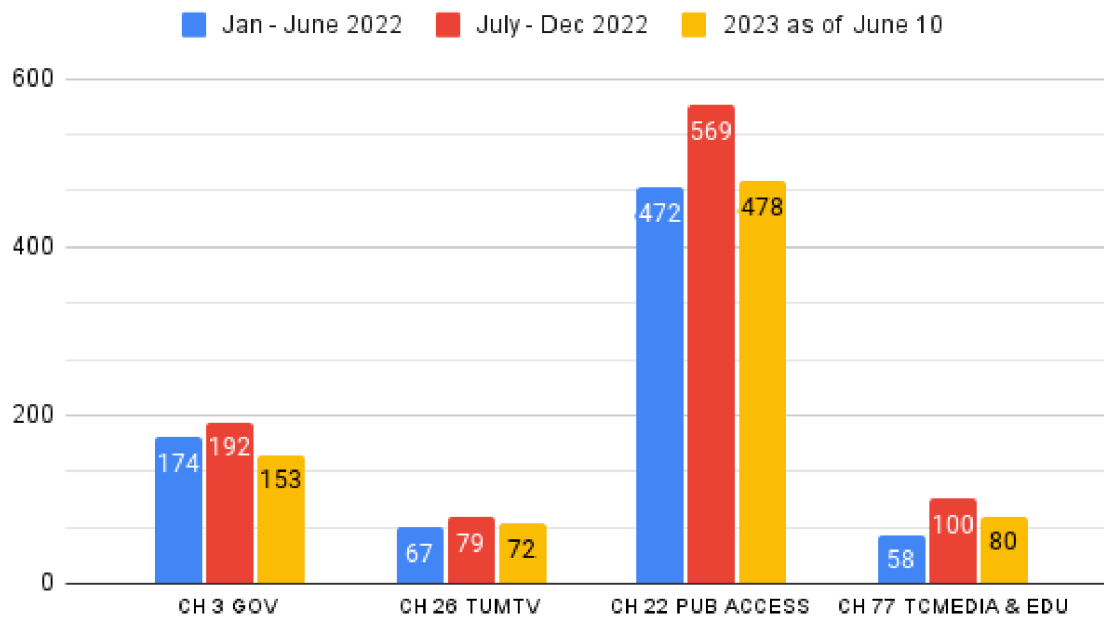
TCMedia also acquired programming from several sources to increase the diversity of content and information available to viewers. These included Classic Arts Showcase, World Health Organization COVID Updates, and NASA Connects. Local organizations often present imported programming with which they have some affiliation, such as *Worship Anew* presented by the Olympia Church of Christ.

TOTAL PROGRAMS BY CHANNEL



Some programs such as LOTT Board Meeting or The First Returns: Election Night 2022 are scheduled on more than one channel. This chart shows the number of programs that ran for the first time on each channel.

1st RUN PROGRAMS BY CHANNEL



Government programming by jurisdiction Jan 2022-June 10,2023

Lacey	86
Olympia	113
Thurston County	189
Tumwater	60
LOTT	16

Video Online

All of the TCMedia cable channels stream 24/7 and can be accessed through the TCMedia website - www.tcmmedia.org

TCMedia Video on Demand (VOD) launched in 2019. It is available at the TCMedia website - tcmmedia.org. Since January 2022, 321 programs have received 1956 views.

TCMedia YouTube Channel launched in 2010. The TCMedia YouTube Channel includes only programming produced by the TCMedia staff. Public Access programming is not included on the TCMedia YouTube Channel. In the past 18 months, the YouTube Channel received 51,600 views with 4800 hours of watch time.

Community Involvement

Membership in TCMedia is not limited to Thurston County residents and groups. However, individuals and organizations from outside Thurston County pay a membership that is double the amount of local members.

265 individuals joined or renewed their membership in 2022.

Address	Members
Olympia	153
Lacey	44
Tumwater	38
Rochester	1
Rainier	1
Yelm	4
Outside Thurston County	24
Total	265

31 Nonprofit Groups Used TCMedia Services in 2022

Al-Islam Center	Olympia Historical Society &
Baha'i Faith	Bigelow House Museum
Benrose Foundation	Olympia Unitarian Universalist Congregation
CARE - Christlike Agrotourism for Racial Equity	Our ARK
Center for Spiritual Living	Risen Faith Fellowship
Dancing Dragons	Rivers of Grace
Family Education and Support Services	Saint Martin's University
Friendly Water for the World	Sweet Adelines
JOLT News	South Sound Dance Access
League of Women Voters Thurston County	South Sound Partners for Philanthropy
League of Women Voters of Washington	South Sound YMCA
Mentor WA	Theater Artists Olympia
North Thurston Kiwanis	Thurston County Chamber of Commerce
Northwest Cooperative Development Center	Veterans for Peace
OlyFilm	Washington Center for the Performing Arts
Olympia Firefighters Foundation	Window Seat Media

Professional Service Contracts

We provided professional production and technical services to several organizations and agencies.

- Thurston County Chamber of Commerce
- Saint Martin's University
- Panorama
- Yelm Community Schools
- LOTT Clean Water Alliance
- South Sound YMCA
- Olympia Parks, Arts, & Recreation
- City of Olympia
- City of Lacey
- City of Tumwater
- Thurston County

Support

The continued partnership between TCMedia and Olympia, Lacey, Tumwater, and Thurston County has made community media services available for more than 36 years. In addition to service agreements with the jurisdictions, TCMedia generates operating revenue through production contracts, equipment and facility use fees, donations, grants, and underwriting sponsorships. These combined resources create an economy of scale that makes it possible to provide a level of service for the entire community beyond what would be possible individually.

In 2022 TCMedia's earned revenue (other than jurisdictional support) included professional contract services, training fees, and facility memberships. We hired a Development Director in October. We're increasing philanthropic support from foundation grants, individual donations, special events, and underwriting and sponsorships.

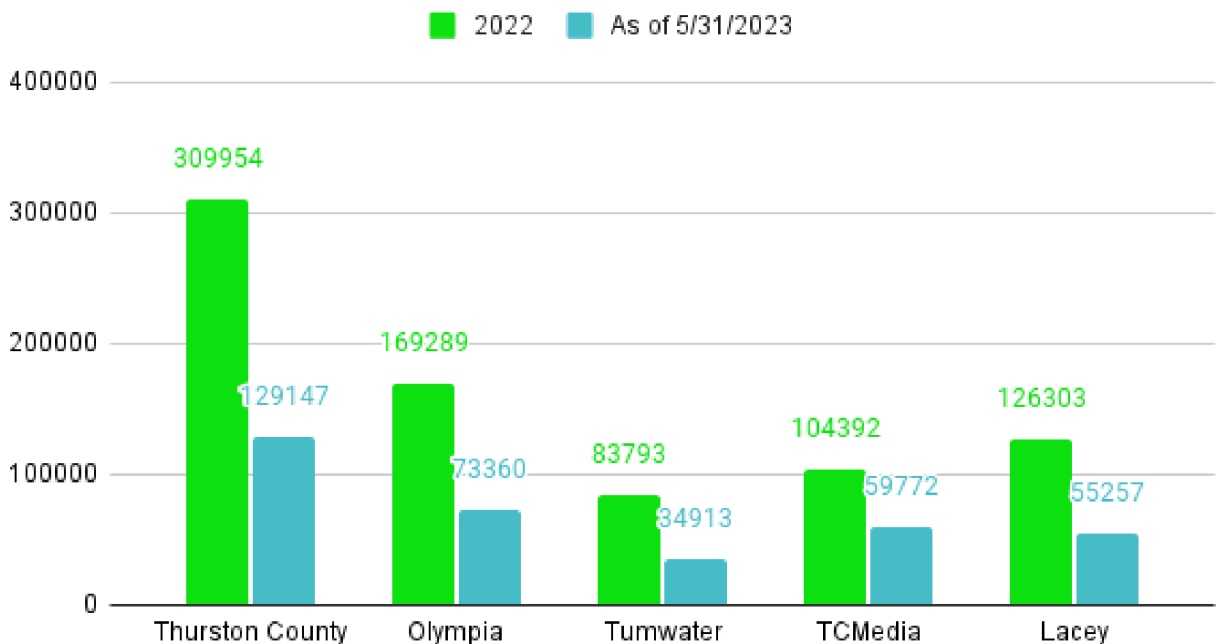
Business Circle Members

- Heritage Bank
- Complete Hearing & Balance
- Olympia Federal
- TwinStar Credit Union
- Thurston Talk (in-kind trade)
- Dancing Goats Coffee (in-kind trade)
- Acme Ice Cream (in-kind trade)

Grant Funders

- Nisqually Tribe
- Walter Morgan Family Foundation
- Community Foundation of South Puget Sound

Operating Revenue by source



Future Plans

Distribution Upgrades

June 2023 -TCMedia will soon be available on iPhone and Android. We're also upgrading o a branded app for ROKU and AppleTV and adding FireTV. We are currently working with our distribution equipment provider to develop dedicated/branded apps on all of these platforms to make it easier to find TCMedia regardless of the screen you are looking for. No third-party application will be necessary. Just click on our icon and watch!

Closed captions

Captions in languages other than English are expected to be available by the end of 2023. Additional expenses will be minimal and based solely on the number of hours of programming that we caption with a language other than English. No additional equipment will be necessary.

Podcasting

Podcasting equipment is on our list for 2023. It will be installed and ready for use by the end of September 2023.

Venue Rental

TCMedia will make the TCMedia studio space available to rent as an event venue when it is not booked for video production. The availability of A/V for hybrid meetings and event recording, room size, and available parking have all been identified as highly desirable features by the event planners we are working with. This will add an additional revenue stream to our earned revenue. Use of TCMedia as an event and meeting venue is expected to launch by September 2023.

Summary

Since 1983, TCMedia has been the contracted steward manager of the public, educational, and governmental access resources made available to the community through the cable franchises with Olympia, Lacey, Tumwater, and Thurston County.

Helping our community create content and share their messages is at the core of our mission. With the support of individuals, foundations, businesses, and local jurisdictions, TCMedia has remained a consistent source of local information for our audiences, providing individuals, organizations, and governments with the technical resources necessary to achieve their communication goals.

We look forward to continuing as the steward of these important community resources.



CONTACT US



360-956-3100



idvinsel@tcmedia.org



www.tcmedia.org



440 Yauger Way SW, Suite C
Olympia WA 98502