

# 2020 ACM West Region Conference & Trade Show

Embassy Suites Monterey Bay

February 18-20, 2020



**Alliance for Community Media**

ARIZONA CALIFORNIA COLORADO HAWAII NEVADA NEW MEXICO

**West Region**



# Riding the Waves of Change



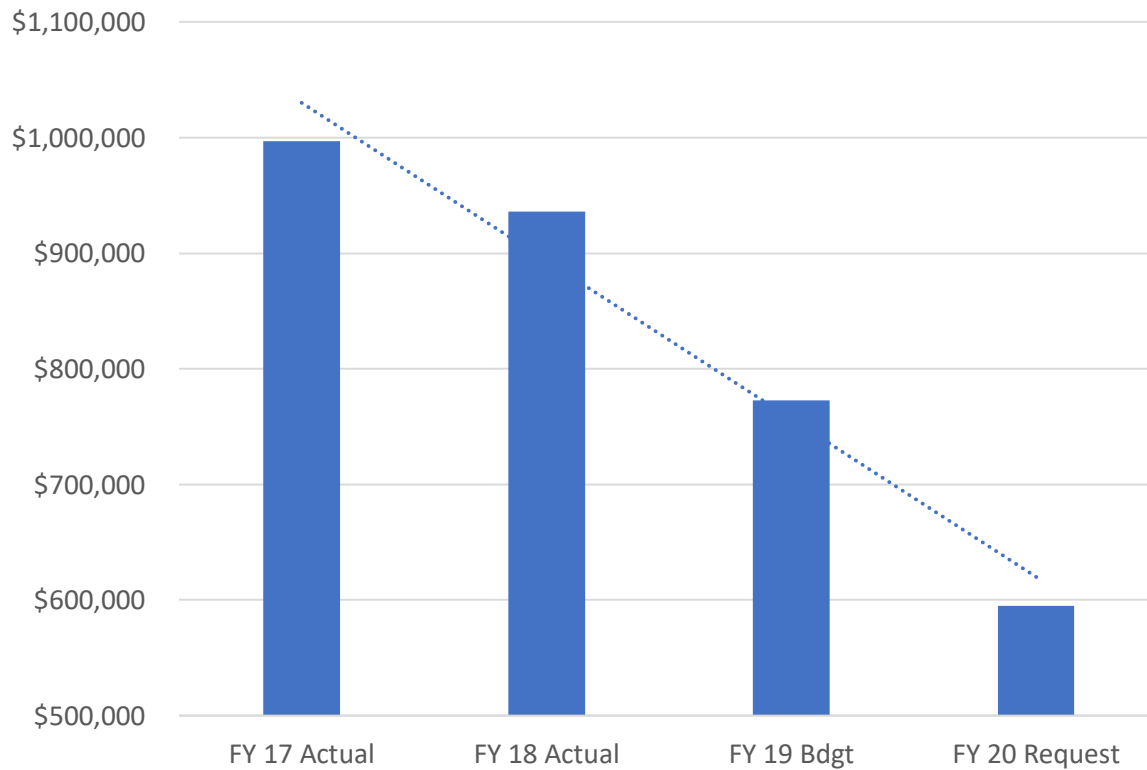




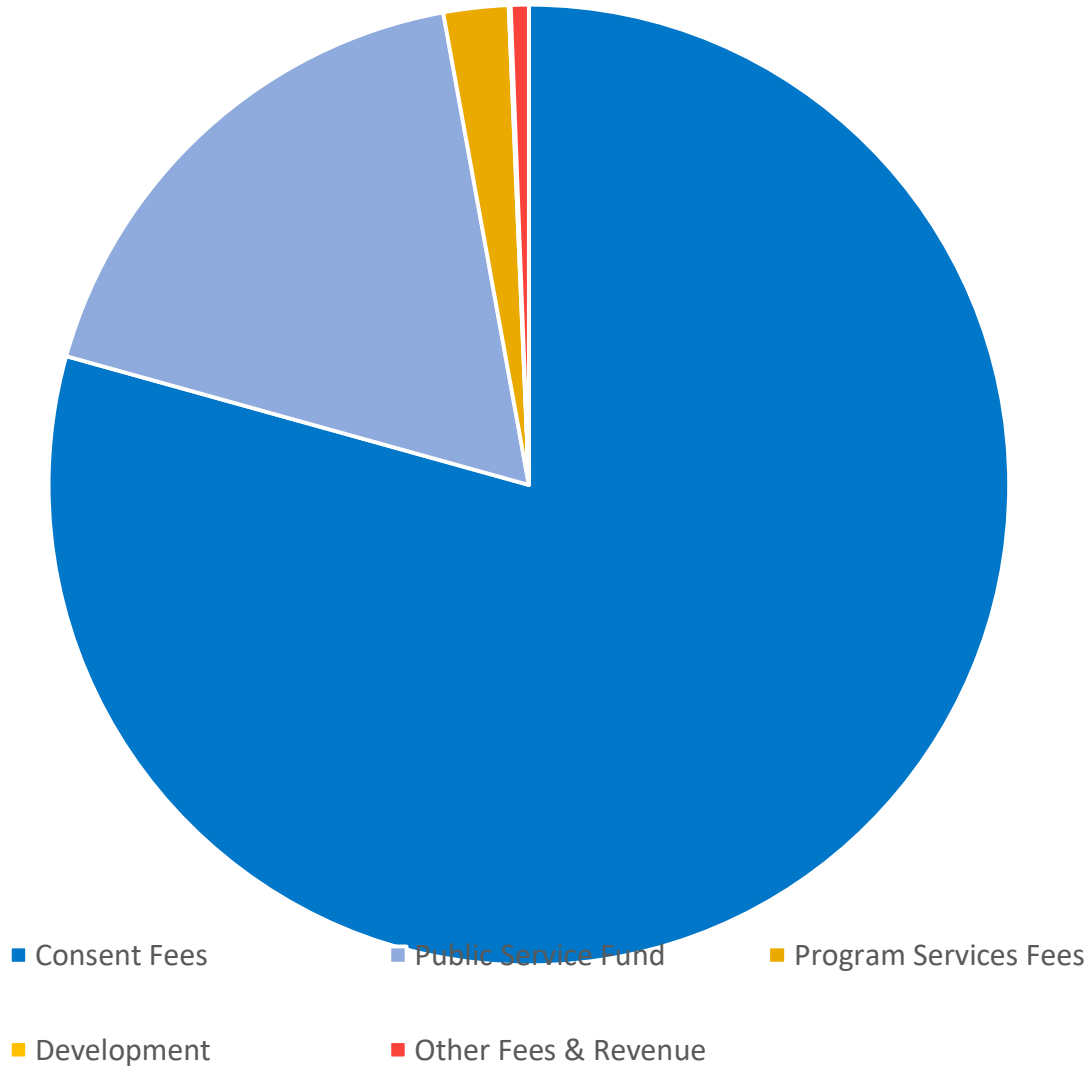




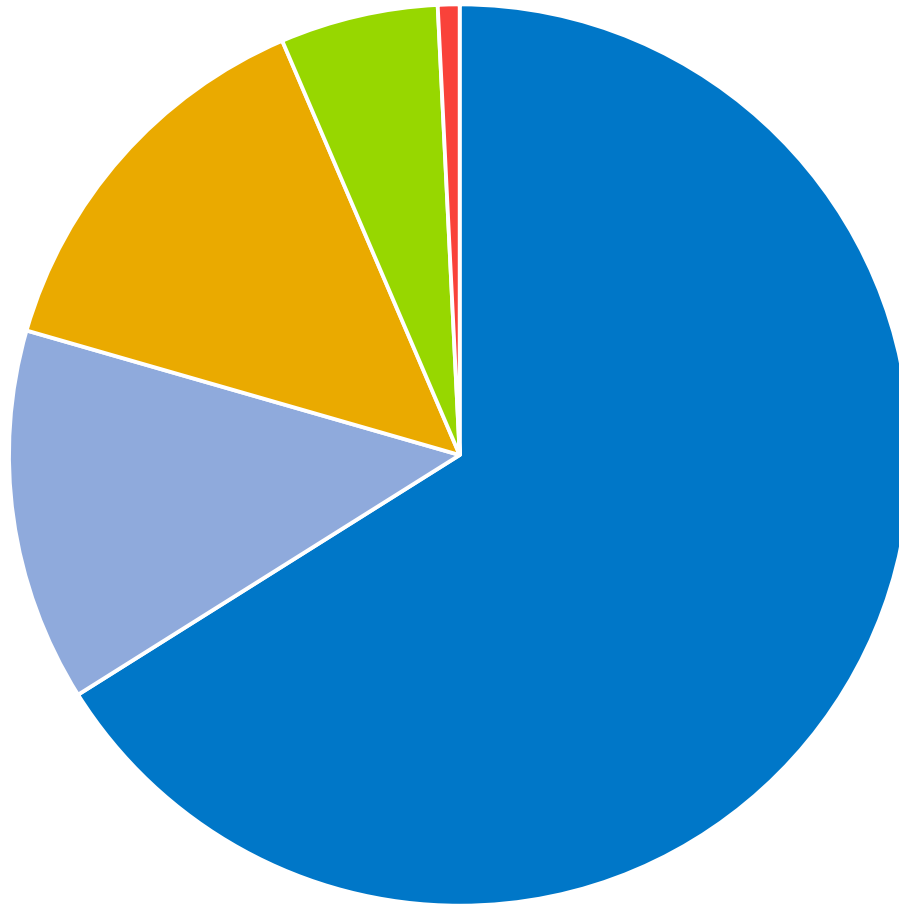
Consent Fee Revenue



## FY 18 Revenue



FY 20 Revenue



- Consent Fees
- Program Services Fees
- Other Fees & Revenue
- Public Service Fund
- Development

# The Virtuous Circle



**The question is,  
“What role do you  
give your donors?”**

**Partners  
Needed!**



**VS.**

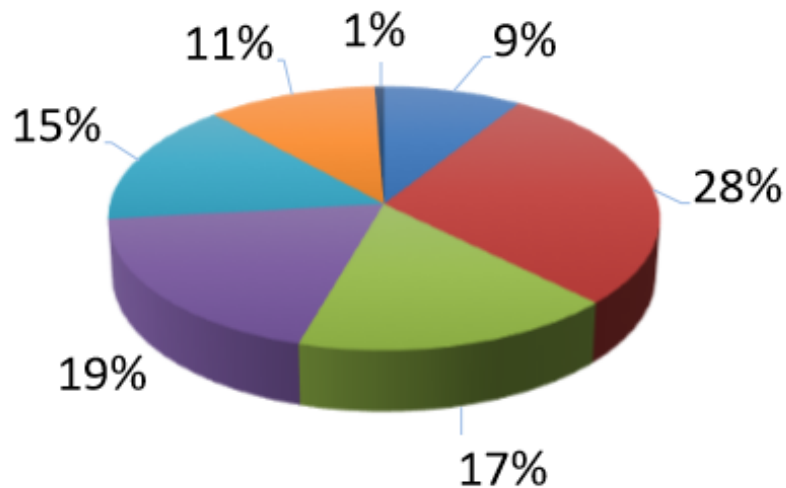
**Hero  
Needed!**



**Which role would YOU prefer to play?**

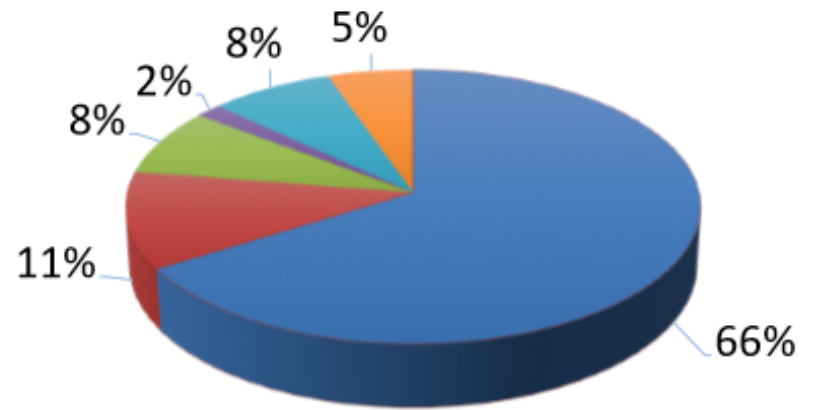
**DONORS FUND**  
**outcomes**  
**NOT**  
**process**





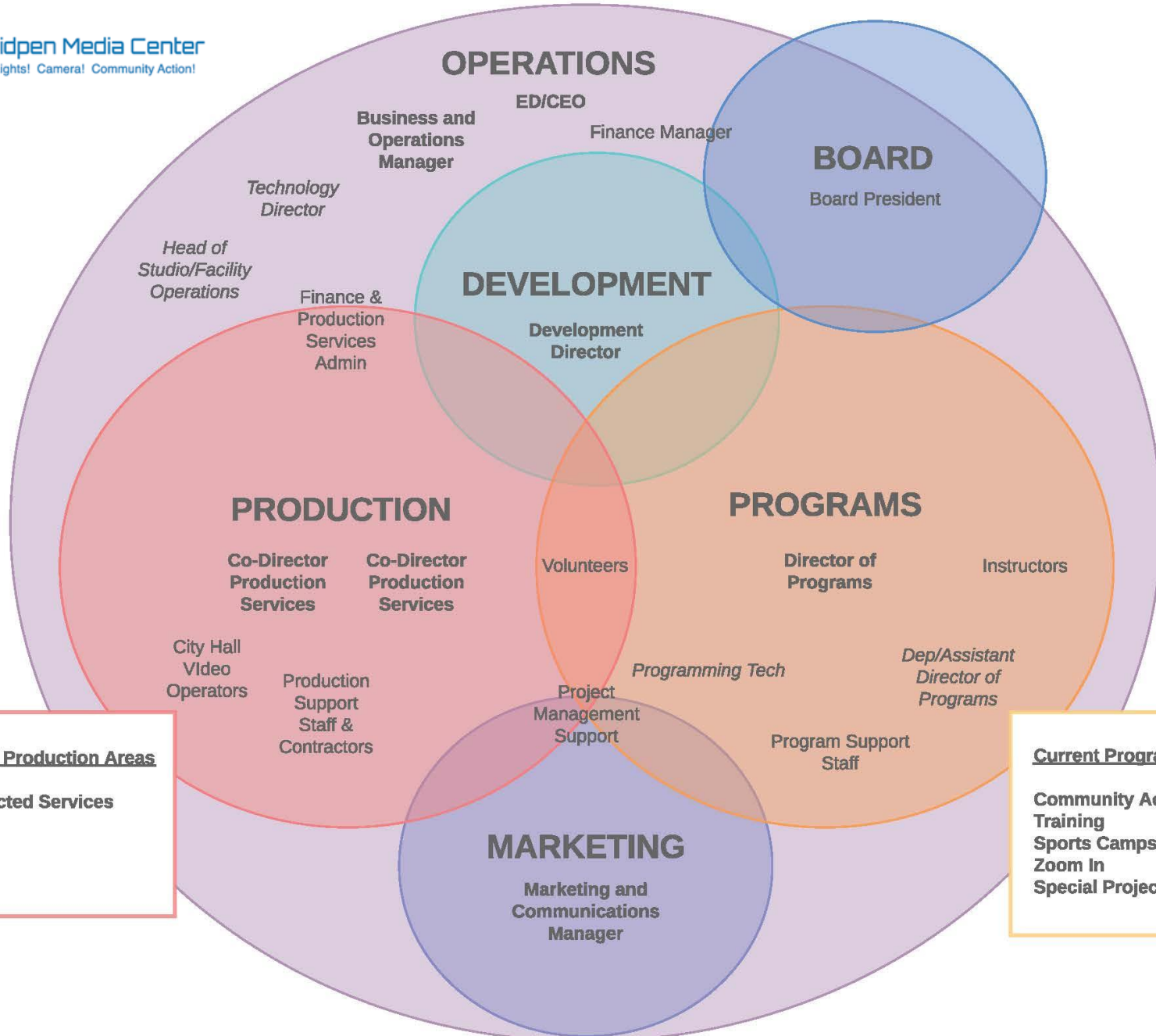
### INCOME (in 000s)

PEG fees released from restrictions	\$62,196
Contracted meeting coverage	\$195,015
Professional/media services	\$117,988
Contributions & grants	\$128,713
In-kind contributions	\$104,129
Class & facility use fees	\$76,271
Tape sales & other income	\$4,186
<b>Total</b>	<b>\$688,498</b>



### EXPENSES (in 000s)

Salaries & benefits	\$892,239
Professional services	\$154,528
General operating	\$105,954
Extraordinary professional services	\$22,000
In-kind legal services	\$104,129
Facility	\$72,039
<b>Total</b>	<b>\$1,350,889</b>



**Current Production Areas**

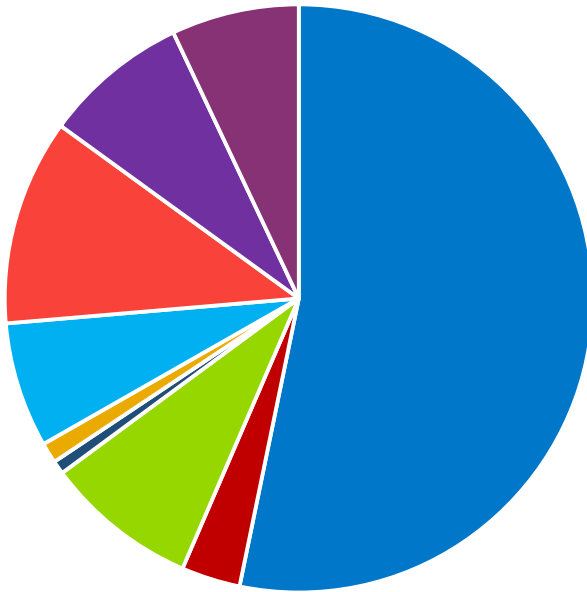
Congracted Services  
Studio  
Field

**Current Programs**

Community Access  
Training  
Sports Camps  
Zoom In  
Special Projects

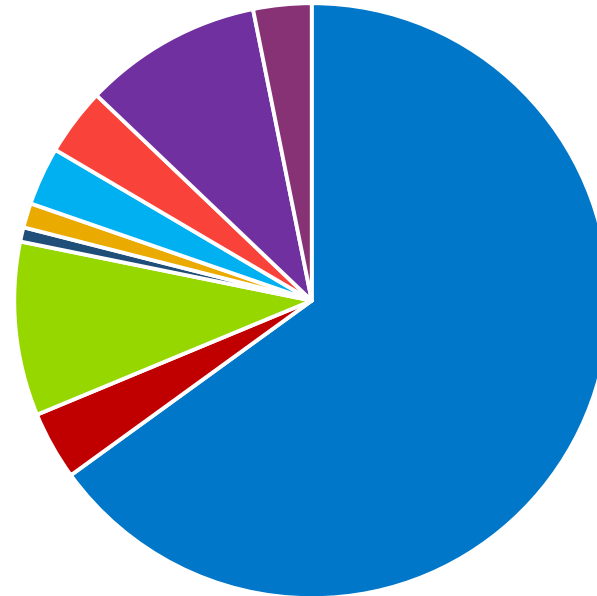


FY 18 Expense



- Personnel Expenses
- General & Administrative Expenses
- Operating Expenses
- Production Expense
- Professional Development
- Marketing - Outreach
- Professional Services
- Operating PSF
- Capital PSF

FY 20 Expenses

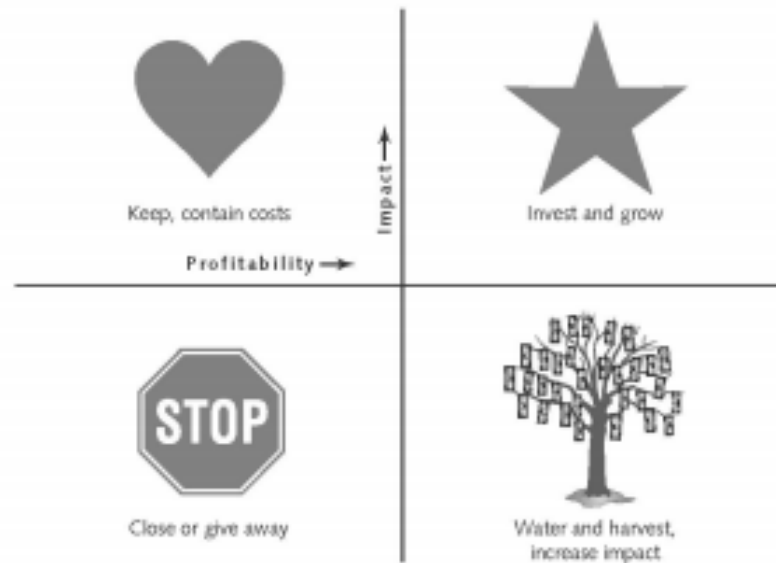


- |                            |                                     |
|----------------------------|-------------------------------------|
| ■ Personnel Expenses       | ■ General & Administrative Expenses |
| ■ Operating Expenses       | ■ Production Expense                |
| ■ Professional Development | ■ Marketing - Outreach              |
| ■ Professional Services    | ■ Operating PSF                     |
| ■ Capital PSF              |                                     |

Evaluate mission impact vs  
profitability of our activities to  
guide our decision-making



## Strategic Imperatives

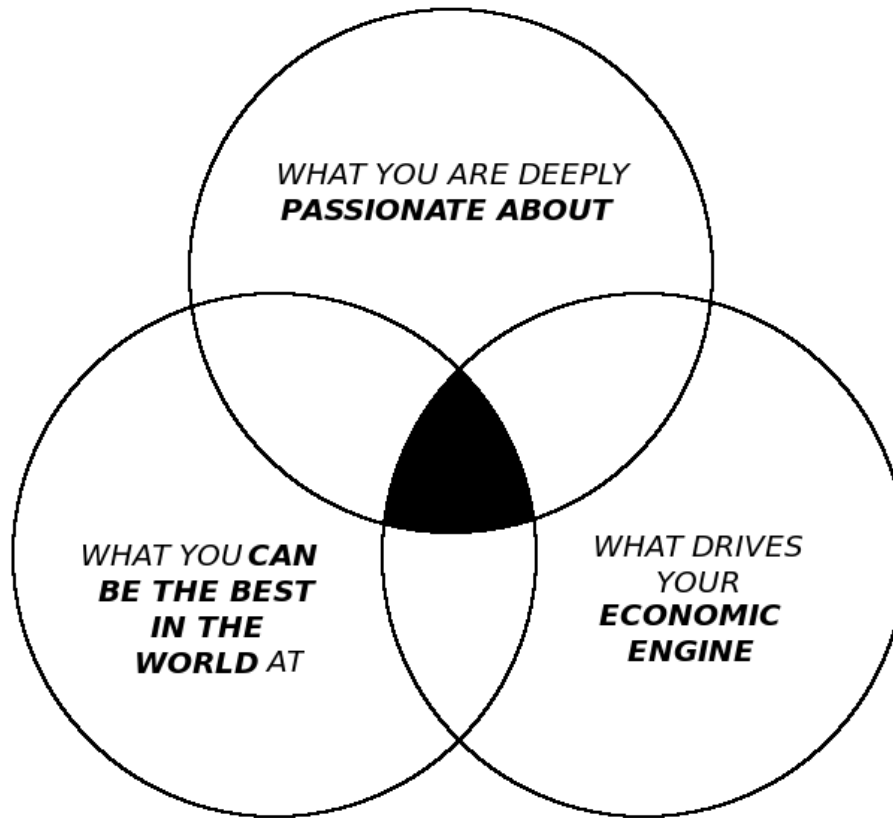


NONPROFIT  
SUSTAINABILITY



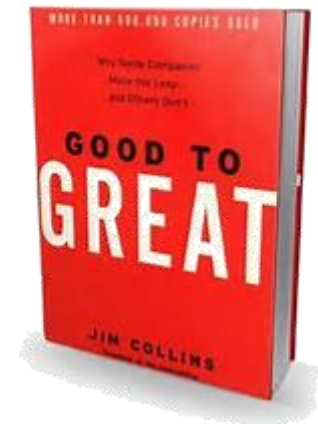


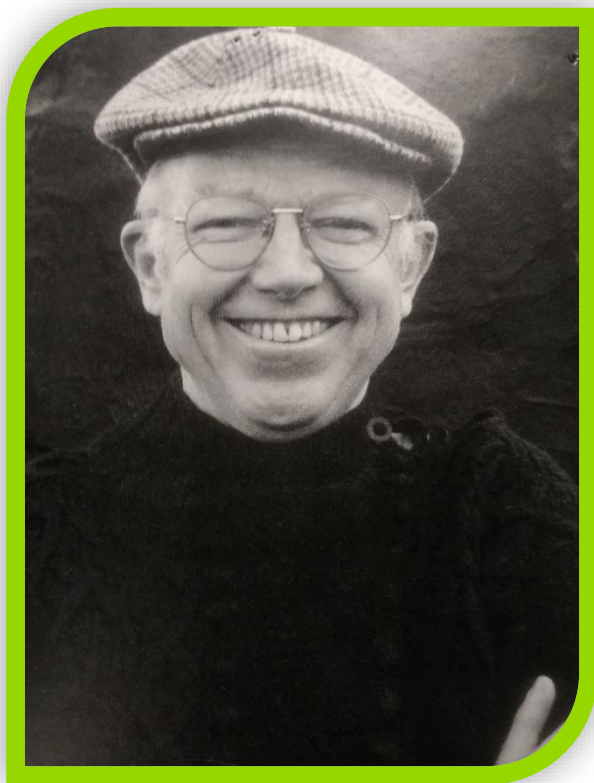
Explore and experiment to  
lock in these answers and where  
they intersect



## THREE CIRCLES OF THE HEDGEHOG CONCEPT

JIM COLLINS - *GOOD TO GREAT*





We look on cable as a way  
of **encouraging public action**,  
not just access.

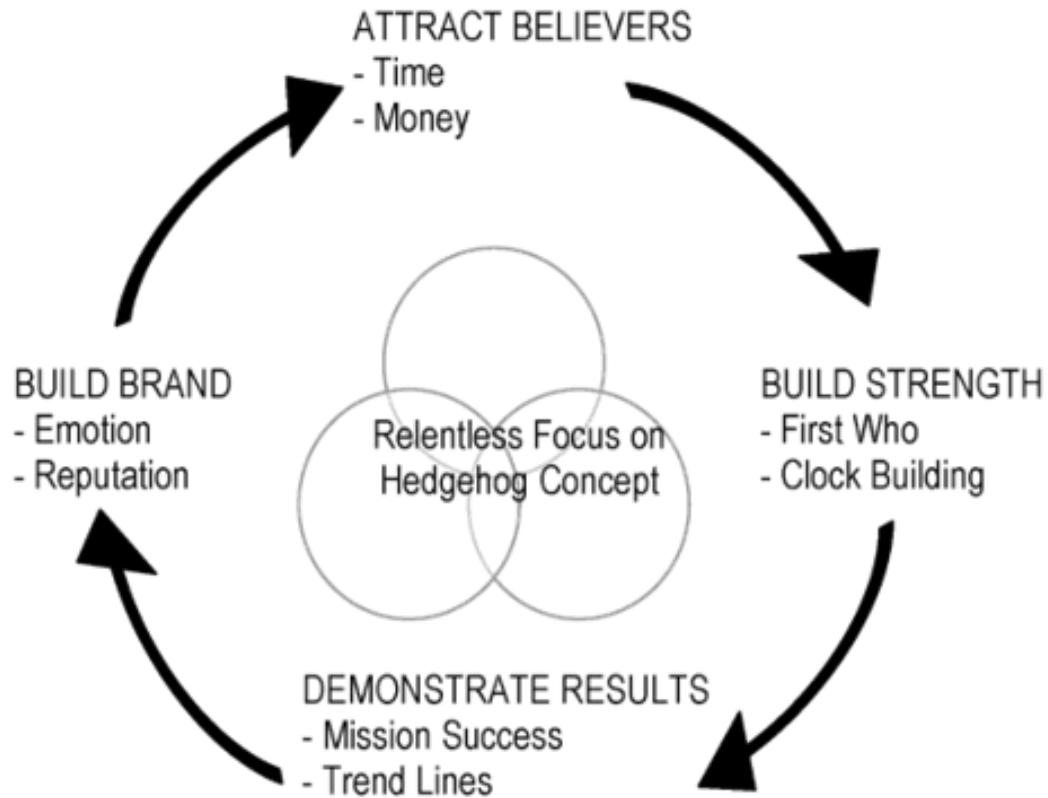
**Social change** comes  
with a combination of **use of media**  
and **people** getting out on the streets  
or **getting involved**.

George Stoney





## THE FLYWHEEL IN THE SOCIAL SECTORS



**Shifting our work and building new Revenue sources takes time, discipline, and evidence.**

**When done correctly, this work will begin to build upon itself, building our momentum**



## Public

People - participatory, community-driven

## Media

Public, Education, and Government  
community media organization



## Network

Bringing people together, building  
community

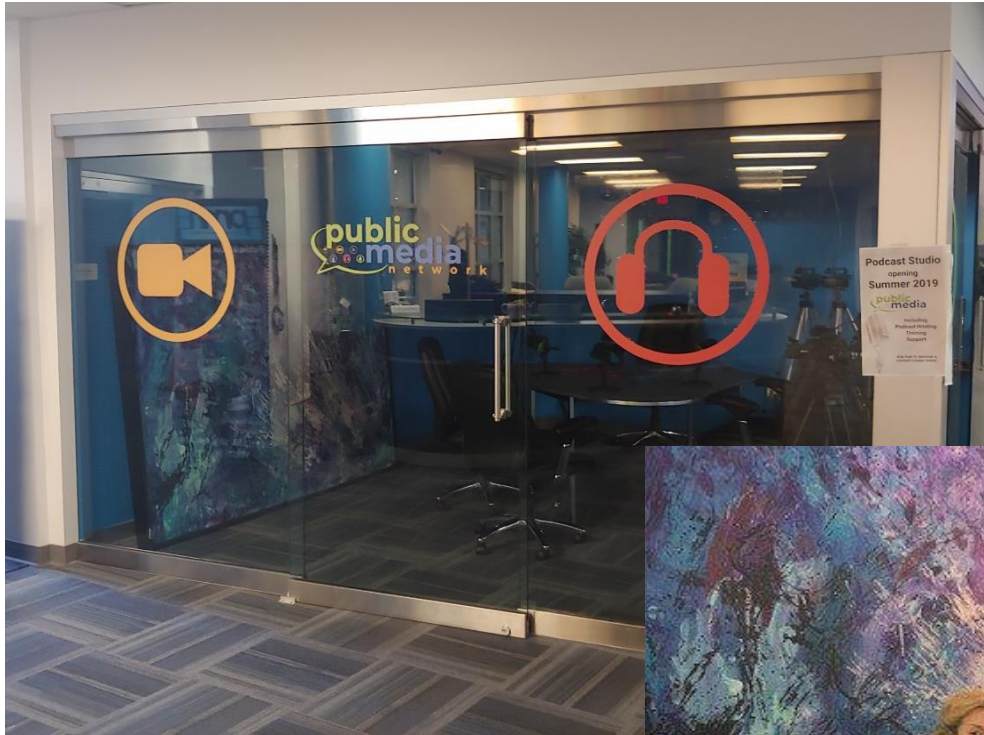






public  
media  
network





board/staff/partners  
are representative

**OF**

our community

+

programs are  
co-created

**BY**

our community



institution is  
welcoming

**FOR**

our community









# Riding the Waves of Change

