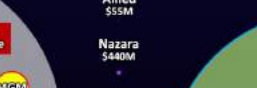
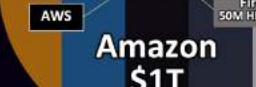
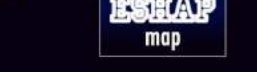
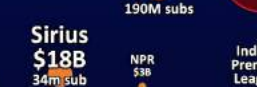
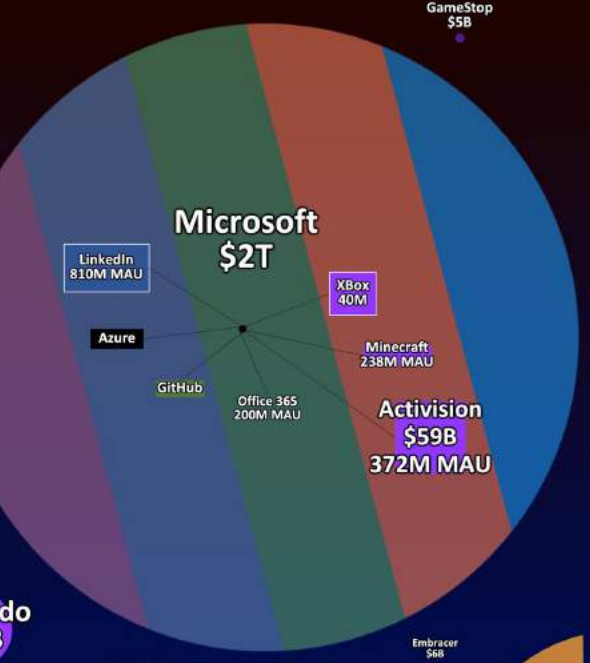
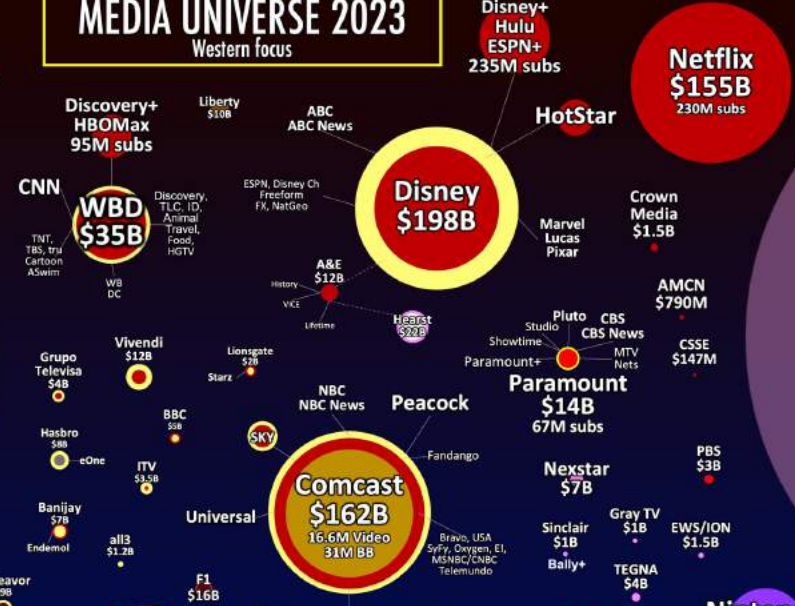
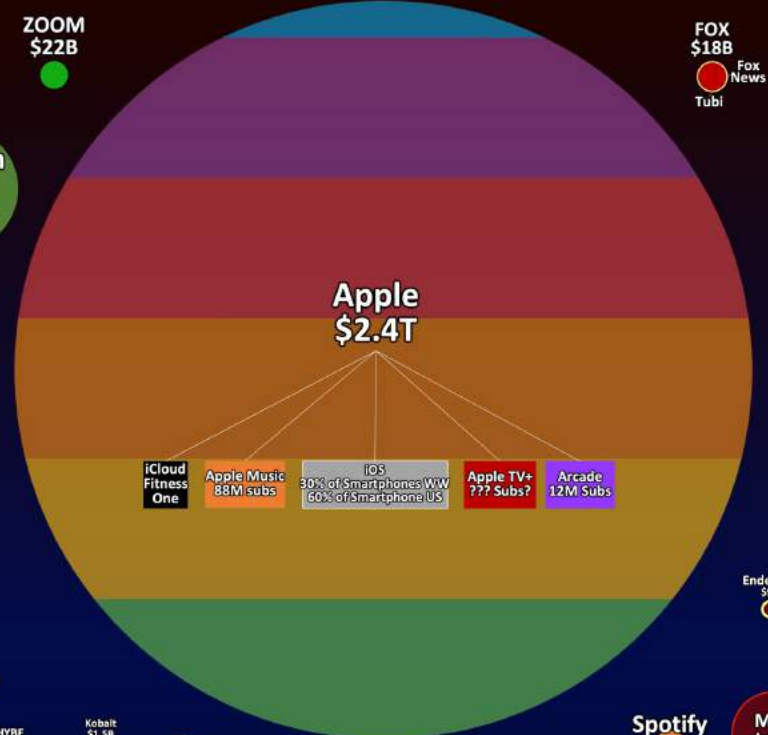


Strategic ~~Re~~-envisioning of Community Media Centers

Matt Schuster, Public Media Network
Chad Johnston, CreaTV San Jose
Shelley Wolfe, PSTV

MEDIA UNIVERSE 2023

Western focus



02 12 23

LEGEND:
 Circle size = market cap
 Content Platform
 Hardware/Physical
 Studio
 MV/P/B
 Marketing Agencies
 Telecom
 Audio
 Social
 Sports/Business
 Gaming
 Creator Economy
 Exhibitions
 Level TV
 Publishing/News
 Biotech/Pharma
 Health
 Agency

SOURCES:
 MacroTrends
 Yahoo Finance
 Leichtman
 CainMarketCap
 WallStreet
 Counterpoint
 Y Charts
 Seeking Alpha

In today's media environment & your community

What makes your work relevant?

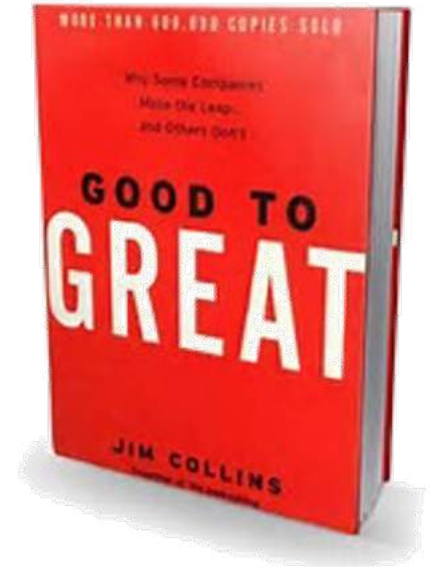
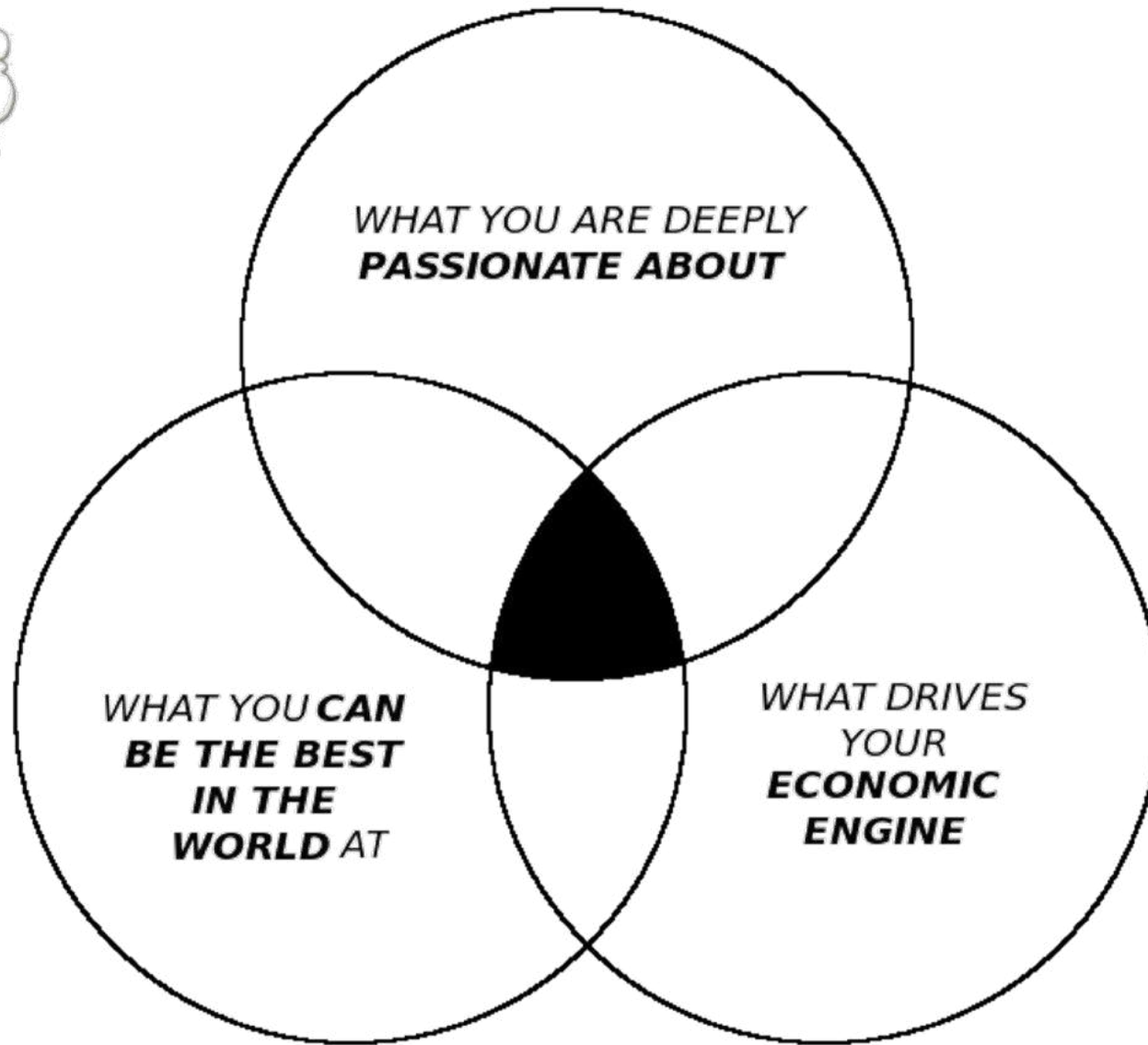
What work is the most relevant?

How do you know?





**All Strategy
is Sacrifice**

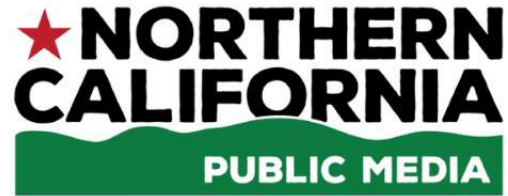
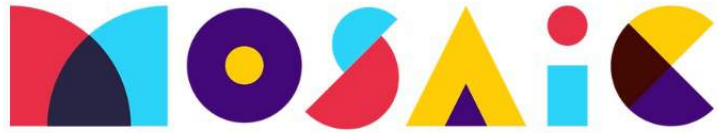


THREE CIRCLES OF THE HEDGEHOG CONCEPT

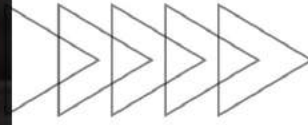
JIM COLLINS - *GOOD TO GREAT*

OPEN SAN JOSÉ

CREATV SAN JOSÉ



OUR VISION



To create a collaborative space activated by the community and designed to reflect the diversity of San José. Using media and technology, provide equitable access to community members whose voices have historically been silenced, experiences invalidated, and access to resources blocked. This is creative and civic engagement rooted in equity and designed to build community from the foundation up.



- ▷ Physical and Virtual Integrated Spaces
- ▷ Civic Engagement, Justice, and Equitable Access
- ▷ Collaboration, Story, and Information

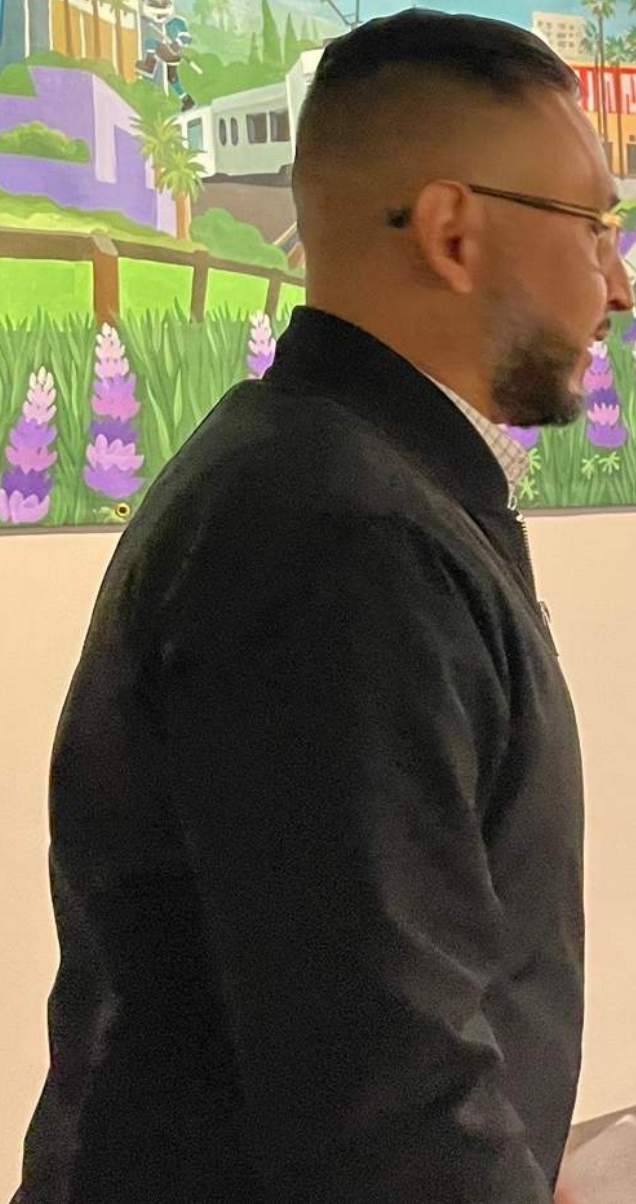
THE STRATEGY

 **GOALS**

- ▶ **Reimagine Community.** Design a partnership and community engagement model based on equity and justice that not only increases access for under-resourced members of our community, but also puts their voices, stories and experiences at the forefront of all the work we do.
- ▶ **Equitable Partnerships.** Design governance, shared values, and infrastructure in concert with partner organizations. Increase engagement for partner organizations with ongoing evaluation and annual goal setting.
- ▶ **Create a Safe Space.** Through intentional value setting, create an environment for change makers where people feel safe being authentically themselves without judgement and with encouragement and support.
- ▶ **Sustainable and Replicable.** As an innovator in community media, we envision Open San José as a model that can be replicated in other communities. This is dependent on sustainable financial models, equitable resource sharing, and clear values and engagement strategies.

RENTAL SPACE AT A GLANCE

Open Office Space	Office space rentals are flexible and accessible. Available on an as-needed or longer-term basis.
Small Collaboration Spaces	At 350 sq ft, these spaces are ideal for intimate gatherings and business meetings.
Large Collaboration Spaces	These 732 sq ft and 1,296 sq ft spaces are perfect for both corporate and private events and performances.
Gallery Spaces	Boasting rotating exhibits of original artwork, these two unique 917 sq ft and 1,397 sq ft spaces are like none other and are sure to have your guests talking about your event long after it's over.
Studio	Our 2,000 sq ft studio is equipped with everything you need to create your own content or host a grand event. Our professional, award-winning crew is available to cover your event or for commercial shoots in-studio or in the field.



Chopsticks Alley Art promotes Southeast Asian cultural heritage through the arts. We celebrate the cultural diversity of Southeast Asian contemporary art to foster greater understanding and connect communities. We offer classes, exhibits, and programs to create an engaging environment for understanding and connecting multi-generational communities.



EXIT

ARTS CENTER



In the United States, we think of blue as a color of sadness. However, the color blue evokes different feelings in other parts of the world and cultures. For example, in Australia, it is a color of hope and optimism. In Korea, the color blue represents calmness and peace. In the Korean language, 'blue' is 'blue' and 'blue' is 'blue'. In the Vietnamese language, 'blue' is 'blue' and 'blue' is 'blue'. In the Vietnamese language, 'blue' is 'blue' and 'blue' is 'blue'. In the Vietnamese language, 'blue' is 'blue' and 'blue' is 'blue'.

Immersing ourselves in other cultures, perspectives about each other—where we've come from, our community. It also forces us to criticize assumptions to encourage personal growth. What does blue mean to you?

Xanh is a community art exhibition highlighting a Art Selection Panel selected artworks on view in





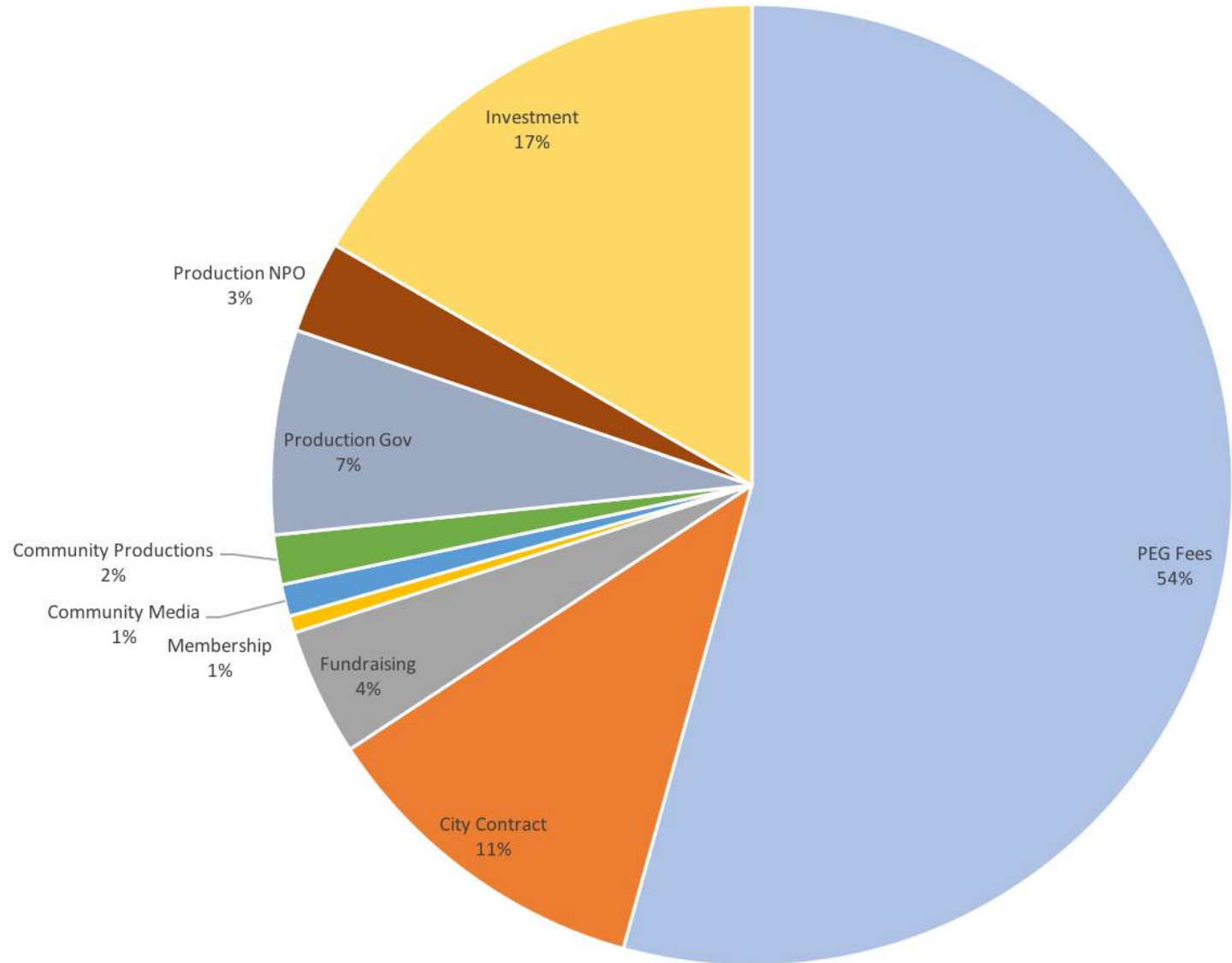
OPEN SAN JOSÉ





Income - 2019

CreaTV Income

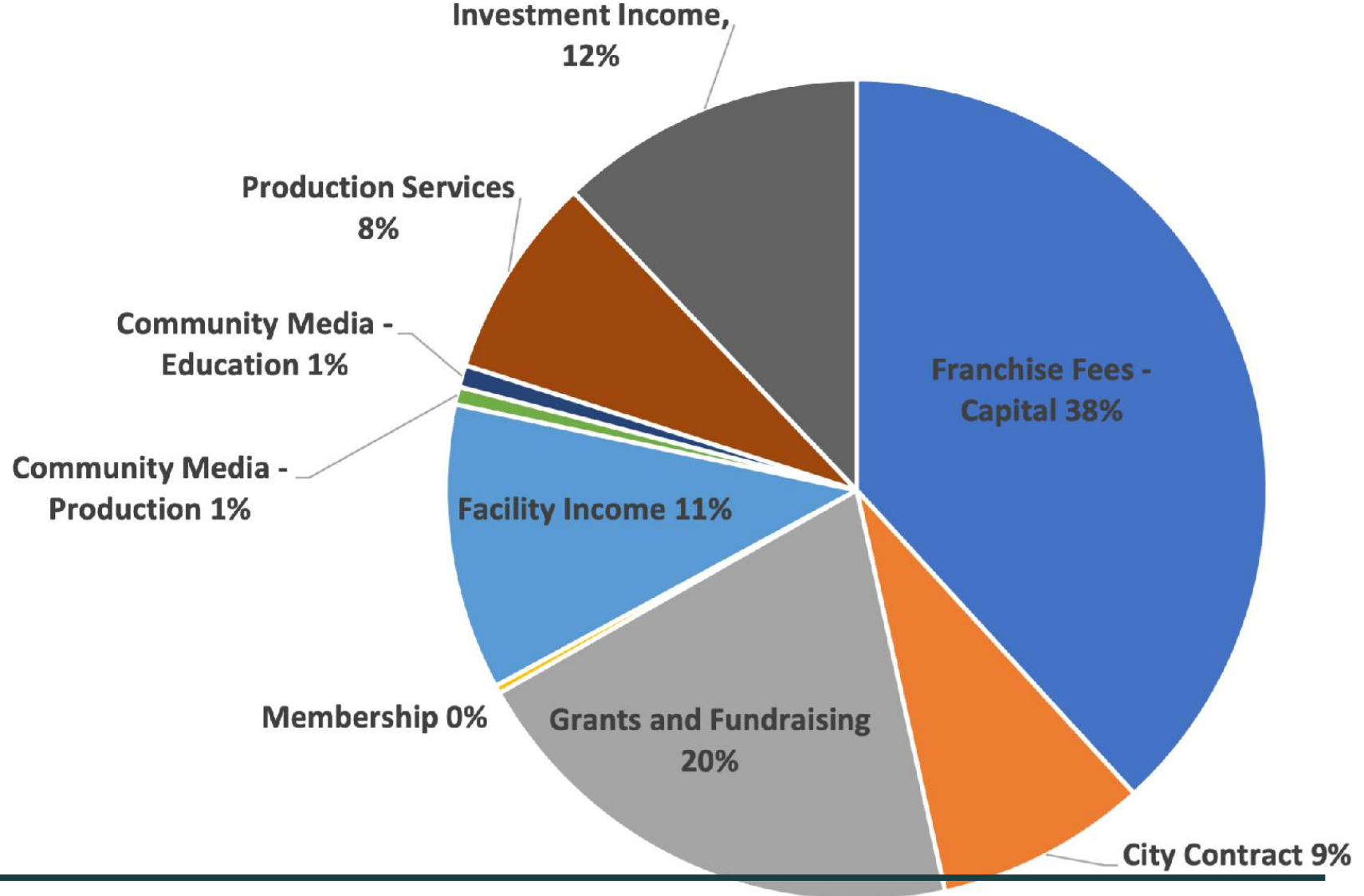


Income - 2023

Approx. \$2.8 mil budget.

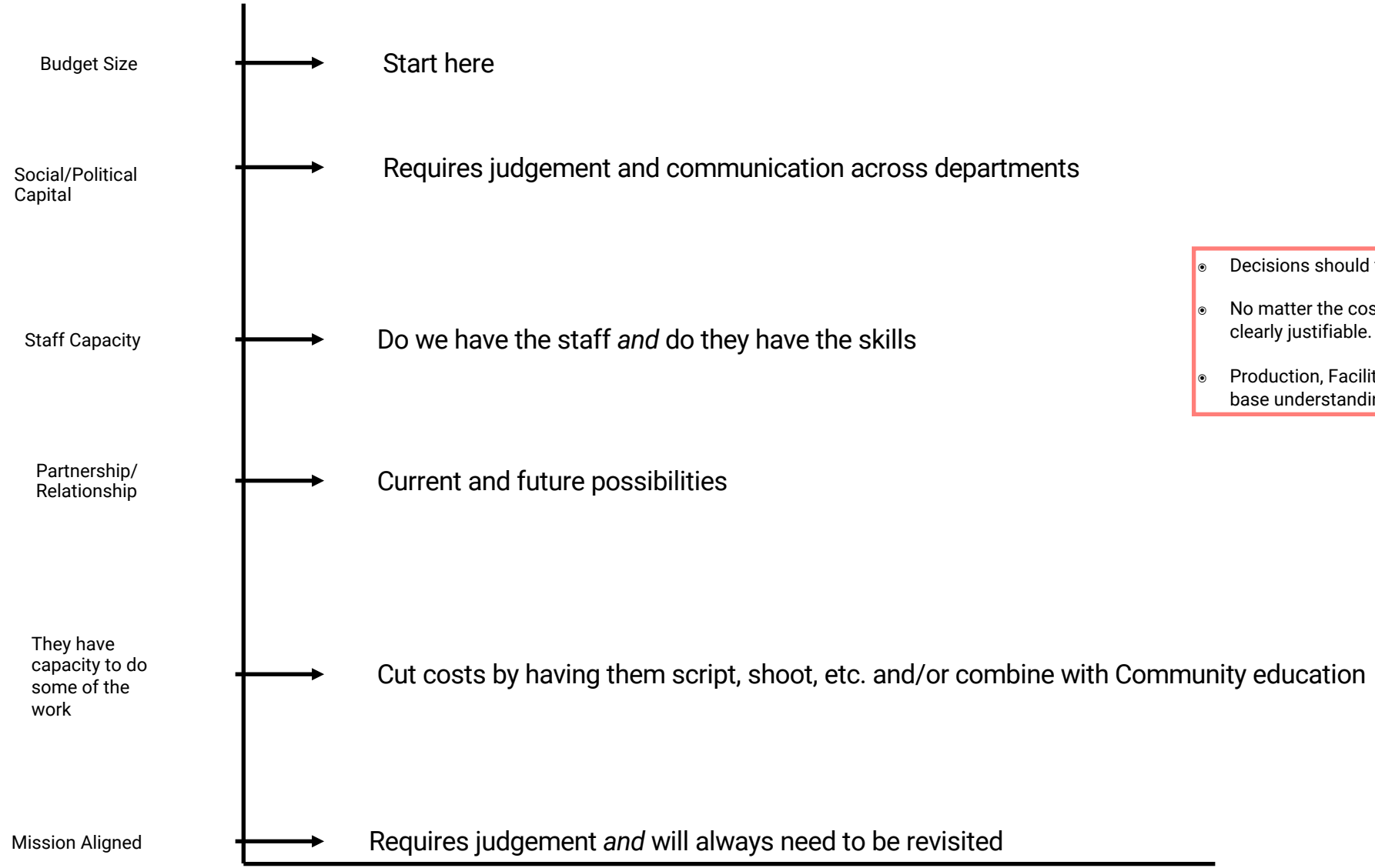
About 1/2 comes from the P & E contract with the City, most of which is restricted to capital.

Fundraising is all of our jobs.



Considerations

Financial Equity Strategy - Decision Making Matrix



- ⦿ Decisions should take in annual financial goals.
- ⦿ No matter the cost or scale of a project, it should be clearly justifiable. "You did it for them, why not me?!"
- ⦿ Production, Facility, and Community should have a base understanding of the decision making process.

CreaTV
Funds

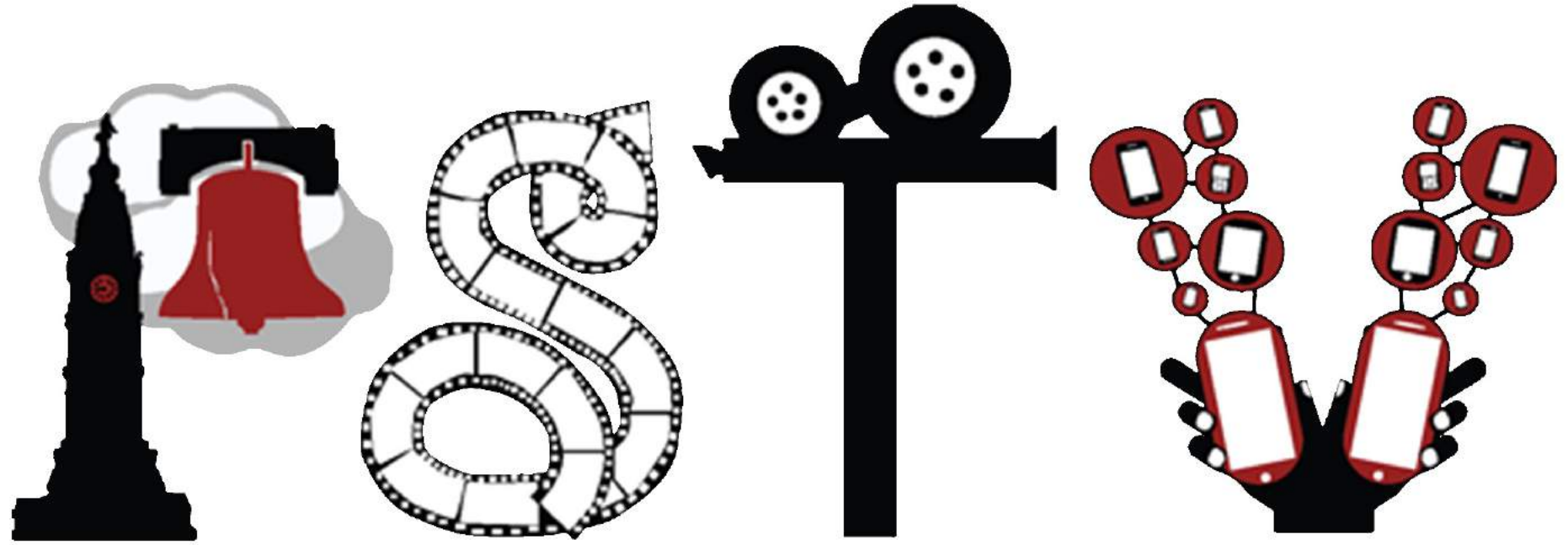
Split
Costs

Break
Even

Fair
Value

Market
Value

Charges

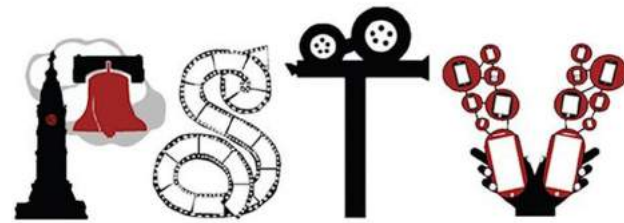


THE SCHOOL DISTRICT OF
PHILADELPHIA

Comcast-xfinity 52 / Verizon Fios 20

INTRODUCTION TO PSTV

Students Amplifying their Voices



 THE SCHOOL DISTRICT OF
PHILADELPHIA

Comcast - Xfinity 52 / Verizon Fios 20

www.philasd.org/pstv



THE SCHOOL DISTRICT OF
PHILADELPHIA



PSTV is the education channel for the School District of Philadelphia. PSTV is dedicated to providing youth equitable access to multimedia tools, digital and media literacy training, and industry experience.

In our industry-standard state-of-the-art production studio we provide multimedia tools for students to gain hands-on experience in a professional environment.

PSTV's approach to media and digital literacy provides students, educators, and parents the opportunity to work together, using critical thinking skills while creating media that enables constructive social awareness and responsibility.

Points of Impact on Youth

2015- 2022SY • Students Trained and Certified on PSTV Equipment - 2,180

Afterschool Training - 1,186

Partner Learning - 9,673

Remote Learning - 1,976

Interns - 42

of group tours provided – 69 (1650 students)

Total number of students trained in Media Arts - 15,057

Total hours of original student-produced programming – 2,254



PSTV YOUTH IMPACT thru MEDIA HUBS

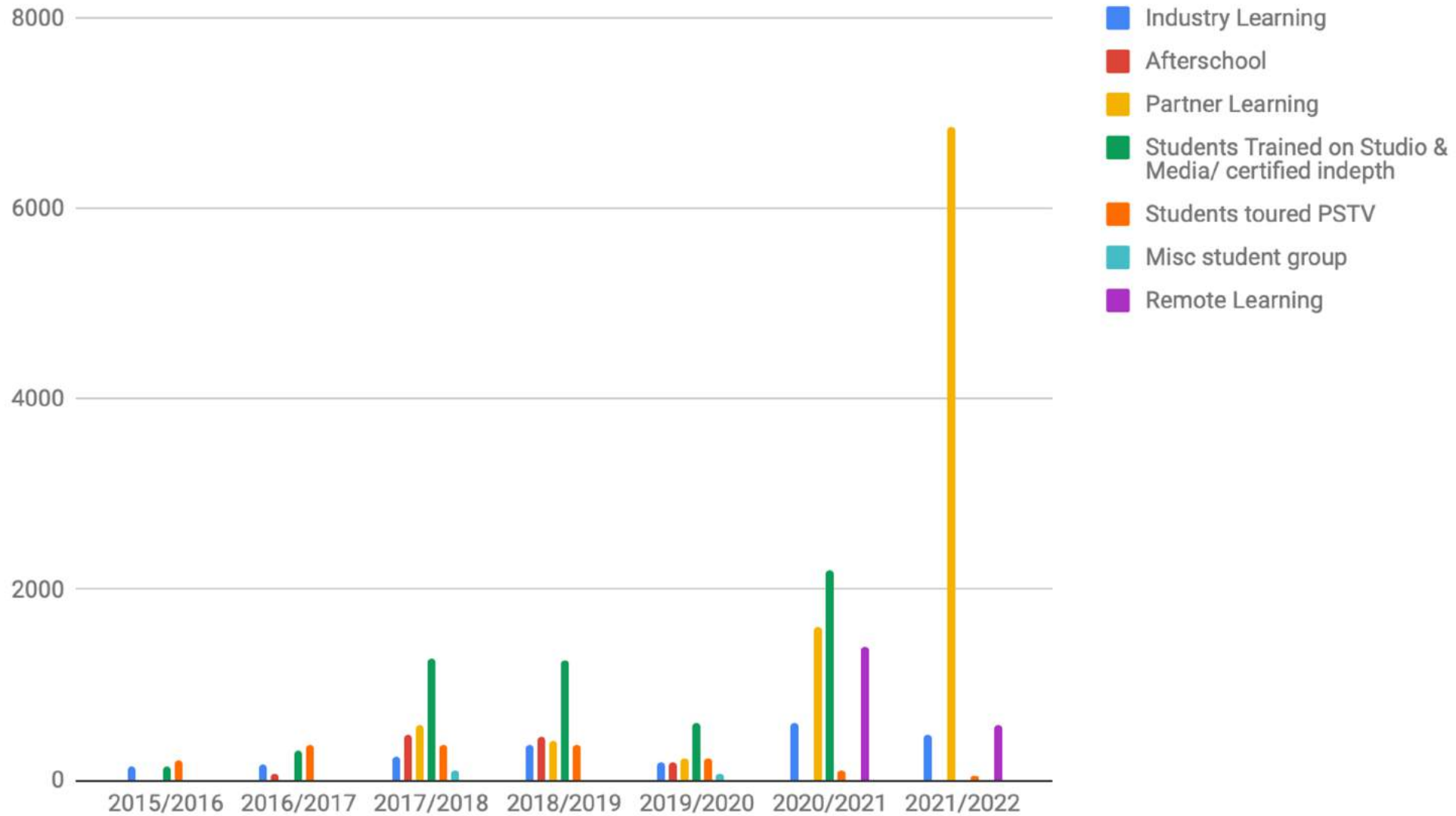
2017-2022

81 Media Hub Schools

2,592 students are being served

943 Hours of Programming

Student Training 2015-2022 (up to April '22)





PSTV IMPACT

"This class has affected my life by making me learn to create different beats, helping me share things more, and making me love myself even more."

~ Jose L. (5th Grade)





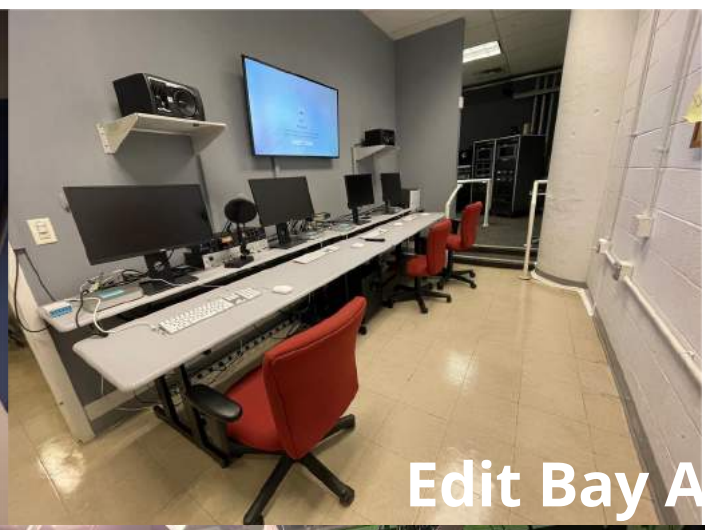
PSTV Cafe



Lobby



Media Booth



Edit Bay A

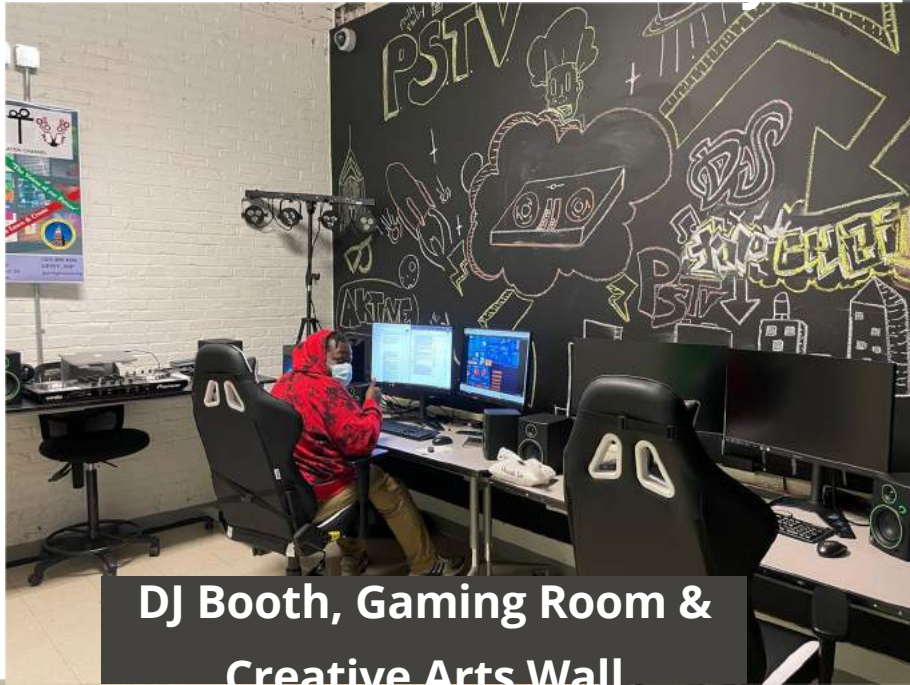


Control Room



Studio





DJ Booth, Gaming Room & Creative Arts Wall



Office, Edit Bay B, Conference Room



VR & Photo Booth



Mixed Media Lounge



Mixing stations





PSTV IMPACT

"PSTV has become integrated into every facet of our school - our traditions, our daily activities, our special events - and we can't even imagine not having access to the staff, technology, and myriad skills that PSTV offers". - Ms. D, Girls

High

Media Hub Paks



Media Hubs

- There are **media labs in 81 schools**, with the goal to put a media hub in every public school over a 15-year period.
- Hubs are application-based -Includes cameras, computers, and ancillary equipment to create audio and video content.
- Includes both school-based and after-school programming.
- The sustainable model trains school staff to run and grow the program.
- Provides peer to peer training



Main Functions

- Manage Industry standard PSTV Studios
- **Hands On Training for students** by educators, partnerships, and industry experts through professional experiences (DNC, NFL Draft, College Signing Day, Gubernatorial Debate) and workshops on various media and technology topics
- PSTV provides support and technology management needs for BOE Action Meetings, Committee Meetings, and Charter Hearings, Atrium (SDP needs)
- Installation and implementation of PSTV Media Hubs
- School based support to set up new Media programs
- Collaborate with CTE on new studio spaces



PSTV YOUTH IMPACT 2017-2022

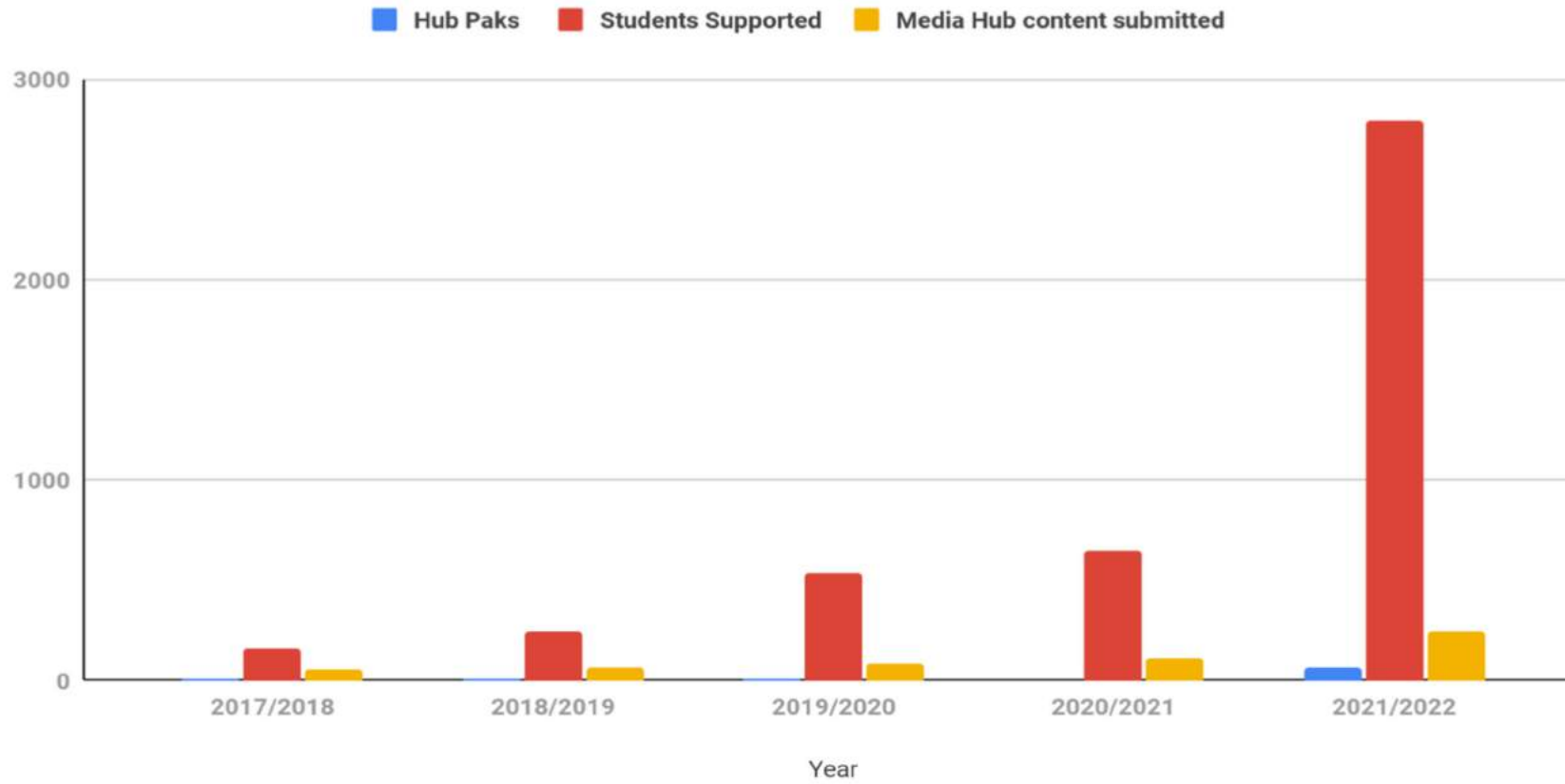
81 Media Hub Schools

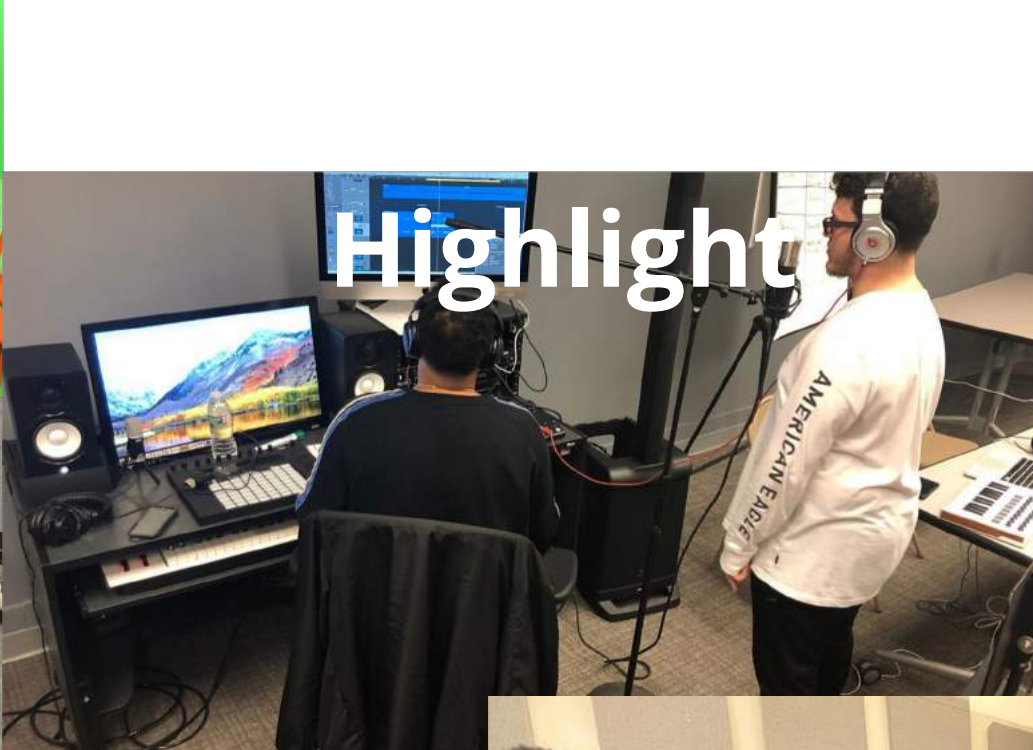
9673 students being served

943 Pieces of Content Submitted

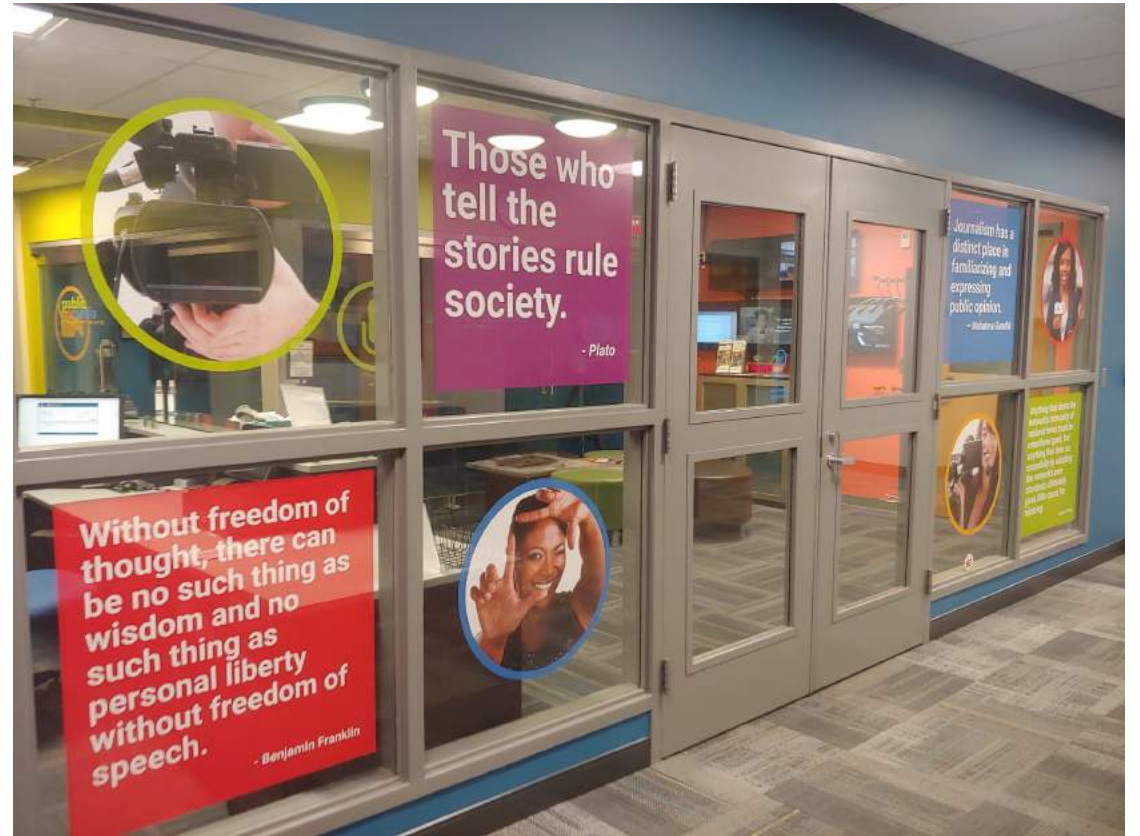
To date spent \$324,592.06 average per school \$4386.48

Media Hub Pak Data 2017-2022

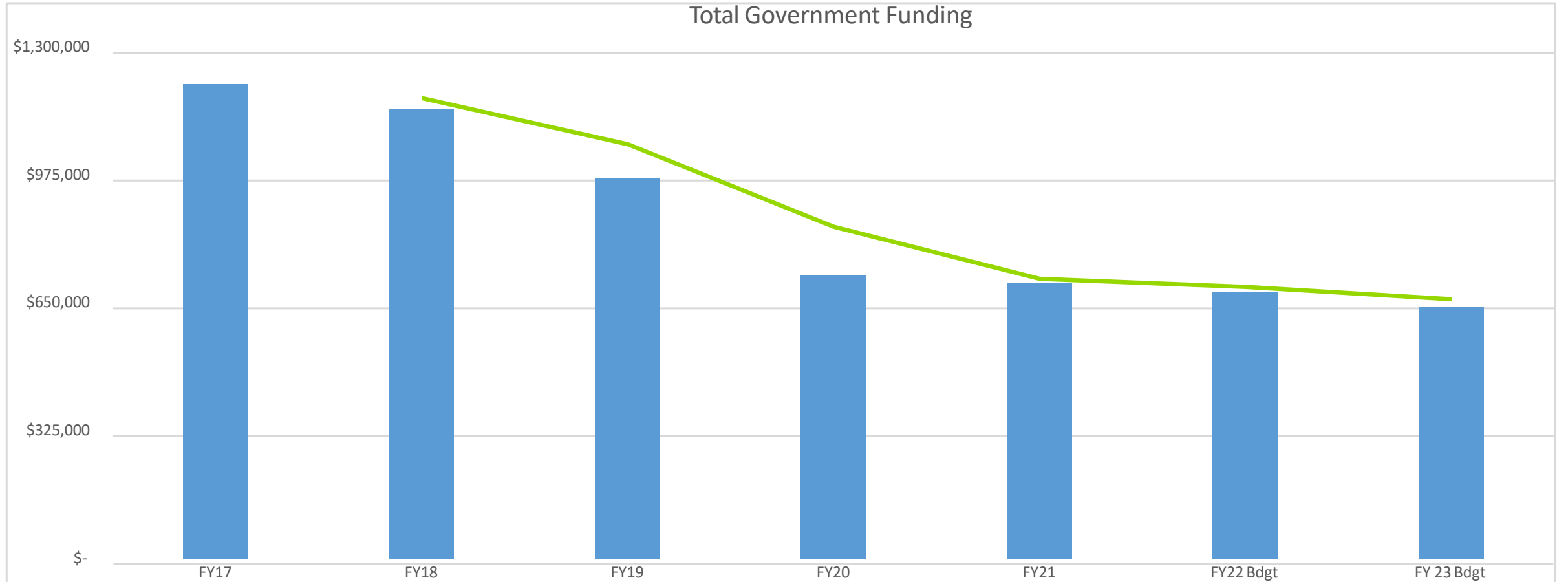




public media network

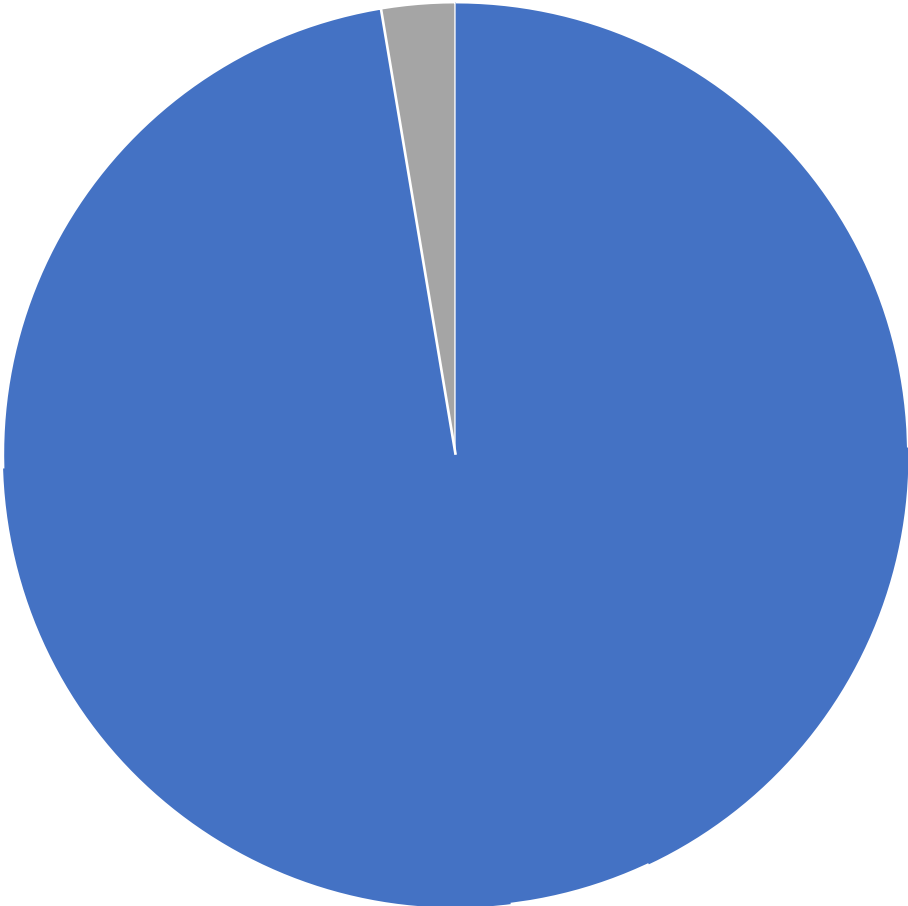


Public Media Network Cable Income



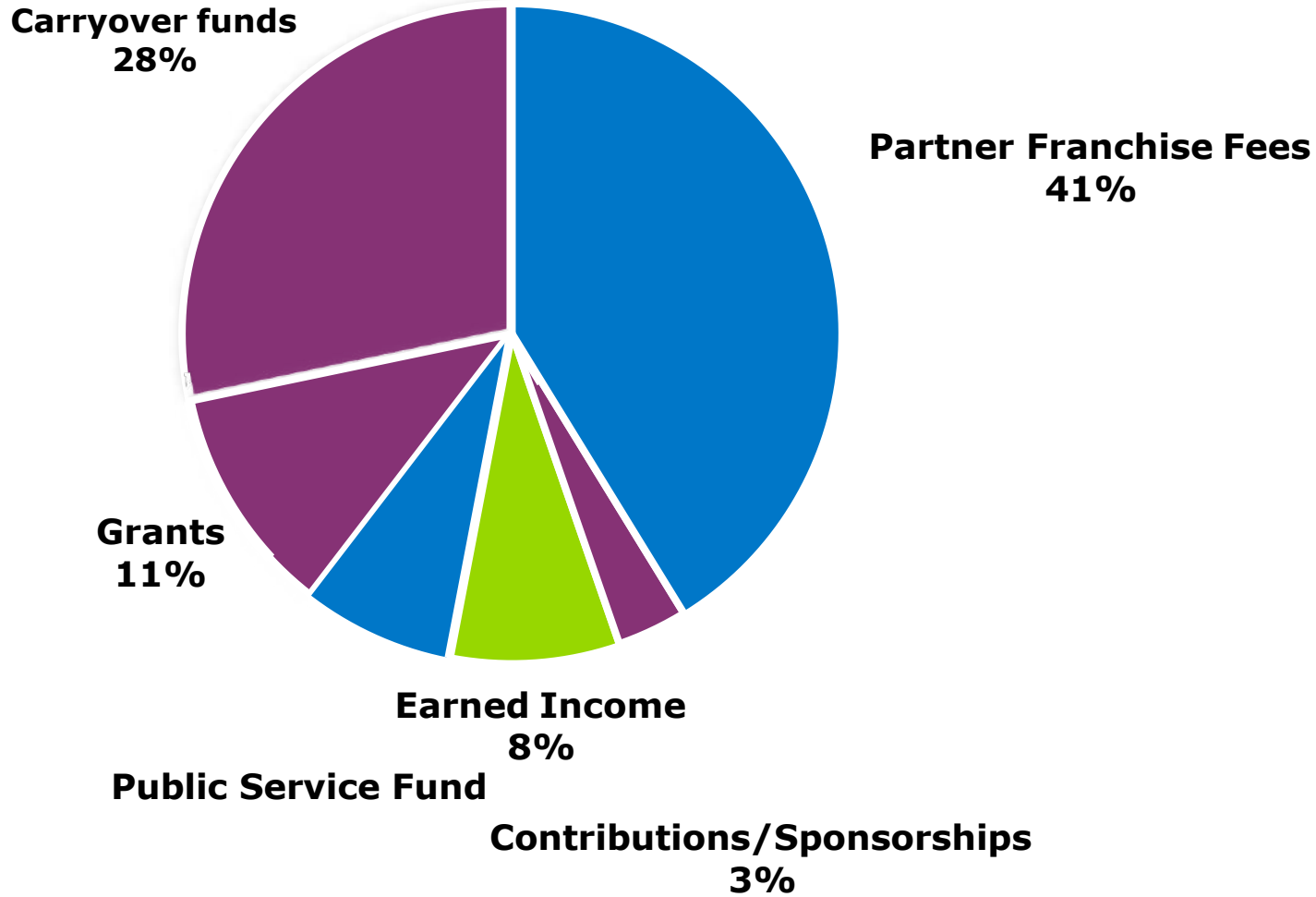
Earned Income 3%

FY 2016



- Government Grants
- Donations Earned
- Earned Income

Total Revenue



Strategic Goal:

Diversify funding streams to address anticipated shifts in funding by 2023:

70% government

20% earned

10% philanthropic income

FY 2023 Budget:

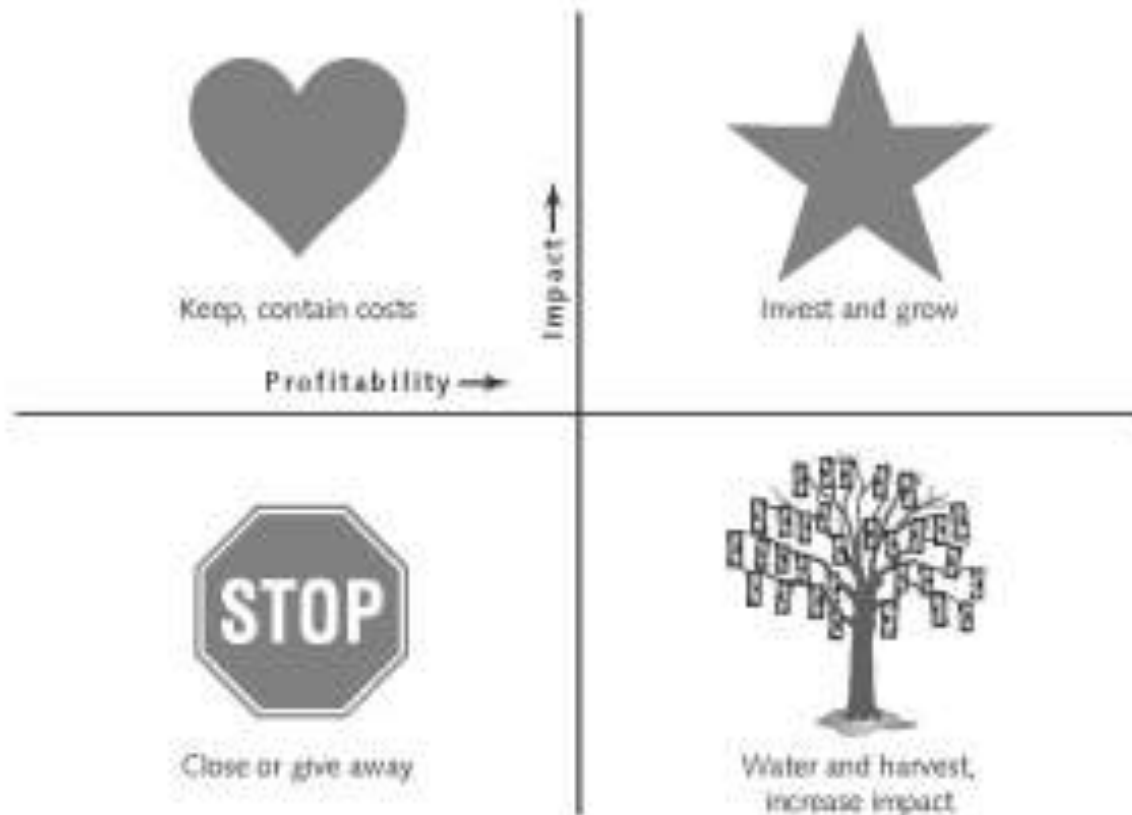
49% government

8% earned

43% philanthropic



Strategic Imperatives



board/staff/partners
are representative

OF

our community

+

programs are
co-created

BY

our community



institution is
welcoming

FOR

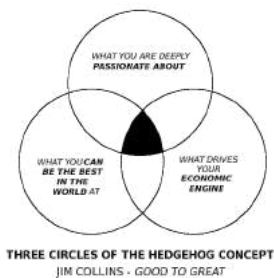
our community



public
media
network

Narrative Power & Change

A narrative reflects a shared interpretation of how the world works. Who holds power and how they use it is both embedded in and supported by dominant narratives. Successful narrative change shifts power as well as dominant narratives.

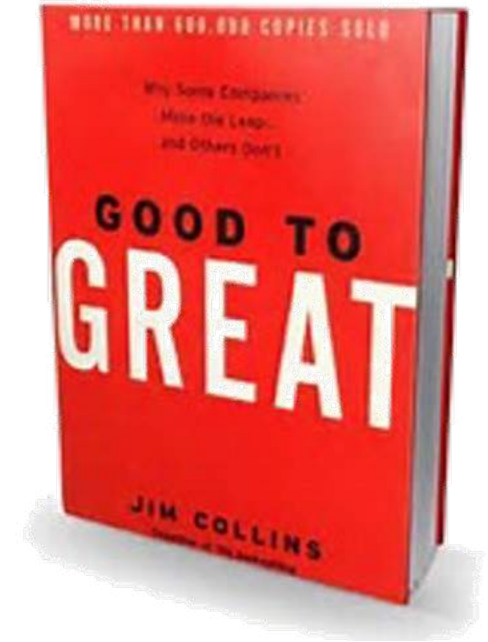
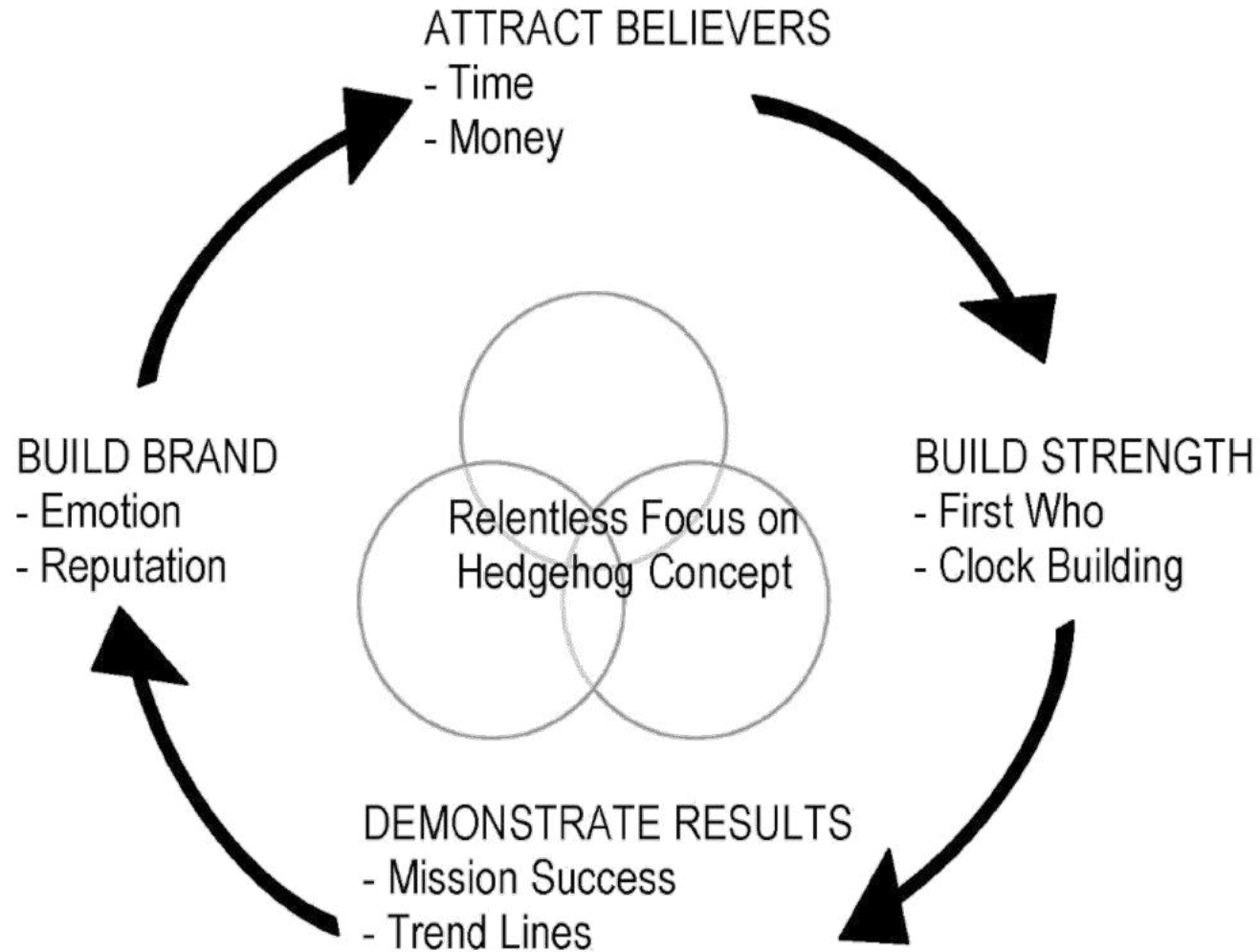


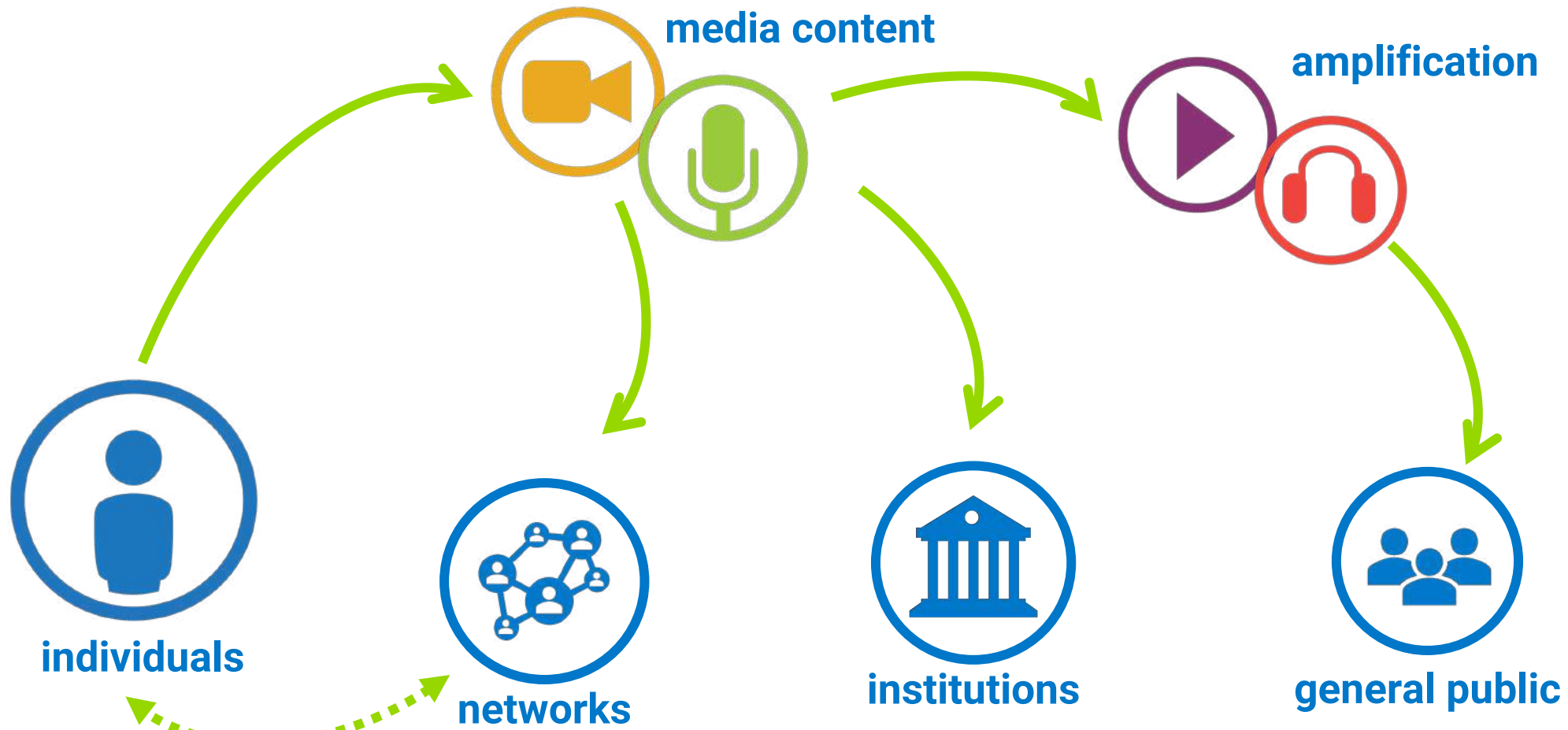
Hub for Civic Information





THE FLYWHEEL IN THE SOCIAL SECTORS

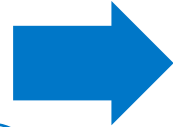




Creating a Culture of Impact

DEFINE Impact

- What does impact look like for you?
- What does success mean for you?
- What change to the status quo do you want to see as a result of your work?



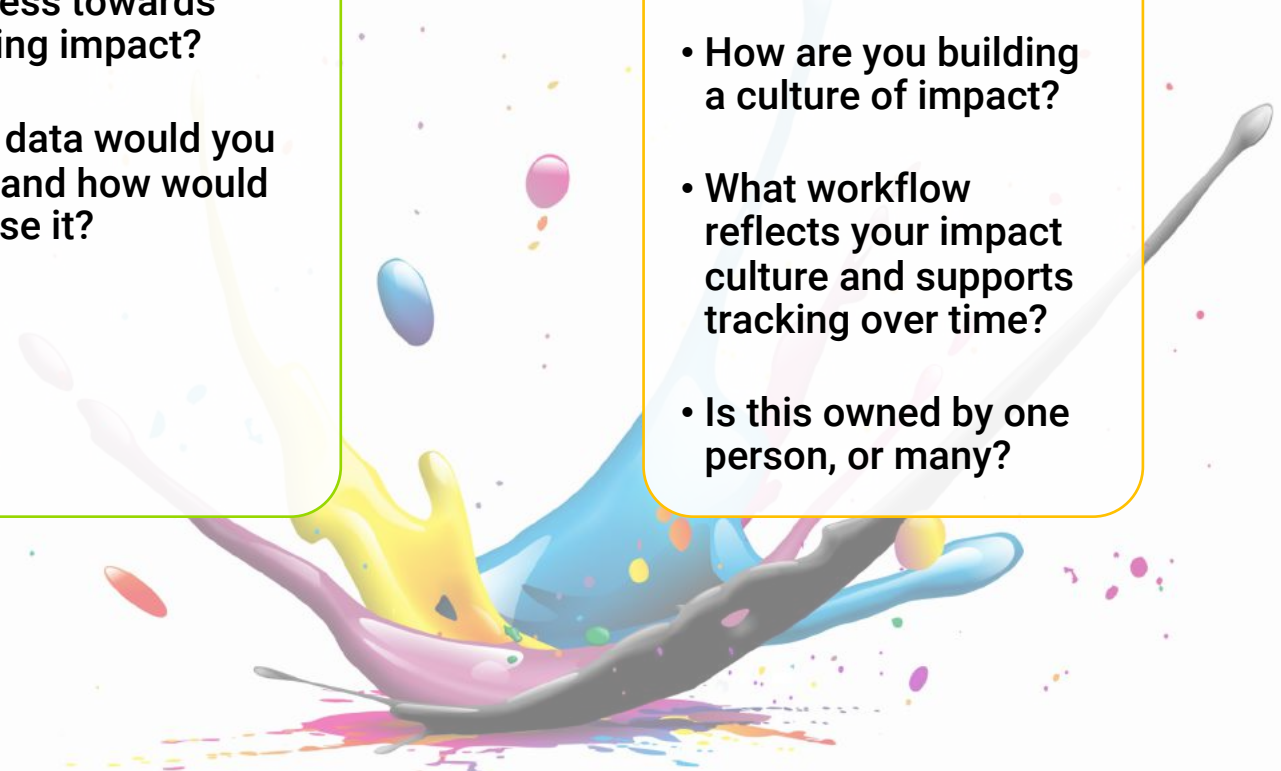
DEVELOP Indicators

- What would you see in the world to know that you are making progress towards creating impact?
- What data would you need and how would you use it?



TRACK Impact

- How can you track your impact over time?
- How are you building a culture of impact?
- What workflow reflects your impact culture and supports tracking over time?
- Is this owned by one person, or many?

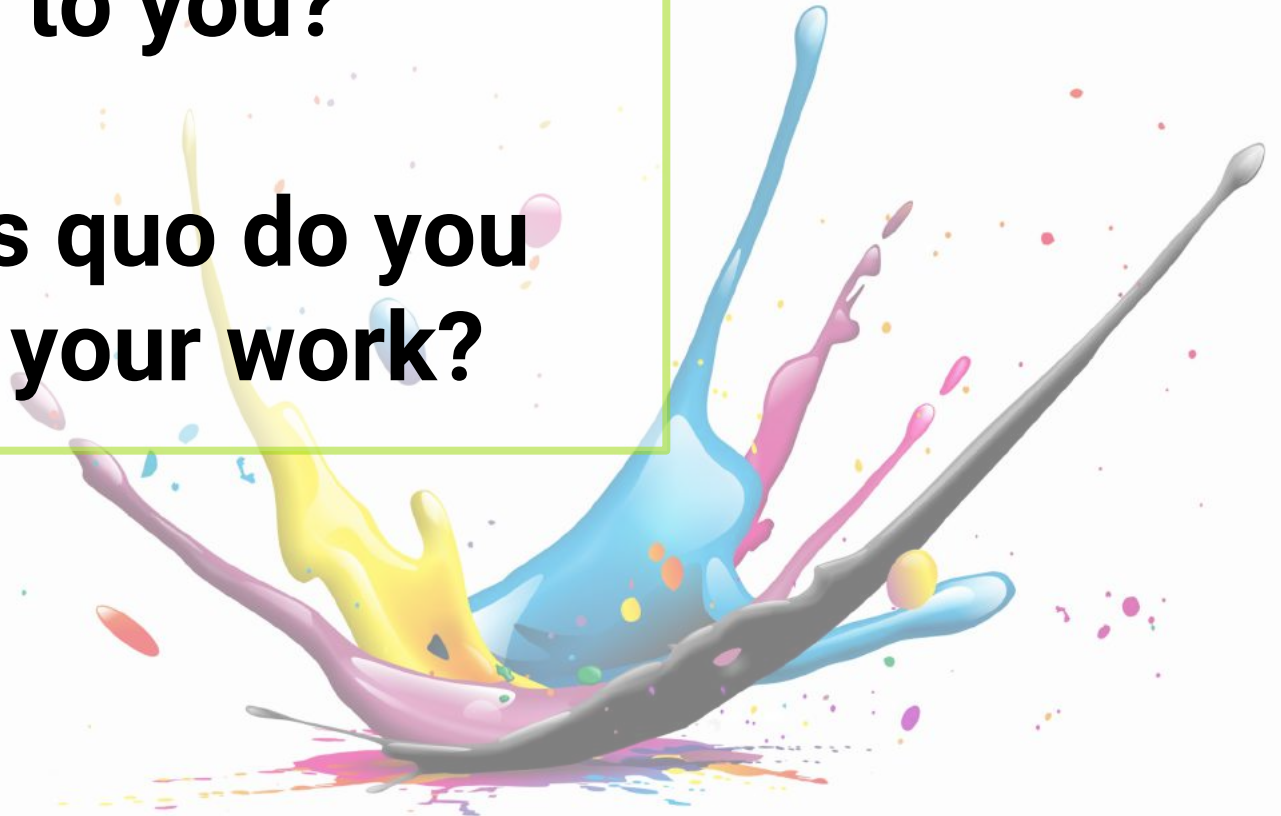


Define Impact

What does impact look like to you?

What does success mean to you?

What change to the status quo do you want to see as a result of your work?







Thank You!

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Shelley Wolfe
swolfe@philasd.org



WE ARE
MADE OF
STORIES