

Strategies for Collaborating with Schools

Bryan Harley, CMAC, Fresno/Clovis, CA

Community Media Access Collaborative

- Public, Education, and Government Access.
- Independent 501(c)(3) non-profit organization.
- Annual Budget: \$1m operating, \$600k capital.
- Contracted with Cities of Fresno and Clovis, serving Fresno metro area.
- Fresno + Clovis Population: 670,000; Metro Population: 1.2m.
- Employees: 14 full-time, 2 part-time, 5 project-based.

Why are schools a high-value partner?

- What schools may need: content, workforce pathways, community/industry engagement.
- What Community Media brings: production capacity, expertise/training, distribution/audience.
- Win-win: student outcomes + district goals + local storytelling.

How CMAC serves schools

- There are 40 K-12 schools districts in the Fresno metro area, including Fresno Unified - the 3rd largest district in California, serving 75,000 students in 100 schools. Four community colleges. One state university. More than we can possibly serve.
- What can we do with limited resources that provides the greatest impact? We start with advisory committees - quarterly or annual meetings between teachers and industry partners organized by districts, colleges, and County Office of Education.
- These committees keep us in communication with schools. We advise teachers on what they're teaching in the classroom and connect them to our resources: school tours, membership, volunteer opportunities, internships, distribution, consultation, private training, and production services. It all starts with relationship building.

How CMAC serves schools - free services

- **School tours** of our media center, 45-60 mins.
- **Internships** - paid or unpaid; semester or school-year; college or high school; focus on production, distribution, or outreach.
- **Volunteer opportunities** - crew calls (staff and member), outreach activities, summer documentary program.
- **Distribution** - submit school/student content for playback on TV and streaming. Schools get their own page on our website.
- **Consultation** - we participate on advisory committees, job shadow days, career fairs, mock interviews, film festival judging. We've consulted on classroom/studio/lab construction design.

How CMAC serves schools - paid services

- **Membership** - starts at \$45/year - access to recording spaces and equipment check-out at our media center. Sometimes paid by the school, sometimes by students on their own.
- **Private training** - starts at \$100/hour/staff - designed to fit school needs. Studio production, field production, editing, stop-motion animation, etc. Length and frequency can vary.
- **Production services** - starts at \$100/hour/staff - coverage of school activities, events, sports.
- **Space rental** for classes - rates can vary; hourly, daily, monthly, semester. Often includes student/teacher memberships for equipment access.

Look into procurement processes. Speak their language: career technical education, college/career readiness, community engagement.

School Sports

After lunch go to the workshop: “Get In the Game with Sports Productions” to hear more about our school sports training program from CMAC’s Operations Manager Jeff Stamps.

Started as a free service and had to transition into a paid service over time. Last year, a school district and community college paid us to produce games and train students to serve as production crew.