

## **PORTLAND COMMUNITY MEDIA**

### **1. OVERVIEW OF PORTLAND COMMUNITY MEDIA**

Portland Community Media (PCM), a 501(c) 3 organization, is the PEG Access center serving Portland, Oregon.

PCM cablecasts non-commercial television with responsibility for programming six channels: 11, 21, 22, 23, 29 and CityNet 30. Channel 11 (the Community Access Network) reaches more than 400,000 cable subscriber households in five counties in two states—Multnomah, Washington, Columbia and Clackamas counties in Oregon and Clark County in Washington.

#### **Community Programming**

Portland Community Media's channels carry programs that span a wide variety of interests, created by members of the community and cablecast in seven languages. Content includes current events, community affairs, neighborhood issues, religion entertainment, cultural events, program serving special communities and a wide range of special interest programming. Formats include newscasts, talk shows, educational programs and documentaries. In addition, PCM provides a free video bulletin board service for community announcements on channels 11, 22 and 23.

#### **Government and Special Projects Programming**

PCM's flagship channel, CityNet 30, cablecasts coverage of all the meetings of the Portland City Council, the Multnomah County Commission, and the Metro Regional Government. Other government and civic programming included City Club of Portland, Portland Development Commission and events such as Vision PDX, Chiefs Forum, and the Charter Review.

#### **Community Media Education**

Portland Community Media's education program provides training, tools and support that enable community members to examine media critically, conceive and create digital media, and effectively produce programs for public access distribution.

PCM provides hands-on, project-based media education programs for the general public. Media Education courses include field and studio-based production; multimedia and digital storytelling; component classes for studio camera, audio, graphics and lighting, and field audio and lighting; linear and non-linear editing; and workshops for mini-mobile production and using the five-camera production vehicle.

## **Community Access to Technology**

Through PCM, citizens producing local, non-commercial television have access to state of the art video facilities with television production studios, linear and non-linear editing, portable video equipment, satellites for down-linking programs, and a mobile production vehicle.

## **Community Partners**

Portland Community Media partners with local non-profits and community-based organizations in Portland to bring community media access to local neighborhoods, produce local programming, and offer media education opportunities. Among the current organizational partners are the Portland Skanner Newspaper, Southeast Uplift, Interstate Firehouse Cultural Center, Hollywood Theater, North/Northeast Business Association, and the Center for Intercultural Organizing.

## **Government Productions and Special Projects**

Portland Community Media provides core production services to the City of Portland. PCM's production staff offers gavel-to-gavel coverage of City Council work sessions, budget work sessions, the Bureau Implementation Project and the Police Chiefs Forum on CityNet 30.

In addition, PCM offers production services to non-profit, educational and other government organizations. PCM offers a range of services from on-location, single camera to multi-camera mobile productions, along with full service production studios, on a contractual basis.

PCM's professional production staff has produced projects for clients such as the Fair Housing Council, the Columbia River Crossing Task Force, the Portland Department of Transportation, the Portland Development Commission, the Center for Intercultural Organizing, Vision PDX, Envision Oregon, and Portland State University.

## **Youth Media**

Portland Community Media provides youth media and technology education through the Youth Voices Initiative, a partnership program with MetroEast Community Media. The Initiative consists of two programs: The Oregon Learning Lab for Information Education (OLLIE), an innovative mobile multimedia education program serving Multnomah County schools and after-school programs, and Adventures in Television, a summer community engagement oriented media education program for underserved youth, provided in partnership with community organizations.

PCM actively collaborates with youth organizations in the Portland area including the Police Activities League (PAL), SUN (Schools Uniting Neighborhoods) Schools, New Avenues for Youth, the I Have a Dream Foundation and Girls Inc.

## **2. FACILITIES AND EQUIPMENT**

Portland Community Media owns and operates out of an 8,765 sq ft building with a garage that houses a five camera production truck. There are two studios available, 2,000 sq ft and 500 sq ft. In-house editing occurs in five editing rooms which house tape-based and non-linear editing equipment. Tape-based editing accommodates a variety of formats such as ¾" U-Matic, SVHS, DV Cam and D-9. The non-linear Apple desk tops use Final Cut Pro as the editing program.

PCM has a variety of portable equipment for community use including 20 camcorders such as the Sony PD-150 and 250 units, tripods, lighting kits, microphones and monitors. For editing, PCM checks out 5 Apple Power Books and 10 I-Books with Lacie hard drives for nonlinear editing.

Three dubbing systems in the facility accommodate multiple formats including DVD production. Three satellite dishes acquire additional programming.

The multi-camera production truck is also "checked out" to community users under the supervision of a staff person. There is a nominal fee to cover direct operating expenses such as gas, oil and parking. The fee can be waived for cause. PCM also provides two mini-mobile units, i.e., smaller, compact, mobile multi-camera production units. Other than the production truck and mini mobile, the use of PCM's facility and equipment is without charge.

PCM also operates youth media services. In partnership with MetroEast Community Media, OLLIE (Oregon Learning Lab for Information Education) and Adventures in Television provide media education and technology training for under-served youth in Multnomah County schools, in after-school and community-based programs and in summer services. OLLIE and Adventures in Television use Panasonic camcorders and I-Books for production and post-production by young people grades 6 through 12.

PCM has access to a number of sites around the community for the transmission of live programming including City Hall and other city and county government buildings. Several other community sites are part of PCM's Neighborhood Communications Network. Those community sites have the capabilities of producing multimedia productions and/or transmitting them live to PCM and, in turn, to all cable subscribers. The NCN sites include the Interstate Firehouse Cultural Center, the Hollywood Theatre, a nonprofit theater, Ethos Inc, a nonprofit that provides music education to children, the Hilton Hotel, and community parks.

PCM provides access to the internet through five dedicated computer stations for community users.

A local pioneer in public art, original sculptural art works accentuate the exterior of PCM's building and entrance.

### **3. PROGRAMMING IN 2006 ADDRESSING COMMUNITY CONCERNS**

PCM programming addressed a wide range of community concerns. Examples are:

#### **Community Issues**

**Immigrants and Refugees in Portland: Sharing Our Dreams (Bridgetown Voices)** -- sponsored by the Center for Intercultural Organizing, immigrant communities in Portland discussed issues affecting their lives.

**The North/North East Business Association**-- forums where the business owners of MLK Blvd and North Portland discussed the future of the business district.

**Candidates Gone Wild**—comedy event featuring local candidates to promote civic engagement sponsored by the Oregon Bus project and Willamette Week newspaper

**Fair Housing Council of Oregon**—fair housing law information for seniors, immigrants, people with disabilities and others produced in four languages.

#### **Culture**

**Soul Fabric**—a series of one act plays by Singing Elephant Productions

**Pickathon Roots Music Festival**—featuring local and national musicians

**Well Arts Institute: Stories for Portland**—stories centering on civic issues in the Portland community

**Japanese New Year**-- Japanese American Citizen's League, Portland Community College and Oregon NIKKIE Legacy Center sponsored cultural celebration

**Portland Storytellers**—local performances presented by the Portland Storytellers Guild

**Portland DRAMMY Awards**-- Drama awards ceremony celebrating outstanding achievement in Portland theatre

#### **Environment**

**Living Streams**-- Local Portland Storyteller, Will Hornyak, performed children's tales entitled *Living Streams*.

**1000 Friends of Oregon Envision Oregon**--a collaborative forum for Oregonians to discuss and affect the issues that will shape the future of our state and communities.

**Bureau of Environmental Services "Eco-Roofs Workshop"**--demonstrating Eco-Roofs to decrease storm water runoff, save energy, reduce erosion, and preserve fish habitats.

#### **City and Regional Planning and Development:**

**Vision PDX**-- Portland's initiative to create a vision for the city for the next 20 years and beyond. The project provided opportunities for people throughout Portland to share their hopes and ideas for the future.

**Get Centered!**—an initiative of Metro Regional Government to support a multi year campaign dedicated to helping visionary developers, architects and elected officials spur investment and build vibrant downtown areas

**Columbia River Crossing Task Force--** aimed at improving mobility, reliability, and accessibility for car, freight, transit, bicycle, and pedestrian users of the I-5 corridor.

**Charter Review Commission--** Commission examining and making recommendations on the City's form of government and reforming Civil Service rules.

#### **4. EXAMPLE COMMUNITY PARTNERSHIPS**

##### **Transforming Homelessness in Portland Project: A partnership with Southeast Uplift, p:ear and Portland Community Media**

Southeast Uplift Neighborhood Program is a non-profit coalition of 20 neighborhoods in southeast and northeast Portland. In 2006, Southeast Uplift received a grant from the Bureau of Community and Housing Development to implement a year long project called "The Pathway Project: Public Awareness Transforming Homelessness in Portland". As part of the project, PCM partnered with Southeast Uplift to produce *Transforming Homelessness in "Portland: What Can You Do?,"* a ten minute video produced by local homeless and housed community members.

PCM developed, designed and implemented a custom media education program for SE Uplift staff and volunteers. In a series of classes, participants learned how to create and produce a short documentary in the field. The video was developed and produced in conjunction with p:ear, a local nonprofit arts program serving homeless youth, and homeless individuals, who received stipends for their work on the program.

The video opened with a community screening at PCM, Feb 20<sup>th</sup>, 2007 to an audience of both housed and homeless community members and was followed by a panel discussion with members from each of the three participating organizations. DVD's were available for distribution to a wide variety of community organizations and classrooms, along with an accompanying "Transforming Homelessness: What Works" guide. The video was then cablecast on PCM's public access channels.

Partnership with PCM allowed Southeast Uplift and partnering organization p:ear to reach a wide community audience through a video production, produced in collaboration with members of the homeless community, with a compelling message and offering avenues for public involvement and action.

##### **VisionPDX: A community led visioning partnership in collaboration with the City of Portland**

VisionPDX is a City-supported, community-led initiative to create a vision for Portland for the next 20 years and beyond. The project provides an opportunity for all Portlanders to share their hopes and ideas for the future.

The Initiative undertook a wide ranging discussions and data gathering including, dialogues with members of a wide variety of communities within Portland, large scale questionnaires and information collection, web-based feedback, and public outreach including a traveling kiosk where participants completed interactive surveys. Over 15,000 Portlanders participated in this process.

On the basis of initial feedback, the Initiative then worked with Sojourn Theatre to produce and a series of plays presenting characters dealing some of the challenges and questions facing everyday Portlanders. Following each show, a facilitated dialogue ensued between audience and actors. Almost 1,000 Portlanders participated in these discussions throughout the city

PCM has partnered with this one-of-a-kind initiative to serve as the documentarian for the initiative, including producing three to four short videos illustrating the process and participants, documenting community projects (ten projects have been taped to date) and developing a number of other shorter products. As the project draws to a close in 2007, PCM will complete a final documentary for the City of Portland illustrating the visioning process, its effects, and the impact on planning for Portland's future.

The partnership of PCM and the VisionPDX initiative will serve as a historical record and enable the initiative to reach a significantly wider set of audiences, including other cities or entities looking for innovative models for large scale community involvement in civic planning and visioning processes.

## **5. COMMUNITY GROUPS OR AGENCIES FOR WHICH PCM PROVIDED MEDIA SERVICES OR SUPPORT IN 2006**

### **Programming Produced Under the Auspices of PCM (examples)**

■ Susan G. Komen Walk for the Cure ■ Southeast Uplift ■ Domestic Violence Summit ■ Oregon Peace Institute ■ Portland Genocide Awareness Coalition ■ Autism Research and Resources ■ Center for Intercultural Organizing ■ International Federation for Alternative Research in Aids ■ Grace Life Fellowship ■ AIDS Walk 2006 ■ Cracked Pots ■ NEXT Generation of Youth Leaders ■ Japanese American Citizen's League ■ Oregon NIKKIE Legacy Center ■ Flying Focus Video ■ Muslim Educational Trust ■ Code Pink

### **Media Education (examples)**

■ Rebuilding Center ■ SE Uplift ■ Community Cycling Center ■ 3-D Museum ■ Rock and Roll Camp for Girls ■ Do Jump Theater ■ Vancouver Police Activities League ■ Matt Dishman Community Center ■ Oregon Department of Skate ■ People's Food Cooperative ■ Ethos Music Center ■ Free Geek

### **Youth Media Education**

Services were provided to 27 classrooms at seventeen sites in four school districts as well as in partnership with youth serving community organizations. Community partners in 2006 included ■ New Avenues for Youth (serving homeless youth in downtown Portland) ■ Police Activities League of Portland ■ East County Senior Projects ■ I Have a Dream Foundation ■ Morrison Center Breakthrough School (serving youth receiving substance abuse treatment) ■ Portland Impact ■ Metropolitan Family Service ■ Girls Inc. of NW Oregon ■ Portland Parks and Recreation ■ Catholic Social Services El Programa Hispano

### **Community Bulletin Board Services (examples)**

■ American Lung Association ■ Africa Aids Response ■ Ahmadiyya Muslim Community of Oregon ■ Amnesty International USA Group 48 ■ Child Abuse Survivor Group ■ Circle of the Living Earth/AIWP ■ Columbia Slough Watershed Council ■ Community Cycling Center ■ Community Energy Project ■ Earth and Spirit Council ■ Eighty Eight Keys Foundation ■ Elder Resource Alliance and Friendly House ■ Veterans for Peace Chapter 72 ■ African Film Festival ■ Wings of a Dove ■ Julia West House ■ Mercy Healing Center ■ Oregon Historical Society ■ Self Enhancement Inc.

### **Programming Produced Directly By PCM (examples)**

■ Oregon Public Affairs Network ■ Oregon ARM, Alliance to Reform Media ■ Willamette Week ■ Oregon Bus Project ■ Urban Land Institute ■ NAMI (National Alliance on Mental Illness) ■ 1000 Friends of Oregon ■ North/North East Business Association ■ Well Arts Institute ■ Portland Development Commission ■ Fair Housing Council of Oregon ■ VisionPDX ■ Children's Investment Fund ■ PAX-TV ■ City Club of Portland ■ City of Portland: Police Bureau, Office of Management and Finance, Office of the Mayor, Auditor's Office, Planning Commission, Portland Department of Transportation, Bureau of Environmental Services, Bureau of Development Services, Bureau of Innovation ■ METRO Regional Government ■ Portland Development Commission

## **6. BUSINESSES OR GROUPS PROVIDING FINANCIAL SUPPORT IN 2006**

Business or groups providing financial or in-kind support included:

### **Donors**

- Lane Powell Attorneys and Counselors
- Professional Video and Tape
- The Mt. Hood Cable Regulatory Commission
- Albina Community Bank
- Comcast
- Toll and Associates
- Grace Life Fellowship
- Zeller Chapel of the Roses
- Apex Anodizing
- Full Power Electric LLC
- Supreme Master Ching Hai International Association
- Video Verité
- StudioX Fitness

### **In-Kind Support**

- Bridges Café and Catering
- Ariells Fresh Baked
- Deschutes Brewery
- Ingallina's Box Lunch
- JJ North's Grand Buffet
- Melting Pot
- Mississippi Pizza
- New Seasons
- Russell Street Bar B Que
- Spice Restaurant
- Interstate Rentals

### **Youth Voices (Youth Media Education Program) Funders**

- Mt. Hood Cable Regulatory Commission
- Starbucks Foundation
- Collins Foundation
- John and Jane Youell Fund of the Oregon Community Foundation
- William G. Gilmore Fund of the Oregon Community Foundation
- Spirit Mountain Community Fund
- Juan Young Trust
- Nike Factory Store Portland
- Boeing Employees Community Fund of Portland

