

# **Community Input Session 1**

January 11, 2020

This is a tabulation of responses from our community that were written on Post-It notes for a brainstorming activity. Photos of the actual notes have been included from page five onward.

Group	Comment
Workforce Development	Continuing certification programs/workshops
	Certification programs with community outreach + job placement
	Offer a training program and experience that would be credible on a resume
	Mentor the <i>OTHER</i> to be able to write a grant, budget and an invoice
	Let's get back to having guest artists and producers, script writers, DPs, lighting, camera, sound recorders
	Workforce development - include seniors who don't have \$ resources but have the time & desire
	Teach skills that are in demand & future oriented
	Give community members production opportunities and job references
	Teach BIPOC youth & elders to teach peers
	How about Open Signal hiring from the volunteer producer community?
	Smaller companies donate 1% to cable company, 1 item/fund raiser
	BINJ-style paid internships
	Open Signal news/local sports, weather
	Partner with local media producers to train interns from underserved communities
Staff + Internal systems	Did we turn it off and back on?
	More social interfact between staff and community artists
	Annual awards and staff awards banquet
	Voluntary membership, volunteer program to support in staff roles. You may find a wealth of resources.
	Do a staff spotlight show, how things are done
	Pay staff fairly so they can be readily available to support learners
	Pay fairly with benefits so we have quality staff, happy with their job, and who

	are retained over the years - continuity
New Technology	Push start! (Go button)
	Use traditional technology to introduce new technology
	Promote more podcast production
	Tech lessons for new tech / online lessons/ video walkthroughs
	More opportunity to learn as much technology as possible, with consistent, ample staff support
	Host new tech events for the community. Tech within reach of community being served.
	Host producer service & gear swap (\$)
	Outreach to tech companies for sponsorship + tech donations
	Set up more streaming options
	Open Signal live stream app
Financial Sustainability + Growth	Online classes for \$
	More evening media presentations with admission charge
	Volunteer group to help with strategic goals & accountability , accountabilabuddy
	More mailings
	Advocate with congress to get ahead of the game and have cable companies provide funding for internet media like they do for cable access
	Member feedback on current programming on areas we could improve
	More evening artist presentations with admission charged
	Reprise the nightclub event/fundraiser, jazz music
	Produce short videos for nonprofits that don't have resources for media but could pay something to Open Signal
	Contract with local schools + companies who need access to media production space + equipment for class + production
	Develop relationships with large nonprofits in the community to share costs of running the facility.
	Collaborate with KBOO in fundraiser
	Partner with KBOO, OPB, other nonprofits to form a foundation for financial support
	Portland's Got Talent

	Battle of the Bands
	Parties! Fundraise while having fun!
	24-hour film festival. Entrance fees and sponsors.
	Fundraisers. Open Signal Ball. Video festival.
	Video festival awards (like the Oscars)
	A series of current significant documentaries as a fundraising source - admission charged
	Mixed media fundraising sale/auction
	Silent auction, stuff & skills for productions
Physical Space	Don't close for a month at a time, momentum
	"Walls on wheels" is modular rooms/spaces
	An inviting place for community members to meet, hang out, collaborate and feel comfortable
	Find a way to raise the lights, ceilings are low
	Maintain the accessibility of current physical space
	Community meetings with breakout sessions for brainstorming
	Pop-up news room w/ air stream
Creativity + Social Impact	Identify/find what types of programming is needed but not produced
	Call out for senior artists
	Outreach to senior citizen groups with offers for training and production events
	Trans media / (audience) community participation - interaction on multiple platforms
	Space for body awareness with movement weekly
	Low impact fitness for III
	Media awards/festival, promoting + celebrating social themes
	Studio production workshops
	Open studio "A" as a nite club venue, jazz, blues, comedy stand-up, ballet, TED talk
	Pop-up news room, production tables at targeted community events
	The Air Stream
	Focus on stories that impact lives locally & beyond
	Reach out to local comedy, authors and entertainment groups to find producers

	Create high school training programs and workshops
	Offer schools K-12 an opportunity to produce media if they provide a school staff person to be trained as a producer
	More kids educational push
	Partner with local schools for show contests
	Offer special events and class to school + organization of significant population of underserved communities
	Make documentation, written and video, for control room procedures. People have different learning styles! This is important for equity and inclusion.
	Brainstorming sessions for producers with snacks! Help each other succeed.
	More collaboration / group projects, connecting community producers
	More focus on off-site production
	Stimulate, foster and encourage interdisciplinary productions, IE meet-ups, field & studio
	(Programming) Exploring creative solutions to current problems

# FINANCIAL SUSTAINABILITY + GROWTH

Financial  
• Partner!  
Fundraiser while  
having fun!

Portland's  
got  
talent

Control with  
local selector engineer  
who need access to  
Media production  
Space + Equipment for  
class + production.

MORE EVENING  
Activities focus  
with volunteer  
chairs

new Advocate  
Get with Congress  
To get ahead of the game  
and have cable companies  
provide services for  
Portland Media like  
They do for cable Access.

Online  
Classes  
for

24-Hour  
film  
festival.  
Entrance Fees  
and sponsors

Battle  
of the  
Bands

Develop relationship  
with large non-profits  
in the community by  
providing access to  
the facility.

Reprise the  
Nightclub  
every fundraiser  
Dance Music

member feedback  
on current  
programming  
on areas we  
could improve

Smaller Companies  
Downs  
1% To  
CABLE  
company  
1 Item for 3 people

Fundraisers  
Open Signal  
Ball  
Video Festival

Video Festival  
Awards  
(like the  
Oscars)

Collaborate with  
KBOO in  
Taco Palace

(Financial  
Sustainability)  
short video  
producer for  
non-profits  
that cannot afford  
to have resources for  
media but will  
pay something to B.S.

MORE EVENING  
Media these stations  
with volunteer  
chairs

Partner w/  
KBOO, OPB,  
other non-profits  
to form a  
foundation  
for financial support

Empower ABC  
for the community  
members to  
interpret their  
environment for  
themselves can  
be articulated into  
batteries that make  
Locality nationally  
sustainable

A portion of current  
equipment  
communication  
as a fundraising  
source  
Assemblies changed

MORE  
MAILINGS

Fundraising  
Sale/Auction

Silent Auction  
Stuff & Dollars  
for productions

Volunteer group  
to help strategic  
goals + accountability  
accountability buddy

## PHYSICAL

Pop up  
news room w/  
AIR  
STREAM

Maintain the  
Accessibility of  
Current physical  
space

Find ways  
to raise the  
lights &  
ceiling are  
low

Communicate  
Meaning



# NEW TECHNOLOGY

Set up  
\* more  
streaming  
Options

\* Outreach to  
tech. companies  
for sponsorship  
+ tech. donations

Host producer  
series & gear  
SWAF

TECH LESSONS  
FOR NEW  
TECH

Promote  
more  
podcast  
production

\* USE TRADITIONAL  
Technology to  
Introduce New  
Technology

PUSH  
START!  
(GO)

Open signal  
Live stream  
app

Take  
More opportunity  
to learn as  
much technology  
as possible, with  
consistent, ample  
staff support

Host New Tech  
Events for the  
Community. Tech  
within Reach of  
Community being served

# AL SPACE

...

An "inviting place  
for community

"Walls on  
wheels" &  
modular

DON'T CLOSE  
FOR A MONTH  
AT A TIME

Gathering their notes  
Locally & nationally  
Sustainability

Volunteer group  
to help "strategic  
goals & accountability  
accountability"

# PHYSICAL SPACE

Pop up  
news  
room w/  
AIR  
STREAM

Maintain the  
Accessibility of  
Current physical  
Space

Find ways  
to raise the  
lights, &  
ceilings are  
low

An inviting place  
for community  
members to meet,  
hangout, collaborate,  
and feel comfortable.

"Walls on  
wheels" for  
modular  
rooms / spaces

DON'T CLOSE  
FOR A MONTH  
AT A TIME  
MAXIMUM

Community  
Meetings with  
sessions for  
Brainstorming



# WORKFORCE DEVELOPMENT

media  
audience  
community  
which position  
the production  
in the place  
of the community

Business  
Style  
and  
Marketing

Business Model  
and  
Marketing Strategy

Open Signal  
News/Local  
Sports  
Weather

Partners with  
local Media  
Producers to Train  
Interns from  
underserved  
communities

How About Open  
Signal Hiring From  
The Volunteer  
Producer  
Community?

Give community  
members production  
opportunities and  
job referrals

Teach Skills  
that are in  
demand & future  
oriented

Technical  
Development  
- include  
several levels  
don't have to  
be perfect but  
have the time to  
have the time

Continuing  
Certification  
program  
workshop

Teach BPOC youth  
& elders to teach  
peers

Certification  
program in  
community  
outreach  
job placement

Mentor the OTHER  
to be able to  
write a grant, budget  
& an invoice

offer after  
program and  
experience that  
would be used  
on a resume

Let's get  
back to  
having guest  
artists & produce  
scripted content  
20% production  
costs (revenue)

## INTERNAL TEMS

Marketing  
Development

Financial Accounts  
for Staff

Project detail that lists  
production staff and  
community artists

FAQ





# STAFF + INTERNAL SYSTEMS

Pay Staff ☺  
fairly so they  
can be readily  
available to  
support learners

Do a staff  
spotlight  
show how  
things are  
done ☺

Voluntary  
Membership  
Program  
to support  
staff roles  
for their health  
& wellbeing

Annual Awards  
for Staff  
Awards Budget

More social interaction  
between staff and  
community artists

DID WE  
TURN IT  
OFF AND  
BACK ON?

Pay fairly  
with benefits  
like we mean  
it. Paying staff  
properly is the only  
way to get the best  
and motivated staff  
the school needs.