

Open Signal is a media arts center in Portland, Oregon. With a commitment to creativity, technology and social change, we make media production possible for everyone. **opensignalpdx.org**



Open Signal

Portland Community Media Center

Open Signal's mission is to empower our community to make effective use of media for creative expression, cultural exchange and civic participation.

Join us! We're excited about the resources we have to share with you. Attend an orientation to find out how to create your own TV show, learn about our media education programs and become a card-carrying member of our community.

Learn more at
opensignalspdx.org



Local music group Sea Moss performing at A/V Party, November 2017

Open Signal provides to the community:

Cable Broadcast

- + Five cable channels airing local and independently produced content 24 hours a day, reaching 400,000 homes in the Portland metro area

10,000-Square Foot Media Facility

- + Two media production studios with full green screen cyclorama; the larger studio is 2,000-square feet
- + A free media equipment library including professional-grade cameras, lighting, microphones, iPads, MacBook Pro laptops with Adobe Creative Suite and more
- + Editing rooms, an animation station, an analog media lab, an immersive media lab and a voiceover room
- + StreamPDX, a mobile podcast studio

Education for Adults and Youth

- + Affordable beginner and advanced classes for adults, covering camera and production studio operation, editing, immersive media and more
- + Community education partnerships with schools and nonprofits
- + On-demand training customized for your group

Community Engagement & Artist Support

- + Exhibitions, screenings and immersive media events
- + Open Signal Labs, an incubator for filmmakers of color
- + New Media Fellowship, an in-house residency for digital artists

Professional Production Services

- + Hire our team to document, broadcast and live stream your event

Catch independent and local media on our five cable channels:

- + **Community Access Network Channels:**
Xfinity 11 and HD 331 or CenturyLink 11 and HD 1011
- + **Independent Television Network 22 Channels:**
Xfinity 22 and HD 322 or CenturyLink 8002 and HD 8502
- + **Independent Television Network 23 Channels:**
Xfinity 23 and HD 323 and CenturyLink 8003 and HD 8503
- + **Curated channel, Pulse of Portland Channels:**
Xfinity 29 or HD 329 CenturyLink 8004 and HD 8504
- + **Government channel, CityNet Channels:**
Xfinity 30 and HD 330 or CenturyLink 8005 and HD 8505

After explosive growth in 2017, Open Signal continued to grow in 2018.

We brought 41% more people to our space to reserve our studios and equipment, who generated more than 1,000 new programs for broadcast. Meanwhile, we brought more than 300 hours of media education to school kids and powerful career development programming to media artists, including a new fellowship program for African American filmmakers based in Portland.

We're proud to provide a truly unique combination of services to our community. Please dig into this report to learn more about our success from the past year.

As we work to make sure we're best serving the community, our capital funds routed from cable franchise fees continue to decline. The need for us to diversify our revenue streams is greater than ever.

We are extremely moved to have received more grant and corporate support in 2018 than ever before, and we're grateful for ongoing foundational support from the Mt. Hood Cable Regulatory Commission and the City of Portland – and from our rapidly growing base of members like you.

Visit page 11 to learn more about how we've diversified our funding during the past two years and how you can contribute.

2018 was a year of reflection. It was a year of identifying who we are, and who we want to be. We constantly evaluate our work to make sure it's relevant to the current and future cultural, technological and economic needs of our community.

As we look toward the next decade, Open Signal will focus less on serving more people across the board. Instead, we'll focus on ensuring that our resources are getting into the hands of those who need it most. A more equitable future hinges upon authentic representation in the mainstream media. We can provide leadership pathways for historically marginalized communities in order to repair and transform individuals, neighborhoods and cities affected by trauma.

I look forward to sharing our vision with you in more detail when we release our five-year strategic plan in Spring 2019 and I look forward to continuing this work with your support.

A more equitable future hinges upon authentic representation in the mainstream media.



Justen Harn
Executive Director



2018 by the Numbers

Fiscal Year July 2017-June 2018

Community Engagement

1,987

People engaged at 49 community events

3,631

Total community members engaged through classes, studio and equipment rentals and public programs

Media Education



Left to right: Echo AiR students Alex Millican, Caty Jimenez and Matthew Dannemiller at the program's film screening, May 2018

20

Community partners

138

Classroom hours provided to 10 Future Forum artists, including training, critique and exhibition support

288

Hours of instruction provided to middle school students at Open School North

10,203

New hours of programming aired

661

New equipment certifications issued

70

Class scholarships donated to students

804

Students enrolled in 116 classes

30

Hours of hands-on learning and creation provided to 16 high schoolers through Echo AiR

93,991

Hours cameras checked out from our equipment library

129,440

Hours laptops checked out

3,065

Hours production studios checked out

5,237

Individual equipment and studio reservations

121

City Council meetings broadcast

400,000

Portland area homes receive Open Signal's five cable TV channels

66

Volunteer production crews made weekly TV series

6

Languages broadcast via our cable channels (English, Romanian, Russian, Farsi, Chinese and Spanish)

Community TV

Damien Dawahare (left) and Andrea de la Vega participate in *Fresh Paint*, a temporary murals program in partnership with RACC, October 2018



Equipment Library & Production Studios

Meet RaShaunda, Open Signal Labs Project Coordinator



"Open Signal gives me the freedom to show up as I am!"

RASHAUNDA BROOKS

RaShaunda Brooks joined Open Signal in 2017 as a student for the pilot year of our artist training program, Future Forum. Having worked in large-scale film productions, television, documentaries and music videos, she was a perfect match for the learning experience: "I needed space to work on my visual projects," RaShaunda says, "and I felt like Open Signal could help me do that. I also had other friends coming to this space and it felt like a right fit."

RaShaunda was later hired as the Project Coordinator for Open Signal Labs, which creates and opens doors for African American creatives without the feeling of competition.

"I feel supported by Ifanyi [Bell, Open Signal Labs' Executive Producer] and the other Open Signal staff. I have much more input on what my experience is like here than at any other job I've had in the past," she says.

A Chicago native, RaShaunda also organizes events for YGB Portland, a collective of pro-Black, pro-femme and pro-queer event organizers aiming to "create spaces of joy and healing for the Black and Brown community of Portland." She also manages local soul/jazz musical group Brown Calculus.

"At Open Signal, it's community first. They open their doors to people at all stages of their creative journey—even to those who don't consider themselves creatives," RaShaunda continues, "and they're trying to make it a more equitable space, which is really appreciated, because the community wants to be seen and heard."

"Open Signal gives me the freedom to show up as I am! It's been very rewarding to do this work with Open Signal Labs and support others working through their creative process. It has also been rewarding to be trusted to help shape a program and be given the tools and resources for that to happen."

Learn more about Open Signal Labs at bit.ly/opensignallabs

2017-18 Timeline

After Portland Community Media transformed into Open Signal in January 2017, the organization continued to generate new partnerships, diversify revenue, expand service delivery and receive community recognition.

2017

October

Integrated media arts programming begins at Open School North, an alternative middle school in North Portland for students who have been unsuccessful in the public school system. This program receives renewed support from The Oregon Community Foundation's Studio to School initiative, as well as the Juan Young Trust. This is the fourth year of the partnership with Open School.

2018

January

Echo AiR, an after-school program for 16 high school students begins, with support from the Oregon Arts Commission, a state agency; and The Jackson Foundation. Working together, they will create a 10-minute film from scratch and receive mentorship from staff at local digital creative firm Instrument. 13 of the students identify as female, non-binary or agender.

April

Open Signal avoids cut to public operating budget, thanks to major support from Portland City Council.

Regional conference for Northwest Chapter of the Alliance for Community Media takes place at Open Signal.

\$132,000 grant awarded from the Mt. Hood Cable Regulatory Commission to purchase equipment in support of Open Signal Labs, an incubator for black filmmakers.

May

Open Signal launches a radically inclusive \$1 membership program, with support from the James F. and Marion L. Miller Foundation and the Oregon Cultural Trust. By the end of 2018, the program will engage over 570 members, giving more than \$18,000.

June

Second year of New Media Fellowship begins, with support from The Oregon Community Foundation and The Jane Schiffhauer Charitable Trust, providing deep professional development to six female-identified digital artists.

Executive Director Justen Harn wins Forty Under 40 award from the *Portland Business Journal*, recognizing his role in stabilizing Portland Community Media and transforming the organization into Open Signal.

July

Fellowship program for black filmmakers launches under Open Signal Labs, with support from The Collins Foundation and the Portland Film Office. Six participating fellows will work for one year to create new productions. Additional major grants awarded this month for Open Signal Labs are from The Oregon Community Foundation's Creative Heights Initiative and the Oregon Cultural Trust.

Left to right: Actor/producer Keena Ferguson, writer Mitchell S. Jackson and director Ime Etuk at Open Signal Labs' launch event, July 2018



October

The Federal Communications Commission proposes new policy that would eliminate public funding for community media. Open Signal staff, board and producers – and community media advocates nationwide – file comments in opposition.

November

Open Signal receives a Light a Fire "Igniting Creativity" Award from the *Portland Monthly* magazine, given to outstanding nonprofits across the city.

Meyer Memorial Trust awards competitive three-year \$135,000 grant to support Open Signal Labs.

Meet Elisa, Head of Equity and Digital Inclusion



“Our social responsibility begins with creating accessible, hands-on learning opportunities.”

ELISA BARRIOS

Elisa Barrios joined our organization in January 2015, when we operated as Portland Community Media. Having studied film and social sciences at Evergreen State College, PCM stood out as a match for her aspirations to work at an equitable space using video as a tool for social justice.

Elisa began as our Youth Education Coordinator and later became Open Signal's Head of Equity and Digital Inclusion, re-envisioning our organization's education programs to ensure equitable access for all students.

“I truly believe that our social responsibility begins with creating accessible, hands-on learning opportunities and to amplify the voices for young folks who will prove to be the most important link in the future of the health and sustainability of our community,” Elisa says.

“We reach toward equity in our classrooms by creating intentional safety for learning with the students we serve; we must be willing to learn from the students

about what they need and meet them where they are, not where we assume they should be.

“The most rewarding part about working in education is seeing how the students work evolves over their time engaging in our programs. Our youth producers find a way to reach that uninhibited place of creation and self-expression and are brave enough to share it with the world.”

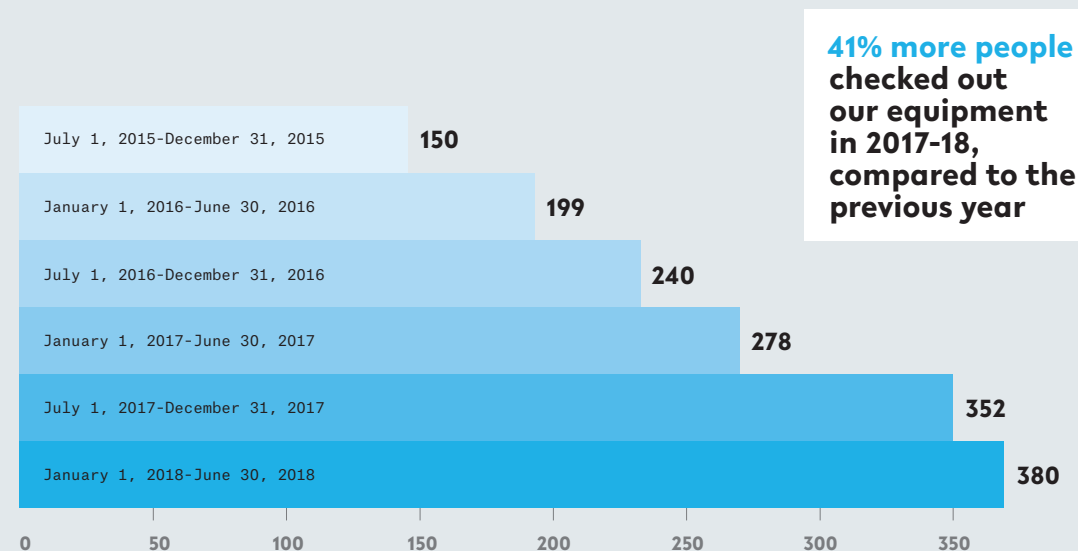
Outside of Open Signal, Elisa also serves as a board member, trainer and volunteer supervisor for the Healing Circle, an organization her family started in Clatsop County in 1988. They offer youth summer camps, called Victory Over Child Abuse (or VOCA), for child survivors of sexual abuse.

“I now co-facilitate the Portland volunteer trainings for VOCA and have incorporated much of what I've learned along the way into redefining our educational philosophies and the learning environment at Open Signal.”

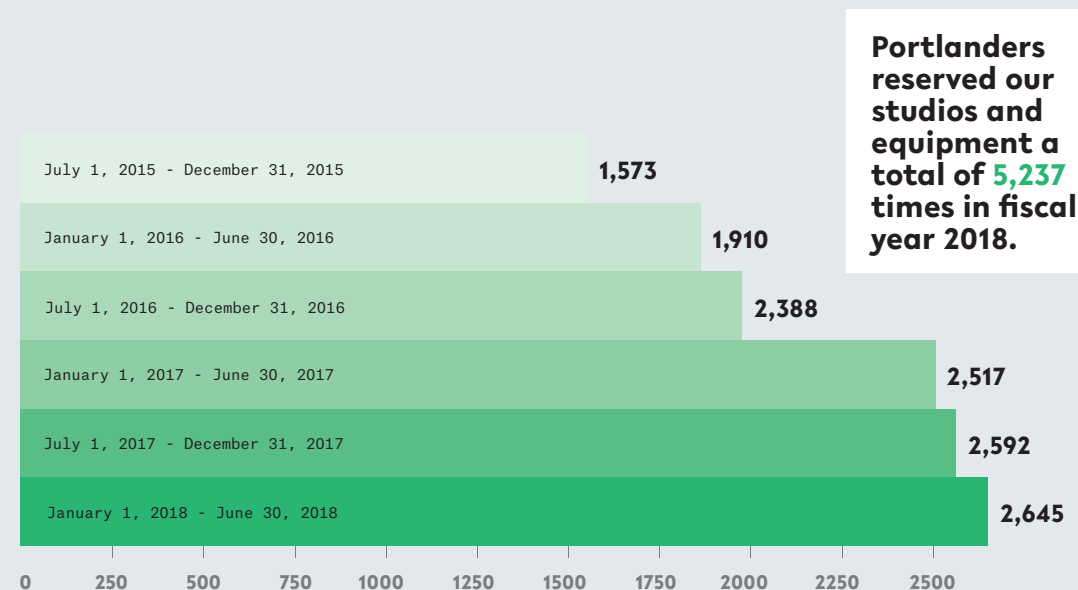
Read more about Open Signal's media education at opensignalspdx.org/media-education

Annual Growth

Between July 2017 and June 2018, Open Signal continued to connect more Portlanders to our free equipment library and production studios.



Unique Users of Equipment and Studios



Individual Reservations: Equipment and Studios

Smarter Revenue

This organization has long survived through major support from the Mt. Hood Cable Regulatory Commission and the City of Portland. In order to grow, and to have a smart and balanced portfolio of income streams, finding new revenue has been a major priority for Open Signal in recent years. We now have a growing team of foundations, local businesses and individuals who support our work and are helping us build the diverse revenue streams that we need to sustain ourselves.

With our brand-new membership program, we're already more than 500 members strong. Learn more about out how you can contribute to Open Signal at opensignalpdx.org/donate.

Thanks to our fiscal year 2018 funders



The Jane Schiffhauer Charitable Trust, mediaThe Foundation

In-kind sponsors

Rumors Studio, Native Instruments, HTC, Sizzle Pie, Lagunitas Brewing Company, Guayaki Yerba Mate, 2 Towns Ciderhouse, Ninkasi Brewing Company, Sennheiser, Coco Donuts, Goldrush Coffee Bar, Bridgeport Brewing Company

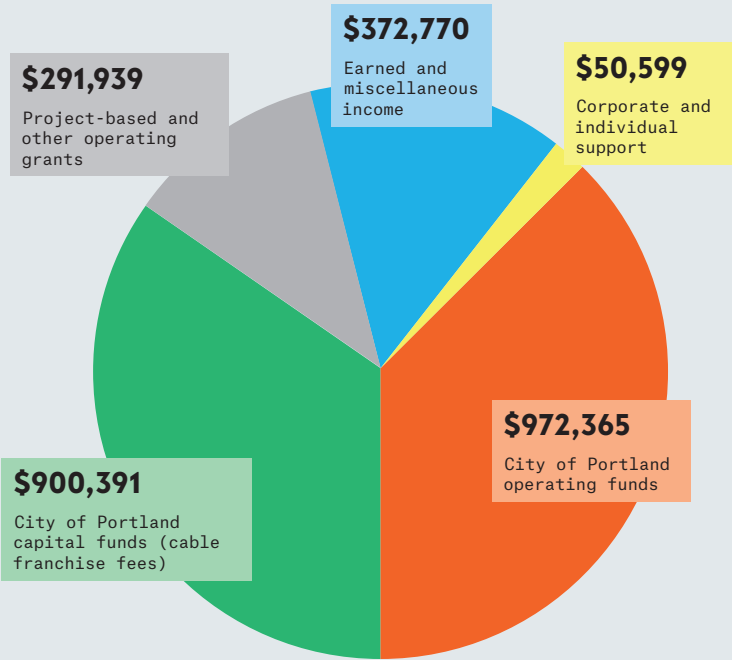
As of December 2018, we have secured additional support from the Meyer Memorial Trust, Travel Portland, and Columbia Bank for fiscal year 2019.

Fiscal Year 2018: July 2017 - June 2018

\$2,558,064
Total revenue

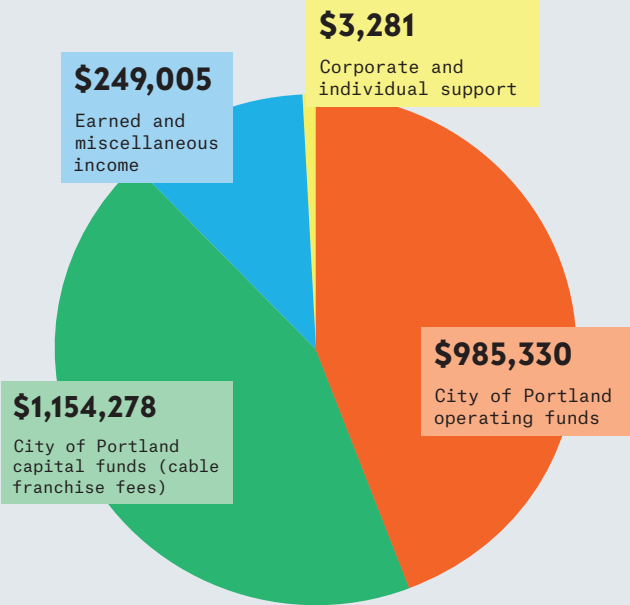
In 2017-18, our City of Portland funding reduced – most notably our capital funds, which are determined by the number of cable subscriptions in the Portland metro area. In response, we added a new grants program, assertively pursued individual giving and significantly grew earned income.

Note our revenue breakdown from fiscal year 2015-16 (below), to see how we grew our operating and project-based funds by 36% and increased our overall budget by 7% in just two years, despite the cuts to our capital funds.



Fiscal Year 2016: July 2015 - June 2016

\$2,391,894
Total revenue



Meet Ahmad, Community Producer

"Open Signal serves the underserved population and those who don't have the opportunity to voice their opinions through mass media."

AHMAD MOSTAFAVI



Ahmad Mostafavi is the writer and producer of *My Iran*, a long-running weekly series on Open Signal that began in 1990. The show aims to provide unbiased and up-to-date news, commentaries and interviews with members of the Iranian community nationwide.

"When I started my program, there were no local media outlets serving the Persian-speaking community in the Portland area," Ahmad says. "As a member of the Iranian community, I felt I could produce unbiased programs that weren't influenced by advertisers or supported any specific political party."

Ahmad began taking our classes when we were still operating as Portland Cable Access in 1989 and started producing *My Iran* soon thereafter.

Although he originally intended to film just 13 episodes, the program has kept running for nearly 30 years.

"*My Iran* is the only locally produced television program in the state of Oregon that provides the community with local, national and international news and commentary that pertains to Iran and Iranian culture," Ahmad continues. "This 30-year program has become a trusted news hub that not only builds connections between local Iranians but also offers a bridge to other community members interested in learning about Iranian life."

The majority of *My Iran* is actually filmed in Ahmad's home studio, and he submits the finished episodes to air on Open Signal's cable channels. For larger productions, such as the annual Iranian New Year special, he books Open Signal's studios.

"Open Signal has facilitated the production of this program in many ways. My favorite service is their staff support; I consult with them and get their input about the length of the production, recruitment of crew members, studio reservations and field equipment checkout," he says.

"Open Signal serves the underserved populations and those who don't have the opportunity to voice their opinions through mass media. It is an alternative media, used by many producers who have something to share with the community but are unable to do so through traditional media."

Learn more about becoming an Open Signal producer at opensignalspx.org/cable-tv/makeashow

Board Members

Ron Craig

Astoria International
Film Festival

Lisa Faust

Pacific West Bank

Karim Hassanein

Bora Architects

Matthew Jacobson

Sizzle Pie/Relapse Records

Joaquin Lopez

Latino Network

Evelyn Liu

Asian American Chamber
of Commerce

Liz Rhodes

ZGF Architects

Sue Dicile

Liaison to Mt. Hood Cable
Regulatory Commission

Staff

Elisa Barrios

Head of Equity and Digital
Inclusion

Bea Bedard

Community Media Advocacy
Director

Ifanyi Bell

Executive Producer,
Open Signal Labs

RaShaunda Brooks

Project Coordinator,
Open Signal Labs

Jim Bruce

IT Administrator

Rebecca Burrell

Director of Strategy
& Development

Noah Dorsey

Media Services Manager

Devin Febbroriello

Creative Director

KatMeow Garcia

Media Education Manager

Justen Harn

Executive Director

Yousef Hatlani

Marketing Manager

David Koesters

Distribution & Media
Services

Marina Martinez-Bateman

Development Manager

Vo McBurney

Educator/Facilitator

Jenelle Neill

Director of Production
Services

Taylor Neitzke

Director of Programs

Emily Roland

Media Distribution Manager

Daniela Serna

Volunteer Coordinator

Chloe Alexandra Thompson

Director of Information
Systems

Liz Vaughan

Production Coordinator

Leslie Yan

Director of Administration

We're really proud of the diversity of our team. **71%** of our board members self-identify as people of color and **29%** as LGBTQ+. **52%** of our staff identify as people of color and **29%** as LGBTQ+.

Community Partnerships

July 2017 through June 2018

90-Second Newbery Film
Festival

Alliance for Community
Media Northwest Region

The Alliance for Media
Arts + Culture

City Club of Portland

Disability Art and
Culture Project

Immigrant & Refugee
Community Organization
/ SummerWorks

Instrument

Media Institute For
Social Change

MetroEast Community
Media

Multnomah County Library

Open School North

Oregon Film

Outside the Frame

Portland Winter Lights
Festival

Produced by Her

Public Annex

Regional Arts & Culture
Council

Stream PDX

Waseda University

XRAY.fm

Open Signal Portland Community Media Center

2766 NE Martin Luther King, Jr Blvd
Portland, Oregon 97212

Wednesday-Friday 2pm-10pm
Saturday and Sunday Noon-8pm
(503) 288-1515
opensignalpdx.org

Timet: Take Line 6, Martin Luther King Jr. Blvd, and get off at the Knott St. bus stop, near the Nike store.

En Open Signal, nuestra misión está inspirada en la comunidad para que pueden crear sus propios historias usando la tecnología nueva. ¡Te invitamos a participar en nuestros talleres! Para información en español, póngase en contacto con Daniela Serina (503) 288-1515 o daniela@opensignalpdx.org

KEY PARTNERS & SPONSORS



The Jane Schiffhauer Charitable Trust, mediaThe Foundation



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CulturalTrust.org

