



- July 19, 2007 -

1st Annual Nonprofit Telethon WRAP-UP: Nonprofit Beneficiaries

Hello friends and partners of Access SF:

Now that the dust has settled on the station's 1st Annual Nonprofit Telethon, I am writing to express our warmest of thanks for your agency's formal participation in what was certainly a ground breaking local television event.

As you may recall, the telethon was presented to you at the initial nonprofit planning meeting as **an incredible first-time experiment for Access SF**. Needless to say, the staff, Board of Directors, public access producers & crew volunteers who make up the Access SF community are so grateful that your agency took this giant leap of faith with us.

Most importantly, we hope that you and your team had a bit of fun being involved!

By way of nonprofit partnership & pushing towards our widest scale collaboration to date, Access SF has demonstrated a new level of organizational capacity and for using its own media resources in new & promising ways. As one of the (17) nonprofit members that participated in the beneficiary program for this inaugural telethon, you've directly supported Access SF through an essential learning and growth cycle – one which I am confident will play out over time as a great investment in the station's sustainable & well funded future.

Thank you, once again, for being a part of this great success story for Access SF and its partners. By all accounts, the telethon marks a decisive turning point in the history of community access television in the City & County of San Francisco.

Here's to a vital future for all of our organizations and to our continued success working together!

With very best regards,

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Marc Smolowitz

Access SF Development / Comcast Cable Channels 29 & 76

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P.S. Below please find a detailed wrap-up on the telethon, which includes various action items for you to consider. Please feel free to share this information with all relevant colleagues at your agency who've been involved in telethon planning efforts.

Here are a few key take-away points we'd like to share with you about the telethon:

- **20TH ANNIVERSARY:** The telethon served as the official launch of the 20th Anniversary of our parent nonprofit organization, the San Francisco Community Television Corporation (SFCTC). Founded in 1988, we're now planning any number of special events & fundraisers over the course of the next 16-20 months as our way of marking this important milestone. **MARK YOUR CALENDARS!** Our next big party will be on Saturday, September 1st, 2007 at the African American Arts & Culture Complex featuring renowned local blues musician Curtis Lawson as he celebrates (50) years of his own musical performances in San Francisco - an evening of performances by some of the Bay Area's leading blue talents benefiting Access SF's 20th Anniversary Fund for the future of public access television.

- **CONTRIBUTE TO OUR BLOG:** The telethon is an ongoing story, and it's not just Access SF's story. As key participants, we want you to be able to go on record with your input, feedback & experiences. In order to support that goal, we've set up a **20th Anniversary Blog Space**, which includes a telethon category for those participants who would like to serve as contributors. **As your schedule allows**, we encourage you to take just a few minutes to provide us with one original blog post that shares a simple story, an impression or anecdote that reflects your point of view on the telethon. And, if you're interested, feel free to post your unfolding perspective on what it's like to be a nonprofit member of the station, especially throughout the period of our anniversary celebrations.

- **CRAFT YOUR OWN TELETHON BLOG POST HERE:**

GO TO: <http://accessf.org/wordpress/wp-login.php>

Login: telethon

Password: 062907

Your landing page will be the Dashboard for "Telethon Participant" - a shared profile for many contributors across the various categories of folks who participated. The Dashboard is very user-friendly, and it has a quick link for you to use when writing your post. **IMPORTANT:** Please be sure to tell us who you are and the agency you represent some where in your post. Feel free to upload your logo, graphics, etc. Since the telethon login is shared by many, **PLEASE DO NOT CHANGE THE PASSWORD OR ANY OF THE PROFILE SETTINGS.**

- **ON FEEDBACK:** For our part, Access SF very much wants to hear from you if you have comments about the telethon that could help us in future planning and implementation. **You can feel free to use the blog, if appropriate, or contact Marc Smolowitz directly.** Certainly, the more feedback each of you provides, the more we can collectively learn from this first telethon experience and make improvements for 2008. Next year, we'll have so much of the production & event infrastructure in place, our focus can rightly shift to marketing, outreach, and generating longer lead awareness among potential supporters & sponsors. For the first year, I only started to make inroads with this piece of the puzzle. Moving forward, Access SF will want to work more closely with your Development & Marketing staff contacts to develop shared strategies that can yield funding for all of our important missions and services.

• **COPIES OF YOUR TELETHON SEGMENTS:** Access SF has decided to edit the final 12-hour live program down to a more manageable running time and create a special presentation DVD that we will use to help promote our 20th Anniversary. This process will take several months, and we will gladly make copies of the final DVD available to all beneficiaries once they're ready. **STAY TUNED FOR UPDATES THIS FALL.**

In the near term, if you would like a copy of your segment(s) as stand alone content, please send an email to Luc Chehabi (luc@accessf.org) with your request ASAP, indicating your preferred format for delivery: DVD – VHS - MPeg/Quick Time

A few important points about the process for obtaining telethon segment copies:

- All requests will be done on a first come, first request basis.
- Due to the anticipated volume of work, Access SF can only make **ONE COPY OF EACH SEGMENT FOR EACH AGENCY.**
- It is our goal to deliver all segment copies **NO LATER THAN SEPT. 15th, 2007.** Please do not expect your copies before that date.
- You are responsible for the making of additional copies for the guests who appeared in your segments.
- In order to help you meet ongoing needs for copies on your end, consider requesting a DVD from us, which we can then deliver to you as a re-writable master that you can burn other DVDs from. You will need to have access to a DVD burner.
- If you have already sent an email to Marc w/your request for copies, please note you're in the line-up according to when your email was received. However, please do us the favor of re-sending your request to Luc and be sure to indicate your format preference.

• **SUMMARY OF TELETHON FACTS & FIGURES:** Please note there is a 2nd attachment to this wrap-up email called TELETHON FACT & FIGURES, which includes a helpful summary of key statistics and milestones around the entirety of the telethon.

With respect to donations, we have, so far, received \$1,205.00 in pledges. Timing wise, we have been in the process of closing out both our 06-07 fiscal years and a number of other financial details related to the telethon. So, in short order, we'll be sending you a check that represents your portion of 40% of \$1,205.00 as promised to you from the outset of your participation. Thanks for your patience.

For what it's worth, the income amount is certainly lower than what we were hoping for. But, as I had pointed out in the first round of nonprofit planning meetings we held about the telethon, Access SF had no way of predicting what kind of response we would have to this first time endeavor. To be very clear, we have never used our channels to fundraise quite so overtly before, so we cautiously chose not to set a published financial goal.

Instead, we opted to look at year one as our year to identify all that it takes **TO PRODUCE A SUCCESSFUL LIVE TELETHON** on local cable television. From that vantage point, **THE TELETHON WAS A HUGE SUCCESS** that came with great value for the long haul. Systems are now in place, relationships are now activated, and, moving forward, we are committed to continuing to partner with you on fund raising for your mission - either through next year's telethon or through ways we might identify together.

(One very nice fact is that the station managed to bring in more than 5K in in-kind donations, equipment sponsorships and other related services in support of the telethon!)

Finally, very few public access channels around the nation have even dared to try the exact telethon model that Access SF chose to launch with. While it may have been ambitious to do so, what we set out to do was our own version of a mini-pledge drive for PBS. In that context, we see our efforts to realize such an ambitious program in year one as a kind of trail blazing approach, paving a clearer pathway for future telethons that will yield greater income for all parties. This first endeavor is just the beginning of many exciting things to come in the realm of fund development, and for Access SF, our nonprofit members and partners will remain at the center of our fund raising vision and goals.

• **OTHER MEMBERSHIP OPPORTUNITIES FOR YOU AT ACCESS SF:**

Starting in August, you will be hearing from Luc and myself around activating your other membership benefits: Video PSAs, appearances on The San Franciscans, etc. I also wanted to remind you that all of our nonprofit members can take advantage of ongoing TV appearances on our new series SF LIVE on Cable Channel 76. Slots are available every Tue. & Thu. at 5pm and 5:30pm, running time is 22 minutes. Feel free to contact Marc directly if you have questions or comments about SF LIVE. We can begin accommodating you on SF LIVE **starting Tuesday, July 31st.**

Questions . Comments . Feedback

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20th Anniversary Blog – www.accessf.org/wordpress