

AUSTIN PUBLIC ACTIVITY REPORT FY16 – Q2 HIGHLIGHTS

Excerpts from this summary will appear in our 2016 Annual Report, which is distributed to current and prospective stakeholders. We will send a copy to your office to supplement this file.

After months of planning and preparation, Austin Film Society is very excited to see the fruits of our labor coming to fruition. As noted in the last Quarterly Report submitted to the City of Austin at the end of December 2016, AFS's first three months managing the community media center were a great success. We quickly learned about the systems and processes involved in running the facility and as a result, were able to provide our Producer base with the facilities and equipment to which they are accustomed. We also began welcoming new Producers and offering regularly scheduled trainings before the end of the year. We are happy to report that during our second quarter, we have moved beyond providing basic services, and have reached some important milestones in the process of reintroducing Austin to the city's community media center and what we envision its future to be. The response we have received from the community has been overwhelmingly positive and we find ourselves energized by both the current activity and all that the future holds.

One of the most exciting milestones that we reached in early March was that our rebranding process was completed. The city's community media center is now operating under the name of Austin Public and our branding agent, Foxtrot Bravo Alpha (FBA), has provided us with a wealth of graphics and colors from which to choose when designing our website, channel IDs, merchandise, and marketing collateral that will soon begin flooding the streets of Austin!

It was also our good fortune that the new Austin Public logo was prepared in time for our first large-scale event at the station, Amplify Assembly @ Austin Public. Austin Public partnered with the nonprofit, Leap to Success, to host this Amplify Austin kickoff event for over 40 small, nonprofit organizations that were unable to hold kickoff events of their own. Although we only had four staff members onboard when we committed to this project just weeks after AFS began to manage the facility, our passion for the nonprofit community and recognition of the opportunity to increase our visibility at a strategic moment in our organizational growth led us to accept the challenge of planning what ended up being a hugely successful event.

The primary goal of Amplify Assembly was to provide support for NPOs in their fundraising efforts around the annual day of on-line giving, which we did by way of providing a space for them to gather and distribute information about their programs and services, and by providing PSA trainings and production services, at no cost. Austin Public contracted with the nonprofit, Lights. Camera. Help., to lead two trainings, "Unlocking the Power of the PSA," during which participating NPOs learned to make the most of the upcoming opportunity to have Austin Public produce a 30 second PSA for their organization. The PSAs that Austin Public produced were programmed on channel 10 and



streamed online during the week leading up to Amplify Assembly and were also cablecast during the 2-hour live Amplify Assembly show, which was hosted by KXAN's Amanda Tatom and produced by Austin Public. Participating NPOs received copies of their PSAs and continue to use them as they see fit. They also continue to air on our channels.

During Amplify Assembly @ Austin Public, the NPOs gathered in our parking lot to provide their supporters with a place to gather and learn more about the programs and services that are available through their organizations and others in the community. Sponsors included Whole Foods, Dos Equis, Strongbow Cider, Kutros Vodka, and Thrivent Financial, just to name a few, and attendees enjoyed the live music that played both outside and inside the building. The event also included a dance performance, food trucks, an open bar, and even a mini horse roaming the grounds. There were over 400 people in attendance and post-event surveys revealed that the PSAs and opportunity to connect with other nonprofits were some of the most valuable things that participants took away from the event. In answer to the survey question that asked what the biggest benefit to participating in Amplify Assembly was, one respondent answered, "Connections with other nonprofit folks and more experience with ways to publicize future campaigns. It was our first Amplify, so we will be even better prepared next year - thanks to your examples and guidance."

We were pleased to work with both Leap to Success and Lights. Camera. Help., and look forward to collaborating with both on future projects. We are planning to partner with Leap to Success to make Amplify Assembly an annual event and we have two separate plans to work with LCH: 1) we have formed a partnership for the Spring 2016 Film Frenzy, highlights of which will appear in the next Quarterly Report, and 2) LCH will be teaching additional classes geared towards the nonprofit community, most likely beginning in June.

We aim to continue building momentum in the nonprofit community, and we are drawing on the experience and knowledge that our Community Media Advisory Committee has in this area to make new connections with key organizations that we anticipate will lead to fruitful partnerships in the future. Our Community Media Advisory Committee met twice this quarter, and both meetings resulted in exciting hopes and dreams for the future of the organization, as well as concrete action items that are steps to making those dreams a reality. In addition to our Committee Chair Mike Blizzard, and members Elizabeth Avellán, Laura Morrison, Chale Nafus, and Horace Newcomb, we are happy to advise that this quarter, we welcomed a new member, Corky Hilliard. Corky is an expert in the areas of leadership, strategy development, executive development, management systems, group processes and learning, and we are thrilled to have her be part of the team. Austin Public looks forward to welcoming additional members to the Committee as we continue to establish strong relationships with various community leaders, educational institutions, and non-profit organizations throughout the city.

The attached statistic report details measurable activities at Austin Public and it reflects a significant increase in activity, compared to last quarter. For example, the number of files we received for programming and the number of series shows have increased by over 50% since Q1. Our editing equipment reservations have increased by 90% and it is notable that it is the reservations in the building (not the mobile iMacs) that are entirely responsible for that increase. This surge in activity is likely due to the fact that we encourage the community to drop in to use the

editing equipment any time that staff is available in the building. In addition to Producers Hours during the evenings and weekends, our doors are now unlocked during regular business hours (9:30am – 6pm), when staff are present in the building. We encourage community members to drop in to talk with staff, ask questions, and to use the edit bay during the day. Furthermore, we have adjusted the Producers' hours so that Producers have access to the rest of the facilities and equipment one day per week (on Wednesdays). Overall, we have become more accessible and hope to continue to see an increase in traffic during both the day and evening/weekend hours.

Studio reservations have experienced the highest increase of 212%. We did expect the number to rise, as the reservations during Q1 were artificially low because of the lack of access Producers had to the studios during the first few weeks of operation, as well as the downtime that was required to complete the DMX lighting upgrade. However, it is notable that the increase in activity in Studio 2 (formerly known as the Mini Studio) has been much more dramatic than in Studio 1 (formerly the Main Studio). Now that we have installed a new green screen in Studio 2, we hope to see this trend continue.

Our class attendance has increased across the board, and we have begun to offer field equipment classes, a la carte, for those who prefer to train on particular types of equipment at their own pace, rather than take the entire field class that covers multiple types of equipment over a very short period of time. Our aim is to provide students with multiple training options at different levels and different times, according to what is most convenient and appropriate for their schedules, skill levels, and equipment needs. We are about to start training the DSLR cameras so that Producers have access to additional camera equipment and we will be working on curriculum for more advanced classes on a variety of topics in the near future.

As promised in our last Quarterly Report, we have added community reservations and group tours to the document this quarter. The Final Cut X Users Group has begun to meet in our space (for free), and we hope to see an increase in this type of facility use as we continue to meet members of the community who wish to hold meetings and other activities that are open and a benefit to our Producers' community. We also held our first student tour during Q2. San Augustine's School visited our facility, making the trip from over five hours away, in January. Tom Schmieder, the Director of Technology and Digital Communications thanked our Station Manager Doug, writing, "Just wanted to thank you for such an awesome tour! My students (and I) were totally impressed and wish to go back... Thank you and Brian and Yolanda for really providing insight and hands on experience with a tv production." Group tours have become part of our routine at Austin Public and we enjoy the energy that the youth bring to the facility. Overall, we look forward to increasing youth activity in the building through our summer camps and other youth programming that are planned in the very near future.

In fact, we are working on numerous projects that will continue to improve the quantity and quality of our services. We are in the process of developing our outreach program, will soon begin thinking through how to best expand our course offerings, and have begun to implement many changes in our IT system, at the suggestion of Martin Yarborough, who completed an IT assessment for Austin Public during Q2. AFS and the Austin Public team are hard at work to assure the incredible resources that are available through the city's community media center make it into the hands of

the community. We are working to increase the community's awareness of our presence and aim to maximize the opportunities that exist through this great resource. After six months of managing Austin Public and a significant increase in activity, we feel confident that we are making huge strides in the right direction!

The Austin Film Society began managing Austin Public with a small staff of only four at the facility, but the support of countless Austin Film Society staff members who have been heavily involved in the process of integrating the new facility and daily operations at AFS has been vital to our success. Austin Public now boasts a full staff of seven, including the recent addition of our Production Services Specialist, who has hit the ground running and begun to generate income through facility rentals and video production services. The Austin Film Society is excited about sharing the knowledge, resources and networks we have been building for over 30 years with an even larger community of media makers and we are equally thrilled about all that AFS is learning from the new communities we now serve by way of Austin Public.