Your Support Made 2014 a Great Year for BAVC

Thanks to the generous support of individual and institutional supporters like you, BAVC had an excellent year in 2014. What follows in the pages of this annual report are some of the highlights of 2014, concluding with our financial statements.

As you will see in those figures, BAVC ended the year well, and served more than 6,000 people, which is 1,000 more than we served in 2013. We added staff, program services, and implemented new internal systems that helped us to reach new programmatic goals efficiently. We could not have done any of this without your support, and hundreds of others like you, who believe in our mission. Thank you for your generosity, and for helping BAVC lead the way in empowering media makers to create work for social change.
BAVC inspires social change by empowering media makers to develop and share diverse stories through art, education and technology.
In May, 44 students graduated from BAVC’s Tracks program for teens interested in audio and video production and game design. Tracks in 2014 included intro audio, video, and game design, The Factory (advanced video), and BUMP Records (advanced audio). Student portfolios and headshots can be viewed at www.bavc.org/tracks/students. In the summer, 25 students who attended multiple career readiness bootcamps, panels, open lab speaker series, received mentorship and a paid summer internship, graduated from BAVC’s Bridges program. Also in 2014, Next Gen launched the final National Science Foundation funded Bridges cohort and began plans to offer a Bridges Fellowship in 2015. Three films were produced for the Bridges program, which can be viewed at www.bavc.org/bridges/videos.

Over the summer, a Stanford Media Arts intern conducted outreach to Bridges and other Next Gen program alumni, and in partnership with Temple University, BAVC produced an outreach video for our G:URL Game Design track—a new track for 2014—and two 10-year anniversary videos for BUMP Records and The Factory.

In June, Next Gen offered a four-week Sound Makers Institute, taught by a Next Gen alumni. Ten teens participated in this audio intensive, which culminated in an industry portfolio review. Another 10 recent graduates of tracks enrolled at City College of San Francisco in Graphic Design and Broadcast Electronic Media Arts courses, receiving high school elective credit and transferable college credit.

Also in June, Next Gen hosted an Industry Appreciation Mixer for the 65 individuals throughout the media arts and tech industry who supported the Next Gen program as a site visit host, career panelist, guest speaker or internship host. Shortly after, Next Gen staff chaperoned two students to participate in the Allied Media Conference in Detroit. Several students in the advanced video program, The Factory, traveled to Los Angeles to connect with alumni attending the University of Southern California (USC), CalArts and Chapman University for college campus visits and connections.

www.bavc.org/nextgen
Over the summer, Next Gen’s Manager incubated the first youth leadership council for Next Gen, GEARS: Generating Engaging Artists Reflecting Society. GEARS reviewed program survey results, provided guidance for program improvements, and conducted extensive program outreach and promotion. Alumni from BAVC’s advanced youth audio program, BUMP Records, and current students collaborated on the compilation “Where I’m at: X,” celebrating BUMP’s ten year anniversary and honoring the title of the first BUMP album from 2004, “Where I’m At”. In July, students performed tracks in promotion of the album release at the Betti Ono Gallery in Downtown Oakland. In August, The Factory screened the results of their summer program, a partnership supporting the San Francisco Public Utilities Commission, for which Factory students worked with the funder as a client, producing mini-documentaries of youth programs at Chinatown CDC, Poder, Friends of the Urban Forest, and the Eco Center.

Next Gen had the opportunity to partner with the San Francisco Public Library on a 30-minute documentary produced by seven intergenerational filmmakers on a history of the Bayview Hunters Point neighborhood, Point of Pride: The People’s Perspective. The film premiered to a full house at the main library in San Francisco and went on to play at the Bayview library and many national and international festivals.

BAVC launched the 2014 Adobe Youth Voices (AYV) program in the summer of 2014, serving 60 Bay Area educators. Educator participants spent the fall semester implementing youth media projects in their affiliated schools, participated in a pre-production intensive at Balboa High School, and supported their students at a project pitch session at Adobe headquarters in San Francisco.

In October, three new beginning Tracks were launched: Reel Life, Sound Bytes and G:URL Gamers, in addition to existing advanced tracks The Factory and BUMP Records. Thanks to San Francisco’s Department of Children and Youth and Families and the Food Bank Afterschool program, BAVC received weekly snacks for our 55 students. The fall term was launched with an intention to focus on community building and social justice, as well as “Next Steps” leadership development and exposure to college and career opportunities.

Next Gen continued to partner with San Francisco Public Library’s digital teen center project, The Mix. And through a conversation sparked at MozFest in London, UK in November, Next Gen launched a partnership with KQED to create “Do Now” prompts for students and educators on KQED’s education site, www.kqed.org/education/category/do-now.

By December, programming for the fall semester ended with a Winter Celebration, during which students and their families reviewed work from participants across each Track, and participated as a community in a reflective lantern ceremony.

**NEXT GEN TRACKS 2014: 23 students**

| GENDER | Male: 11 | Female: 12 |
| AREA OF STUDY | Audio: 5 | Design: 10 | Video: 8 |
| ETHNICITY | Multiracial/Multiethnic: 2 | Hispanic/Latino: 3 | Asian: 12 | African American: 2 | White: 4 |
| INCOME LEVEL | Moderate & Above: 1 | Median: 1 | Low: 6 | Very Low: 7 | Extremely Low: 5 | Other: 2 |

**ADVANCED TRACKS 2014: 21 students**

| GENDER | Male: 10 | Female: 11 |
| INCOME LEVEL | Median: 1 | Low: 6 | Very Low: 7 | Extremely Low: 5 | Other: 2 |
| ETHNICITY | Multiracial/Multiethnic: 3 | Hispanic/Latino: 9 | Asian: 3 | African American: 2 | White: 4 |
Over the course of the year, Training co-hosted four Nerd Underground networking events for job seekers and employers at Zendesk, One Kings Lane, Jawbone, and General Assembly.

Dedicated to engaging industry for over two decades, BAVC continues to offer employer-inspired curriculum that allows job seekers to learn the most relevant skills and ambitious workers a chance to move up their companies’ ladders.

BAVC Training also debuted new classes:
- Pro GoPro
- Experiential Design: Introduction
- Usability Testing and QA
- Principles of Human Centered Design
- Prototyping & Personas
- Wireframing & Diagramming
- Coding For Non-Coders
- DSLR: Magic Bullet

Training launched seven new career workshops in 2014:
- Silencing Your Inner Critic (improv)
- Branding Logics
- Nailing The Phone Interview
- Set Your Sights (planning)
- Team Playing & Politics
- Work Culture Workshop
- Your Story: Verbalizing Who You Are

In October, BAVC’s Training Department produced Gig Union Town Hall, a gathering of experts, independent contractors and entrepreneurs to discuss the importance of project-based work in the tech arena. Panelists included Rena Tom, founder of Makeshift Society, Denise Cheng, an independent researcher and civic designer, Susie Cagle, editorial journalist and cartoonist, Steve Goldbloom, co-producer of PBS’ Everything But The News, and Misha Sundukovskly, founder of GoForCrew. More than 400 new members joined Gig Union, a program designed to serve independent contractors, entrepreneurs and project-based workers, and we held packed-house workshops for portfolio review, data visualization, and tax strategies.

Through TechSF 200 people landed tech and media jobs such as:
- Graphic Designer at California Shakespeare Theater
- Mobile App Project Manager at Benefits Cosmetics
- Web Production Specialist at Dun & Bradstreet
- Project Manager at Gap
- Senior Designer at Oracle
- Marketing Campaign Manager at Geo Ex
- Web Designer at Prezi
- Lighting and Technical Director at ILM
- Technical Director at Sony Imageworks
- Marketing Associate at Wikimedia
- Production Artist at Traction
- Digital Artist at Leapfrog
- Interface Designer at eBay
- Help Desk Manager at Al Jazeera America
- Desktop Technician at SFMoMA
- Program Associate at ConnectEd California
- Ad Operations Manager at Yelp
- Video Editor at Adobe

www.bavc.org/training
BAVC TRAINING CERTIFICATES 2014

MOST POPULAR CERTIFICATES
- Postproduction
- Motion Graphics
- Web Development
- Video Production
- Web and Graphic Design

www.bavc.org/training
The Independent Media Department underwent a great deal of exciting change in 2014 and implemented a number of new programs and systems.

The MediaMaker Fellowship went National! The eight-person cohort traveled to the Full Frame Film festival in Durham and the Camden International Film Festival in Maine, as well as three trips to BAVC for team meetings and workshop sessions. The Fellows enjoyed a great deal of success over the course of the Fellowship: Cassandra Herrman’s *Framed* was featured as a New York Times Op-Doc, Susan Sullivan’s *First Clue* was awarded $25,000 by the World Domination Summit, and Danielle Beverly’s *Old South* was chosen to tour with the Southern Circuit Film Series. One of the participants said of the experience “I have to say that this has been an amazing life changing experience. I’ve come through this with new friends and collaborators above and beyond anything I could have expected.”

In partnership with the Institute for Nonprofit News, with support from the John D. and Catherine T. MacArthur Foundation, BAVC conducted a week-long video journalism training for eight members of the Investigative News Network, including journalists from Chalkbeat Colorado, New American Media, Oakland Local and the SF Public Press. The training exposed journalists to easy-to-use digital storytelling tools so that they could bring multimedia dynamism to their reporting.
BAVC Productions produced its first livestreaming event for a client – providing live, three-camera service to a choral group called Clerestory. The program also undertook its first national contracts – supporting a year-long story collection program in high schools in San Francisco, New York and Minneapolis, in collaboration with researchers at San Francisco State University, Columbia Teachers College and York University to support Beyond Bullying; and flying to Phoenix and Los Angeles to conduct work for Eleven, Inc and Dignity Health on a campaign, called “Hello Human Kindness”, that highlights Dignity Health’s support for the communities in which they work.

SF Commons, the City of San Francisco’s Public Access television station operated by BAVC, completely updated facilities, retrofitted the Live Studio, upgraded the computer stations in the Access Lab so that Producers now use state-of-the-art editing platforms, and implemented new media storage and ingest solutions for all Producers. SF Commons continues to serve more than 100 local television producers.

The first year of BAVC’s James Irvine Foundation-funded storytelling trainings resulted in more than 40 short videos created by participants who were inmates at the San Bruno jail and the San Francisco Women’s Prison, clients of PRRC: the Psychosocial Rehabilitation and Recovery Center at the Veteran’s Affairs office, and of the Homeless Prenatal Project.

The Independent Media Department increased its staffing, shifting from three full-time staff at the beginning of the year to four full-time and one part-time staff by December.

2014
BAVC PRODUCTIONS

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Hundreds of hours of rare and unique audio and video material preserved; free and open source software designed for the audiovisual archiving community; development of an educational platform to assist with prioritizing audiovisual collections; in-depth collection assessments performed for organizations in need—2014 was a year of continued growth and development for BAVC’s Preservation Department. The completely restructured department made tremendous strides, solidifying its reputation as a leader in the field while conceiving bold new ideas for the future.

In keeping with the general trajectory of the department, fee-for-service work was balanced by a range of exciting grant-funded endeavors. BAVC Preservation was supported by the National Endowment for the Humanities and the Knight Foundation, the National Endowment for the Arts and the Andrew W. Mellon Foundation. Throughout the year, staff members participated in numerous conferences and events including The American Moving Image Archivists (AMIA), American Library Association (ALA), The American Institute for Conservation of Historic & Artistic Works (AIC), extending the department’s reputation for educational leadership and advocacy in the field. Just as BAVC as an organization has transcended its video origins, BAVC’s Preservation Department has adapted to the needs of the digital world while staying true to its core mission: to democratize access to tools of media making and media preserving.
In 2014 BAVC’s Technical Operations Department underwent significant restructuring, bringing on a new director and merging with the preservation department. The team centralized management of facilities and operations and made substantial improvements to the heating and cooling system for the entire 12,000 square foot facility. Staff also deployed a digital sign-in system to better support instructors, and introduced an improved, more accessible, entry to the facility. BAVC made strides toward a greener, healthier office environment by moving to sustainable office supply vendors, improving the organization’s recycling and composting options, introducing ergonomic improvements, and moving the finance team to a paperless filing system.

BAVC’s tech team preemptively replaced or repurposed aging infrastructure through VMWare server virtualization, new physical server deployments, and colocation of our public-facing web services via Rackspace hosting. The entire organization’s computers were updated with current operating systems both on Mac and PC, and a network imaging service has deployed to streamline and standardize this process. Technical Operations assisted the organization with development, training, and management of its website and Salesforce-instance by creating new systems for equipment reservations, management of data usage in Salesforce, hosted trainings for administrative staff in data and reporting, and worked with an external vendor to improve our Salesforce/website integration.
Great things happened in the Finance department in 2014. In March, an office manager was added to the team, and aligned work among Finance, Technology, Operations and Preservation departments. This new position brought order and consistency to multiple systems and unity to multiple areas. With hard work across the organization, BAVC had a great audit, which is reflected in our financial overview. Finance also made strides toward a paperless future, digitizing all of its 2013 documentation. And BAVC paid off a long-term loan in November 2014, helping us to move in a yet-more positive fiscal direction.

INCOME: $4,828,882

- $3,625,465 - Earned & Contract-based Income
- $969,469 - Restricted Contribution
- $183,864 - In-kind Contribution
- $50,084 - All Other Support

EXPENSES: $4,716,632

- $3,902,938 - Program Services
- $813,694 - Support Services
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