

TV SANTA BARBARA

Impact Report



Hosted by Dean Wilson of the Turner Foundation (left) and produced by TVSB, *Good Life Television* brought forward over 140 positive-impact shows in 2021. Geoff Green (right), CEO of the Santa Barbara City College Foundation.

Advancing **community** through media



**media training
for students is a
core value of tvsb**

tv santa barbara's mission is to empower people to make **media that matters**. We do this by providing residents with the knowledge, resources, and tools to create their own original programming.

*TVSB continues its annual partnership with **Fun in the Sun**, an award-winning summer learning program of the United Way of Santa Barbara County. JP Montalvo (above), TVSB Multimedia Producer & Instructor teaches about camera angles.*

Connect with TV Santa Barbara

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Television for Social Good

the people's channels

Since opening its doors in 1974, TV Santa Barbara's mission has been to provide an outlet for freedom of speech. Today, in addition to running a modern media center where local producers create content, **tvsb** carries **24/7 local programming** on two community access channels, 17 and 71. Programming has remained uninterrupted throughout the pandemic.

COMMUNITY-BUILDING

TV Santa Barbara provides means for diverse communities to tell their stories, hear each other's stories, and create new stories together. By providing virtual and physical spaces for individuals and organizations to come together, TVSB creates pathways to collaborate, to empower relationships, and to **strengthen our community**.

YOUTH ENRICHMENT

One of TVSB's most critical endeavors is to provide **media literacy training for kids** of all ages. Particularly at a time of heightened misinformation, the ability to identify different types of media and analyze the underlying message is more important than ever.

DIVERSITY & ACCESSIBILITY

TV Santa Barbara provides a welcoming environment within our local media ecosystem for expression of a **variety of perspectives, viewpoints and beliefs**, including those from underrepresented segments of the population. TVSB provides everyone in our community with access to media production technology for the creation, sharing, and consumption of knowledge and ideas.

Please visit www.tvsb.tv for the many ways you can support community television.

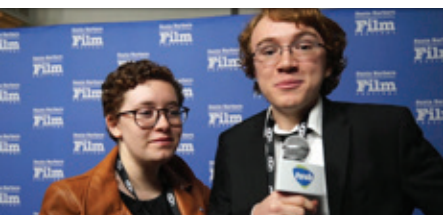


Erik Davis with the 2021 Gold Telly award for outstanding community impact video created for the City of Goleta.



For nearly 50 years, **tvsb** has been the one place where every member of our community can make themselves seen and heard.”

ERIK DAVIS
EXECUTIVE DIRECTOR,
TV SANTA BARBARA



tv santa barbara

operates two noncommercial independent channels, 17 and 71, which carry original local programming. By providing equipment and facilities for individuals and organizations to come together, TVSB creates pathways to collaborate, to foster relationships, and to **strengthen our community.**



TELEVISION BY THE PEOPLE, FOR THE PEOPLE



Hosted by Leslie Sokol and produced by TVSB, *DanceKids* is a popular dance and fitness program for children.

37,500

SEGMENTS OF LOCAL PROGRAMMING EACH YEAR



190+

LOCAL WEEKLY PROGRAMS



250

SEGMENTS OF ORIGINAL PROGRAMMING COVERING
THE 2021 **LOCAL ELECTIONS**



Laura Stinchfield, The Pet Psychic, speaks with Hank, a rescued Catahoula Leopard Dog on Animal Zone. Now in its seventh season and airing across the nation, Animal Zone started at TVSB.



Uninterrupted 24/7 local programming



Top: Carpinteria Living, hosted by Wade and Debbie Nomura, highlights the unique offerings of the Carpinteria Valley.

Above: Gail Kvistad, host of Living Local, visits Por la Mar Nursery. Living Local, which spotlights local businesses and events, has been on the air for over 20 years.



LOCAL PROGRAMMING ON TVSB CAN BE VIEWED ON ANY DEVICE AT ANY TIME THROUGH ROKU, AMAZON FIRE, YOUTUBE, ON-DEMAND, AND THE NEW APPLE iOS APP ON IPHONES.

805 Focus!



Hosted by Dr. Cynder Sinclair and produced by **tv santa barbara**, **805 Focus!** provides non-profit organizations an opportunity to discuss their mission and impact through 20-minute interviews that air year-round.

Serving Our Community

TV Santa Barbara produced an Impact Video for the **Storyteller Children's Center** (right), which provides quality early childhood education for homeless and at-risk children in Santa Barbara County.



tvsb fills a unique need in the Santa Barbara community by providing non-profit organizations complimentary to low cost video production services.

\$45K

IN VIDEO SUPPORT SERVICES TO LOCAL ORGANIZATIONS, INDIVIDUALS AND CAUSES AS PART OF **tvsb's GIVE FORWARD PROGRAM**



TVSB videotaped volunteers at **St. Vincent's Fr. Virgil Cordano Center** (above) as they prepared 180 lunches for the homeless as part of an effort to support vulnerable people in Santa Barbara without permanent safe housing.



Silvana Kelly
Executive Director, Breast Cancer Resource Center

PINK WEEK
2021

The **Breast Cancer Resource Center** filmed a webinar series at TVSB's state-of-the-art studios focused on education, awareness and empowerment as part of Pink Week and National Breast Cancer Awareness Month.



Shining Light on Non-Profits

Top row, left to right: Jodi House, which supports brain injury survivors, filmed a commercial at TV Santa Barbara. TVSB created videos for 40 local non-profit organizations as part of Montecito Journal's **The Giving List**, including one for **CASA of Santa Barbara County** (pictured: Kira Cosio). When the 2022 in-person event was cancelled, TVSB aired a special program for the **Martin Luther King Jr. Committee of Santa Barbara** honoring the life and legacy of Dr. Martin Luther King Jr. **Left:** TVSB provided live streaming support for the 44th annual Santa Barbara **YMCA** Good Friday Breakfast.

the voice of santa barbara

2021 illuminate Speaker Series 

tv santa barbara is the home for many local lectures, events and **important conversations**. As these shifted to virtual events, TVSB helped community organizations share their content on its community access channels, 17 and 71.

Current Lecture Series broadcasts on TV Santa Barbara include those by: Downtown Santa Barbara, Santa Barbara Maritime Museum, Santa Barbara Historical Museum, Santa Barbara Trust for Historic Preservation, Economic Forecast Project, and Hospice of Santa Barbara.



Sharon Salzberg



Dr. BJ Miller



Dr. Sunita Puri



Jenée Johnson



Nora McInerney



Pico Iyer



We appreciate that all episodes of *History Happy Hour* can be enjoyed by our community by turning on the TV!"

DACIA HARWOOD, DEPUTY DIRECTOR,
SANTA BARBARA HISTORICAL
MUSEUM

HELPING KEEP THE ARTS ALIVE IN SANTA BARBARA

As performance and festivals returned, organizations looked to **tv santa barbara** for support with live streaming, video creation and televised show broadcasts.



It was our dream to have BASSH broadcast in the community and **TVSB made that possible!** We are ever grateful for their amazing contributions to the arts and the community, as a whole. **tvsb** has been and continues to be a gift to Santa Barbara.”

DERRICK CURTIS, EXECUTIVE
PRODUCER and OLIVER HAMILTON,
PRODUCER, HOST OF BASSH 2021

Below: TVSB provided video production and television support for an evening of music and dance for the **UCSB Middle East Ensemble**. **Middle and bottom:** TV Santa Barbara live-streamed the spectacular 20th anniversary of **BASSH**, the longest-running stage and dance show in Santa Barbara.



freedom of expression



BASSH PHOTOS BY FRITZ OLENBERGER



Above: TV Santa Barbara produced an hour-long **Summer Solstice video** which premiered at the Arlington Theatre.



“Pass the Mic” is a 30-minute documentary video that brings together local Santa Barbara high school students who discuss adolescence, sexual identity and other sexual health matters. The video was filmed at the TVSB Studios and presented by the Santa Barbara County Commission for Women.

a diversity of voices



Eight-year old Madison Wilson is the co-founder of **Madi’s Treasure Box**, whose World Changer products promote literacy and inclusion. Her first TV show, Madi’s Corner, was produced at TV Santa Barbara.

Since day one, **tv santa barbara** has been a platform for the Spanish-speaking community.

Below, Congressman Salud Carbajal recognizes Silvia Uribe as Women of the Year. Silvia, a language access advocate, hosts **Las Noticias en Confianza**, the only Spanish language TV show in Santa Barbara County.



Healing Justice SB Presents
Voices of Liberation
All February & March 2022

Healing Justice Santa Barbara which brings together the Black/African-American community by showcasing its diversity, partnered with TVSB to air programs celebrating *Black History Month*.

A MEDIA CENTER FOR TODAY & TOMORROW

tv santa barbara provides members with access to video production equipment and electronic media resources to **facilitate public dialogue, free speech and participatory democracy**; to foster local creativity, education and culture; and to reflect our diverse and amazing community.



Editing Bay



Studio B

TVSB's **Studio B** is a 300-square-foot high definition studio with robotic cameras and the capacity to use virtual sets. World-famous actor, comedian and commentator Dennis Miller, above, interviews a range of celebrated guests from Studio B. TVSB invested in a state-of-the art switcher, right, to help members produce more sophisticated and professional broadcasts.



Studio A

tvsb offers **comprehensive training programs** for individuals at all skill levels including classes in camera operation, lighting, audio, directing, editing and media literacy.

Top: TV Santa Barbara's editing bays were updated to provide members with access to both FileMaker Pro and Premiere. TVSB's Media Center boasts a full featured 600-square-foot high-definition TV studio. **Studio A**, above, has Zoom Room teleconferencing for remote productions.

Your studio

REJOICE With Pastor Chuk is a community / faith based TV show hosted by Charles Reed (above).

Community Media Access Centers like TV Santa Barbara (TVSB) play a vital role in **giving voice to communities** lucky enough to have them. Whether advocating for freedom of speech or teaching young students about the value of media literacy in the digital age, **tvsb** has been an important part of the local landscape and in the lives of local residents.

Keep community access media alive



It is critical that we preserve the public, education, and government operations like TV Santa Barbara that **lift up local voices** and air programming that is most relevant to the lives of our families and neighbors.

Please visit www.tvsb.tv for the many ways you can support community television.

A GENEROUS THANK YOU

to the Cities of Santa Barbara and Carpinteria for their continued support of community access television



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Assistance League



The Giving List



Storyteller Children's Center



Fun in the Sun



Summer Solstice 2021 Celebration video

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Support TV Santa Barbara.

As a 501 (c)(3) non-profit organization, **tvsb** relies on the support of generous backers like you to provide the high-quality media services that TVSB is known for: **24/7 community television programming**, discounted video services for hundreds of non-profit organizations, media literacy programs, tools and training and the operation of an access center where everyone is welcome.

Please help us ensure that all of the diverse stories and voices in our community continue to be heard with the respect and honest consideration they deserve. You can make a difference today.

Become a member.

Make a donation.

Sponsor a local program.

serving SB County since 1974



Talking Books with Peanuts creator Charles Schultz

Local interest and participation in community television was high from the beginning. Today, our public access station continues to empower people to **make media that matters.**

tvsb.tv