

From: Melissa Toren [REDACTED]
Sent: Friday, February 17, 2023 3:19 PM
To: Laurel Prevetti <LPrevetti@losgatosca.gov>; Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>
Cc: Burton Craig [REDACTED]
Subject: ATTACHMENT FOR 2/21 COUNCIL MEETING

[EXTERNAL SENDER]

Good afternoon Laurel,

Attached is a letter on behalf of the KCAT Board of Directors that we would like included as an attachment or in the agenda packet for the February 21 Town Council Meeting.

Thank you Council for taking time to read this letter before the meeting. Please know that the hundreds of pages of reading you must do and requests you must acknowledge is most appreciated!

Have a terrific weekend.
Melissa.

--



Melissa Toren
Executive Director
[REDACTED]

www.kcat.org

Celebrating 38 years of service, KCAT TV15 contributes to the vitality of our communities by producing, creating and delivering dynamic local content to our viewers. We inspire, educate, entertain and inform our residents which ignites civic engagement, fosters involvement and tells our community story through the magic of television and digital media.



KCAT PUBLIC MEDIA

LOS GATOS | MONTE SERENO | SILICON VALLEY

Burton Craig
President

Kristi Pearce-Percy
Vice President

Jane Hiatt
Secretary

Ken Toren
Treasurer

Joanne Talesfore
Past President

Mark Chow
Member at Large

Umar Ellahie
Member at Large

Teri Hope
Member at Large

Yvonne Khananis
Member at Large

Joe Pirzynski
Member at Large

Bill Reagan
Member at Large

Tylor Taylor
Member at Large

Alex Shultz,
LGSUHS Rep

Melissa Toren
Executive Director

KCAT TV & RADIO
20 High School Court
Los Gatos, CA 95030

Mailing Address:
15466 Los Gatos Blvd.
#109-233
Los Gatos, CA 95032

www.kcat.org

February 17, 2023

TO: Mayor Ristow, Vice Mayor Badame, Councilmember Rennie, Councilmember Hudes,
Councilmember Moore, and Town Manager Prevetti,

On behalf of the Board of Directors of KCAT PUBLIC TV & RADIO, we thank the Council and CHSSC for your vision, commitment and belief in us to launch from scratch a 55+ pilot program that brings fulfillment to the lives of a robust demographic in our community.

Now let's continue our valued partnership. The Producers Network pilot has exceeded all of our expectations. Based upon our metrics, data and success, we hope the Town will provide the second half of the originally requested seed funding. We would like to emphasize that:

- We will NOT be asking for additional Town funding for TPN after this \$100,000 allocation.
- TPN will be fully sustainable by Q4 2023 which is remarkable for a new start-up program.
- By Q4 2023, TPN will have grown to be a self-sustaining, revenue-generating business supported by events, sponsors, grants, donors, and a monthly subscription model.
- The first round of funding from 1/22 will be depleted March 2023 which ends this vital program.
- CHSSC voted unanimously to encourage the Town to allocate the last and final seed funding.

Thank you for your strong consideration to provide us with the additional \$100,000 initially requested from the ARPA long-term or other available funds. With this support, The Producers Network will grow from a pilot to a full-service impactful program in our community.

Warmly,

Melissa Toren
Executive Director



From: Ken Toren [REDACTED]

Sent: Friday, February 17, 2023 6:35 PM

To: Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>; Laurel Prevetti <LPrevetti@losgatosca.gov>

Subject: KCAT PROUD!

[EXTERNAL SENDER]

To Mayor Ristow, Vice Mayor Badame, Council Members Rennie, Hudes, Moore, and Town Manager Laurel Prevetti:

First, huge thanks for serving as our elected officials and Town Management. It's not an easy job and we appreciate and value your time, commitment, judgement, integrity, and trust.

It has been a privilege to serve on the KCAT Public Media Board for 10+ years. I have seen this organization grow in so many profound and meaningful ways. Here is a portion of what we do:

We are proud of our youth camp with over 600+ kids in 5 years.

We are proud that we have high school youth so engaged in a variety of station activities. Many of our youth return year after year and there is a constant flow of new energy.

We are proud that KCAT has built an excellent regional and national reputation to be innovative and transformative through podcasts, vodcasts, and leveraging the latest technology, devices, and platforms to stream content and do live broadcasts.

We are proud of our original local content, new programs, full schedule, and Government meetings which promotes transparency and civic pride.

We are proud to have expanded our terrific Board and fully embrace fund raising mainly through our Oktoberfest event which netted \$36,000 in its first year!

We are proud that KCAT remained 24/7 during the various phases of COVID, pivoting as needed to manage virtual meetings, being one of the first to return to an in-person summer camp, and the only station in the Bay Area to cover an in-person version of LGHS graduation for students and families...all safely and in compliance with local regulations.

We are proud of our on-going relationship with the Town of Los Gatos and City of Monte Sereno as well as so many partnerships and collaborations including SASCC, Cassy, Rotary Clubs, Lions Club, LGS Recreation, LG Chamber, NUMU, and other businesses and nonprofits.

We are proud that KCAT has been serving the community for 40 years.

And we are proud to now have the 55+ community so active in our Producers Network and these super metrics in its first year of operation:

- 137 currently involved with 30 couples and 80+ in the pipeline.
- 70% of members are unique to local senior programs.
- 19 shows created to date.
- Producers have volunteered in community events such as Promenades and Veteran's events.
- Youth and seniors have worked side-by-side as part of our intergenerational initiatives.

With great pride, we are thrilled to fulfil the objectives of the Senior Roadmap and continue the unique Producers program for many years to come.

And we are proud that our funding request of \$100,000 from the Town for The Producers will be last and final as we have developed realistic and tangible plans for sustainability and growth.

Thank you.

Ken Toren
Board Member, KCAT Public Media
CEO, Red Cross Silicon Valley

Ken Toren



From: Joanne S. Talesfore [REDACTED]
Sent: Saturday, February 18, 2023 7:03 PM
To: Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>; Laurel Prevetti <LPrevetti@losgatosca.gov>
Subject: A KCAT REQUEST

[EXTERNAL SENDER]

Dear Mayor Ristow, Vice-Mayor Badame
Council Members Hudes, Rennie, Moore
Town Manager Laurel Prevetti

Your generous financial support in 2022, challenging KCAT TV to develop a community program to engage Seniors 55+ in meaningful and productive areas, has done just that!

Today I am writing to you, as KCAT past-President and 12+ year Board member, and active community participant in Town programs and committees, to say **Thank you!** Your vote of confidence at that time, with initial seed money, parlayed into one of KCAT's most notable program developments - *The Producers Network*.

It has been a productive year of dedicated leadership by Executive Director Melissa Toren and Staff, with support from an enthusiastic Board, enabling all of us together to take pride in significant accomplishments we can identify in *The Producers Network* (TPN).

Consider this:

- * 137 currently involved Seniors 55+, with a waiting list of 80 more
- * 70% of membership are unique to local senior programs
- * 19 program shows created in video, podcasts, and an online magazine "ZINE"
- * 20 'Producers' volunteered at Chamber's Promenades, Veteran events, OktoberFest LG

* 10 high school students and ‘producers’ worked together on projects as part of KCAT’s inter- generational focus

Ultimately, *The Producers Network* team fulfilled the initial objectives of the original grant’s challenge, and a leader and participant, will continue to fulfill the Town’s objectives as written in the recently adopted Senior Roadmap, a valued Town achievement.

I take pride that today, the KCAT funding request for \$100,000.00 from the Town for *The Producers Network*, will be the last and final, as seed money should be. Proudly, KCAT has developed a realistic and tangible plan to move forward for sustainability and growth.

Thank you for your dedicated work for our Town of Los Gatos, a Town we are proud to serve with you,

Joanne Talesfore
KCAT TV Board Member



From: Joni Russell [REDACTED]
Sent: Sunday, February 19, 2023 12:47 PM
To: Laurel Prevetti <LPrevetti@losgatosca.gov>; Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>
Cc: Melissa Toren <melissa@kcat.org>
Subject: Council Meeting in Support of KCAT

[EXTERNAL SENDER]

To the Town Manager, Laurel Prevetti, and to Mayor Ristow, Vice Mayor Badame, and Council Members Hudes, Moore, and Rennie.

I am sending this email to you today and asking for your support to continue to fund KCAT's Producers Network program, under the leadership of Melissa Toren, with the second half of the original seed money used to launch this innovative initiative.

I was hired by KCAT in 2022 as the Project and Engagement Manager for the Producers Network. I am proud to report that in just one year's time we have created and executed from scratch a transformative program that has offered the 55+ year old community of Los Gatos a level of training, experience, creativity, learning, and involvement reaching well above and beyond what is typically offered to this demographic of my peers.

It is with extreme pride that I am able to report that we have developed and nurtured a network of 125 volunteers who have produced and edited roughly 20 show episodes of original content for KCAT, including 2 shows that are created and hosted by 94-year olds. Our shows reflect the relevant content, skill sets, life lessons, expertise, information, and impactful stories that need to be told. We are improving lives, addressing isolation and loneliness, providing socialization, and using our media platform to become a connector in our community.

Each and every week we are receiving word-of-mouth requests from Seniors asking to join The Producers and sharing their desire to become involved. So I invite you to come and join us at one of our monthly speakers series meetings or walk the red carpet with us for a new show or episode premiere watch party. Visit us for hands-on tech training to learn studio filming, editing, or floor directing. Share our excitement and enthusiasm as we embark on the creation of a group Murder Mystery Pilot for TV. Watch as our generations working together generate unparalleled magic! Read about the volunteer work we do and what we have accomplished in our online magazine (Zine).

Our community deserves KCAT's Producers Network to continue to thrive for all of us. I urge the town to continue to fund this essential program.

Thank you for your thoughtful consideration!

Sincerely,

Joni Russell
The Producers Network
Program and Engagement Manager

--



**The
Producers
Network**

Local Creators & Reporters

Joni Russell

Program & Engagement Manager

The Producers Network | KCAT Public Media



From: Mark Chow [REDACTED]
Sent: Sunday, February 19, 2023 2:52 PM
To: Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>; Laurel Prevetti <LPrevetti@losgatosca.gov>
Cc: Melissa Toren [REDACTED]; Mark Chow [REDACTED]
Subject: a letter of support for KCAT funding

[EXTERNAL SENDER]

To: Mayor Ristow, Vice Mayor Badame, Councilmember Rennie, Councilmember Hudes, Councilmember Moore, and Town Manager Prevetti,

I'm writing to ask for your vote to support the funding of KCAT Public Media's Senior Citizen program "The Producer's Network." As you know, the town voted to fund half of the original program request, and this is a proposal to fund the remaining \$100,000 that will allow the program to reach self-sustainability.

I've been a resident of Los Gatos for 28 years and have served on the KCAT board of directors for 18 years. In that time, I've seen and participated in KCAT's development from a volunteer video non-profit to a business-driven innovative organization providing the community media services that the Town of Los Gatos deserves.

In addition to providing broadcast and streaming video for official Town functions and the technical infrastructure to support government transparency, KCAT has developed self-funded programs such as Youth Camps, media technology education, podcasting and internet radio, and television shows that capture the culture of Los Gatos. We partner with the High School to support academic and sports programs; the Chamber of Commerce and business community to promote local enterprise; and service groups providing media coverage for their good works such as the annual Holiday Parade.

"The Producer's Network" is a concept in the Silicon Valley tradition of thinking beyond the shuffleboard court to serve our senior population. It provides a creative and intellectually stimulating activity for participants that directly serves the media needs of our community since the decline of local newspaper coverage. It also provides a connection between our high school youth participants who bring their knowledge of new technology, and our seniors who bring the wisdom of their experience.

This is a special and innovative program that exemplifies the spirit of Los Gatos. We've proven that the KCAT team can deliver on the promise of enriching the lives of our senior participants. Los Gatos deserves "The Producer's Network" and this final round of funding will make it possible. I thank you for your consideration.

Sincerely,

Mark Chow
Senior Producer, Google Developer Education
Past KCAT Board President

From: Irving & Evelyn Mitsunaga [REDACTED]

Sent: Sunday, February 19, 2023 5:54 PM

To: Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>

Cc: Town Manager <Manager@losgatosca.gov>

Subject: Senior Services Roadmap

[EXTERNAL SENDER]

Council members --

Thank you for endorsing the Senior Services Roadmap. You are to be commended for recognizing the professionalism and thoroughness of the road-map report.

A part-time coordinator position to serve as a central point of contact is critical to the implementation of this program, and I hope you will find a way to approve that staffing.

Regarding housing: As some of you know, I am immensely disappointed that the Meadows Project has apparently been shelved. I personally feel that the Town needs to reach out to such businesses and help find solutions to the senior housing needs, rather than present roadblocks to projects.

Thank you for your service. - Evelyn Mitsunaga, [REDACTED] Los Gatos.

From: Jane Hiatt [REDACTED]
Sent: Monday, February 20, 2023 12:23 PM
To: Maria Ristow <MRistow@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Rob Moore <RMoore@losgatosca.gov>
Cc: Laurel Prevetti <LPrevetti@losgatosca.gov>
Subject: KCAT funding request to support The Producers Network

[EXTERNAL SENDER]

Dear Town Council members,

My name is Jane Hiatt, and I am a long-time Los Gatos resident. I currently serve as secretary of the Board of Directors for KCAT Public Media. I am writing to urge you to provide a second (and final) year of funding to support KCAT's development of The Producers Network, a creative and innovative approach to involving senior adults as active and essential members of the Los Gatos community.

The Producers Network has accomplished a remarkable amount in the 13 short months of its existence. Easy-to-measure accomplishments include:

- the recruitment and training of over 125 seniors in all aspects of the creation and production of community media (with another 80 potential participants on the waiting list);
- the provision of monthly education and support meetings for program participants;
- the development of six new shows with a total of 19 episodes created and directed by members of The Producers Network; and
- the creation of a program infrastructure that will carry the program forward.

The less quantifiable accomplishments of The Producers Network, however, are perhaps more valuable:

- the provision of opportunities for program participants to become actively engaged in and feel a sense of commitment to community media;
- the sense of social connection that program participants report feeling as a result of the program participation;
- the interaction and cooperation between youth and seniors as they work together on Producers Network programming;

- the addition of a vital “senior perspective” into the general programming at KCAT; and
- the creation of a volunteer force that will support KCAT in its community initiatives.

The Producers Network is an impressive, innovative program of which the Town of Los Gatos can be proud. I encourage you to grant this KCAT funding request so that the important work of The Producers Network can continue and so that KCAT will be able to bring the program to the point of being self-sustaining.

Thank you for considering this funding request carefully. And thank you for all that you do to help Los Gatos thrive.

Jane Hiatt

KCAT Board member and secretary