



PROGRESS UPDATE

MAY 2008



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MAY 2008

1. INVESTMENTS IN FACILITY & EQUIPMENT
2. NEW TRAINING SERVICES
3. OUTREACH TO NON-PROFITS
4. ENHANCED BRANDING EFFORTS

- HIGHER MEMBERSHIP
- MORE PROGRAMMING
- GREATER POSITIVE IMPACT



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WHAT DOES \$160,000 GET YOU THESE DAYS?

- ★ 4 camera studio with switcher, lighting, microphones and props...
- ★ 9 field cameras, portable lights, tripods, mics and 2 remote switchers...
- ★ 3 new Mac-based edit stations...
- ★ 5 new staff computers



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WHAT TRAINING DOES CMN OFFER?

- ★ **Video production, from soup to nuts:
- 20 hours over 10 weeks.**
- ★ **Marketable nonlinear video editing skills
using industry-standard Mac software.**
- ★ **Multi-camera remote production classes.**
- ☑ ***Satisfaction surveys average score: 4.5/5***



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HOW WELL DOES CMN MAKE FRIENDS?

A FEW HIGHLIGHTS:

- ★ “Reaching Out” interviews with NPOs.
- ★ Oakland County Commissioners.
- ★ Oakland County Community Mental Health Authority and its agencies.



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HOW WELL DOES CMN MAKE FRIENDS?

JUST A FEW MORE:

- ★ Easter Seals
- ★ Community Living Services
- ★ Community Network Services
- ★ Oakland Family Services
- ★ Lions Club of Rochester Hills
- ★ Rochester College
- ★ Rochester Regional Chamber
- ★ Rochester DDA
- ★ Friends of the Roch. Library
- ★ Oakland Pet Adoption Center
- ★ Rochester Hills Baptist Church
- ★ League of Women Voters, O.A.
- ★ R. Oak Community Coalition
- ★ RARA
- ★ Woodside Bible Church
- ★ Islamic Unity Center
- ★ Leave a Legacy Foundation
- ★ Social Security Administration
- ★ Oakland Youth Orchestra
- ★ Wigs for Kids
- ★ American Diabetes Association
- ★ Pontiac Oakland Symphony



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HOW DOES CMN “SPREAD THE WORD?”

- ★ Redesigned logo, website (SEO, VOD).
- ★ Emails to database of members, etc.
- ★ City recreation & Adult-Ed publications.
- ★ Tours and “summer camps” for kids.
- ★ Production efforts at high-visibility events.
- ★ Self-promo spots on channel.

PLAY 30 SECOND
CMN PSA HERE



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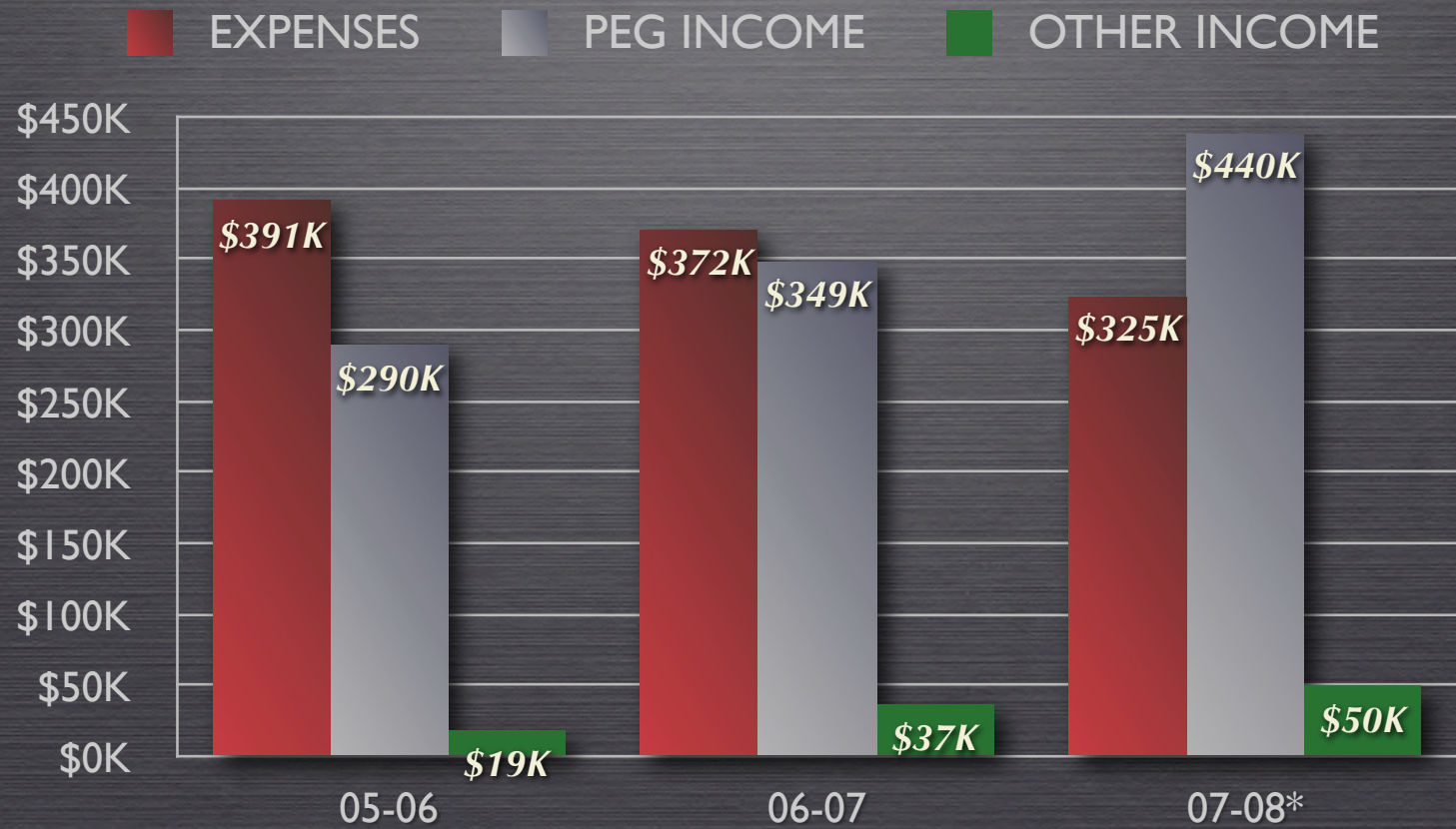
FINANCIALLY ACCOUNTABLE & SOUND.

- FULL MONTHLY FINANCIAL REPORTS**
- CAREFUL CAPITAL SPENDING**
- ANNUAL COST REDUCTIONS**
- PRO-ACTIVE REVENUE GENERATION
IN ADDITION TO PEG FEES**



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*07-08 FIGURES ARE PRE-AUDIT



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MEMBERSHIP, TRAINING AND PROGRAMMING:

- ☑ **CURRENT TOTAL PAID MEMBERS: 260**
 - RESIDENT MEMBERS - 94
 - NONRESIDENT MEMBERS - 25
 - NPO MEMBERS - 141

- ☑ **2007 ROCHESTER HILLS MEMBERS*: 18**

*INDIVIDUAL MEMBERS - DOES NOT INCLUDE NON-PROFITS OR THOSE SERVED BY NPOs.



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MEMBERSHIP, TRAINING AND PROGRAMMING:

3/05 TO 4/08

- ROCHESTER HILLS MEMBERS - 50**
- ROCH. HILLS 10-WK CLASS GRADS - 29**
- NON-PROFIT MEMBERS - 246**
- 10-WK CLASS GRADUATES - 309**
- ADVANCED TRAINING MEMBERS - 131**



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