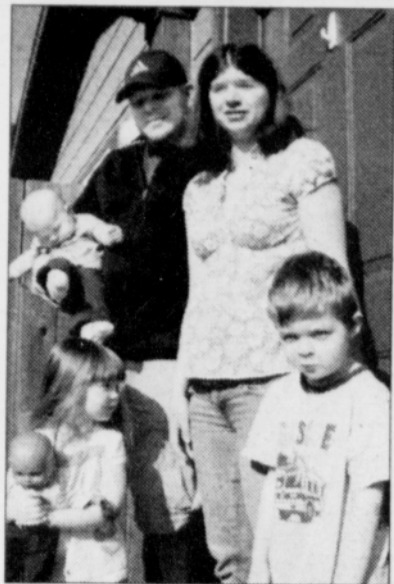


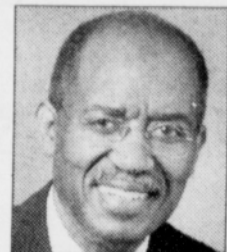
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PHOTO BY JAKE THOMAS/THE PORTLAND OBSERVER

Sophie Butigan, a master control specialist at Portland Community Media, edits video at the non-profit's headquarters on Northeast Martin Luther King Jr. Boulevard.

Rough Patch for PCM

Community TV braces for job losses

BY JAKE THOMAS
THE PORTLAND OBSERVER

Portland Community Media has been steadily shifting its focus from the eccentric and free-form Cable TV programming to helping the disadvantaged gain media literacy skills.

But with the economy still in a slump, PCM's funding sources have taken a hit.

Located on Northeast Martin Luther King Jr. Boulevard, the non-profit offers courses on the cheap to people looking to get a better handle on skills like video editing or digital media in hopes that they can land a job in our increasingly technology-oriented society.

PCM recently launched SmartAccess, which partners with community organizations to extend its educational reach directly to the community. It also features programming typically excluded from more commercial outlets that showcases the work of community organizations, or shows like "In the Mix," which features local hairstylists chatting it up on a variety of topics.

PCM relies on the City of Portland for about 80 percent of

its income. This year, all city bureaus not related to public safety are being asked to take a 4 percent cut.

"The challenge we face right now is there will be less access for the public to come in and use it," said Jo Ann Bowman, a community organizer who serves as PCM board president.

City Council is currently in the midst of drawing up a new budget, which will again include across-the-board cuts. Cur-

rently, the city contracts with PCM for over \$900,000 for the non-profit to provide coverage of government functions.

However, this money could be cut by up to 2.8, according to Cece Hughley Noel, the deputy chief operations officer for PCM, who isn't sure what the outcome might be of the cut.

With budget cuts becoming

will mean even more diminished access to the public. The non-profit also serves as the "C-Span of Portland" covering government meetings. But this function, said Bowman, will also drop off.

"The thing we need to do right now is hunker down and focus on our core mission," she said of making sure that PCM, which provided 91,214 equipment hours to the public last year.

With budget cuts becoming

I have no idea what an additional cut would look like at this time. The thing we need to do right now is hunker down and focus on our core mission.

— Cece Hughley Noel,
PCM deputy chief operations officer

commonplace at other non-profits, like the Interstate Firehouse Cultural Center, faltering rumors have circulated that PCM might be shutting its doors.

Sylvia McDaniel, PCM's executive director, states on a video on its website that the non-profit may have to cut its hours, but it isn't going anywhere.

The city's Office Cable Communication and Franchise Management, also comes up with other grants for PCM to keep it

As a result of the budget cuts, Bowman said that PCM will likely have to lay off staff, which

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