# Final Program Narrative Report
(LSTA Form 9)

## Grant Information

<table>
<thead>
<tr>
<th>Library Jurisdiction</th>
<th>San Francisco</th>
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<tbody>
<tr>
<td>Project Title</td>
<td>Revisiting and Restoring the Multimedia History of San Francisco’s Last African American Community</td>
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<tr>
<td>Grant Award #</td>
<td>40-8316</td>
</tr>
<tr>
<td>Grant Period</td>
<td>July 2013 - June 2014</td>
</tr>
<tr>
<td>Amount of Grant Award</td>
<td>$60,000</td>
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<tr>
<td>Amount of Grant Expended</td>
<td>$59,914 (includes $2,961 indirect)</td>
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<tr>
<td>Local Match</td>
<td>$1,672</td>
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<tr>
<td>In-Kind</td>
<td>$16,800</td>
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<tr>
<td>Total Amount of Project</td>
<td>$78,386</td>
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<tr>
<td>Number of Persons Served</td>
<td>2,500</td>
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## Project Director

<table>
<thead>
<tr>
<th>Name</th>
<th>Christina Moretta / Susan Goldstein</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Photo Curator / City Archivist</td>
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<tr>
<td>Library Address</td>
<td>100 Larkin Street San Francisco, CA 94102</td>
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<tr>
<td>Phone Number</td>
<td>415-557-4573 / 415-557-4563</td>
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<tr>
<td>Fax Number</td>
<td>415-557-4574</td>
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<tr>
<td>E-mail Address</td>
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</tr>
</tbody>
</table>

This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. [http://www.library.ca.gov/grants/lsta/manage.html](http://www.library.ca.gov/grants/lsta/manage.html)

Email this report in “word format” to lsta@library.ca.gov then mail ORIGINAL and 2 copies to:

California State Library  
P.O. Box 942837  
Sacramento, CA  94237-0001  
Attention: Fiscal Office - LSTA

SIGNATURE: ___________________________ DATE: ___________________________

(Please sign in blue ink)
Project Final Report
A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

Project Purpose
Include your program purpose statement here

San Francisco Public Library will lead a team of community partners, BATA and BAVC, to bring together unique Bayview Hunters Point's historical and cultural materials to preserve, digitize and share through civic engagement, thereby increasing awareness of local history and lifelong learning opportunities.

This pilot project will work as a template for future partnership and civic engagement projects for other San Francisco neighborhoods, as well as a model for preserving at-risk deteriorating audiovisual media and incorporating it into the library archives and community programming.

Project Activities and Methods
How did you accomplish the project? What were the steps involved? How did you engage the target audience?

SFPL has been coordinating the team effort closely and fostering collaboration between each partner in order to contribute to a coherent, unified whole.

(BATA) A total of 136 local 16mm newsfilm, produced by local TV stations between 1956-1980 have been repaired, remastered, digitally preserved on RAID-5 drives and backed up on an enterprise-class server at SFSU and SFPL for long term preservation. These have all been made available online from San Francisco State's Digital Information Virtual Archive (DIVA). Bayview Hunters Point Collection: https://diva.sfsu.edu/collections/sfbatv/7456. The 1963 documentary film 'Take this Hammer (the Director's Cut)' - featuring writer James Baldwin visiting the Bayview Hunters Point - has also been processed, preserved and made available in this way. 'Take this Hammer (the Director's Cut)': https://diva.sfsu.edu/collections/sfbatv/bundles/216518

(BAVC) To produce the documentary film "Point of Pride" BAVC engaged DWM Producing principal Dimitri Moore to serve as project manager. In collaboration with BAVC's SF Commons and Next Gen Youth Programs staff, Mr. Moore organized an intergenerational production team of seven community members from diverse backgrounds--cultural, social and economic--who brought different viewpoints and specific skill sets to the production process, but worked together as one to develop and create the final film. The team was initially brought together in Fall 2013 to begin creating a vision for what their creative process would look like, and they met weekly throughout the pre-production, production, and post-production phases of the project to review their progress and plan next steps. The team conducted extensive activities for the project:

●Pre-Production (December/January/February)
  ○Team started pre-production in December and formalized their individual roles on the production.
  ○Researched and studying archived clips from the 1950's-70's that were provided by BATA, building an archive log of all the footage and prioritizing clips to use for the project.
  ○Researched the subjects in the footage to ascertain their impact on the community both then and now.
  ○Created treatment and production outlines.
  ○Planned interviews and shooting schedules for production

●Production (February/March)
  ○Filmed interviews and B-roll at a public screening of "Take This Hammer". Interview subjects included Tyrone Primus, one of the youth featured in the 1963 documentary.
  ○Filmed 18 scheduled interviews with members of the Bayview/Hunter's Point community as well as figures important to the history of the community.
  ○Filmed 12 “person-on-the-street” interviews in the neighborhood.
○ Shot extensive B-roll in the community.
○ Created a shot log for original footage shot during the production.

● Post-Production (April/May/June)
○ The team worked in shifts editing together the assembly cut, rough cut and fine cut.
○ The team held two rough cut screenings at the BAVC facility during May.
○ In June the team worked on the music composition, color correction, and sound mix.
○ The final cut of the film was screened on June 24th at the Koret Auditorium at the Main of the San Francisco Public Library.

The seven community members who created Point of Pride (in addition to producer Dimitri Moore) were: Latiece Brown, Prince Dean, Karwanna Dyson, Jasmine Hernandez, Randi Jacobs, Marcus Lewis and Natalie Teter. The team was selected after outreach to participants in BAVC’s education, youth, and community programs. Originally there were only going to be six members, but a seventh was added after expressing an extreme passion for the neighborhood. Team ages ranged from 17 to 55.

The process for developing the project began with team discussions about Bayview/Hunter’s Point and perceptions of the neighborhood. They watched the documentary “Take this Hammer” as a group and bookmarked areas to revisit and explore individually in their research and production planning.

As production transitioned to post production the specific areas of focus narrowed to 8 areas that would be explored in the final film. This process wasn’t complete until the rough cut was finished. Once the topics were identified, and after a process of collective input, a fine cut was produced. Program Manager Dimitri Moore oversaw the creation of the final cut.

(SFPL) Shades of Bayview is SFPL’s sixth Shades of San Francisco project. Shades of San Francisco Community Project Coordinator was hired (a native of Bayview Hunters Point) in February 2014. The Project Coordinator compiled a list of community contacts and began community outreach in March 2014. The Photo Day for Shades of Bayview was held on Sunday, May 18 at the Bayview Branch. On the Shades Photo Day, donors were invited to bring in historic photographs of their families, workplaces, and neighborhoods so that the photos could be copied and added to the archives. During the Photo Day, library staff, volunteers, and professional photographers copied the photos via photographing, scanning or downloading from the family collections of local residents which record their daily lives as well as the cultural, historical, and political contributions to Bayview Hunters Point. The volunteers had been trained on Saturday, May 17 on the history of Bayview Hunters Point and the selection process of photographs from the donors. Photo Books were compiled and printed in June 2014 and the Cataloging Department cataloged these Photo Books which are now discoverable through the online catalog. The Photo Books are in the San Francisco History Center, Bayview Branch and Visitacion Valley Branch for reference and circulation. In September 2014 metadata is being attached to each digital image and will be added to the online photo collection. In September 2014 SFPL will host a webpage for the grant that will be the portal to the online resources created through the project. Six mounted blowup storyboards with highlighted photos and stories collected from Shades of Bayview were created for community exhibits for branch libraries and other neighborhood organizations. Rolled, loose blowups were replicated from the mounted boards that for teachers to borrow as a neighborhood curriculum tool to share and for conferences and presentations about the project. SFPL also is doing the backup of digital preservation with the BATA newsclips and BAVC footage.

Project Outputs
What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)

(BATA) 136 digitized newsclips x 10 bit uncompressed QuickTime video master files
136 digitized newsclips MPEG-4 web screener files, streaming from the Digital Information Virtual Archive (DIVA). There has been over 137,000 views of these preserved newsclips.
500 postcards were printed and circulated promoting the preserved Bayviews Hunters Point newsclips
(BAVC)
• A log of all archived footage.
• Footage of the neighborhood and an event at the Bayview Opera House.
• Behind the scenes photos of production meetings and film shoots
Facebook event page for the screening: https://www.facebook.com/events/295083880668261/

The film “Point of Pride,” which can be viewed at the following link: https://www.youtube.com/watch?v=ozflNOVzd6w There have been over 1,700 views of the video.

(SFPL) 120 digital scans were collected through Shades of Bayview. Hardcover photo books were created and printed from the digitized images and are available for reference in the San Francisco History Center and Bayview Branch with circulation copies at the Bayview and Visitacion Valley Branches. The images are in the process of being added to the online photo database and a selection will be added to the library’s Histopin channel.

(SFPL) 20 volunteers were trained by SFPL staff for the Photo Day. 21 community members were donors to the Shades of Bayview project.

(SFPL) There have been 5 public screenings of Point of Pride. The premiere screening on June 24 was at the Main Library with over 200 people in attendance. After the June screening there was a panel of filmmakers and interviewees with a Q&A from the audience. There were 3 screenings at the Bayview Branch and one screening at the Western Addition Branch with over 100 people in attendance.

(SFPL) A webpage will be dedicated to the grant as a portal directing the public to the hosted BATV content, BAVC oral histories, and Shades of Bayview images in the online database.

(SFPL) 6 mounted storyboards were created about the Shades of Bayview project.

Newscoverage - San Francisco Examiner reported about Shades of Bayview and The Bold Italic wrote about Point of Pride.

Project Outcomes (if applicable)
Please state the outcomes and the results of your evaluation.

(BATA) The TV Archive was able to work with the Center for Political Education (CPE) and SFPL to organize the world premiere of ‘Take this Hammer (the Director's Cut)’ in the Bayview Opera House on February 5th 2014. This free public screening was over-suscribed and featured performance art and a community forum. The event was covered by KPFA Pacifica Radio. Facebook event page: https://www.facebook.com/events/428933610542086/ The TV Archive could not have organized a community outreach event like this without making connections through the partnerships that have been developed during our LSTA project.

(BAVC) Based on BAVC’s belief that no one person could tell the story of such a dynamic neighborhood, it was necessary that the project team included eight distinct viewpoints to create a final project that was inclusive. Because of the diversity of viewpoints required to create this project, there was a lot of time spent developing the process for the team, and the project team had to articulate their points of view with other members during team meetings. This meant the project moved more slowly than a regular production schedule might have moved, but BAVC believes the finished project represents those diverse voices in an engaging balance of both passion and objectivity.

Toward this end the team made a sincere and constant effort to involve all levels of the Bayview/Hunter’s Point community in the production of the project. From the response received to date the film represents the voices of that community with authenticity - over 200 people attended the film’s premiere at the Koret Auditorium, and feedback was overwhelmingly positive from people who attended that screening as well as the screenings at the Bayview Branch library. Project Manager Dimitri Moore described one goal of the project to create a starting point for community members and filmmakers to tell their own stories using this film as a base in connection with the footage preserved and stored at BATA.

(SFPL) At the end of the Shades of Bayview, SFPL strengthened its role as a repository that collects and preserves community memory and history. This project complemented all our local history programming and ensures that SFPL remains a vital community institution in ways that stretch beyond books, computers and reference services. In addition, this project aligns us with digital preservation, something we are working on in-house with our various digitizing projects and with our efforts to become involved with the Digital Public Library of America (DPLA).

(BATA, BAVC, SFPL) With this project we intend to review and build on the working relationships made on this grant, hopefully paving the way for future projects with other underserved, under-documented San Francisco neighborhoods. This relationship was successful. Having these new professional partners will be helpful as we work on other digital preservation projects, including the DPLA.
### Additional Project Outcomes
Please state any additional intended or unintended outcomes and what data sources you used.

- **(BATA) SFSU** will host an exhibition in Fall 2016 highlighting the preserved newsclips, BAVC outtake footage of interviews with community members and Shades of Bayview images collected.
- **(BAVC)** Screening of Point of Pride at MLK Park Movie Night in September. Possible future participation and screenings in film festivals.
- **(SFPL)** SFPL has been invited to present at the California Library Association conference on the panel: California State Library LSTA Showcase: Promising Practices.(BAVC)

### Anecdotal Information
Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

- **(BAVC)** Natalie Teter, a student at San Francisco State University joined the team and was later hired to work in BAVC’s Training department.
- The song that is used in the opening of the film is composed and performed by Day-Day, a young person in BAVC’s Next Gen Youth Programs BUMP RECORDS, an after-school audio production course for high school students.
- Local online newssource, The Bold Italic published a short article about the film which can be read at this link: [http://www.thebolditalic.com/articles/5381-new-doc-gives-the-real-scoop-on-bayview](http://www.thebolditalic.com/articles/5381-new-doc-gives-the-real-scoop-on-bayview)
- San Francisco’s Department of Children, Youth and their Families featured the film in an email blast that include feedback from a student at San Francisco’s Lowell high school, who stated that “the documentary does a great job of exposing the history of the neighborhood with its incorporation of interviews and archival footage.” She also captured the importance of the film as something more than a document of past discrimination when she wrote that “In 1963, writer James Baldwin said that Bayview-Hunter’s Point was ‘the San Francisco that America wanted to pretend did not exist.’”
- One particularly noteworthy comment came from an African-American resident of San Francisco who approached BAVC’s executive director at the premiere screening and thanked her for supporting this project. She said that in the two years she had lived in the city she had searched for history about African American neighborhoods and learned more about Bayview through “Point of Pride” than she had learned from any other source.

### Exemplary Project
If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

We think this project was examplary as it tied together two different strands—collecting neighborhood history and preserving at-risk audio visual formats. Beyond outreach and public events, there was a strong preservation piece incorporated into neighborhood history which is sorely needed. It also brought together the preservation of different formats—news video and photographs—to help show a more comprehensive history of a community. This piece seems to be in alignment with other statewide measures, such as the CAVPP grants.

We think this project could be easily replicated with the right mix of community partners.

### FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS
We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!
We had some confusion about the budget. It was not clear to us that we had to use up other funds towards the end of the grant until we could get reimbursed for those. There could be more clarity in the directions about this.