

DCTV
2018



DCTV 2018

Annual Report



#learn



#create



#share



Your Voice.
Your Network.

2018 Annual Report

DCTV is Washington, DC's only television station devoted entirely to local programming created by and for DC and its neighboring metropolitan area communities.

Sometimes you gotta create what you want to be a part of.
— Geri Weitzman



#learn



#create



#share

Dear DCTV Friends & Supporters,

To some people outside of the beltway, Washington DC is the nation's capital — the seat of government, made up of national monuments, large corporations and international embassies — and that's it. But for those of us who live in the District, our city is much more than that. Now home to approximately 700,000 residents, we are a city of real people living in neighborhoods, kids learning at schools and playing in parks, entrepreneurs running small businesses, couples going out to local restaurants and entertainment venues — people engaged in community.

We believe every resident in DC deserves the opportunity to be engaged in purposeful community. Since 1987, we have helped develop this purposeful community through being a proud steward of the District's public community media channels by hosting, developing, and distributing the stories of our residents.

In big and small ways, we at DCTV have become more than just a public access television center. We are a platform for meaningful media, in that we use the power of media to bring meaningful connections to DC residents through quality stories, vital conversations, and valuable training.

For fiscal year 2018, we have focused on strengthening our capacity to connect with our residents. You may have noticed

some subtle changes in our services like the improved production quality of our programming, more stories that focus on the work of local community leaders, a greater variety of programs, as well as more collaborative content produced with other organizations like the Smithsonian's Museum of Natural History Youth Engagement through Science (YES) program, Reading Partners, and Whitman-Walker Health.

As an active builder of DC's creative economy, we have opened the doors of our production studios for facility rentals and used the opportunity to connect national broadcasters with our staff for professional development. We have expanded our class offerings by accommodating more working professionals, added more advanced classes, and have brought in entertainment industry professionals to teach our popular summer workshop series.

We invite you to partner with us to develop a more purposeful community for DC residents through the power of meaningful media. Come #Learn — take a class, #Create — become a member and get involved in the vast programming we create and distribute, and #Share — become a DCTV community media ambassador by connecting with us on social media and using your voice to make meaningful connections.



Kojo Nnamdi
Chair, Board of Directors

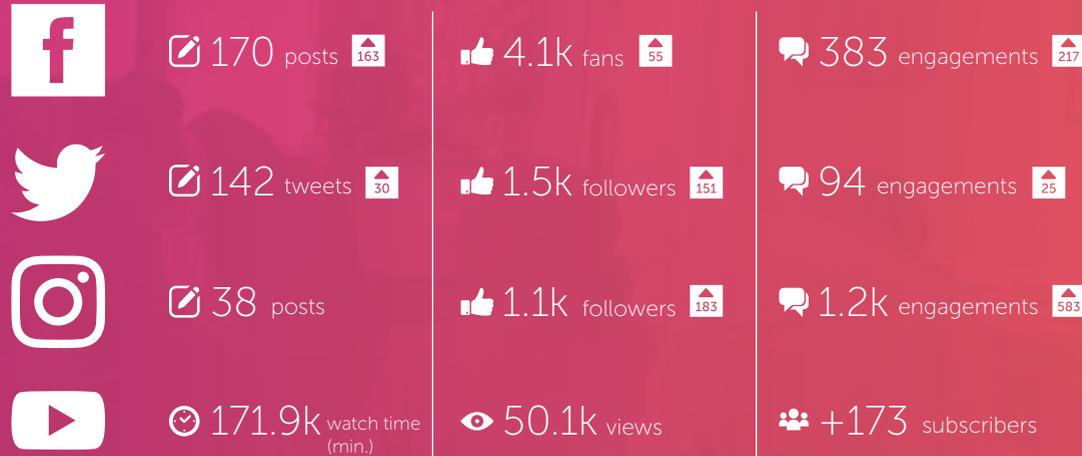


Nantz Rickard
President & CEO

By The Numbers

2018 Edition

SOCIAL MEDIA

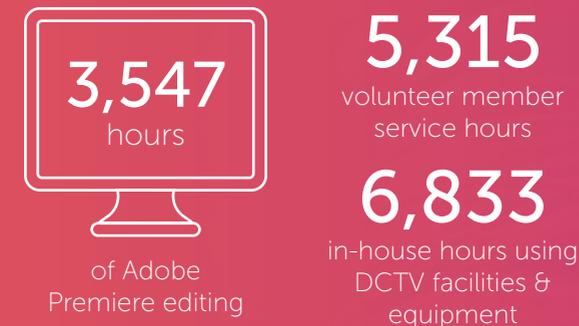


DCTV WEBSITE



FACILITY USAGE

Access to professional production equipment and software can be a barrier for many people interested in media production. Through DCTV's free equipment program for DC residents and discounted rates for non-residents, we provide certified community members access to production studios, media equipment, and software for their productions.



PROGRAMMING

Each year, our community producers create hundreds of hours of independently produced programming. Viewers can tune into the channel to enjoy a wide variety of programs including cooking shows, sports, history, culture, arts and entertainment, talk shows, wellness, short films, inspirational programming, and more all provided by our members.



TRAINING

Whether you're interested in producing your own show, updating your skill set, or joining a creative community, our classes offer both classroom instruction and experiential hands-on learning activities. Taught by knowledgeable and skilled professionals, students are provided the opportunity to experiment and create in a supportive learning environment.



In Our Voices

Our DCTV community is made up of volunteers from various backgrounds who invest their time and energy into creating content. They serve as camera operators, on-air host, videographers, and audio and studio technicians on their own shows and as crew on others' productions. Although their experience levels varies from novice to veteran, they are unwavering in their commitment and dedication to learning and honing their craft.

meet an intern



As a recent college graduate, Aliya has dreams and aspirations and is putting in the work to have a career in the broadcast television industry. During her internship she learned technical skills, software applications, career insight, and life lessons.

learn

The common theme behind everything I learned was to believe in myself. From getting over the fear of producing to learning how to edit on Adobe Premiere, I was able to recognize that I can do anything I set out to do.

create

I learned to tap into a "can do" attitude and practiced not being afraid to try new things.

share

Be open to change, be open to being molded when people see potential in you, be open to believing in yourself in ways you never even imagined, and be open to trying new experiences.

meet a lifelong learner



A self-proclaimed lifelong learner, Dicey knows the secret of success — Learn. Apply. Repeat.

learn

The DCTV process components that stand out for me are the hands-on, experiential learning component of every class and the continuous opportunities to learn and to hone skills through participating on production crews and editing others' programs.

create

As a lifelong learner, I'm encouraged and supported in stepping out of my comfort zone continuously.

share

If you want to enhance skills, to become more proficient, and to be a contributing member of the DCTV community, the classes—no matter how good the instructor, instruction, or process—are only a starting point. **I would advise every new student to take advantage of the ongoing opportunities to practice on "real" productions after their certification.**

meet a new producer



As a seasoned Washington DC political reporter, James knows what it takes to create a great story. He joined DCTV as a way for him to learn new skills and connect with his community using a different platform.

learn

I learned, it [TV production] looks easy from the outside, but it takes a lot of commitment and hard work to create a quality production.

create

I realized that I do have a talent for this area. I've learned that I can be a producer and actually produce a show from pre to post-production and not just be an interviewer on camera. I use my show to highlight the important work my fraternity is doing in the community.

share

Be willing to listen and learn and to have an open mind.

meet a collaborator



The Smithsonian National Museum of Natural History's (NMNH) Youth Engagement through Science (YES!) internship is a career immersion and science communication program for high school youth in the Washington DC region.

learn

DCTV partnered with NMNH Youth Programs to develop, film, produce, edit, and disseminate our high school interns' science stories. Production staff from DCTV led a workshop on visual storytelling through film with a focus on how to capture broadcast-quality footage on cellphone cameras.

create

One of our goals for the science communication portion of the program in 2018 was to have interns visually translate their science story in a creative, personalized way.

share

A significant incentive for interns to participate in our program is having a videotaped story of their research experience that they can use in applying to colleges, universities, and scholarship programs. **Having DCTV professionally develop, film, produce, and edit those stories helps to ensure that interns not only share their stories more widely, but that they feel more confident in the product they are sharing.**

Financial Statements

The following pages present financial statements of the Public Access Corporation of the District of Columbia for the Fiscal Year July 1, 2017 to June 30, 2018, excerpted from the audit performed by F. S. Taylor & Associates, P.C., which issued an unmodified opinion stating that the statements are presented fairly, in all material respects, the financial position of the organization as of June 30, 2018, in accordance with accounting principles generally accepted in the United States of America. They are for information purposes only, and are not intended as a complete report. A full copy of the Independent Auditor's Report and Financial Statements are available upon request.



ASSETS

Current assets:

Cash and cash equivalents	\$ 6,720,754	\$ 6,658,536
Investments	1,969,128	943,666
Accounts receivable	7,602	971
Prepaid expenses	58,957	72,087
Total current assets	8,756,441	7,675,260

Security deposits	25,067	25,067
Property and equipment, net	1,317,328	1,519,557

Total assets	\$ 10,098,836	\$ 9,219,884
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LIABILITIES AND NET ASSETS

Current liabilities:

Accounts payable and accrued expenses	\$ 240,687	\$ 230,402
Deferred revenue	11,571	11,451
Total current liabilities/Total liabilities	252,258	241,853

Net assets:

Unrestricted		
Undesignated	1,732,280	1,365,069
Board designated	4,165,522	4,165,522
Total unrestricted	5,897,802	5,530,591
Temporarily restricted	3,948,776	3,447,440
Total net assets	9,846,578	8,978,031
Total liabilities and net assets	\$ 10,098,836	\$ 9,219,884

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA STATEMENTS OF FINANCIAL POSITION JUNE 30, 2018 AND 2017

**PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA
STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE YEAR ENDED JUNE 30, 2018
(with comparative totals for 2017)**

	Year ended June 30,			
	2018		2017	
	Unrestricted	Temporarily Restricted	Total	Total
<u>SUPPORT AND REVENUE</u>				
<u>Support</u>				
Operating support from cable operators	\$ 2,172,863	\$ -	\$ 2,172,863	\$ 2,226,441
Capital contributions from cable operators	-	724,288	724,288	742,147
Membership dues	15,755	-	15,755	16,400
Net assets released from purpose restrictions	222,952	(222,952)	-	-
Total support	2,411,570	501,336	2,912,906	2,984,988
<u>Revenue</u>				
Equipment rental and production services	27,110	-	27,110	24,933
Instruction fees	46,254	-	46,254	53,095
Sales of recording materials	-	-	-	639
Investment income	101,931	-	101,931	81,369
Other income	7,435	-	7,435	26,631
Total revenue	182,730	-	182,730	186,667
Total support and revenue	2,594,300	501,336	3,095,636	3,171,655
<u>Expenses</u>				
Program services	1,996,323	-	1,996,323	2,162,721
General and administrative	230,766	-	230,776	208,833
Total expenses	2,227,089	-	2,227,089	2,371,554
Changes in net assets	367,211	501,336	868,547	800,101
Net assets, beginning of year	5,530,591	3,447,440	8,978,031	8,177,930
Net assets, end of year	5,897,802	3,948,776	9,846,578	8,978,031

**PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED JUNE 30, 2018
(with comparative totals for 2017)**

	2018							2017 Total
	Program Services				Supporting Services		Total	
	Production	Programming	Education	Total Program Services	General and Administrative	Total		
Salaries	\$ 459,513	\$ 269,619	\$ 88,588	\$ 817,720	\$ 82,521	\$ 900,241	\$ 946,992	
Employee benefits	40,267	41,273	10,067	91,607	9,131	100,738	96,968	
Payroll taxes	34,746	21,484	7,093	63,323	7,060	70,383	77,640	
Pension expense	21,642	22,183	5,411	49,236	18,074	67,310	61,613	
Contract services	41,519	89,739	22,024	153,282	4,289	157,571	162,494	
Depreciation	170,072	174,324	42,518	386,914	38,266	425,180	510,241	
Occupancy costs	92,747	95,066	23,187	211,000	20,868	231,868	249,711	
IT services	54,541	76,220	11,258	142,019	7,905	149,924	139,903	
Office expense	20,030	20,451	4,017	44,498	10,827	55,325	57,876	
Other expenses	2,210	1,450	430	4,090	8,507	12,597	19,843	
Conferences and meetings	601	18,361	5,332	24,294	3,010	27,304	18,583	
Travel	2,631	-	20	2,651	750	3,401	4,641	
Interest expense	-	-	-	-	205	205	-	
Advertising and promotion	350	816	-	1,166	90	1,256	5,713	
Insurance	1,467	2,699	357	4,523	19,263	23,786	19,336	
Total expense	\$ 942,336	\$ 833,685	\$ 220,302	\$ 1,996,323	\$ 230,766	\$ 2,227,089	\$ 2,371,554	

Board of Directors

The Board of Directors of the Public Access Corporation of the District of Columbia are diversely talented and committed to fostering greater participation by residents in the District's community television network. They work to increase funding resources, expand video programming, and ensure the facility continues to maintain state-of-the-art equipment.

Kojo Nnamdi, Chair

Journalist, The Kojo Nnamdi Show and The Politics Hours on NPR
WAMU-FM

Pedro Alfonso, Vice Chair & Treasurer

Chairman and CEO
Dynamic Concepts, Inc.

Cynthiana Lightfoot, Secretary

Program Manager
District of Columbia's EMS for Children

Kevin Goldberg

Attorney
Fletcher, Heald & Hildreth, PLC

Michael Freedman

CPA and Founding Partner
Gelman, Rosenberg & Freedman CPAs

Barbara Davis Blum

President
BDB Investment Partnership

Kwame Holman

Adjunct Lecturer
Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications

Rishi Hingoraney

Senior Director, Member Partnerships
NPR

Janis Hazel

President
Hazel and Associates Public Relations

Thank You.



Members

Many thanks to the creative and dedicated DCTV members and volunteers who use this platform as a resource for lifelong learning, a safe haven for vital conversations, and a gateway to create change in their community.



Supporters

DCTV gratefully acknowledges the generous supporters who made the work of DCTV possible in 2017-18. Special thanks to Mayor Muriel Bowser, DC Council, DC Office of Cable Television, Film, Music and Entertainment, DCTV's Board of Directors, and the District's cable providers — RCN, Comcast and Verizon.



Staff

*We make a living by what we get.
We make a life by what we give.*
- Unattributed

We are grateful for the many gifts you share with our members, our team, and our community. Thank you for being a part of this valuable work.

dctv.org

The cable providers who fund DCTV have granted it exclusive use and programming control of 7 public access channels on which DCTV schedules and transmits community programming, most of which is produced and provided by DCTV members. Use of the channels is collectively valued at \$198,581,040 based on a per subscriber valuation for Public, Educational and Government (PEG) channel usage. DCTV fulfills its primary mission to transmit community programming on the cable systems in the District of Columbia by scheduling and telecasting programming at no charge to DCTV members. DCTV also provides and subsidizes supporting resources, training and facilities to create community programming to its members.

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 **Comcast - 95 & 96**

 **RCN - 10 & 11**

 **Verizon - 10, 11 & 28**

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 DCTVCommunity