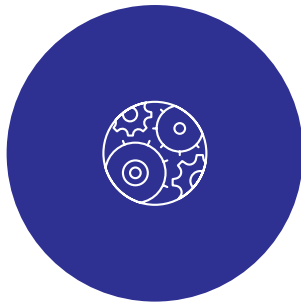


Annual Report 2017



Your Voice.
Your Network.



#yourvoice

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



#learn



#create



#share

Dear DCTV Friends & Supporters,

Fiscal year 2017 was another eventful year for advances for DCTV. Our proudest achievement has been the launch and implementation of our strategic plan, which provides a framework to develop and secure DCTV's future in an evolving media landscape.

We fulfill our mission and improve our organization through the exchange of information, conversations, services and programs we provide to our community. During the past year, we cultivated meaningful and impactful collaborations with various District of Columbia government agencies as well as several unique nonprofit organizations that provide critical services to the residents of the District of Columbia. We also expanded our creative service offerings by forging a successful partnership between DCTV and a prominent local restaurant and bookstore to co-produce and broadcast, A.C.T.O.R. (A Continuing Talk On Race), an open discussion series. Each of these organizations turned to DCTV to deliver specialized production services and educational training in order

to help their audiences share their stories with their communities.

Critical to our success is the work that DCTV members and content creators do to serve their communities each and every day. To that end, we retooled our class offerings to place emphasis on learning the art and craft of storytelling through applied learning experiences taught by instructors with industry experience ranging from content creation to filmmaking.

In the age of social media where communities use hashtags to create and share content, we urge you to become DCTV community media ambassadors and share and become involved in the many programs, services and experiences DCTV provides as a community media platform in the nation's capital.

Looking back on 2017, we've seen many changes and, as the saying goes, **"The best is yet to come."**



Kojo Nnamdi
Chair, Board Chair



Nantz Rickard
President & CEO

2017 By The Numbers

MEMBERS



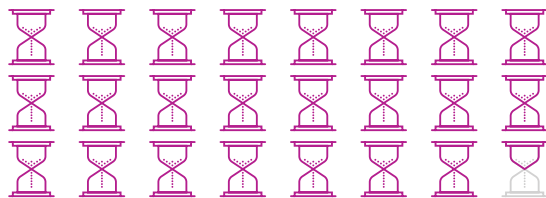
707
members

PRODUCTION



1,356

shows produced
using DCTV
facilities



8,333

hours of studio
production



252



field equipment checkouts



In FY2016, we extended our Free Equipment and Facilities Program, which continues to be a value added benefit to certified District resident producers.

PROGRAMMING



77

DCTV executive
produced rograms

including viewer's favorites like...



student exposure



studio 901



district buzz



psa's



634

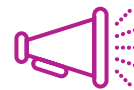
programs
submitted
via FTP

Since implementing the FTP uploading system in FY2016, **41** percent of all programs are uploaded via FTP, which can be completed at anytime and from anywhere.



333

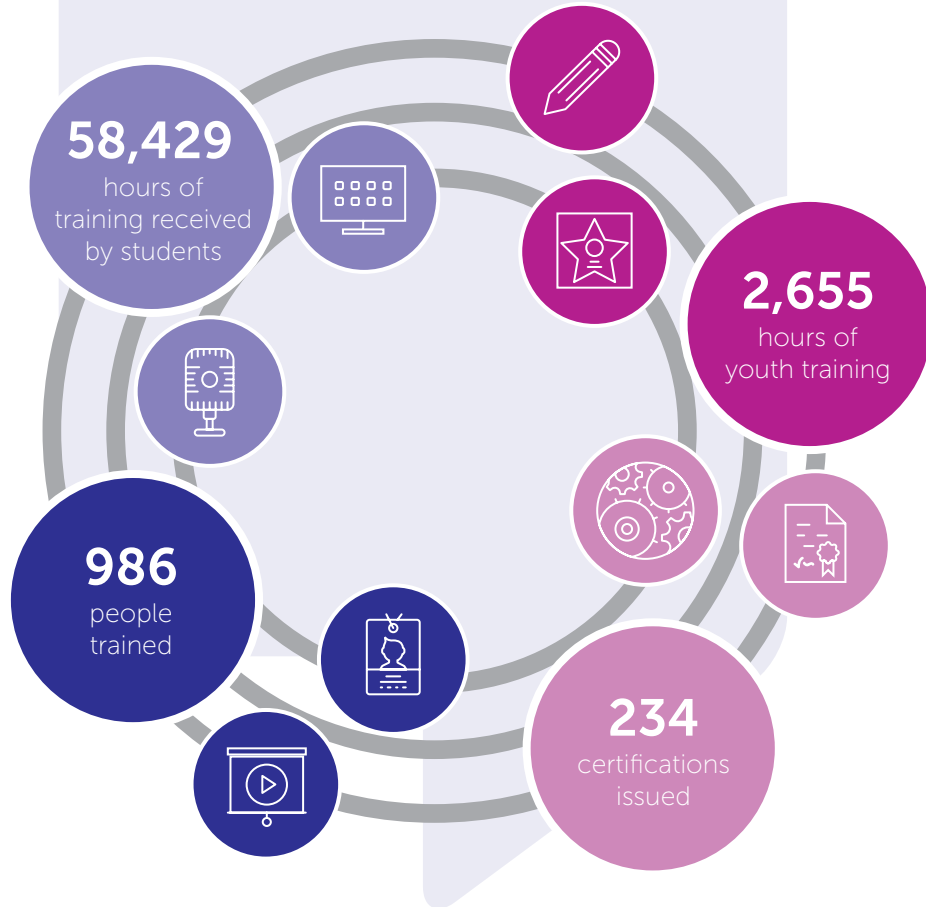
community
bulletin
posts



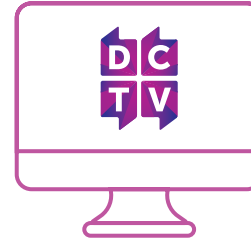
Community bulletins are a complimentary service provided to community organizations and are used to promote activities, events and other important information.

2017 By The Numbers

EDUCATION / TRAINING



DIGITAL FOOTPRINT



56,676 website visitors

97,235 online streaming viewers

SOCIAL MEDIA



7,000+

total social media interactions



Did You Know?

DCTV members contributed more than

560

volunteer studio production hours



#profiles

Who are DCTV members? DCTV members are a thriving community of media content creators made up of organizations, youth and individuals. They come from all walks of life, from various backgrounds and educational experiences; and they are as diverse as the city itself. The main thread that connects the DCTV community is the desire to create and distribute relevant content and spread their message.

Through production classes, customized training and creative services, DCTV strives to provide a creative environment where aspiring producers are given the platform, resources, tools and instruction through hands-on production experiences.



Chances are if you frequent downtown DC or most other parts of the city, you've seen them in their brightly colored orange and blue vests holding up a Street Sense newspaper. **Street Sense Media** is a multimedia center that serves the homeless community by empowering them to use the arts to tell their stories through journalism, poetry, theatre, illustration, photography and filmmaking.



DCTV had the privilege of partnering with Street Sense Media to create customized video production training for their new film collective project. For 10-weeks, students received hands-on technical video production training, videography and editing skills, culminating with a screening of two PSAs they produced, *Healthy Eating* and *Housing Is a Human Right*, which air on DCTV.



"The most rewarding part of working with DCTV was seeing how much our filmmakers appreciated the education they received. One of the biggest challenges that we see from people that have experienced homelessness, is that it's a population that doesn't often get to have their stories heard. Our goal is to supply them with a platform for elevating their voices and sharing their stories. DCTV provided our members with technical and practical skills in a real media environment, which is exactly what we're trying to do here at Street Sense Media."

Jeff Gray • Street Sense Media Coordinator





intern
profile

dctv.org/intern



Summer work for teenagers has long been an American rite of passage. In partnerships with local high schools, colleges and universities, as well as through formal programs provided by the Marion S. Barry Summer Youth Employment Program (SYEP) and the DC Department of Behavioral Health, DCTV works diligently to cultivate the next generation of media content creators.



In FY2017, DCTV provided 2,655 hours of youth media production training. DCTV interns receive hands-on production training which includes crewing field and studio productions, pre-production, booking, location scouting, serving as on-air talent and post production. DCTV strives to empower and educate students with the resources, tools and guidance to help them share their stories.



"Participate—even if you're scared. If you don't try, you're not going to learn. Take the risk."

Lauren Bellamy • 2017 SYEP student and international business major at Howard University

Throughout the program, Lauren honed and developed her interviewing, hosting and gaffing skills. The lighting experience she gained at DCTV recently led her to work as a gaffer on a web series.



member
profile

dctv.org/
membership



While there's no such thing as a "typical **DCTV member**", individual DCTV members are best known for their dedication, creativity, expression of individuality and commitment to learning. Some members come to DCTV as a creative escape from their routine 9-5 jobs, others are retirees who are looking to expand their knowledge base, while others are career transitioners, and some are returning to the profession with a formal background and training in the industry.



"I look at DCTV as an outlet where I can tell the stories that I want to tell and that interest me. I think it is very important to create a place where we can all grow and freely share ideas. People have things they want to say. They have things that they want to bring to people, things they want to show, ideas they want to share and they're so eager to tell their stories."

Heather Goodwin • DCTV Member circa 2016



"I'm at this crossroads where I'm wondering if I want to go more into production or if I want to stay more on the creative side or do both. Producing at DCTV allows me the opportunity to affordably dip my toe into the production side and see if it's something that I want to continue. If you have something that you would like to voice, it's an excellent platform to get your voice out there and that's important to me. It's also a great way for people to connect to their community."

Shannon Veedock • DCTV Member circa 2016





Financial Statements

The following pages present financial statements of the Public Access Corporation of the District of Columbia for the Fiscal Year July 1, 2016 to June 30, 2017, 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, 2017, 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.

	2017	2016
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 6,658,536	\$ 5,627,143
Investments	943,666	890,455
Accounts receivable	971	486
Inventory		1,053
Prepaid expenses	72,087	36,100
Total current assets	7,675,260	6,555,237
Security deposits	25,067	25,067
Property and equipment, net	1,519,557	1,792,115
Total assets	<u>\$ 9,219,884</u>	<u>\$ 8,372,419</u>
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable and accrued expenses	\$ 230,402	\$ 183,308
Deferred revenue	11,451	11,181
Total current liabilities/Total liabilities	241,853	194,489
Net assets:		
Unrestricted		
Undesignated	1,365,069	3,994,023
Board designated	4,165,522	1,240,000
Total unrestricted	5,530,591	5,234,023
Temporarily restricted	3,447,440	2,943,907
Total net assets	8,978,031	8,177,930
Total liabilities and net assets	<u>\$ 9,219,884</u>	<u>\$ 8,372,419</u>

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA STATEMENTS OF FINANCIAL POSITION JUNE 30, 2017 AND 2016

Financial Statements

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS FOR THE YEAR ENDED JUNE 30, 2017 (with comparative totals for 2016)

SUPPORT AND REVENUE

Support

	Year ended June 30,			
	2017		2016	
	Unrestricted	Temporarily Restricted	Total	Total
Operating support from cable operators	\$ 2,226,441	\$ -	\$ 2,226,441	\$ 2,153,131
Capital contributions from cable operators	-	742,147	742,147	934,801
Membership dues	16,400	-	16,400	17,020
Net assets released from purpose restrictions	238,614	(238,614)	-	-
Total support	2,481,455	503,533	2,984,988	3,104,952

Revenue

Equipment rental and production services	24,933	-	24,933	26,887
Instruction fees	53,095	-	53,095	24,255
Sales of recording materials	639	-	639	155
Interest	28,158	-	28,158	4,234
Investment income	53,211	-	53,211	14,309
Other income	26,631	-	26,631	4,531
Total revenue	186,667	-	186,667	74,371
Total support and revenue	2,668,122	503,533	3,171,655	3,179,323

Expenses

Program services	2,162,721	-	2,162,721	2,216,073
General and administrative	208,833	-	208,833	176,586
Total expenses	2,371,554	-	2,371,554	2,392,659

Changes in net assets	296,568	503,533	800,101	783,664
Net assets, beginning of year	5,234,023	2,943,907	8,177,930	7,394,266
Net assets, end of year	5,530,591	3,447,440	8,978,031	8,177,930

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED JUNE 30, 2017
(with comparative totals for 2016)

Financial Statements

	2017						
	Program Services				Supporting Services		
	Production	Programming	Training	Total Program Services	General and Administrative	Total	2016 Total
Salaries	\$ 459,674	\$ 312,080	\$ 101,664	\$ 873,418	\$ 73,574	\$ 946,992	\$ 984,439
Employee benefits	31,456	38,129	19,064	88,649	8,319	96,968	93,128
Payroll taxes	37,024	25,975	8,567	71,566	6,074	77,640	76,532
Pension expense	20,332	24,645	12,323	57,300	4,313	61,613	71,666
Contract services	41,538	82,332	17,062	140,932	21,562	162,494	179,814
Depreciation	168,380	204,096	102,048	474,524	35,717	510,241	484,335
Occupancy costs	82,405	99,884	49,942	232,321	17,480	249,711	210,302
IT services	46,045	64,362	19,974	130,381	9,522	139,903	117,978
Office expense	18,307	17,750	8,147	44,204	13,672	57,876	60,747
Other expenses	3,187	1,214	676	5,077	14,766	19,843	25,875
Conferences and meetings	892	13,554	2,305	16,751	1,832	18,583	45,288
Travel	2,219	1,586	188	3,993	648	4,641	6,140
Interest expense	-	-	-	-	-	-	1,676
Advertising and promotion	-	5,713	-	5,713	-	5,713	16,596
Insurance	16,251	1,164	567	17,982	1,354	19,336	21,144
Total expense	<u>\$ 927,710</u>	<u>\$ 892,484</u>	<u>\$ 342,527</u>	<u>\$ 2,162,721</u>	<u>\$ 208,833</u>	<u>\$ 2,371,554</u>	<u>\$ 2,395,660</u>

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

Cynthiana Lightfoot, Secretary

Program Manager
*District of Columbia's EMS for
Children*

Kevin Goldberg

Attorney
Fletcher, Heald & Hildreth, PLC

Barbara Davis Blum

President
BDB Investment Partnership

Nantz Rickard

President & CEO, ex officio
DCTV

**Pedro Alfonso,
Vice Chair & Treasurer**

Chairman and CEO
Dynamic Concepts, Inc.

Michael Freedman

CPA and Founding Partner
*Gelman, Rosenberg & Freedman
CPAs*

Rishi Hingoraney

Senior Director, Member
Partnerships
NPR

Kwame Holman

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

Janis Hazel

Director of Communications
DC Councilmember Vincent Gray

#thankyou



Supporters

DCTV gratefully acknowledges the generous supporters who made the work of DCTV possible in 2016-17. 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.



Members

Many thanks to the creative, passionate and inspiring DCTV members who use this platform to elevate their voices and tell remarkable stories.



Staff

To the DCTV staff, thank you for your excellent work, creative spirit and all of the ways you continue to push the organization forward.



Services & Cable Channels

The cable providers who fund DCTV have granted it exclusive use and programming control of seven 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, Education 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.

Public Access Corporation of the District of Columbia



901 Newton Street NE
Washington DC 20017
202.526.7007



Comcast - 95 & 96



RCN - 10 & 11



Verizon - 10, 11 & 28



@YourDCTV



@YourDCTV



@YourDCTV



Your Voice.
Your Network.

