

2019 Annual Report



Your Voice.
Your Network.

2019 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.

“Being awarded a DCTV Nonprofit Capacity Building Grant would allow the CASA organization to build our brand in the community and introduce our mission to improve the lives of children living in foster care who have suffered from abuse and neglect, to new audiences of potential volunteers and funders. We currently have limited high quality video as a part of our communications strategy. Having professionally produced video content would allow us to maximize our presence on social media and the digital world, to raise awareness of our mission.”

- Kara Bundy, Deputy Director, Court Appointed Special Advocates (CASA)

Dear DCTV Friends & Supporters,

In Washington, DC, nonprofit organizations make a significant economic impact. In 2017, they employed 118,100 people - over 26% of the District's workforce - and generated almost \$48 billion in annual revenues. D.C. foundations annually give over \$417 million. The majority of nonprofits (66.3%) have annual budgets of less than \$1 million. For every 1 powerhouse (annual expenses more than \$5 billion) nonprofit, there are thousands of grassroots organizations. Arts, culture, humanities, environment, animal-related, and youth development nonprofits generally fall below the \$10 million budget threshold.*

*<https://trust.guidestar.org/what-does-the-nonprofit-sector-really-look-like>

These numbers show the substantial scale of work by nonprofit organizations, but doesn't even scratch the surface of the range and depth of impact they are having—or all the incredible stories about how organizations, like CASA, are improving our communities and changing lives every day. We want our city's residents to see these important and inspiring stories, and we want our community of nonprofits to be successful reaching people who care about their work. Video is critical to effective communications and marketing; however, professional video is not affordable for a great many nonprofits. So DCTV worked with our city's nonprofit leaders to determine how best to make this happen. In fiscal year 2019, DCTV completed development of a new initiative to pilot and launch in fiscal year 2020. We'll provide Nonprofit Media Capacity Building Grants that will make it possible for organizations who are Grant recipients to be invited to receive education about energizing their revenue through quality storytelling and integrating video into their communications strategy—and for many grantees—to appear in DCTV's original programs or features, showing the stories of the impactful work they are doing. Grantees will receive significant value including professionally produced high quality marketing & communications content, while providing only a small monetary grant match. Through these Grants, we'll help build the communications capacity of nonprofit organizations and serve our viewers with quality stories, and by sparking vital conversations.

These grants are a powerful means through which DCTV serves our communities with meaningful media. We will also be creating other original programming, including a documentary, *The Seven Dollar Return*. The title is inspired by a 2015 speech, in which President

Obama said that every dollar spent on pre-kindergarten education earns a \$7 return on the investment to the economy.

The District is the national leader and a beacon to other cities, having taken the bold move ten years ago to provide quality, free pre-Kindergarten education to all children. We will produce the documentary in cooperation with educators, education administrators, parents and other stakeholders, to provide needed information and resources to DC resident parents of pre-Kindergarten-aged children, to help parents learn about the valuable program, and find resources. We are also planning to re-ignite the city-wide discussion about how our residents and institutions can work together to continue to build and improve this incredible educational opportunity.

We had another great development in FY19 -- Thanks to Comcast and RCN, DCTV will now also be seen in HD. We launched our first HD channel --Comcast channel 95 is now broadcast in HD on Comcast channel 1070. RCN is preparing to launch channels 10 and 11 in HD next year. These are exciting times for DCTV as our organization pivots into new strategies that prepare us for the future and the changing media landscape by supporting DC residents and organizations to be engaged in purposeful communities through the power of meaningful media.

Our doors are open to the community as a place to learn, create, share and connect, and we welcome you to engage with us and our exciting work to bring meaningful connections to DC residents through valuable education, vital conversations, and quality stories.



Kojo Nnamdi
Chair, Board of Directors



Nantz Rickard
President & CEO

Creative Services

DCTV has a professional team of videographers, editors and trained technicians to perform work-for-hire productions. Our team is highly trained to perform studio and field production to meet the education, outreach and public relations goals of any organization.



Whitman-Walker Health



40 Stories

This year, we had the honor of being entrusted to produce work along with Whitman-Walker Health, a nonprofit organization that for 40 years has offered affirming community-based health and wellness services to all with a special expertise in LGBTQ and HIV care. To celebrate their forty-year milestone, Whitman Walker worked with DCTV's creative services team to record and produce their 40 Stories series project. We helped to tell their narrative of providing stigma free care with dignity, respect and love, by chronicling 40 stories told over a 40-week duration. As a community storyteller, being able to chronicle the history of an organization that has successfully navigated the nonprofit world for 40 years presented a unique opportunity for all involved.

2019 Creative Projects

- 60-minute documentary
- Screening at Miracle Theatre
- Broadcast on World AIDS Day
- Award Submissions
- DC Sports Association Going Down
- Local First Awards
- Smithsonian Institution National Museum of Natural History Qrius & Youth Experiences Program Series 2nd year

By The Numbers

2019 Edition

MEMBERS



1,236 individuals



335 organizations



148 meeting space rentals

PRODUCTION



7,818

hours spent using DCTV facilities and equipment



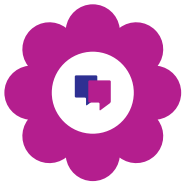
3,512

hours of field camera use

EDUCATION



21,141 education hours



354 people trained
173 certifications issued

By The Numbers

PROGRAMMING

Top 3 Liked Shows

- 1 Breeze Country hosted by Breeze
- 2 Dance Connection featuring The Moonman
- 3 A Choice Affair with Mary Williams

The most popular shows are all dance shows!

318 community bulletins aired

DIGITAL

36,755 livestream views

650 total reach

1.3k followers

84.4k impressions

Stories of Impact

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 hosts, videographers, and audio and studio technicians on their own shows and as crew on others' productions. Although their experience level varies from novice to veteran, they are unwavering in their commitment and dedication to learning and honing their craft.



MEMBER PROFILE

MEMBER: Stephanie Gaines Bryant
PROGRAM: The Sisters4Fitness Wellness Show
TOPIC: Health & Fitness

The Sisters4Fitness Wellness Show is a 30-minute talk show focusing on health issues impacting women, especially African American women.

African American women suffer disproportionately from diseases such as diabetes, heart disease, and obesity. The Sisters4Fitness Wellness Show has impacted the community by tackling these issues with knowledgeable guests and the latest information. The show also focuses on social and psychological issues such as sexual assault, PTSD, and prison reform in an effort to bring issues to light that may not get much media attention. Sisters4Fitness has received myriad feedback from viewers who have thanked Ms. Gaines Bryant for presenting issues and voices that have entertained and informed them.

"As a DCTV member, I have been able to further my mission of presenting the best health and wellness information to the DC Community. My job as host and executive producer of the show has been made easier by DCTV's professional programming department and their willingness to answer questions and address concerns. I am grateful for the opportunity."



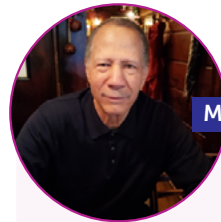
MEMBER PROFILE

MEMBER: Cory George
PROGRAM: 1 On 1 with Cory George
TOPIC: Inspirational

1 On 1 with Cory George is a show that highlights amazing stories of triumph and purpose of everyday people in hopes of inspiring, educating, and teaching others to follow suit.

Based on the feedback received, the show is making an impact on the community. For some, it has sparked a healthier form of dialog for certain topics in the African American community and it has also helped some to realize that their story, and hard work, is just as important as everyone else's.

"Being a member of DCTV means that I have a creative outlet, supported by amazing volunteer talent and staff, that allows me to cultivate subject matter in the most professional way possible."



MEMBER PROFILE

MEMBER: Carrington Davis
PROGRAM: Breaking Barriers
TOPIC: Documentary

Breaking Barriers: The Abdul Aziz Story-The Freedom Riders is part of a documentary series of historical biographies of "Freedom Riders" and other Civil Rights Era "Heroes" in Context to 1960-1970 as a generation of African-American social, cultural, legal, economic and political change. This story is a powerful expression of will, determination and fate. It tells the history of how we got here.

"As a member of DCTV, representing the Breaking Barriers Project Institute, I am able to produce these videos in a timely and inexpensive way, allowing the Institute to build a portfolio and to cooperate with another nonprofit."



VOLUNTEER PROFILE

VOLUNTEER: Krystal Branton
TITLE: Member Network Leader
INTERESTS: Supporting Membership

As the **Member Network Leader**, Krystal's duties include: scheduling exciting monthly member meet-up events, confirming workshop speakers based on topics and themes recommended by members, facilitating crew calls, planning experiential learning opportunities, and maintaining an engaged network of DCTV members.

"It brings me joy to witness DCTV volunteers gain valuable professional contacts and develop solid friendships with other station members. As volunteers, we get the opportunity to work with local creatives daily from diverse backgrounds and professions. In addition, we shadow enthusiastic veterans that have decades of experience in media and are willing to share their personal knowledge and areas of expertise. Volunteers are every station's priceless gems!"



Financial Statements

The following page presents financial statements of the Public Access Corporation of the District of Columbia for the Fiscal Year July 1, 2018 to June 30, 2019, 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, 2019, 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

	2019	2018
Current assets:		
Cash and cash equivalents	\$ 6,612,283	\$ 6,720,754
Investments	2,367,665	1,969,128
Accounts receivable	177,083	7,602
Prepaid expenses	57,822	58,957
Total current assets	9,214,853	8,756,441
Security deposits	25,067	25,067
Property and equipment, net	1,354,378	1,317,328
Total assets	\$ 10,594,298	\$ 10,098,836

LIABILITIES AND NET ASSETS

Current liabilities:		
Accounts payable and accrued expenses	\$ 298,868	\$ 240,687
Deferred revenue	15,724	11,571
Total current liabilities/Total liabilities	314,592	252,258
Net assets:		
Without donor restrictions:		
Undesignated	2,148,152	1,732,280
Board designated	4,165,522	4,165,522
Total without donor restrictions	6,313,674	5,897,802
With donor restrictions	3,966,032	3,948,776
Total net assets	10,279,706	9,846,578
Total liabilities and net assets	\$ 10,594,298	\$ 10,098,836

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA
STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2019 AND 2018

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA
STATEMENTS OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2019
(with comparative totals for 2018)

	Year ended June 30,			
	2019			2018
	Without Donor Restrictions	With Donor Restrictions	Total	Total
OPERATING REVENUES, GAINS, AND OTHER SUPPORT				
<u>Support</u>				
Operating support from cable operators	\$ 2,062,693	\$ -	\$ 2,062,693	\$ 2,172,863
Capital contributions from cable operators	-	687,564	687,564	724,288
Membership dues	11,555	-	11,555	15,755
Net assets released from purpose restrictions	670,308	(670,308)	-	-
Total support	2,744,556	17,256	2,761,812	2,912,906
<u>Revenue</u>				
Equipment rental and production services	26,349	-	26,349	27,110
Instruction fees	44,635	-	44,635	46,254
Investment income	213,660	-	213,660	101,931
Other income	8,742	-	8,742	7,435
Total revenue	293,386	-	293,386	182,730
Total support and revenue	3,037,942	17,256	3,055,198	3,095,636
<u>Expenses</u>				
Program services	2,223,019	-	2,223,019	1,996,323
General and administrative	399,051	-	399,051	230,776
Total expenses	2,622,070	-	2,622,070	2,227,089
Changes in net assets	415,872	17,256	433,128	868,547
Net assets, beginning of year	5,897,802	3,948,776	9,846,578	8,978,031
Net assets, end of year	6,313,674	3,966,032	10,279,706	9,846,578

PUBLIC ACCESS CORPORATION OF THE DISTRICT OF COLUMBIA
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED JUNE 30, 2019
(with comparative totals for 2018)

	2019						
	Program Services				Supporting Services	Total	2018 Total
	Production	Programming	Education	Total Program Services	General and Administrative		
Salaries	\$ 380,578	\$ 320,189	\$ 95,223	\$ 795,990	\$ 182,055	\$ 978,045	\$ 900,241
Employee benefits	35,040	38,544	6,132	79,716	11,068	90,784	100,738
Payroll taxes	36,838	34,373	7,641	78,852	4,729	83,581	70,383
Pension expense	21,699	23,869	3,797	49,365	20,733	70,098	67,310
Contract services	134,875	172,344	47,270	354,489	53,582	408,071	157,571
Depreciation	175,841	193,425	30,772	400,038	39,564	439,602	425,180
Occupancy costs	98,735	108,608	17,279	224,622	22,215	246,837	231,868
IT services	58,026	91,301	8,054	157,381	13,942	171,323	149,924
Office expense	21,258	21,119	2,521	44,898	12,496	57,394	55,325
Other expenses	4,177	1,913	455	6,545	7,247	13,792	12,597
Conferences and meetings	1,345	20,663	326	22,334	5,892	28,226	27,304
Travel	4,062	505	171	4,738	682	5,420	3,401
Interest expense	-	-	-	-	1,308	1,308	205
Advertising and promotion	887	1,999	109	2,995	140	3,135	1,256
Insurance	360	634	62	1,056	23,398	24,454	23,786
Total expense	\$ 973,721	\$ 1,029,486	\$ 219,812	\$ 2,223,019	\$ 399,051	\$ 2,622,070	\$ 2,227,089

The financial statements report certain categories of expenses that are attributable to more than one program or supporting function. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. All costs are allocated across program and support activities based on the nature of the cost.



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



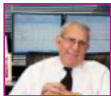
Kevin Goldberg
Attorney, Fletcher, Heald & Hildreth, PLC



Barbara Davis Blum
President, BDB Investment Partnership



Pedro Alfonso, Vice Chair & Treasurer
Chairman and CEO, Dynamic Concepts, Inc.



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



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



Janis Hazel
Director of Communications, DC Councilmember Vincent Gray



Supporters

DCTV gratefully acknowledges the generous supporters who made the work of DCTV possible in 2018-19. 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 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.



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.

Thank You

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. DCTV fulfills its 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, education and facilities to create community programming to its members. Dedicated DCTV-certified volunteers contributed thousands of hours creating, supporting and providing the programming telecast on DCTV's cable television channels on the Comcast, RCN and Verizon FiOS systems.



901 Newton Street NE

Washington DC 20017



202.526.7007



Comcast - 95 & 96



RCN - 10 & 11



Verizon - 10, 11 & 28



@YourDCTV



@YourDCTV



@YourDCTV