



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



170 posts

4.1k fans

383 engagements



142 tweets

1.5k followers

94 engagements



38 posts

1.1k followers

1.2k engagements



171.9k watch time (min.)

50.1k views

+173 subscribers

DCTV WEBSITE



56k+

website visitors



45k+

online streaming viewers

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.



1,247 hours of studio production



311

camera checkouts



3,547 hours

of Adobe Premiere editing

5,315

volunteer member service hours

6,833

in-house hours using DCTV facilities & equipment

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.



564

hours of programs aired



85%

of all programs are submitted via FTP,

which can be completed at anytime and from anywhere.



243

community bulletin posts

Fan Favorite Shows



Studio 901



District Buzz



Breeze Country



A Continuing Talk on Race

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.



2,691

hours of youth training



36,250

hours of training recieved by students

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.

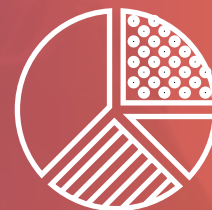
share



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 |

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 ACTIVITES 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 Resticted | 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 adminstrative | 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 | | | | | | |
|---------------------------|------------------|-------------|------------|------------------------|----------------------------|--------------|--------------|
| | Program Services | | | | Supporting Services | | |
| | Production | Programming | Education | Total Program Services | General and Administrative | Total | 2017 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

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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.

**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



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DCTVCommunity



Your Voice.
Your Network.