

2020

RCTV ANNUAL HIGHLIGHTS WITH FISCAL 2019-2020

YOUTH PROGRAMS

This year, RCTV staff worked with youth from InControl, School of the Arts, Summer of Opportunity, the Writers & Books Summer Camp, Baden Street's Frequency Radio, and Infinite Radical Youth to conceptualize and produce a variety of media programs including TV shows, public service announcements, radio dramas, film festival submissions, and more.

A documentary by Summer of Opportunity Interns from RCTV and Center for Teen Empowerment titled *Clarissa Uprooted* was completed and screened at Visual Studies Workshop.

CLASSES

RCTV and WXIR began the year by offering a wide variety of classes including both traditional and new courses including TV Studio Production, Adobe Premiere Pro Editing, News Production, Obtaining Sponsorships and Underwriting, and Podcasting Bootcamps. Some scheduled classes were postponed, offered online or given as one-on-one classes rather than in-group, due to the pandemic.

PANDEMIC PIVOTING

Despite state-mandated closures in March, RCTV and WXIR remained on the air, broadcasting regular programming. During that shutdown, the staff produced a weekly Media Tip each Tuesday. A weekly newsletter was sent out sharing vital community information on the pandemic, including Grab & Go Meal locations, health tips, pandemic resources, unemployment information, rent abatement news and more.

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COMMUNITY PARTNERS

We were honored in 2020 to partner with the following organizations on the projects listed below:

- Anthony Jordan Health Foundation - RCTV produced content for the organization's first virtual Annual Luncheon, which successfully took the place of their annual fundraiser.
- Trillium Health - RCTV produced a multi-part virtual event for World AIDS Day, including the reading of excerpts from a new play by David Henderson, based on Dr. Wm Valenti's Memoir.
- RCTV partnered with Writers & Books, Rochester Museum & Science Center, and KidsOutAndAbout.com to bring the 90-Second Newbery Film Festival to Rochester for a fifth year. The event was presented for free through the support of Delta Airlines, Friends & Foundation of the Rochester Public Library, Cheshire Audio Visual and RIT Magic Spell Studios.

FRIENDS OF FREDERICK DOUGLASS

Following vandalism to one of the Frederick Douglass statues that are part of the Douglass Tour, RCTV launched a campaign to create a fund for the ongoing refurbishment of the statues. Over \$13,000 was raised. Shortly thereafter, it was announced that the Rochester International Airport will be renamed in honor of Frederick Douglass. RCTV is now working to raise funds for the installation of a bronze statue of Frederick Douglass in the airport that will be sculpted by artist Olivia Kim, based on her prior Douglass Tour sculptures.

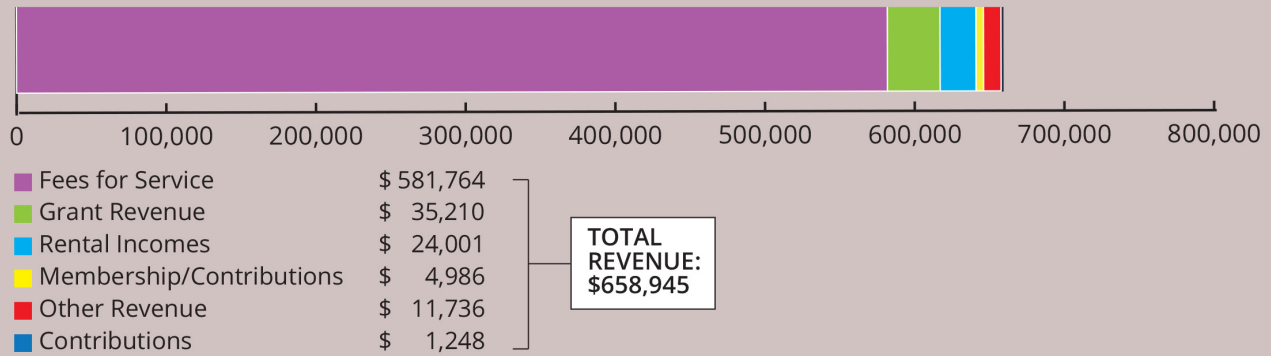
THE TEN WINS A SILVER TELLY

The Ten, a music video program hosted by Mars McGowan and produced by DeAnn DeLeon won a Silver Telly Award in the Social Video - Media & Entertainment category.

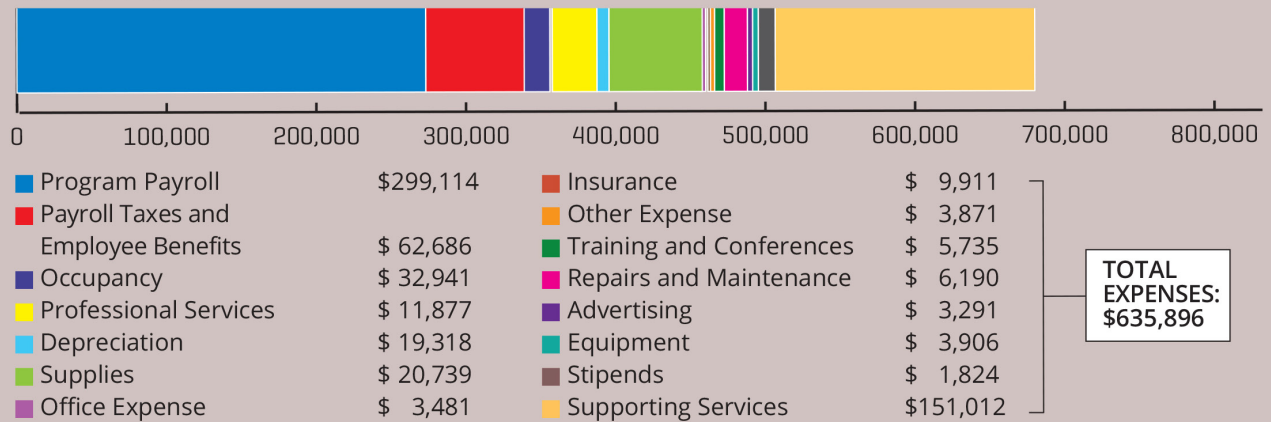


INCOME / EXPENDITURES FOR YEAR ENDING JUNE 30, 2020

REVENUE



EXPENDITURES



PARTNERS, FUNDERS AND MEMBER ORGANIZATIONS

AENON BAPTIST CHURCH
 ANTHONY JORDAN HEALTH FOUNDATION
 BADEN STREET SETTLEMENT
 BROWN PUBLISHING
 CENTER FOR TEEN EMPOWERMENT
 CHESHIRE AUDIO VISUAL
 CHURCH OF GOD BY FAITH
 CHURCH OF LOVE
 CITY OF ROCHESTER
 CITY OF ROCHESTER DEPT. OF RECREATION AND YOUTH SERVICES
 DELTA AIR LINES, INC.
 EMMANUEL CHURCH OF JESUS
 EMMANUEL TEMPLE CHURCH OF ROCHESTER, INC.
 EXODUS 34
 FARASH FOUNDATION
 FAITH OUTREACH MINISTRY
 FRIENDS & FOUNDATION OF THE ROCHESTER PUBLIC LIBRARY
 GET INVOLVED IN YOUR COMMUNITY, INC.
 GREATER ROCHESTER VISITORS ASSOCIATION
 HOUSE OF DAVID
 IRON VISUALS
 KIDSOUTANDABOUT.COM

METRO COUNCIL FOR TEEN POTENTIAL (MCTP)
 METRO JUSTICE
 MONROE COUNTY
 MUHAMMAD MOSQUE
 NEW DESTINY BAPTIST CHURCH
 NEWBORN FELLOWSHIP
 PLANNED PARENTHOOD OF CENTRAL AND WESTERN NY
 PODER
 RISING UP RECOVERY
 RIT MAGIC SPELL STUDIOS
 ROCHESTER AREA COMMUNITY FOUNDATION
 ROCHESTER CITY SCHOOL DISTRICT
 ROCHESTER MUSEUM & SCIENCE CENTER (RMSC)
 ROCHESTER WEST INDIAN FESTIVAL ORGANIZATION
 SISTERS TOGETHER ACHIEVING RESULTS (STAR)
 TRILLIUM HEALTH
 VERTUS HIGH SCHOOL
 VISUAL STUDIES WORKSHOP
 WAYO
 WILT FOR ASSEMBLY
 WORKER WORLD
 WRITERS & BOOKS

VISIT RCTVMEDIACENTER.ORG TO VIEW OUR VIDEO ANNUAL REPORT