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RCTV ANNUAL REPORT
with fiscal 2017-2018





A MESSAGE TO THE COMMUNITY

At RCTV and WXIR, we are proud to have been able to infuse many of our activities with a focus on Frederick Douglass, the esteemed abolitionist, orator and statesman whose 200th birthday was celebrated in 2018.

The year's activities kicked off on January 4 at a press conference held at Hochstein School of Music and Dance, the site of Douglass' 1895 funeral. More than 100 organizations and individuals came together, forming the Frederick Douglass Bicentennial Commemoration Committee, to collaborate on a year-long celebration of the legendary man. Mayor Lovely A. Warren and County Executive Cheryl Dinolfo proclaimed 2018 as "The Year of Frederick Douglass," encouraging our entire community to join in celebration of the life and legacy of Rochester's favorite son.

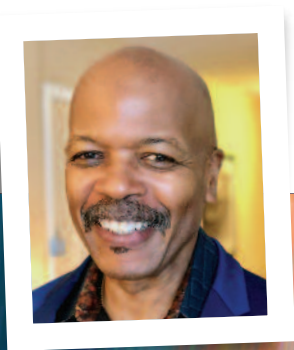
In February, Rochester Contemporary Art Center mounted *No Soil Better: Art & the Living Legacy of Frederick Douglass*, showcasing work by contemporary artists, reflecting the importance of Douglass' legacy today.

To commemorate the 200th anniversary of his birth, 400 people came together to "Shine a Light on Douglass" and create a once-in-200-year set of archival photos of the beloved 1899 Frederick Douglass monument in Highland Park, by members of RIT's Big Shot Team. This statue is scheduled to be moved to a more prominent place on the corner of South Avenue and Robinson Drive by Monroe County in Spring 2019.

The entire year has been filled with lectures and concerts, exhibits and reenactments, parades, a play, and an extraordinary presentation at the University of Rochester by Kenneth B. Morris, Jr., the great, great, great grandson of Frederick Douglass and Co-Founder the Frederick Douglass Family Initiative.

At RCTV and WXIR, in addition to spearheading, being involved in, and helping to promote the many community activities, our own celebration took many forms. We produced a radio program called *Our Earnest Struggle*, focused on the life and legacy of Frederick Douglass in a contemporary context. Frederick Douglass was the principle theme woven into our Summer of Opportunity youth program, and we spent many hours behind cameras, capturing this year's range of events for two documentaries that will be produced next year.

One of the most prominent activities, which we invite you to read about on the facing page, is a public art project initiated by RCTV in collaboration with several other organizations that will shine a light on Frederick Douglass and his rich and dynamic legacy, for years to come.



Carvin Eison
General Manager



Kate Washington
President of the Board

RCTV BOARD MEMBERS

Kathleen Washington
President

Zelda Artson-Crichlow

Jesse Dudley
Vice President

Nathaniel Brown

Tremain Harris
Treasurer

Amy Ventura

Daniel Delahante



EDUCATIONAL INITIATIVES



CLASSES AND WORKSHOPS

RCTV taught a variety of classes and workshops over the past year that included TV Studio Production, Adobe Premiere Pro Editing, Adobe After Effects, The Basics of Podcasting, Podcasting Technology, Photoshop, and Adobe Audition Editing.



90-SECOND NEWBERY SUMMER CAMP

In June and August, RCTV partnered with Writers & Books to host two summer camps for a younger and older age group. In addition to learning the skills to write, film and produce submissions for the 90-Second Newbery Film festival, they also learned TV production skills that they enjoyed demonstrating to parents on the final day of the program.



INCONTROL

Ten teens from InControl (Planned Parenthood and Baden Street) produced a variety of television and radio programming under the direction of Rick Osborne and Stephanie Bliss. Inc TV included several segments and focused on health, school and relationship issues. The teens' live, magazine-style radio program incorporated music, debates, fashion, and technology. They also created PSAs about healthy relationships, safe sex, texting while driving, and opioid addiction.



INFINITE RADICAL YOUTH

Ten young people from around the city participated in an after-school multi-media program led by Rashida Burch-Washington that combined TV, radio, online, streaming and facebook delivery of a magazine-format program focused on teen topics, interests, music and current events.



SCHOOL OF THE ARTS

Under the mentorship of Rashida Burch-Washington, SOTA's 11th Grade Actors Studio class created four radio dramas, as part of their drama class curriculum. They wrote, performed and recorded the programs that were aired on 100.9 WXIR.



SUMMER OF OPPORTUNITY

Rajesh Barnabas and Julio Cruz Jr. taught media to ten Summer of Opportunity students whose work this year focused on Frederick Douglass. In addition to taking a field trip to the Frederick Douglass exhibit at the University of Rochester, they filmed the press conference and installation of the Douglass monument at Hochstein. After reading his autobiography, they based a number of their works on the book, including animations and videotaped skits.



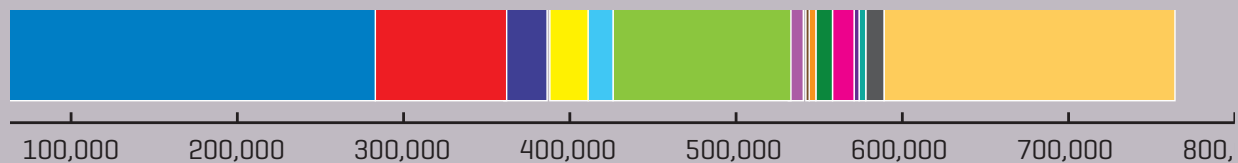
INCOME / EXPENDITURES FOR YEAR ENDING JUNE 30, 2018

REVENUE



Grant Revenue	\$ 169,208	Total Support and Revenue: \$822,001
Fee for Service	\$ 614,626	
Membership/Contributions	\$ 4,735	
Rental Income	\$ 17,948	
Other Revenue	\$ 2,750	
Contributions	\$ 12,734	

EXPENDITURES



Program payroll	\$ 283,559	Youth Stipends	\$ 3,348	Total expenditures: \$762,723
Payroll taxes and benefits	\$ 78,847	Equipment	\$ 10,302	
Depreciation	\$ 25,688	Insurance	\$ 12,544	
Occupancy	\$ 23,171	Other	\$ 2,269	
Repairs and maintenance	\$ 14,934	Advertising	\$ 3,650	
Professional services	\$ 107,302	Supplies	\$ 11,118	
Training and conference	\$ 9,351	Supporting Services	\$ 175,237	
Office Expenses	\$ 1,403			

Total expenditures:	\$762,723
Interest Income:	\$621
Net Income:	\$59,899

RCTV is proud to report its consistent record of exceeding benchmark standards for the ratio of program services to total expenses. RCTV expends 77% of its expenses on program services and 23% of its expenses on administrative costs [general and management]. RCTV's low overhead exceeds benchmarks set for our industry.

FUNDERS, PARTNERS AND ORGANIZATIONAL MEMBERS

Animatus Studio
 Baden Street Settlement of Rochester
 Brown Publishing
 Cheshire Audio Visual
 Church of God by Faith
 City of Rochester
 Delta Air Lines, Inc.
 Emmanuel Church of Jesus
 Emmanuel Temple Church of Rochester, Inc.
 Farash Foundation
 Faith Outreach Ministry
 Friends & Foundation of the Rochester Public Library
 George Eastman Museum

Genesee Valley Council on the Arts
 Get Involved In Your Community, Inc.
 House of David
 KidsOutAndAbout.com
 Metro Council for Teen Potential [MCTP]
 Metro Justice
 Michelle Garcia Daniels
 Monroe County
 New York State Council on the Arts
 New York State Office of Economic Development
 Planned Parenthood of Central and Western NY
 Rochester Area Community Foundation

Rochester City Historian
 Rochester City School District
 Rochester West Indian Festival Organization
 Sisters Together Achieving Results [STAR]
 University of Rochester Department of Rare Books, Special Collections and Preservation
 Wilt for Assembly
 Worker World
 Writers & Books

HIGHLIGHTS OF THE YEAR



AWARDS

This year, Rajesh Barnabas was awarded a bronze Telly Award for *Ujamaa Rising, Episode I: Gamer's Nostalgia*. This episode launched a 10-episode series focused on economic justice and how minority-owned businesses support the community. Carol White Llewellyn received a bronze Telly Award for a PSA called *The Arts & You: How the Arts Impact Tourism*, focused on how the Arts in Rochester are instrumental in Monroe County's economic development.



BLACK MUSIC MONTH CELEBRATION

RCTV converted its back loading dock into an outdoor stage for its annual Black Music Month Celebration in June. Performers and WXIR personalities entertained audiences with Rap, Gospel, Blues, Jazz, R&B, poetry, dance, comedy, and more. After performers completed their sets, they were interviewed on air by WXIR disc jockeys. This year Khadija Yawn received RCTV's Black Achievement Music Award [BAMA] for her musical excellence and community contributions.



90-SECOND NEWBERY FILM FESTIVAL

Partnering with the George Eastman Museum, Writers & Books and KidsOutAndAbout, RCTV brought the 7th Annual 90-Second Newbery Film Festival to Rochester. Hosted by author and Festival Founder James Kennedy, the event drew 350 attendees and youth producers to the Dryden Theatre for the free community screening of the works of Rochester youth, and others from around the country.

100.9 WXIR AT TWO YEARS



100.9 WXIR now has in excess of 50 local DJs and radio personalities producing a wide variety of live and pre-recorded programming. Talk shows include financial topics, LGBTQ issues, empowerment and motivational subjects, marriage and family matters and more. Listeners can tune in any day to hear a breadth of music that covers Gospel, Caribbean, Hip Hop, R&B, Jazz, World, and other urban vibes. WXIR also carries a variety of top national programming from our Pacifica Affiliate Stations.



COMMUNITY PRODUCERS AND INDIVIDUAL MEMBERS

Danny Ballard
Stephanie Ballard
Karen Barkley
Lydia Bayoneta-Clancy
Philip Berggren
Jeff Berl
Yves Beya
Bilal Binci
Melissa Blow
George Abebrese Boateng
Diane Bowens
Dasharra Bridges
Gwendolyn Butts

Will Butts
Thomas Chaffer
Martin Coker
Pastor Rosetta Coker
Patrick Cook
Santos Cruz
Montrelle Curry
Kris Dressen
Jesus Duprey
Todd Elliott
Carolyn Falligan
Stephen Fisher
Jerome Flood
Denise Gaines
Damon Garfield

Kevin Graham
Keischa J. Higdon
Jennifer Horn
Michael Israel
Rev. Anthony Iwunor
Levon Jones
Albert Jones
Minister Lellean Jones
Jennifer J. Jones
Laurie Kash
Austin King
Joe Krawecki
Patrick La Vecchia
Mike Lee

Golden B. Lewis
Lucy Luo
Chris Masci
Elizabeth McGriff
Mary Moore
André Morrison
Madelynn Mueller
Daniel Muhammad
Shannon Nash
Colin O'Malley
John Ornelas
Matthew Piccone
CaTyra Polland
William Pontius
Thomas Pontius

Barney Radford, Jr.
Monika Reifenstein
Hector Rosado
Ella Ross
Luther Saint-Joy
Cathy Salibian
Samuel Sanfratello
David Schuler
Cedric Smith
Farah St. Cloud
Paul Sutliff
Dorothy Juanita Swann
Sarah Teres
Andre Thomas

PRODUCTIONS



CREATING HOPE: BEYOND THE FRONT ROW

In 2015, RCTV partnered with the Front Row Coalition to produce a film against gun violence. This year, Rick Osborne collaborated with the group again on a film designed to be a sequel to the original. The film featured high-profile Rochester residents who have experienced, and risen above, personal challenges to become exceptional community leaders.



OUR EARNEST STRUGGLE

RCTV commissioned award-winning podcaster Darien Lamen to produce a series of fourteen podcasts focused on the life and legacy of Frederick Douglass, and how his impact in Rochester is reflected today.



RECLAIMING THE NARRATIVE

Darien Lamen was also commissioned to create a weekly magazine-style newscast focused on local issues and events. In the first half of 2018, thirteen episodes were aired, covering a wide range of key Rochester topics and controversies.



Eric Townell
Lorna Underwood
Rudolph Valentino
Job Valluthamannunkal
Patricia Walker
Rosalind Walker
Nia Walker
Karen Ward-Wilder
Neville Warren
Calvin Washington
Stacey Washington
Sertzaig Weld
Nicholas Wilt
Lorraine Woerner
James Wooden, Sr.
Rudy Young

RCTV STAFF

Carvin Eison
General Manager

Rajesh Barnabas
Producer/Director

Rashida Burch-Washington
*Operations and
WXIR Manager*

Sheila Driscoll
*Special Projects
Manager*

Rick Osborne
*RCTV Programming
Manager*

Farah St. Cloud
Administrative Assistant

John Watson
Producer/Director

Carol White Llewellyn
Marketing Director



ROCHESTER'S COMMUNITY MEDIA CENTER



RE-ENERGIZING THE LEGACY OF FREDERICK DOUGLASS

This year marks the 200th Anniversary of the birthday of Frederick Douglass, arguably the most celebrated 19th-century African American statesman, orator, author, publisher, and abolitionist.

In his honor, a collaborative initiative took place between lead partners Rochester Community Media Center [Carvin Eison, project director and general manager of RCTV and Associate Professor, The Department of Journalism, Broadcasting and Public Relations, The College at Brockport] and Rochester Contemporary Art Center [Bleu Cease, co-project director and executive director of RoCo] in collaboration with the Frederick Douglass Family Initiatives and diverse community partners who have come together as the Frederick Douglass Bicentennial Commemoration Committee. In addition to numerous events and activities, a hallmark of the collaboration was the public art project called *Re-Energizing the Legacy of Frederick Douglass*.

Rochester artist Olivia Kim was commissioned to create a series of life-size statues of Frederick Douglass for installation in locations that are historically significant in Douglass' life. By taking measurements of the 1899 Stanley W. Edwards statue in Highland Park, and by also modeling the hands of Kenneth B. Morris, the great-great-great grandson of Frederick Douglass and Founder of the Frederick Douglass Family

Initiatives, she sculpted the 13 statues, each of which is remarkably representative of the original, but also unique unto itself, because of the creation process.

In a press conference held on July 19, the first of the Frederick Douglass Statues was unveiled at Hochstein School of Music and Dance [formerly Central Presbyterian Church], the location of Frederick Douglass' Rochester funeral. The final of the 13 statues was installed in October, completing what has become known as *the Douglass Tour* [www.DouglassTour.com], a self-guided tour of statues installed on sites in Rochester that played a significant role in the life and work of Douglass. Each statue has a QR code that, when accessed using an electronic device, offers insights about Douglass' life and the location at which the statue is positioned.

Discussions are under way for the prospective commission of one, or more, bronze statues that would be located in other cities throughout the country. This important series of statues bear testament to Douglass' impact on the nation, and his pursuit of freedom and equality for all.





ROCHESTER'S COMMUNITY MEDIA CENTER

21 GORHAM STREET
ROCHESTER, NY 14605



[585] 325-1238
www.rctvmediacenter.org
www.1009wxir.com

