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2010 ANNUAL REPORT

GIVING YOU THE FREEDOM TO COMMUNICATE



BOARD OF TRUSTEES

MISSION STATEMENT

“DATV is a community forum that empowers all citizens to learn, create and express their ideas through electronic media.”

*Adopted by DATV Board of Trustees
April 14th, 2008*

BOARD MEMBERS

Chad Snoke - Chair
Owner, Oakwood Survey & Mapping

Lela Estes - Vice Chair
Community Volunteer

Maggie Barlow - Treasurer
Dayton Business Communications

Nan Whaley
City of Dayton Commission

Tom Ritchie, Sr.
Regional Director
AFSCME, Ohio Council 8

Dennis Greene
Professor of Law
University of Dayton

Len Roberts
Dir. of Community Involvement
Dayton Early College Academy

Diane Graham
Executive Director
Habitat For Humanity

Betty Toney
Community Volunteer



DATV provides the training, equipment and facilities that allow all citizens to learn, create and express themselves through electronic media.

DATV Staff



Executive Director
Steve Ross



Volunteer Coordinator
Dorothy Beatty



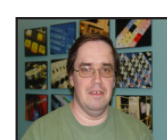
Program Director
Melissa Mills



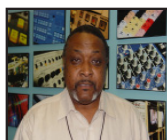
Marketing Director
Dan Suffoletto



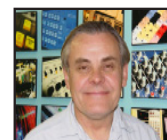
Production Assistant
Andy Copp



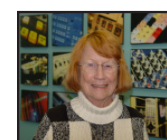
Production Assistant
Dale Grow



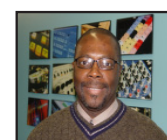
Production Asst. P.T.
Patrick Hughes



Production Asst. P.T.
Tim Bruce



Receptionist
Pat Jessee



Production Asst. P.T.
Greg Tucker



Bookkeeper
Lori Purdy



Production Asst. P.T.
Wayne Broyles

DATV is an independent nonprofit 501(c)(3) public access channel seen on Time Warner Cable Channel 5. DATV also operates Dayton Spiritual Television on Time Warner Cable Channel 992. DATV can be seen in approximately 32,000 homes in the City of Dayton, Butler Township, and Riverside. Dayton Spiritual Television can be seen in approximately 162,000 homes in the greater Dayton area.

DATV is a member of the Alliance For Community Media, the Ohio Chapter of the Alliance, The National Association Of Telecommunications Officers and Advisors (NATOA) and the Dayton Area Chamber Of Commerce.

DATV's Public Access Center is located at 280 Leo St. in Dayton. The hours of operation are Mon. - Fri. 9am - 9pm and Saturday 10am - 6pm. The Business Office is open Mon. - Fri. 9am - 5pm.

For more information about DATV or the concept of public access television, please call us at 937-223-5311 or visit us on the Web at www.datv.org. The Annual Report was designed, edited and written by Dan Suffoletto. Statistics provided by Dorothy Beatty, Pat Jessee, Melissa Mills, and Steve Ross.



FINANCIAL STATEMENT

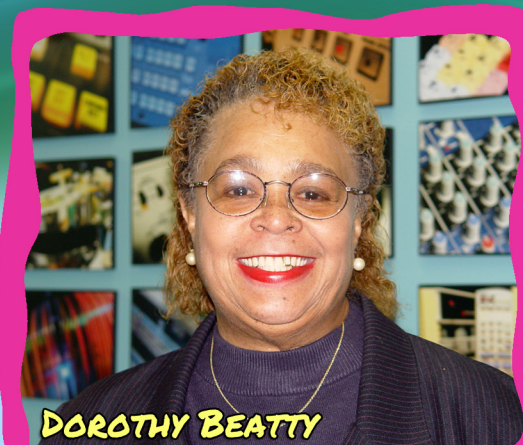
Statement of Financial Position
(Modified Cash Basis)
Prepared by
Goldshot, Lamb & Hobbs, Inc.
Certified Public Accountants
3066 Kettering Blvd.
Dayton, Ohio 45439

ASSETS	
CURRENT	Year Ended Dec. 31, 2010
Cash and cash equivalents	554,258
Investments	<u>1,526,482</u>
Total current assets	<u>2,080,740</u>
PROPERTY & EQUIPMENT	
Building and improvements	697,497
Equipment	672,449
Furniture and Fixtures	93,053
Vehicles	<u>27,213</u>
Total, at cost	<u>1,490,212</u>
Less accumulated depreciation	<u>1,054,827</u>
Depreciated cost	<u>435,385</u>
Total assets	<u>2,516,125</u>
LIABILITIES AND NET ASSETS	
LIABILITIES	
Payroll tax withholdings	3,274
UNRESTRICTED NET ASSETS	<u>2,512,851</u>
Total liabilities and net assets	<u>2,516,125</u>
REVENUE & PUBLIC SUPPORT	Year Ended Dec. 31, 2010
Revenue collected:	
Fees and support	433,468
Other income	16,107
In-Kind Contribution, Volunteers	9,776
Total Unrestricted Support and Revenue	<u>459,351</u>
OPERATING EXPENSE	<u>441,058</u>
OPERATIONG INCOME (LOSS)	18,293
OTHER INCOME (EXPENSE)	
Loss on Disposal of Equipment	(352)
Investment Income	<u>149,991</u>
Total Other Income (Expense) - Net	<u>149,639</u>
CHANGE IN UNRESTRICTED NET ASSETS	167,932
NET ASSETS, BEGINNING OF YEAR	<u>2,344,919</u>
NET ASSETS, END OF YEAR	<u>2,512,851</u>



**DATV earned over \$15,000
by providing paid production services
to nonprofit organizations.**

YEAR IN REVIEW



2010 proved to be a busy year for DATV. One which brought challenges, transitions and successes.

Technology

With help from the city of Dayton, DATV successfully set up a direct fiber path to the city's government channel. This link allows DATV and DGTv to transmit programs and files back and forth with ease. Additionally, DATV increased its internet bandwidth capabilities allowing producers to submit their shows to us over the internet. This has proven very popular and we continue to research, test and fine tune this technology to best fit the needs of our users.

Transitions

Due to channel realignments by the cable company, DATV saw both of its channels moved to different locations on the system. DATV channel 20 was moved to channel 5 on the basic tier which is seen in Dayton, Butler Twp. and Riverside. Dayton Spiritual TV channel 12 was moved to ch. 992 on the digital tier giving this channel a larger geographical footprint allowing for viewership throughout the entire Miami Valley.

Staffing

DATV was met with the retirement of Volunteer Coordinator, Dorothy Beatty. Dorothy served DATV for over 20 years and her service was greatly appreciated. As a result, Prod. Asst. Dale Grow moved into that position and has done a great job. Other departures were long time Prod. Asst. Greg Tucker and Patrick Hughes.

Highlights

DATV's continued its fundraising efforts and were once again successful with the DATV Fishing Derby and the Media That Matters Film Festival.

DATV was successful in having a Resolution passed by the City in support of the Community Access Preservation Act or CAP Act. This resolution currently in congress seeks to reverse many of the damages caused by statewide franchising. We thank the city of Dayton for their support on this resolution.

Final Thoughts

DATV faces many challenges in the coming months. Some of those challenges are technological and some challenges that threaten the very existence of PEG access around the country. With our membership, DATV will meet those challenges head on will continue its 33 year mission of providing the community the "Freedom to Communicate."

Steve Ross
Executive Director



**After over 20 years of service
DATV's Volunteer Coordinator
Dorothy Beatty retired.**

FUNDRAISING EVENTS



Media That Matters Film Festival

The "Media That Matters Short Film Festival" was held Sept. 16th at the Neon Movies in Downtown Dayton. The festival is the premier national showcase for short films on the most important topics of the day.

The 2010 festival was presented by Merrill Lynch Global Wealth Management OGDG Group - Centerville, Ohio.



Fishing Derby

Thanks to Ril Beatty of Mountain Top Ministries for hosting a Fishing Derby that was held June 17th to 23rd at the Gettysburg Fish Lake. All proceeds benefited DATV.



Special thanks to everyone who participated in our fundraising events in 2010. Without your support these events would not be possible.

COMMUNITY TRAINING

2010 Workshop Attendance

<u>Type of Workshop</u>	<u># Held</u>	<u>Attend.</u>
Field Production	16	91
Basic Studio	12	60
Audio/Video	8	41
Trinity Graphics	8	44
Portable Switcher	6	22
Technical Director	8	25
Director	6	6
AVID Editing	12	46
Social Media	6	28
	82	363

DATV gives Dayton "The Freedom To Communicate" by providing video production workshops that allow citizens to create their very own television programs. DATV members learn camera operation, computer graphics, editing and much more.

DATV members may reserve equipment to help them produce their programs. It is available to members on a first come, first serve basis. There are 3 full size DV and 8 mini DV cameras available for member use. In addition to the 4 edit suites with both tape-to-tape editing and AVID nonlinear systems, DATV has 4 stand alone AVID edit systems and a studio control room.

2010 Field Equipment Use In Days

Portable Switcher	56
DV200 Camera	333
DVC30 MiniDV Camera.....	1,568
Total Days Used.....	1,957

DATV's membership reached 383 during the year 2010.

DATV volunteers gave 1,222 hours of their time.

**2010 Edit Suite Use
7,663 hours**

**2010 Studio Use
1,923 hours**

**2010 Sub-Control Use
1,933 hours**



As a DATV member, you will learn how to create your very own local cable TV program.

CIRCLE OF SPIRIT

Circle of Spirit members play a vital role in helping DATV continue to provide an opportunity for local churches to have an outlet for their messages of hope, understanding and fulfillment.

It is through their continued financial support that DATV is able to maintain a sufficient amount of cameras and editing facilities for community use. We urge you to support these churches that help support DATV.



Agape Ministries
Beavercreek Church of God
Bethel Baptist Church
Bethesda Temple
Calvary Enterprise
Church of Christ
Church of the Living God
Church on the Rock
Cornerstone Baptist Temple
Dayton Grace Bible Church
First Tabernacle Church of Christ
Gard Avenue Church of Christ
Greater Love Christian Church
Greater St. John
Liberty Worship Center
Lifepointe Church
Living Church of God
Memorial Church of Christ
Mountain Top Ministries

Mt. Pisgah Church
New Beginnings Church
New Life Christian Assembly
New Life Community Open Bible Church
New Season Ministry
Normandy United Methodist Church
Northridge Church of Christ
Set Free Ministries
Spirit of Truth
Stillwater 7th Day Adventist
The Church In The Lord Jesus Christ
The Oasis
Transforming Ministries Church
United Community Brethren Church
Vandalia Christian Tabernacle
Victory In Power Ministries
Way of the Cross
Xenia Seventh Day Adventist Church
Zion Hill Missionary Baptist Church



**Dayton Spiritual Television
can be seen regionally on
Time Warner Cable Channel 992.**

STARS OF COMMUNITY MEDIA

The Stars of Community Media is an enhanced membership level of DATV. These members have shown their commitment and dedication to the preservation of PEG Access in 2010 by making a significant donation to DATV. If you would like to contribute to DATV's success visit www.datv.org to find out how you can become a Star of Community Media.



Visionary
Steve Ross
Joseph Everette
Ray Mitchell

Crusader
Chad Snoke
Nan Whaley

Supporter
Dan Suffoletto
David Watson
Randy Phillips

VIP
Wanda Baer
Maggie Barlow
Theresa Dancy-Moore
Edward Fowle
Ray Freeland
Anita Frickley
Alex Gamber
Charles McCracken
Bosie Milner
Carolyn Perkins
Len Roberts
Betty Lou Sullivan
Ponsi Swett
Philip Thomas
Harry Washington
Kate Hagenbuch
Dave Powers
Charles Williams Jr.



**Help support Community Media
in Dayton by becoming a
Star of Community Media.**

PROGRAMMING HIGHLIGHTS

NUMBER OF PROGRAMS

Entertainment	386
Information	685
Sports	64
Childrens'	48
Government	165
Education	124
Political	13
Religion	3,100
Total New Shows	4,585

NEW PROGRAMMING HOURS

DATV	1,400
Dayton Spiritual	2,233
Total New Hours	3,634



*There were a total of
4,585 new programs
produced on DATV and
Dayton Spiritual Television.*

VIDEO PRODUCTION

DATV offers paid video production services for organizations, companies and individuals who are in need of professional video services. These services include; studio program production, remote location event recording and equipment rental.



Supply Chain Digest

Wellness Connection

YWCA of Dayton

Clothes That Work

Community Action Partnership

Ombudsman's Office

SOCHE

Partners for Community Living

Dayton NAACP

Noble Circle Project

Hospice of Dayton

Dayton/Montgomery County
Convention & Visitors Bureau

Dayton Visual Arts Center



*DATV earned over
\$12,000 by providing paid
video production services
to the community.*