

Dayton Access Television

DATV provides the training, equipment and facilities for Dayton residents to create their own local media.



DATV

A New Beginning For Dayton Access Television

ANNUAL REPORT 2012

A YEAR IN REVIEW



STEVE ROSS
DATV, Executive Director

What was old is new again, with your help.

This statement certainly describes 2012 to a T. With many important challenges facing DATV in 2012, it took a total team effort to succeed.

The first set of challenges I would categorize as fun and exciting. But fun and exciting doesn't necessarily mean easy.

First, we introduced 10-new field cameras for producers. The Panasonic AG-AC130 cameras allowed producers to record on SD cards instead of tape, thus allowing faster and easier editing. We've since added 5 more.

Next up was the total redesign of the studio control room. This meant "out with the old" and "in with the new." Staff spent several weeks removing all of the old analog equipment and racks, installing a new wall to house the new equipment, painting, and then the installing state-of-the-art digital equipment featuring NewTek's Tricaster 855 production system.

Adding new studio cameras was the next order of business for DATV. Three Sony BRC-Z700 robotic

studio cameras were installed for members to use. These cameras have proven very popular so far.

Oh! We're not done yet. We also decided it was time for a new logo. Our new logo provides a cleaner more modern look and better symbolizes DATV and its mission.

Finally, the most challenging task was renewing our contract with the city of Dayton. It was through the efforts of DATV members, staff, Board of Trustees, and city leaders that the organization enjoys a new contract for the next 10 years. Though the new contract came with an annual reduction in funding for DATV, it symbolizes your city leader's commitment to community media in Dayton, Ohio. We thank the Dayton city commissioners and manager for their support in tough financial times.

As you see, "everything old is new again." Not just technology, but the commitment of an entire community to the importance of freedom of speech in our great city. We look forward to the next 10 years and to the importance community media will play during that time.

Executive Director
STEVE ROSS



OUR MISSION

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

“We are fortunate to be able to provide top of the line video production equipment for the Dayton community to use.”

Steve Ross
Executive Director

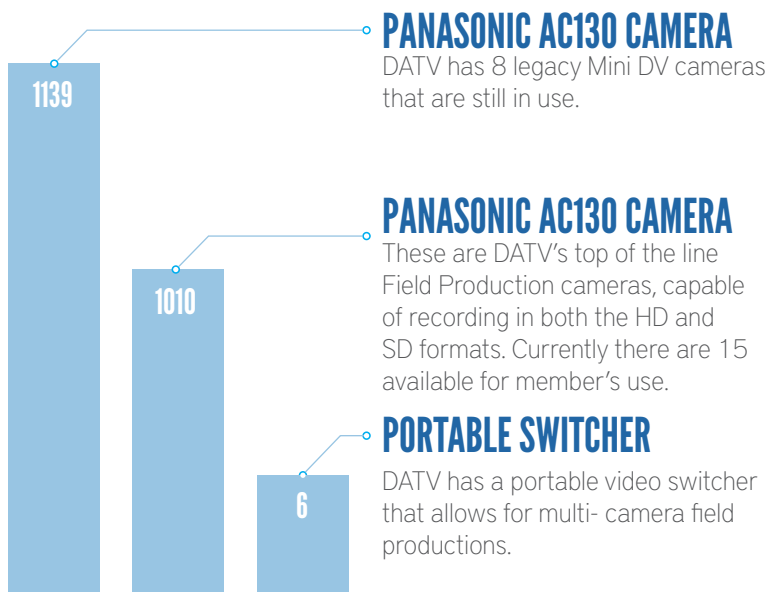
EQUIPMENT USAGE



DATV member Doug Brand with the Panasonic AC130 in Downtown Dayton.

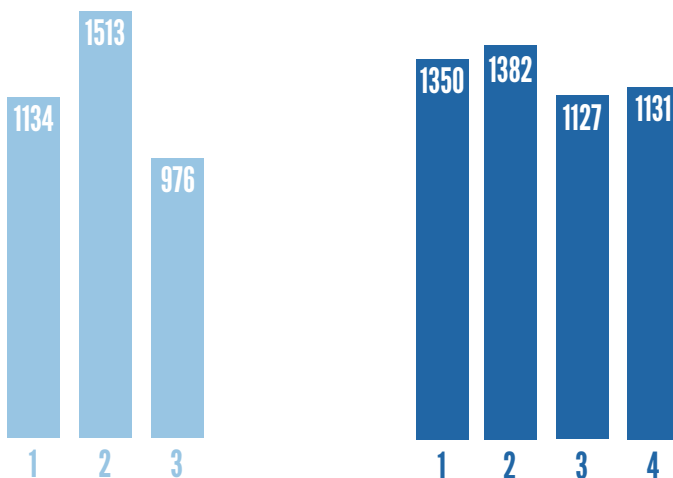
The highlight of DATV’s field production equipment package is 15 new Panasonic AC130 cameras. In the chart below you will see days of use of the AC130, the legacy AG30 mini DV cameras and the portable switcher package.

2,149 TOTAL NUMBER OF DAYS OF CAMERA USE



In addition to cameras, DATV provides portable lighting kits, various types of microphone choices, audio mixers and other items needed to create your program.

12,960 TOTAL NUMBER OF HOURS OF EDIT SUITE USE



EDIT SUITES

TRAINING ROOM



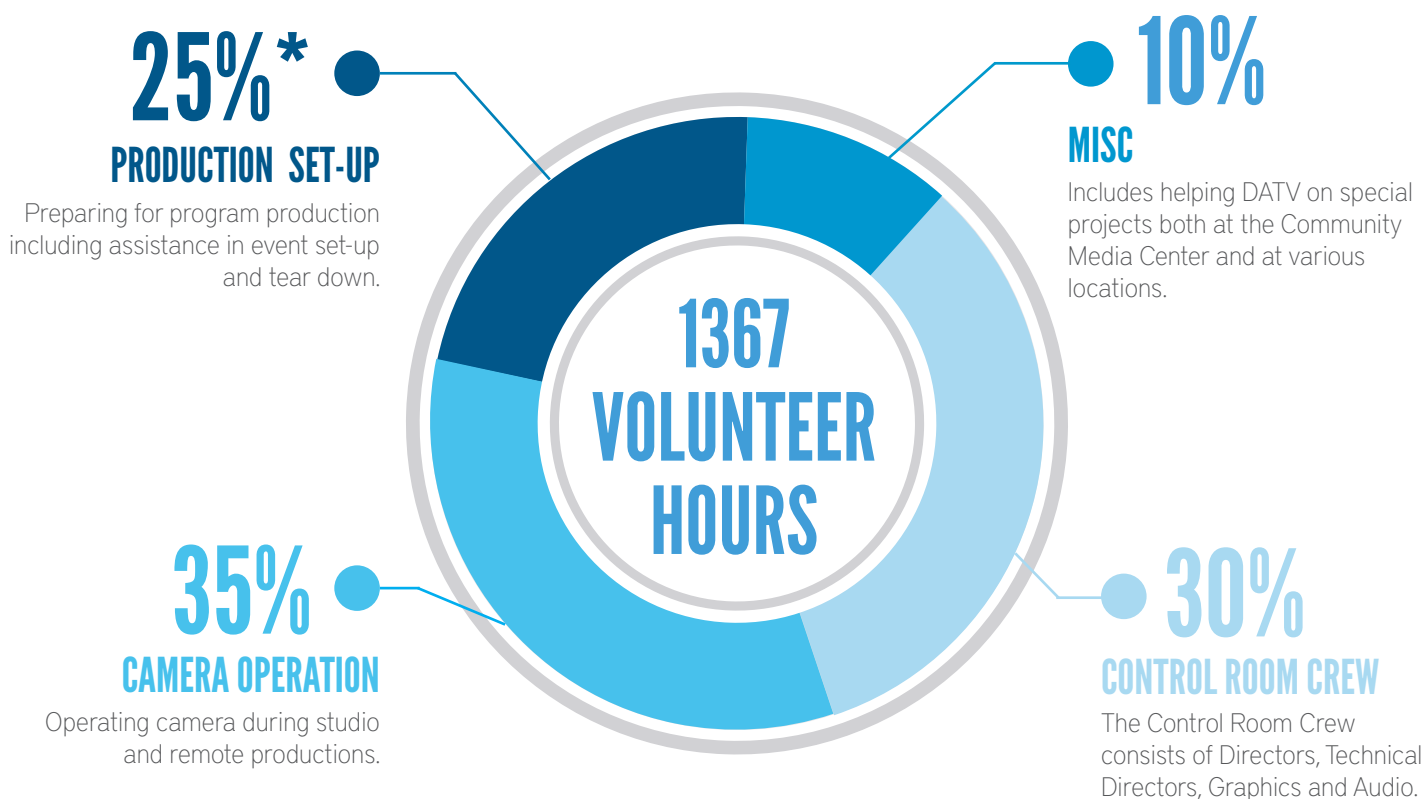
"The dedication and enthusiasm our volunteers show is truly amazing, without their help we could not showcase Dayton's many great activities and programs."

Dale Grow
Volunteer Coordinator

DATV Member/Volunteer James Scott.

In addition to creating their own local media, DATV members have the opportunity to serve as volunteers on DATV created programming such as the "Summer Music Series" and the in-studio training series. They may also volunteer as camera operators, directors, graphics operators and more on other Independent Producers' programs both in the field and in the studio.

VIDEO VOLUNTEERS



*Percentages are estimates of volunteers' duties.

PROGRAM VARIETY

DATV members produced a wide variety of programs in 2012. Some of the programs produced in the studio included: "Harper's Bazzaroworld," "Queeries? TV," "The Rob Dennis Show," "News From A Different View," and "The Power of Money."

The studio is also home to a series of training programs that are used as a supplement to the production workshops and allow members to practice their skills. These programs included: "You & The Law," "The Ombudsman's Office," "Partners For Community Living," "Dayton Unit: NAACP Update" and "Business Connection."

On Dayton Spiritual Television, channel 992, over 75 local churches are producing weekly programs. These programs include their services as well as bible studies and special events.



LOCAL PROGRAMMING

Dayton area residents who become members of DATV are eligible to create their own non-commercial local cable TV programs that air on DATV, Time Warner Cable Channel 5, and Dayton Spiritual Television, channel 992.

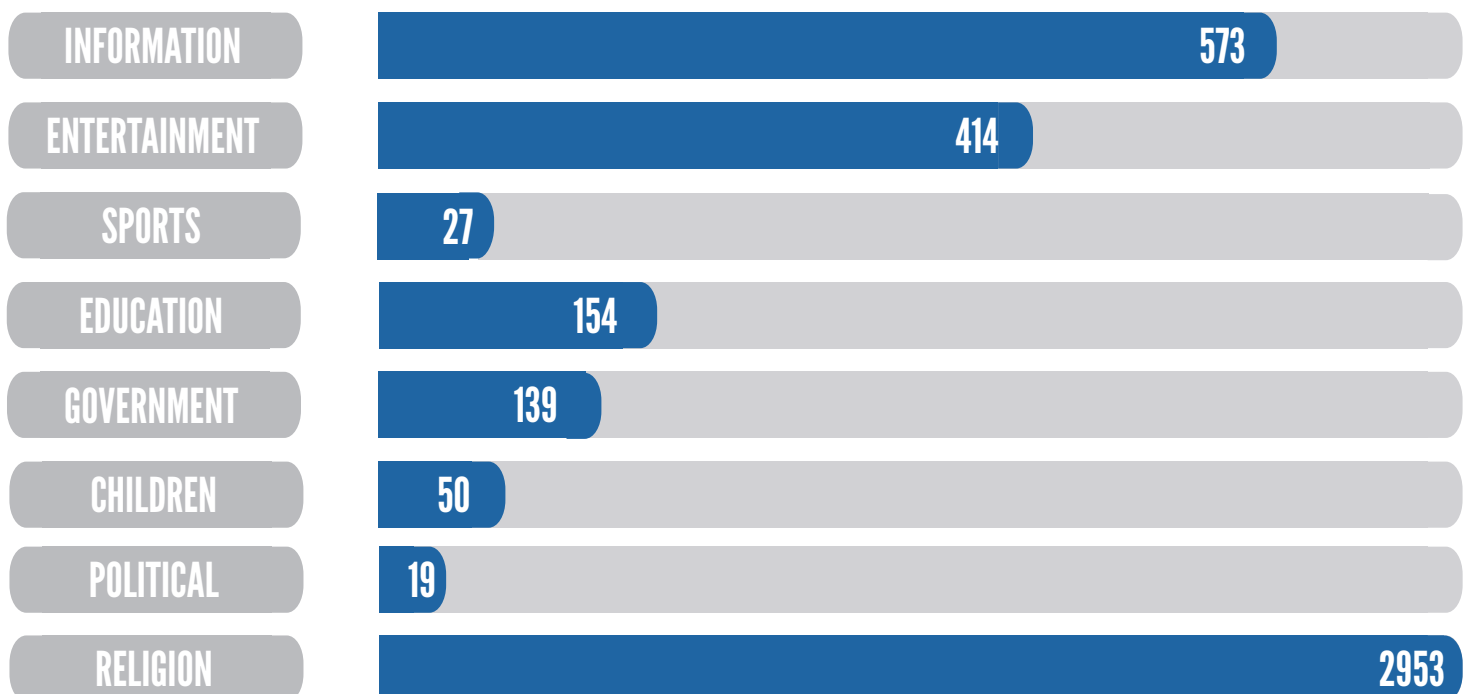


DATV


Dayton Spiritual Television

COMBINED TOTAL NEW PROGRAMS 4,392

Total Number Of Shows Per Category



NEW LOOK

In 2012 DATV launched a new logo with a cleaner more modern look to help better represent DATV's services.



Play button denotes citizens' access to technology

Action wave represents the growing use of DATV

Monitor depicts the community's ability to see your message



DATV
Dayton Access Television

**Speech box represents your
Freedom To Communicate**

**Color blue signifies the
loyalty & longevity of our members**



4,392

TOTAL NEW PROGRAMS


The total number of new programs created during the past year.



404

TOTAL MEMBERS

The number of members at the end of 2012.



75

LOCAL CHURCHES

The number of local churches with programs on DSTV.



2,182

TOTAL HOURS OF STUDIO USE

DATV's studio was used a total of 2,182 hours for the production of local

MAKING A DIFFERENCE

Community Media provides the unique opportunity for local citizens to tell their stories. DATV's member created programming highlights many great people, places and organizations in the greater Dayton community.



COMMUNITY PARTNERS

DATV seeks to provide a low cost alternative for local non-profits to be able to create media for and about their organizations. Numerous area non-profits have used DATV during the past year. Through DATV's services they have been able to raise money for their causes and raise awareness in the Dayton community. The services provided range from production of awards banquets to video profile packages.

CareSource

Neighborhood Leadership Institute

Miami Valley Fair Housing

The Ombudsman's Office

NCCJ

Dayton Unit: NAACP

The Noble Circle Project

Partners For Community Living

Dayton Bar Association

Dayton Montgomery County/Convention & Visitors Bureau

FilmDayton

Habitat For Humanity

Dayton Development Coalition

AIDS Resource Center

Dayton History

Dayton History hosts one of the most unique fundraising events in the area. Their Knockout Dayton celebrity boxing event drew thousands of people to Memorial Hall. DATV was able to provide video services which included 3 cameras that projected on to large viewing screens.

Clothes That Work

Clothes That Work's annual fashion show luncheon highlights the work they do by providing clothing to job seekers. DATV provided a video camera feed at Sinclair Community College during the fashion show.

YWCA Dayton

One of the largest fundraising luncheons held at the Dayton Convention Center is the YWCA's annual "Women of Influence." DATV provided 3 cameras and a Tricaster switcher that was used to project the event on large screens for the audience.

STARS OF COMMUNITY MEDIA

19

The Stars of Community Media level of donors is a total of 19 individuals who have demonstrated their commitment to DATV by pledging a level of support above the regular membership of \$50.



Visionary
Steve Ross



Crusader
Wayne Broyles



Supporter
Dave Duvall
Harry Washington
Betty Toney
Randy Phillips
Chad Snoke



VIP
AFTCI
Dan Suffoletto
Crosby Flakes
Alex Gamber
Sharon Beauchamp
Philip Thomas
Aaron Sheaffer
BettyLou Sullivan
Meghan Cole
Ponsi Swett
Charles Williams, Jr.
Emmaunuel Igbinoba
Megan Cooper
Dave Johnson
Dennis Greene

CIRCLE OF SPIRIT



Dayton Spiritual Television has 42 churches who are members of its Circle of Spirit. This membership level of \$250 provides two individual memberships and some promotional opportunities on the air and on the web.



Beavercreek Church of God
Belmont Church of Christ
Bethel Missionary Baptist Church
Bethesda Temple
Blessed Hope Baptist Church
Church of Christ
Church of the Living God
Church In the Lord Jesus Christ
Collegiate Heights Church of Christ
Cornerstone Baptist Temple
Dove Pentecostal Assembly
Empowerment Temple
Faith Deliverance
Church of God In Christ
First Tabernacle
God's Unstoppable Ministries
Grace and Truth Ministries
Grace Family Worship Center
Greater Harvest Apostolic Pentecostal
Greater Love Christian Church
The Inspiration Church
Liberty Life Church
Liberty Worship Center

Life Flowing Ministries
Maranatha Worship Center
Memorial United Church
Mt. Calvary Missionary Baptist Church
Mountain Top Ministries
New Life Christian Assembly
New Life Community Bible
New Season Ministry
Normandy Church
North Dayton Ohio Bible Students
Pure Image Ministries
Riverview Baptist Church
Set Free Ministries
Spirit of Truth
The Oasis Church
The Word Pentecostal Assemblies of God
United Community Brethren Church
Vandalia Christian Tabernacle
Way of the Cross
Zion Hill Missionary Baptist



EQUIPMENT UPGRADES

During 2012 DATV upgraded much of its key equipment to provide better quality and easier to use configurations.

The most visible change was a complete tear down and re-build of the studio control room. Almost everything in the room was replaced including new: New Tricaster 855 Video Switcher, New Yamaha 24 Channel Audio Board, Two New 46" LED Video Monitors and more.

The studio itself was upgraded with 3 new Sony BRC-700 robotic cameras and four new curtains for set backdrops.

New Panasonic AC130 HD capable field cameras were purchased to phase out the old mini DV cameras.

The editing suites were upgraded with the switch to the easier to use Adobe Premiere Elements editing software, while maintaining the legacy AVID editing software.

SWITCHER

Tricaster 855 Production Switcher

CAMERAS

Panasonic AC130 HD Capable Field Cameras

ROBOTICS

Sony BRC-Z00 Remote Controlled Studio Cameras

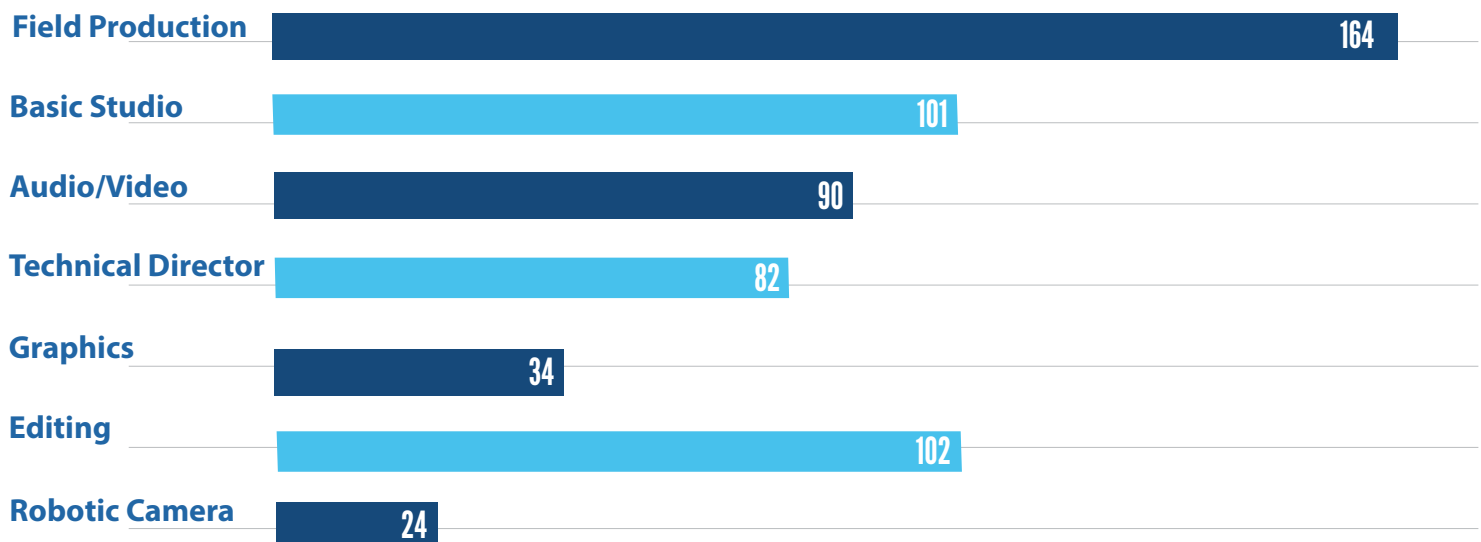
ADOBE

Adobe Premiere Elements 11 Editing Software



At the core of DATV's services are a series of video production workshops designed to teach someone with no prior TV experience how to create their own local non-commercial programs.

PRODUCTION WORKSHOPS



Total number of students per workshop.

GLOBAL REACH

DATV has upgraded its studio facilities to allow for live remotes during programs recorded in the studio. Producers have used this new ability for two way interviews of guests from locations around the globe.



TRUSTEES AND STAFF

BOARD OF TRUSTEES

Dr. Talbert Grooms, Sr. - Chair
David Johnson - Vice Chair
Maggie Barlow - Treasurer
Betty Toney - Secretary
Tom Ritchie, Sr.
Nan Whaley
Len Roberts
Diane Graham
Chad Snoke

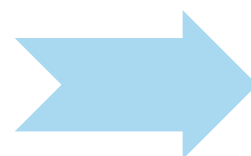
STAFF

Steve Ross - Executive Director
Dan Suffoletto - Marketing Director
Melissa Constantine - Program Director
Dale Grow - Volunteer Coordinator
Erik Widing - Production Assistant
Henrique Couto - Production Assistant
Wayne Broyles - Production Assistant
Tim Bruce - Production Assistant
Nikea Wortham - Production Assistant
Lori Purdy - Bookkeeper

ABOUT DATV

DATV is a non-profit 501(c)3 organizations that provides the training, equipment and facilities for local residents to create their own non-commercial local media. It operates two channels on the Time Warner Cable system in the cities of Dayton, Riverside and Butler Twp. Ohio. DATV is a community access channel seen on ch. 5. And Dayton Spiritual Television is a religious access channel seen on ch. 992.

DATV's hours of operation are Monday - Friday 9:00 am to 9:00 pm and Saturday 10:00 am to 6:00 pm.





JOIN DATV TODAY

Play an active role in your community by becoming a DATV member. As a member you will not only have access to DATV's training, equipment and facilities; you will play a part in helping to secure Community Media in Dayton by making a financial contribution to help support DATV's mission.

Individual DATV memberships start at only \$50 per year.

There is a FREE orientation and tour the 2nd Wednesday of the month at 6:00 pm.

To become a DATV member visit www.datv.org or contact Dale Grow at dale@datv.org or (937)223-5311.

DATV now has 15 Panasonic AC130 cameras that can record both HD and SD video on up to two SD cards. They are replacing the Panasonic AG30 mini DV cameras.



DATV has joined with FilmDayton to create a special way for local filmmakers to become members of both organizations. In 2012 a special "Dual" membership was created that for a price of only \$70 offers people membership in both organizations. There are currently 34 people who have joined through this partnership. And DATV looks forward to doing its part to help grow the filmmaking community in Dayton.

FINANCIAL SUMMARY

ASSETS	
CURRENT	Year Ended Dec. 31, 2012
Cash and cash equivalents	416,515
Investments	<u>1,810,834</u>
Total current assets	<u>2,227,349</u>
PROPERTY & EQUIPMENT	
Building and improvements	707,823
Equipment	808,797
Furniture and Fixtures	104,620
Vehicles	<u>27,213</u>
Total, at cost	1,648,453
Less accumulated depreciation	<u>1,119,334</u>
Total Property and Equipment - Net	<u>529,119</u>
Total assets	<u>2,756,468</u>
LIABILITIES AND NET ASSETS	
LIABILITIES	
Payroll withholdings	2,682
UNRESTRICTED NET ASSETS	<u>2,753,786</u>
Total liabilities and net assets	<u>2,756,468</u>
REVENUE & PUBLIC SUPPORT	Year Ended Dec. 31, 2012
Revenue collected:	
Fees and support	461,551
Other income	28,112
In-Kind Contribution, Volunteers	13,670
Total Unrestricted Support and Revenue	<u>503,333</u>
OPERATING EXPENSE	<u>467,984</u>
OPERATING INCOME (LOSS)	35,349
OTHER INCOME (EXPENSE)	
Gain (Loss) on Disposal of Equipment	(146)
Investment Income	<u>205,529</u>
Total Other Income (Expense) - Net	<u>205,383</u>
CHANGE IN UNRESTRICTED NET ASSETS	240,732
NET ASSETS, BEGINNING OF YEAR	<u>2,513,054</u>
NET ASSETS, END OF YEAR	<u>2,753,786</u>

2012

Prepared by:
Goldshot, Lamb & Hobbs, Inc.
Certified Public Accountants
3066 Kettering Blvd.
Dayton, OH 45439



SPECIAL EVENTS

**Dayton Police Memorial
Urban Nights
A World A'Fair
Women In Jazz
Dayton Air Show Parade
Mud Volleyball Tournament
Dayton Blues Festival
Dayton Celtic Festival
African American Festival
Dayton Library Music Slam
Dayton Reggae Festival
Dayton Hispanic Festival
Dayton Children's Parade**

Dayton is home to numerous summer festivals each year. With the help of our member volunteers, DATV is able to producer coverage of many of these great events.

In addition to festivals DATV members help produce coverage of various special events throughout the year.

DATV uses both its remote production truck and portable Tricaster switcher depending on the location and set-up of each event.

On the left you see a small sampling of some of the programs found on DATV. And below you will see a few of the locations that DATV recorded on-location special events.

NUMBER OF LOCATION SHOOTS

4

RIVERSCAPE

Some of Dayton's largest festivals are held at MetroParks' facility.

3

DAVE HALL PLAZA

This tree lined park in the heart of the city hosts a variety of events.

4

DOWNTOWN

Events ranged from parades to memorial services.

2

COURTHOUSE SQ.

The center of Downtown Dayton is Courthouse Square.

2

OTHER

Some smaller parks hosted some events as well.



DATV

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DAYTON, OHIO 45404

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