

# 2013

Annual Report

# Annual Report

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## Our Mission

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





## Message from the Executive Director

Everything old is new again. A phrase I borrowed from “All That Jazz”, but I think it’s a pretty fair analogy of DATV in 2013.

DATV celebrated 35 years of service to Dayton in 2013, providing citizens a venue for freedom of expression. 35 years is a major milestone in anyone’s book and only made possible through the support of Dayton’s city leaders and dedicated members.

2013 also brought DATV the beginning of a new 10 year contract with the city of Dayton that continued our mission of providing citizens with the best in community television training and equipment. Speaking of equipment, a plethora of new gear arrived in 2013 in the form of 10, new HD field cameras, GoPro cameras, new light kits, computer upgrades, wireless studio mics, TriCaster studio switcher upgrade, and new Adobe Premiere Elements editing software. Additionally, a new HVAC system for the studio was installed. At the end of the year, DATV said so long to the production truck which served the organization faithfully since 1983.

Though there were many highlights in 2013 we dealt with great sadness as we mourned the loss of staff member and friend Andy Copp. Everyone at DATV loved Andy, appreciated his help, kindness, and sense of humor, and respected his abilities as a filmmaker. We will miss Andy and what he brought to each of our lives.

As we move forward in 2014 we must never forget the successes and challenges we faced the previous year, for they helped us grow as an organization and individuals. With that said I hope you find the following information encouraging and use it a beacon for the great things to come during the next 35 years.

**Steve Ross**  
Executive Director



# DATV Overview



DATV is a member of the Alliance For Community Media. The Alliance is a national advocacy and networking organization comprised of Public, Educational and Government access channels.

## Learn, Create, Communicate

DATV provides the training, equipment and facilities for local residents to create their very own non-commercial cable TV programs. The programs created cover a wide variety of topics.

The programs can then be seen on DATV, Time Warner Cable channel 5 or Dayton Spiritual Television channel 992.

Memberships start at \$50 per year and include everything you need to start producing. In addition to airing programs on cable TV many producers and nonprofit organizations put the program on their websites for on demand viewing.



**DATV Community Media Center**

DATV received a much needed face lift to the front of the building. The original wooden sign was replaced by a 3D lighted version.



**Social Media**

When you are not in front of your television you can follow DATV on Social Media. Watch DATV anywhere via the ustream.tv App.



Henrique Couto



Dan Suffoletto

**Award Winners**

DATV staff Henrique Couto and Dan Suffoletto were honored with Philo Awards from the Alliance for Community Media. Henrique for his film "Depression: The Movie" and Dan for the website [www.datv.org](http://www.datv.org).



**Production Truck Retired**

DATV retired its 1983 video production truck in 2013. The last program it was used for was the Dayton Children's Parade. Look for a new truck coming in 2014.

# Our Core Services



## Video Production Training

At the heart of DATV services is providing the technical training and capabilities for anyone to create their own media.

DATV's training is designed in such a way as to make it easy for video production novices to get up and running and produce programs quickly and easily.

State of the art cameras, editing and studio facilities are also provided for members to use.



### Video Editing

DATV provides training in video editing using Adobe Premiere Elements and Final Cut 7 software.



### Green Screen Studio

Members can use DATV's Green Screen studio to create virtual sets to be used in their productions.



### Graphics

Using the Tricaster Live Text software producers can create stunning graphics.



### Creativity Sessions

Staff is on hand to brainstorm with members on how to creatively use the production tools available to them. Offering suggestions along the way to enhance their programs.



### Social Media

DATV's robust social media presents extends our reach beyond the TV set and provides members training on how to use this powerful new medium.



### Distribution

In addition to our two channels on Time Warner Cable, DATV streams both channels on Ustream.tv and offers on demand viewing of select programs on YouTube.

4,551

Total new  
programs  
submitted  
in 2013.

36

Number of  
churches in the  
Dayton Spiritual  
Television  
"Circle of Spirit."

3,875

Total new  
hours of  
programming  
in 2013.



# Special Events Programming

In addition to programming produced by DATV members, DATV staff and volunteers produced a series of Special Event Programming that highlights some of the best events Dayton has to offer.



## Dayton Celtic Festival

One of Dayton's premiere annual events held downtown at RiverScape MetroPark is the Dayton Celtic Festival presented by United Irish of Dayton. This three day event brings thousands of people to the city center and highlights Irish culture food and music. The musical entertainment features a wide variety of national and local Celtic music performers. The event is produced with the help of DATV's Member/Volunteers.



## Meet The Candidates

### Become An Informed Voter

DATV partners with the Dayton Area League of Women Voters on election coverage.



## Hispanic Festival

### Welcome To Dayton

The Dayton Hispanic Festival is a favorite event held in downtown at RiverScape each year.



## Children's Parade

### A Downtown Dayton Tradition

The parade kicks off the Dayton Holiday Festival.

## YWCA Women of Influence

Each year DATV's video production crew provides support to area nonprofit organizations who are members of DATV. Some of this work includes providing video services for annual awards banquets such as the YWCA's Women of Influence. Other groups included; Noble Circle Project, Mont. Co. Convention & Visitors Bureau, Dayton Heart Association, Dayton History, Dayton Unit: NAACP and Clothes That Work.



# 35th Anniversary



DATV was founded by Roxie L. Cole. Roxie was a firm believer in Freedom of Speech and her passion set the stage for DATV's creation as a valuable community forum.



Roxie Cole hosts an early studio program.



Construction of DATV's Public Access Center.



Early camera above the Children's parade.

## *Community Media In Dayton Through The Years*

DATV celebrated its 35th Anniversary of cablecasting during 2013. It was in 1978 under the direction of founder and first Executive Director Roxie Cole that DATV (then Access-30-Dayton) went on the air. DATV's first studio was located in one room in the basement of Roberts Hall at the United Theological Seminary off of Salem Avenue in Dayton.

## In Memoriam



It is with great sadness that DATV remembers the passing of our friend and former co-worker, Andy Copp.

Andy was a valuable member of the DATV family since 2004. He was also well known for his horror movie series he hosted at the Englewood Theater and the annual "Horrorama" movie event.

He was Producer/Director of numerous horror films including; "Quiet Nights of Blood and Pain", "Freakshow Deluxe", "Atrocity Circle", "Mutilation Man" and many more.

He also served as Co-Host/Producer of "80s Hot Traxxx" on DATV.

# DSTV Circle of Spirit



## Members of The Circle of Spirit

Beavercreek Church of God  
Blessed Hope Baptist Church  
Church of Christ  
CITA Christian Ministries  
Collegiate Heights Church of Christ  
Cornerstone Baptist Church  
Dove Pentecostal Assembly  
Empowerment Temple  
Faith Deliverance  
Grace And Truth Ministries  
Grace Family Worship Center  
Greater Galilee Baptist Church  
Harvest Ministries International  
Haven Seat International Church  
It's A New Season  
Japanese Gospel Hour  
Liberty Worship Center  
Memorial United Church

Mt. Calvary Missionary Baptist Church  
Mountain Top Ministries  
New Life Community Bible  
Normandy Church  
North Dayton Baptist Church  
Pure Image Ministries  
Riverview Baptist Church  
Set Free Ministries  
Spirit of Truth  
St. James AME  
The Church In The Lord Jesus Christ  
The Devine Truth  
The First Baptist Church of Yellow Springs  
The Inspiration Church  
Vandalia Christian Tabernacle  
Wayman Chapel AME  
Way of the Cross  
The Word Pentecostal Assembly of God

## Public Appearances

DATV participated in numerous public appearances and hosted many groups at DATV throughout the year in order to tell our story to the Dayton community. Here are just some of the events that took place; Business After Hours, Neighborhood Leadership Institute Meeting, FilmDayton Film Connections, Kiwanis Club of Dayton Meeting, Living Dayton and St. Helen's After School Video Club.



On the set of "Living Dayton" promoting "80s Hot Traxxx" music videos.



FilmDayton's Film Connections visits DATV.



DATV hosted a session of the Neighborhood Leadership Institute.



DATV at Business After Hours at Scene 75.

# Active Membership



# 505

Total number of members in 2013.



# Community Partnerships



**DATV provides local nonprofit organizations with production services throughout the year. Below is a list of some of the organizations that used DATV services in 2013.**



DATV partners with FilmDayton on a joint membership program that allows people to join both organizations for one membership fee. In 2013 there were a total of 42 joint members.

Dayton Area League of Women Voters  
Ombudsman's Office  
United Irish of Dayton  
YWCA of Dayton  
Noble Circle Project  
Dayton Convention & Visitors Bureau  
Dayton Unit: NAACP  
Dayton Area Chamber of Commerce  
Dayton History  
Downtown Dayton Partnership  
NCCJ  
CareSource  
Partners In Community Living  
Dayton Visual Arts Center  
City of Dayton  
Montgomery County



**GET  
STARTED  
WITH US**



**THINK  
DIFFERENT  
THAN OTHERS**



**GO  
TARGET  
VIEWERS**



**MAKE  
DREAMS  
REAL**

## Stars of Community Media

The Stars of Community Media program is designed to recognize those who have made a financial contribution in support of DATV.

### VIP \$75

Aaron Sheaffer	Megan Cooper
Crosby Flakes	AFTCI
Dan Suffoletto	Chad Snoke
Betty Lou Sullivan	Dennis Greene
Robin Fusion	Charles Crawford
Phil Thomas	Paul Simmons
Alex Gamber	Greg Sanderson

### Supporter \$125

Betty Toney  
Diane Graham

### Crusader \$250

Randy Phillips

### Other Donations

Karen Harker  
Diane Tucker  
Ron Sherrod  
Judy Leasure  
Carolyn Meiss  
Barbara Bennett  
Richard Williams  
M. Brianna Stallings

### Visionary \$500

Steve Ross

# By The Numbers

Entertainment 438

Information 639

Sports 41

Education 202

Government 144

Childrens' 19

Politics 22

Religion 3046



# 4,551

Total new programs on DATV and Dayton Spiritual Television combined.



*Dayton Spiritual Television*

# 5percent

The combined total of programs produced for both DATV and Dayton Spiritual Television increased by 5% since 2012. In 2013 there was a total of 4,551 new programs produced by members and DATV staff.

Panasonic AC-130 HD Camera

# 2832days

Panasonic DVC 30 Mini DV Camera

# 975days

Edit Room Use

# 12780hours

## 2013 Workshop Attendance

Field Production 122

Studio 70

Tech. Director 59

Robotic Cam 28

Audio 60

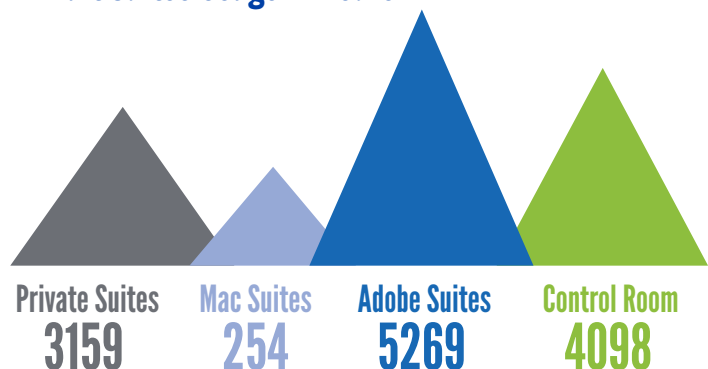
Live Text 45

Editing 79

Director 9

Twitter 9

## Edit Suites Usage In Hours





20

Number of  
Panasonic  
AC-130 HD  
cameras.

9

The number  
of editing  
stations  
available for  
public use.

860

A Tricaster 860  
is used in the  
Studio Control  
Room.



**4,551**

Total new programs submitted in 2013.

**36**

Number of churches in the Dayton Spiritual Television "Circle of Spirit."

**3,875**







Total hours of new programming in 2013.

# Financial Statement

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

ASSETS	
CURRENT	Year Ended Dec. 31, 2013
Cash and cash equivalents	698,848
Investments	<u>1,768,582</u>
Total current assets	<u>2,467,430</u>
PROPERTY & EQUIPMENT	
Building and improvements	735,601
Equipment	770,483
Furniture and Fixtures	104,620
Vehicles	<u>23,603</u>
Total Property and Equipment	1,634,307
Less accumulated depreciation	<u>1,048,234</u>
Total Property and Equipment - Net	<u>586,073</u>
OTHER ASSETS	
Deposits	<u>1,500</u>
TOTAL ASSETS	<u>3,055,003</u>
LIABILITIES AND NET ASSETS	
LIABILITIES	
Payroll withholdings	2,682
UNRESTRICTED NET ASSETS	<u>3,052,321</u>
Total liabilities and net assets	<u>3,055,003</u>
SUPPORT AND REVENUE	Year Ended Dec. 31, 2013
Revenue collected:	
Fees and support	408,229
Other income	33,475
In-Kind Contribution, Volunteers	9,390
Total Unrestricted Support and Revenue	<u>451,094</u>
OPERATING EXPENSE	<u>437,239</u>
OPERATING INCOME (LOSS)	13,855
OTHER INCOME (EXPENSE)	
Gain (Loss) on Disposal of Equipment	11,308
Investment Income	<u>273,372</u>
Total Other Income (Expense) - Net	<u>284,680</u>
CHANGE IN UNRESTRICTED NET ASSETS	298,535
NET ASSETS, BEGINNING OF YEAR	<u>2,753,786</u>
NET ASSETS, END OF YEAR	<u>3,052,321</u>



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 www.datv.org       +datv

## **DATV Staff**

**Steve Ross, Executive Director**  
**Dan Suffoletto Marketing Director**  
**Dale Grow, Volunteer Coordinator**  
**Melissa Constantine, Program Director**  
**Eric Widing, Production Assistant**  
**Henrique Couto, Production Assistant**  
**Wayne Broyles, Production Assistant**  
**Tim Bruce, Production Assistant**  
**Mike Frazier, Production Assistant**  
**Lori Purdy, Bookkeeper**

Annual report design by Dan Suffoletto.  
Statistics provided by Steve Ross, Dale Grow  
and Melissa Constantine.

## **2013 DATV Board of Trustees**

**Dr. Talbert Grooms Sr. - Chair**  
Vice President, Educational Programs Development  
Leadership At Its Best

**David Johnson - Vice Chair**  
Systems Engineer  
City of Dayton Department of Water

**Maggie Barlow - Treasurer**  
Dayton Business Communications

**Betty Toney- Secretary**  
Community Volunteer

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

**Nan Whaley**  
City of Dayton Commission

**Len Roberts**  
Director of Community Involvement  
Dayton Early College Academy

**Diane Graham**  
Executive Director  
Habitat For Humanity

**Chad Snoke**  
Owner, Oakwood Survey & Mapping

**Dennis Greene**  
Professor of Law  
University of Dayton

**Randy Phillips**  
Producer/Member Representative

**“Giving You The  
Freedom To Communicate”**