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The VIEWFINDER

QUARTERLY JOURNAL OF COMMUNITY
MEDIA IN DAYTON

LETTER FROM THE EXECUTIVE DIRECTOR

IN MANY OF MY ARTICLES

I attempt to educate readers on some of the basic principles of public access or as I like to call it, community television. I discuss using it for social change, public awareness, and community activism just to name a few. However, as I watched a documentary on the history of television in the 1960s, a segment aired highlighting the show "Laugh-In". If you do not remember "Laugh-In", it seemed like a hodgepodge of horrible jokes, scantily dressed women, wrapped around social and political commentary, hosted by two men dressed in tuxedos. Often times you asked yourself, "What did I just watch?" But then we all tuned in again next week for more.

"Laugh-In" was experimental television. It gave content in a different form and forced the viewer to rethink what was being said. It broke away from every traditional format television viewers were used to seeing at that point.

Experimentation is one of the main reasons why public access was created. Not sticking to the rules of broadcast television, most of which



Executive Director, Steve Ross

were created by sponsors of network television, is what we strive for.

Experimental television comes in many forms. It can be whacky, outrageous, and sometimes offensive. Anything that encourages the viewer to digest the content in a different manner can be deemed experimental.

So if you're thinking of breaking from the traditional format of broadcast television and experimenting on your next video, don't be afraid, DATV is your avenue for experimental video.

Steve Ross,
Executive Director

COMMUNITY EVENTS

FUTURE EVENTS

Summer Music Series- Once again this summer DATV will be on location throughout the city bringing you the sights and sounds of summer. Want to be in the Video Volunteer Crew? Contact Dale Grow at dale@datv.org or call 937-223-5311.

DATV offers workshops that teach you how to produce your own TV programs. Classes are included with your DATV membership. FREE DATV Studios Orientation 2nd Wednesday of the month.

This year marks the 25th Anniversary of the Top Flight Teens talent competition.

Program airs on DSTV Time Warner channel 992 or it can be streamed at www.datv.org and click on the "Watch" tab.



PAST EVENTS

One of the things we love to do at DATV is help our friends in the community. Your donations, membership and participation allow us to be on-site recording all these great events in the Dayton area!

The American Heart Association Gala
The Noble Circle Project's AWeat Affair Fashion Show
Dayton Knockout to benefit Dayton History
The Artemis Gala
The Dayton Home Show
The Dayton Police Graduation
The Better Business Bureau's Eclipse Awards
The National Day of Prayer

► SUMMER MUSIC SERIES

DAYTON JAZZ FESTIVAL
June 12th - Dave Hall Plaza

DAYTON BLUES FESTIVAL
July 17th - Dave Hall Plaza

BIG BAND NIGHTS
August 11th - Riverscape

Hispanic Festival
August 20th - Riverscape

Dayton Rock Festival
August 21st - Dave Hall Plaza

African American Festival
August 27th - Island Park

Dayton Reggae Festival
September 4th - Dave Hall Plaza

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MEMBER SPOTLIGHT

This month DATV’s Dale Grow sat down with Ben Artis to get his perspective on the great things going on at DATV.



Ben Artis, at one of our many workshops.

How do you feel DATV’s shows differ from those that are more restricted?
“You have more freedom to produce what you like to produce. For example, to produce the show “Power of Money”, you use the green screen and the power you have with it is unbelievable. You are three steps beyond what you can do with a regular set.”

With 4000 separate programs introduced to DATV the last 3 years, is there a favorite of yours to watch?
“I like the program called the “Juke Joint” This program features blues performers from all over the country. I am a big fan of blues music.”

DATV also shoots at local festivals, sports and community events. Has there been a favorite of yours to shoot?

“The Mayor’s Teen Talent Show at the Dayton Convention Center. The performers were phenomenal.”
DATV is a fantastic opportunity to learn and possibly give yourself a platform on which to be heard. In your opinion, who would you say has used this opportunity well?
“I have been at festivals and people will walk up to me and ask about how to become a member of DATV. For instance, I had a friend at church join DATV. He tells me about how he has gotten a lot out of the classes and the experience volunteering for DATV. People will stop by and look in the DATV Production Truck and be amazed at what they see.”

What would be your funniest memory during your time here?

“I remember having a fun time at the Mud Volleyball. People slipping and sliding. The bands performing there were great as well.”
With the ability for people to produce what they want, or what the people want. Which do you think people tend to produce when behind the camera?
“People mostly produce what they want but after they begin to get feedback, they learn to become a better producer.”

What is the one aspect that you think everyone should know about DATV, but doesn’t?
“It’s a great environment and that everyone is very helpful. Everyone is willing to put their best foot forward and help everyone grow.”

On another note, longtime Marketing Director, Dan Suffoletto has taken a position with the Public Health-Dayton and Montgomery County as their Public Information Supervisor. After an impeccable 27 year service to DATV, we wish him well in his future endeavors. Good Luck Dan!!



Rick Hayes, Steve Ross & Dan Suffoletto

IN REVIEW



Michelle Graves, The Power Of Money

First up, The Power of Money. This show is sponsored by this month’s interviewee, Ben Artis, and hosted by Michelle Graves.
Michelle Graves is known across the US and internationally as “the money lady.” She is a world renowned financial advisor who has been involved in every facet of money flow since 1976. Michelle has been inducted into the Ohio Women’s Hall of Fame, was recently an Athena award winner, and was honored by the Cincinnati Enquirer as one of the 200 most important Cincinnatians of the city’s history.

Over the years, Michelle has become known for her tireless advocacy for safe conservative strategies for financial survival. These include but are not limited to a strong budget, sensible savings, asset protection, safe investments and negating the tendency to impulse buy.
The Power of Money certainly emphasizes these “rules”. In episodes regarding real estate, Michelle exclaimed that she “keeps it real and cut to the chase.” A characteristic that she continues to display from episode to episode.

This direct approach leaves the viewer feeling as if they were in a one-on one and shows that Michelle truly cares about what she is discussing. The format of the program is so refreshing and entertaining. This attitude intertwined with interesting and informative topics make this is a DATV show you really cannot afford to miss!

YOUR DOLLARS AT WORK

As you know we’re always upgrading and tweaking what we do at DATV. So we’ll be upgrading a couple of the computers in the Training Room with more RAM, more powerful graphics cards, and new software. The new software upgrade will be the addition of Adobe CC 2015. CC 2015 is Adobe’s professional line of editing, graphics, and special effects software. We are always looking for ways to upgrade, keep our studio current and this is just one of the ways in which your donations can help the DATV community.



COMMUNITY SUPPORT

Supporting us allows DATV to give back to the friends in our community that make a difference. In March, DATV participated in documenting the Artemis Center’s 26th Gala commemorating over 30 years of service to the community. “On behalf of the Artemis Center Board, staff and the clients we serve, thank you again for your commitment to our mission. Your assistance helps to ensure Artemis Center can continue to provide hope and healing to over 5,300 Domestic Violence victims and their children annually.” We are honored to be a part of the commitment to break the cycle of Domestic Violence in this community in hopes that it spreads across the country.

SHOP AT KROGER AND SUPPORT DATV

Help support DATV while changing nothing about your weekly routine! All you have to do is register, FOR FREE, for the Kroger Community Rewards program. If you haven’t signed up yet go to Kroger.com and click community rewards to link you card with the DATV cause! Next time you shop at Kroger, DATV will receive monetary donations and your bill won’t change a bit. If you haven’t signed up yet, don’t worry! You can still help. DATV’s nonprofit code is 44565.

SHOP

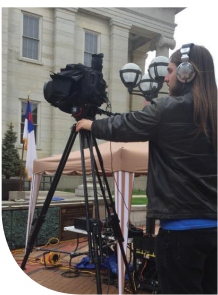
Want to show your DATV spirit while you are out and about in the community? or maybe you are looking for a great gift? Visit our online shop for DATV logo T-shirts, grilling aprons, mugs, flasks, beer glasses and the list goes on.

NEWS UPDATE

LOTTERY

The Dayton Spiritual TV lottery will take place on July 12th, 2016. Information will be mailed but also provided on our website for the available time slots and lottery request forms. The deadline for return is July 11th and your name will be placed in a bowl to be randomly drawn by a DATV Board Member.

The lottery is held in order to provide fair and equal airtime for all Producers. The new schedule will be in effect August 7, 2016 to August 5, 2017.



Eric Whilding in action recording for DATV

INS & OUTS
DATV welcomes Jarrod Williams to the crew, as the new part time production assistant. Jarrod is a 2014 Wright State University graduate with a BA degree in Mass communications. He has worked for Dayton Public Schools as well as a news writer for ABC22/Fox45 on the early morning newscasts. Welcome Jarrod!!

Making way for Jarrod is Eric Whilding, who is moving to a full time position after being with DATV since 2012. We are all very excited to have Eric on the staff full-time.

