

Public Access Corporation of the District of Columbia
901 Newton Street, NE, Washington DC

Board of Directors

By Zoom & Conference Call

Annual Meeting Minutes
June 24, 2020, 6:30 pm

Present: Cynthiana Lightfoot, Chair; Pedro Alfonso, Vice Chair/Treasurer; Kevin Goldberg, Secretary; Michael Freedman, Barbara Davis Blum, Debbi Jarvis. Nantz Rickard, President & CEO. DCTV staff; members and guests

President's Introductory Comments

At 8:10 p.m., Nantz Rickard welcomed the members and guests. Rickard greeted the meeting attendees. She acknowledged the valuable contributions of staff noting that this is the team that is bringing their creativity, professional skills, talents and passionate commitment to creating DCTV's future. She said that change always brings challenges—some are expected and many unforeseen, but that without compromising their commitment to providing members gracious and skilled customer service, this committed team is working hard and courageously taking on the challenges that to ensure DCTV can keep providing the resources and services for members to be able to produce community programming, to expand DCTV's base of participants, to engage viewers; and to tap the capabilities of DCTV to bring in new sources of revenue. Rickard said she is honored to work with this outstanding group of individuals.

Rickard expressed her appreciation and thanked the Board of Directors, saying it is her great honor and privilege to work with every member of this Board. Rickard said she can't say enough about how much they do for DCTV—most of it unsung and behind the scenes. But they are the reason DCTV is here today, and is seen as an organization on the forefront of evolving community media.

Rickard thanked the DCTV members for all their creativity and hard work, volunteering to create programming by for and about our city and recognized the untold hours of volunteer time that brings the thousands of hours of local programming to DCTV's channels.

Rickard introduced Chair Cynthiana Lightfoot to convene the Annual Meeting.

Convene Annual Meeting of the Associate Members

Chair Cynthiana Lightfoot convened the meeting.

Thank you for coming out tonight to DCTV's Annual Meeting of the Associate Members. I hope you are enjoying your evening with us.

I will offer the Chair's Report, followed by reports on our fiscal year 2019 financial statements and from the Nominating Committee.

Chair's Report

I'd like to start my Report by thanking the members of DCTV, and congratulate you on your outstanding work.

I'd like to thank the staff of DCTV, who all serve our members so well, working diligently to provide their expert skills, assistance and commitment to your success every day!

I'd like to start my Report by thanking the members of DCTV, and congratulate you on your outstanding work.

I'd like to thank the staff of DCTV, who all serve our members and the community so well, working diligently to provide their expert skills, assistance and commitment to success every day! Not forgotten are the volunteers who donate their time and expertise to DCTV. The thousands of hours of community programming broadcast on DCTV's channels would not be possible without the commitment and hard work of our volunteers, who contribute untold and unheralded hours of volunteer time to produce and provide community programming.

My service as a DCTV board member, along with being one of its greatest cheerleaders, dates back to DCTV's earliest years. Over the years, I have seen a lot of growth. Through it all has been a consistent theme of DCTV always rising to the occasion by staying true to a three part focus of (1) providing the best possible user experience for DCTV members, (2) serving the DC community by giving it a voice and platform for increasing the impact of community programming, and (3) By being a dedicated workplace that fuels self-motivation and pride in the employees who are serving the community. It is a true honor and a privilege to succeed our Chair Emeritus, Kojo, by serving as the new chair of the board for this organization that I care so deeply for. During these challenging times when our world seems upside down, it's a comfort to know that we can rely on DCTV to be a steadfast place where innovation and creativity flourishes during uncertainty and change.

As an organization, we know first-hand that change can bring about great progress. This past fiscal year has been one that has brought us closer to the fulfillment of our DCTV 2.0 strategic plan to advance DCTV as a sustainable leader in the community media industry by making a meaningful impact in our neighborhoods through community service.

I appreciate this opportunity to report on our activities. First, I turn my focus to providing background and an update on changes that have been implemented at DCTV, including a new Participation Structure to expand community engagement.

Beginning in 2011, the Board of Directors recognized a combination of industry trends and changes that, over the long term, were very likely to reduce DCTV's primary source of funding—revenue based on cable television gross revenues. We realized that any discussions about strategies for DCTV's future direction must consider this critical aspect of DCTV's resources. We expanded discussions about the vision and future for DCTV, with community engagement and revenue diversification as two key areas of focus.

Before determining how to move forward, the Board wanted information and input from the communities served by DCTV, along with data and analysis. In addition to the citywide cable franchising Needs Assessments conducted in 2011 and 2014 by OCTFME, including the results

of the surveys, the Board sought information from its members, surveying them multiple times between 2013 and 2016, and benchmarked other community media centers and PBS stations, all as part of an extensive strategic visioning process. Information was also sought and incorporated from nonprofit leaders, industry data sources, analysis and recommendations from working with Compass pro bono teams of experienced business professionals, and other experts in nonprofit best practices and business development.

In essence, the analysis revealed that expanded community engagement in many forms, serves as the key to DCTV's future success as a vital community resource. Expanded community engagement includes: the need for more individuals and organizations providing and participating in local content; viewers interacting with programming and producers; and businesses, foundations, and individuals contributing as supporters to help sustain DCTV's education programs and services, or as supporters or underwriters of local original programming that serves our communities.

As a result of this work, for the next generation of DCTV—DCTV 2.0—DCTV sought to significantly expand all types of community engagement, including creating opportunities for support, contributions and funding, and DCTV established the goal to increase non-cable funding from the current average over the past five years (FY14 through FY18) of 7.2% of operating revenue annually, to the greater of 15% or \$400,000 by June 30, 2021. We were on track to meet our goal until COVID-19. Like other organizations, we are assessing the effect of COVID-19 on our operations and services, on the industry, and on our potential and current stakeholders, so we can determine our best path forward.

The first step we took in implementing DCTV 2.0 involved substantial increases and revisions to member benefits under the existing membership structure. This included free equipment for volunteer productions, and added networking and professional development opportunities, and advanced courses and topical workshops. At the time, all of the new benefits were added without increasing the membership fees. We also implemented certain improvements that not only made working with DCTV substantially easier for our members, but significantly reduced time-intensive manual processes and the need for staff support—for example, eliminating the need for on-site program encoding and on-site program submissions.

By adding, promoting and managing all of this well before launching the new Participation Structure, we had the opportunity to obtain information and gauge what capacity we needed to ensure we would fully support our enriched, more accessible traditional public access activities for individual and organization members (which we retained in the range of options under the new Structure) while developing our plans that would also harmonize with expanded participation—particularly serving nonprofit organizations with the new Media Capacity Building Grants.

This business shift has required substantial internal operational changes, including:

- revising organization structure and staff positions, including hiring new positions;
- implementing initial changes to workflow and design of program scheduling and telecasting;
- creating and implementing entirely new programs, workflows and procedures:
 - for offering, promoting, and selecting nonprofit grantees,
 - developing specialized education for nonprofit organizations,

- fulfilling grant obligations to nonprofit organizations,
- for conducting and managing business development, and
- for production of original programming to support nonprofit grants and to seek support and revenue;
- and developing & configuring new integrated supporting data systems
 - including managing the transition from the manual and outdated data systems being replaced, and
 - training staff on the new systems and procedures.

All of this had to be accomplished while continuing business as usual, including seamlessly providing services to our current individual and organization members and viewers. The final quarter of this fiscal year added the unprecedented challenge of a global pandemic, Covid-19, which required mandated closure to our physical space amid health and safety concern. This unfortunately coincided with the prior closure to the facilities for a planned renovation that stalled due to the pandemic. Undeterred by these challenges, our staff quickly adapted and took our organization's business online.

It has been a major undertaking. Nonetheless, the Board has been fearless with their questions, their explorations, and their dedication to time and leadership to ensure that DCTV's future, stands on the foundation of clear direction and support.

Developing and integrating these changes has only been possible because every single person we had working with us to implement the changes is passionate about DCTV's mission, is dedicated to the success of DCTV's future and the entire team, and each personally drew on a deep level of courage and tenacity and brought their best to the team and to the work, not just for the structural and procedural changes, but to creating the cultural realignment that comes with such substantial organization changes.

As we continued to implement the substantial internal changes over the last quarter of FY19 and first quarter of FY20, in April, 2019, a critical key to expanding participation—the new Participation Structure—was successfully launched, allowing a broader range of ways to participate.

In general, we completed development and launched a new Participation Structure that

- provides a range of options for individuals to participate in the ways that best meet their own needs and goals,
- provides non-profit organizations with opportunities and services that align with their communications and media needs; and
- provides the basis to increase viewer engagement and interaction with DCTV and our programming; and
- expands opportunities for participation in our education initiatives that reaches beyond membership.

For individuals, the new Participation Structure invites supporters and friends, and has levels for content participation for everything from dropping in occasionally with a quick short or to take topical workshops, to membership levels for all aspects of production training, and for use of

DCTV's editing systems, studios and equipment for free—even for volunteers producing a regular weekly series.

For example, DCTV's Media Maker program is a form of participation that does not require membership. Any DC resident can easily engage with DCTV, and submit short clips through our web portal for possible selection to be included in DCTV programming. They can use their cellphone, tablet, or other device, and do not have the same obligations requiring title, credits and other production requirements. DCTV will prepare selected clips for telecast.

With this program, we hope to expand our network of content contributors capturing the many great stories from around our city that will inform DCTV's viewers about the people and neighborhoods of our communities, and help showcase the creative talent we have in our communities as storytellers.

To make the transition to the new Participation Structure as easy as possible for current individual DCTV members, they were provided with a 3-year transition.

For organizations the new Participation Structure invites supporters and partners. It is also designed to meet the special communication and education needs of nonprofit organizations.

It was important we continue to serve the many nonprofit organizations who had worked with DCTV through our traditional approach of the previous decades, and want to continue to do so. The Programmer Grants retains the do-it-yourself approach for organizations that want to provide programming they create using their own equipment, take DCTV's training classes, use DCTV facilities and equipment, hire DCTV's Creative Services to create programs, or develop an agreement with DCTV to create and provide custom Media Education classes.

We made a very valuable addition—one of the most important changes to our Participation Structure uses our resources to help nonprofits in a very new and different way. Over the years, through working with many different sizes and kinds of nonprofits, we learned that there were additional resources and capacity that many nonprofits needed—capacity that would make a significant impact for nonprofits if DCTV were able to find a way to help. Through testing different solutions, and continuing dialogue with nonprofit leaders, we designed the Nonprofit Media Capacity Building Grants. We then worked with nonprofit leaders to refine both the grant program and the application.

NonProfit Media Capacity Building Grants were developed to help nonprofit organizations get their story out through video—critical in today's communications environment—and to provide education in storytelling, especially for the video medium, to understand the dynamics of storytelling and how it can be effectively utilized to support volunteer engagement, fundraising, and broader community engagement. The grants were created at different levels to meet different needs and capacity of nonprofit organizations. DCTV invites its grantees to appear in our professionally produced video, and we license at no cost the video pieces to them for their use on their websites, in social media, at events, and other communications needs. In addition to the education and video, we also provide our grantees opportunities to be a part of a vibrant community with other nonprofit organizations.

On June 17, 2019, DCTV opened the first Nonprofit Media Capacity Building Grant applications, and awarded 34 one-year grants that started in September 2019. A second cycle of the grant program launched on April 1, 2020 with 36 grants being awarded. Covid-19 resulted in the self-imposed drop of two organizations leaving 34 new Spring 2020 grantee participants.

Additional accomplishments in this fiscal year include:

- Serving a membership of 1,236 individuals and 335 organizations
- Facilitating the use of 7,818 hours of facility and equipment use
- Providing 21,141 education hours training 354 individuals and issuing 173 certifications
- Being watched by nearly 37,000 digital livestream views
- A social media presence that includes: 84,400 Twitter impressions and 1,300 Instagram followers

DCTV has created the organization structure and staff positions needed to carry forward, and filled the new roles and positions—both from existing staff and with new hires—including new executive leaders who are bringing their outstanding talents and their passion for DCTV’s mission and vision to ensure we succeed.

To lead our Community Engagement initiatives, we have been joined by Angela Harris, Vice President of Community Engagement, Programming & Communications. She is an experienced and accomplished marketing, communications, media, and education professional who has held leadership roles at some of the most iconic global brands including Discovery Communications Inc., Black Entertainment Television, XM Satellite Radio, and The Smithsonian Institution’s National Museum of African American History & Culture where she was instrumental in creating the branding and communications strategy for its opening. She comes to us most recently from serving as a communications professor at some of the leading Universities in our region including Howard University, The George Washington University and Trinity Washington University.

The vision for DCTV 2.0 is bold and off to a good start. We have been working hard to serve our communities in new ways to meet the challenges of COVID-19, undeterred from our mission by these extraordinary times. Our work this year has included supporting DC Public Schools Distance Learning, providing a support and education community for our nonprofit grantees, ensuring candidates running for office were able to reach voters, and assisting the Board of Elections with getting information out about how to vote during COVID-19 restrictions. This has truly been an extraordinary time for DCTV!

We are excited to be underway building the next generation of DCTV. We have been enjoying the enthusiasm and excitement as we have shared our vision with nonprofit organizations, foundations, businesses, community leaders and residents. We look forward to all that is yet to come!

Before I conclude, DCTV has some very special people and partners we’d like to thank.

We appreciate the continued support of the Mayor and the DC Council who strongly support public access and are instrumental in making sure that DCTV receives ongoing support for our activities. Councilmember Kenyan McDuffie is Chair of the Committee on Business and Economic Development, and has taken up the mantle as a leader for community media, and strong supporter of DCTV and our important mission.

The DC Office of Cable Television, Film, Music and Entertainment has gone to great lengths on our behalf to make sure DCTV has what it needs to support our community programming. I’d like to take a moment to offer our appreciation to Director Angie Gates and General Counsel Lawrence Cooper for all their support and assistance, including for successfully negotiating and

executing new franchise agreements with Comcast and RCN. These agreements are critical, and support DCTV's mission and ability to succeed.

We greatly appreciate the generosity and support of Comcast of the District, RCN Corporation and Verizon. These companies and their commitment to our communities provide the foundation for DCTV's ability to provide you the resources for creating and distributing community programming. They provide our cable channels, our fiber lines, and almost all our funding.

I'd like to extend a special appreciation from the Board of Directors to all the DCTV members and friends who have supported us during the long process of renewing cable franchises with Comcast and RCN, to help ensure the new franchise agreements continue to provide channels and significant support to DCTV.

And finally, we extend our thanks to our DCTV members and producers, whose creativity, hard work, dedication, and commitment to our communities is the dynamic foundation of all our successes together!

This concludes the Chair's Report for the 2020 Annual Meeting.

Finance Report.

Lightfoot asked our Vice Chair and Treasurer of the Board of Directors, Pedro Alfonso, will present the finance report on the organization's audited financial statement for fiscal year 2019.

Alfonso delivered the Treasurer's Finance Report to the Membership. He reported that the audit of DCTV's financial statements was conducted by the accounting firm of F.S. Taylor & Associates, P.C. Alfonso reviewed the FY2019 .

He closed by saying a summary of the Audit Report for Fiscal Year 2019 ending June 30, 2019 can be found in the Annual Report on DCTV's website at dctv.org.

Nominating Committee Report

Lightfoot asked Kevin Goldberg to present the Nominating Committee Report. Goldberg delivered the Nominating Committee Report to the Membership:

Goldberg reported:

The Nominating Committee is empowered by the Board to establish rules for the election, seek prospective Board members and finalize a slate of candidates to present to the membership for election in accordance with the organization's Bylaws.

The Nominating Committee works year-round to identify and interview prospective candidates, and members are encouraged on an ongoing basis to provide potential candidates for Board service.

Prospective candidates who are interested in applying may send a letter of interest and current resume to the Nominating Committee at DCTV through DCTV's website, or to Dais Hills.

The seats being elected are three (3) Directors to serve on the Board of Directors to fill three 3-year terms.

Besides a strong commitment to the principles of free speech and the mission of DCTV, the skills needed to support our goals and implement our five-year Strategic Plan include:

- the relationships and institutional knowledge to ensure continued support for DCTV;
- the capacity to diversify funding by building DCTV's corporate and private funding base;
- and an extensive network to identify and cultivate strong relationships that will have a ripple effect to increase community participation, investment in and support of DCTV.
- We are also maintaining the necessary financial expertise.

Every DCTV member who was current and in good standing 30 days prior to the election received the notice and election information by email, and were able to vote online. Any members who did not have an email address received the notice and election information by regular mail.

Voting closed as of 7:45 today. Due to rule changes made because of COVID-19 restrictions, there was no in-person voting this year.

I'd like to thank those of you who provided prospective candidates during the past year, and thank you for participating in the election

Goldberg announce the results of this year's election are as follows:

Three 3-year seats will be held by:

Cynthiana Lightfoot

Barbara Davis Blum (rhymes with plum)

Debbi Jarvis

Chair Closing Remarks

Lightfoot closed the meeting:

As we bring our 2020 Annual Meeting to a close, I'd like to thank you again for your suggestions and ideas of how DCTV can best serve you and our city. Staff are always working to improve our services and we appreciate your suggestions. All of us here at DCTV take your thoughts and suggestions into account when making decisions. Please also keep talking to staff—individually or through member meet-ups—and letting us know how you think public access might evolve and develop to best serve you and our communities. We will continue to look to our members and stakeholders for insights and suggestions as we implement the strategic plan and chart DCTV's future.

Thank you for all your great programming, and all you do in our city's communities!

This brings to a close DCTV's 2020 Annual Meeting.