As you read this year’s Annual Report, you will note that Rochester’s Community Media Center has many remarkable achievements. In addition to our many community-building media classes and events, this year we celebrated both the one-year anniversary of 100.9 WXIR-FM, as well as the 25th Anniversary of RCTV.

But rather than rest on laurels, this is the perfect moment to look forward to 2018, which marks the 200th anniversary of Frederick Douglass’ birth. We are involved in a significant initiative to commemorate the bicentennial of Rochester’s favorite son, and re-energize his legacy through widespread activities and program initiatives.

Many organizations across Rochester are planning events to commemorate this great man, who spent close to 30 years of his life in Rochester, NY. From his work as a civil rights activist and abolitionist, to his orations at church pulpits and speaker lecterns across the U.S., then finally as editor, author of books, and publisher of the weekly *North Star* newspaper, Frederick Douglass is considered one of the greatest Americans ever to have lived.

It is gratifying that so many organizations are coming together with Rochester’s Community Media Center in celebration of his bicentennial.

Building on our 2014 partnership to bring the transmedia exhibit *Question Bridge* to our region, Rochester’s Community Media Center is again partnering with Rochester Contemporary Art Center (RoCo) and many other area organizations to shine a light on Frederick Douglass and his extraordinary contributions to our country. We are also pleased to announce that we are working with the Frederick Douglass Family Initiatives organization and with Kenneth B. Morris, who is the great-great-great-grandson of Frederick Douglass, as well as the great-great-grandson of Booker T. Washington.

If your organization is planning events to celebrate his life, or if you would like to take part in some of our 2018 collaborations, please get in touch with us. Our goal is to help promote a State-wide celebration, worthy of Frederick Douglass’ rich and dynamic legacy.
STAFF NEWS AND AWARDS
The original drama Toronto, produced in association with the Summer of Opportunity, won both a Bronze Telly and an Alliance for Community Media Hometown Media Award. The work was written by RCTV’s Julio Cruz, Jr., a former Summer of Opportunity Intern. It was edited by RCTV’s Rajesh Barnabas, and filmed by both Cruz and Barnabas. The film featured interns from the 2016 Summer of Opportunity.

Conversations with Creatives, produced, hosted and edited by RCTV’s Carol White Llewellyn, won its third Bronze Telly Award. Through a fiscal sponsorship by RCTV, the program received its second Genesee Valley Arts Grant in the Community Arts category. These grants are part of the Decentralization Program (DEC) of The New York State Council on the Arts, and administered by Livingston Arts.

90-SECOND NEWBERRY FILM FESTIVAL
In March, RCTV partnered with the George Eastman Museum, Writers & Books and KidsOutAndAbout.com to bring James Kennedy and his 90-Second Newbery Film Festival to Rochester’s Dryden Theatre for a free public screening. Families and friends were entertained by the works of Rochester youths, including the films created during the RCTV/Writers & Books Summer Camp. They also enjoyed select works by kids from around the country. Mr. Kennedy will make a repeat appearance on March 25, 2018, as the festival returns to the George Eastman Museum’s Dryden Theatre.

RCTV AND WXIR AT CORN HILL ARTS FESTIVAL
This year’s Corn Hill Arts Festival was ablaze with RCTV and WXIR chroma key green as attendees who spun a prize wheel walked away with bags, hats, t-shirts, mugs, water bottles and other gifts, in a campaign to raise awareness of the stations. Staff and volunteers hosted the two-day event that included live radio broadcasting and that had thousands of people stopping by, including Senator Chuck Schumer, who took a spin on the wheel.

BLACK MUSIC MONTH CELEBRATION
On June 10, RCTV/WXIR rocked with the sounds of its Annual Black Music Month Celebration. This year, the program was simulcast on TV, social media and radio, with interviews and performances from such iconic Rochester DJs and musicians as Grand Tone, Judah Sealey, Voices of Zion with Alvin Simpson, Jimmie Highsmith, Jr., Negro League GFX, Rebekah Reid, Deanna Danielle, Will B., Kool Steev, Brayden Beckley and Daughters of Art. Musicians performed in the television studio as well as in the radio station, where Rashida Burch-Washington and Rick Osborne hosted the interviews.
100.9 WXIR ONE YEAR ANNIVERSARY CELEBRATION
On May 20, 2017, 100.9 WXIR celebrated its one year anniversary. Hosts Joel James, Rashida Burch-Washington and Carvin Eison focused air-time on various student groups. In-Control interviewed WXIR DJs and Hosts, and Youth Voice One Vision spoke about making a difference, as part of Mayor Warren’s Youth Council. Listeners were treated to live performances that included original songs by 14-year-old Brayden Beckley, and the recitation of a poem written and recited by 12-year-old Bianca Beckley.

YOUTH PRODUCTION INITIATIVE
A consortium of the young people who have worked on WXIR’s radio and television programming have been invited back to help create a live, hour-long simulcast program that will include such topics as teen-focused health, fashion, academics, social interactions, sports, music and more.

SOTA YOUTH RADIO DRAMAS
RCTV’s Rashida Burch-Washington and Rajesh Barnabas, with School of the Arts teacher Michelle Sapere, worked with fifteen 11th Grade drama students from January through May of 2017 to develop a series of radio dramas. The students learned about the history of radio drama, how to do audio recordings, and how to edit in Audacity and Audition. They wrote and produced three 15-minute radio dramas, as part of their curriculum, that aired on 100.9 WXIR this fall. During a field trip to RCTV, they also learned how to use the station’s TV studio. In the upcoming year, Mrs. Sapere and Mrs. Burch-Washington will work with both 11th and 12th graders. The younger students will focus on radio programming, and the older ones are producing television shows that will be broadcast on 100.9 WXIR and RCTV, respectively.
INCONTROL

Ten teens, age 14 to 18, from InControl [Planned Parenthood and Baden Street] produced radio and television programming in an after school Program. They began the year with a live, call-in radio program called Inc Power Hour that included segments on sports, academics, teen tech, music, and local happenings. That radio program was video recorded in the studio, allowing a segment of each show to be excerpted and included in Inc TV, also produced by the students. Other segments included “Inc Zone,” inspired by Celebrity Apprentice, and “Tangent,” a program that focuses on the thoughts of students as they go through their day.

SUMMER OF OPPORTUNITY

During this year’s Summer of Opportunity, sponsored by the City of Rochester and RochesterWorks, RCTV taught media production to two groups of SOOP interns.

John Watson worked a half-day with interns from Metro Council for Teen Potential who conceptualized and produced shows about Rochester’s High Falls area, the El Camino Trail, Greentopia, and the Public Market. They also interviewed City Council Candidates on 100.9 WXIR radio.

A second group of students worked with Julio Cruz, Jr. and Rajesh Barnabas to develop simulcasts for television, radio and streaming on the topics of cooking, the Lexington Avenue Urban Garden and on Food Link. They also interviewed and produced radio programs for three mayoral candidates, and collaborated with the SOOP interns from the Urban League and Action for a Better Community to assist them in producing media projects.

In addition to their extensive hands-on media training, both groups visited several colleges and participated in financial literacy and job readiness training.

COMMUNITY PRODUCERS AND INDIVIDUAL MEMBERS

Sherice Barnes
Laura Barstow
Lydia Bayoneta-Clancy
Jeff Berl
Anthony Bishop
Rasheem Blue
George Abebrese
Boateng
John Booker
Diane Bowens
Michael Bowman
Dr. Claybron Brazwell
Rodney Brown
Patricia Brunson
Gwendolyn Butts
Will Butts
Michael Callari
Nabati Carver
Martin Coker
Pastor Rosetta Coker
Glenn Colbert
Shaun Courtney
Dorian Cromwell
Linda Crowther
Santos Cruz
Malachai D.F. Steele
Judith Davis
Grace DiDominco
Jesus Duprey
Carolyn Fallagan
Jerome Flood
Jerome Givens
Timothy Green
Keischa J. Higdon
Alicia Hill
Romy Hosford
John Hylton
Michael Israel
Rev. Anthony Iwunor
Mike James
Levon Jones
Minister Lelean Jones
Jennifer J. Jones
Laurie Kash
Mike Lee
Joshua Lee
Golden B. Lewis
Taylor Lewis
Bryan Little
Tameakia Little
Curtiss Markham
Brian McBride
Mary McCloud
Michael McCourt
Joyce McDonough
Allison McGrath
Elizabeth McGriff
Ann McKenna
Kevin McLaughlin
Allda Miller
Anthony Mirabella
Abdirashid Mohamed
André Morrison
James Morrison
Shannon Nash
Juan Nieves
Paul Olcott
John Ornelas
Tyler Owens
John Phommany
Thomas Pontius
Barney Radford, Jr.
Dejam prepare Robinson
Hector Rosado
Luther Saint-Joy
Samuel Sanfratello
Gaetano Scollo
Rashad Scott
RCTV/WRITERS & BOOKS CAMP
RCTV and Writers & Books partnered on two summer camps taught by Rashida Burch-Washington and John Watson for kids ages 9 through 12 and ages 13 through 16. Both groups learned video production in the television studio and in the field. Each group of campers produced submissions for the 90-Second Newbery Film Festival. The camp concluded with a party attended by family and friends at which the kids screened their submissions, then showed off their skills by producing a live program in the studio.

RCTV’S EDUCATIONAL PROGRAMMING
During 2017, RCTV began offering a series of one- and two-night Quick-Start classes and workshops. The classes included Beginning and Intermediate Adobe Premiere Pro Editing, and TV Studio Production classes.

In addition to classes, RCTV offered a variety of workshops. Melissa Moody of Livingston Arts gave a well-attended workshop on grants available in Monroe County. Scheduled workshops by staff included Adobe After-Effects, Photoshop and Audition as well as one on drone videography. Darien Lamen, a new comer to Rochester who is a musicologist and veteran community radio producer from the legendary WORT in Madison, WI, taught two podcasting classes.
RCTV is proud to report its consistent record of exceeding benchmark standards for the ratio of program services to administrative expenses. RCTV expends 81% of its expenses on program services and 19% of its expenses on administrative (general and management) costs. RCTV’s low overhead exceeds benchmarks set for our industry.
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