RCTV Annual Highlights
with Fiscal 2019-2020

Youth Programs
This year, RCTV staff worked with youth from InControl, School of the Arts, Summer of Opportunity, the Writers & Books Summer Camp, Baden Street’s Frequency Radio, and Infinite Radical Youth to conceptualize and produce a variety of media programs including TV shows, public service announcements, radio dramas, film festival submissions, and more.

A documentary by Summer of Opportunity Interns from RCTV and Center for Teen Empowerment titled Clarissa Uprooted was completed and screened at Visual Studies Workshop.

Community Partners
We were honored in 2020 to partner with the following organizations on the projects listed below:

• Anthony Jordan Health Foundation - RCTV produced content for the organization’s first virtual Annual Luncheon, which successfully took the place of their annual fundraiser.
• Trillium Health - RCTV produced a multi-part virtual event for World AIDS Day, including the reading of excerpts from a new play by David Henderson, based on Dr. Wm Valenti’s Memoir.
• RCTV partnered with Writers & Books, Rochester Museum & Science Center, and KidsOutAndAbout.com to bring the 90-Second Newbery Film Festival to Rochester for a fifth year. The event was presented for free through the support of Delta Airlines, Friends & Foundation of the Rochester Public Library, Cheshire Audio Visual and RIT Magic Spell Studios.

Friends of Frederick Douglass
Following vandalism to one of the Frederick Douglass statues that are part of the Douglass Tour, RCTV launched a campaign to create a fund for the ongoing refurbishment of the statues. Over $13,000 was raised. Shortly thereafter, it was announced that the Rochester International Airport will be renamed in honor of Frederick Douglass. RCTV is now working to raise funds for the installation of a bronze statue of Frederick Douglass in the airport that will be sculpted by artist Olivia Kim, based on her prior Douglass Tour sculptures.

The Ten Wins a Silver Telly
The Ten, a music video program hosted by Mars McGowan and produced by DeAnn DeLeon won a Silver Telly Award in the Social Video - Media & Entertainment category.

Classes
RCTV and WXIR began the year by offering a wide variety of classes including both traditional and new courses including TV Studio Production, Adobe Premiere Pro Editing, News Production, Obtaining Sponsorships and Underwriting, and Podcasting Bootcamps. Some scheduled classes were postponed, offered online or given as one-on-one classes rather than in-group, due to the pandemic.

Pandemic Pivoting
Despite state-mandated closures in March, RCTV and WXIR remained on the air, broadcasting regular programming. During that shutdown, the staff produced a weekly Media Tip each Tuesday. A weekly newsletter was sent out sharing vital community information on the pandemic, including Grab & Go Meal locations, health tips, pandemic resources, unemployment information, rent abatement news and more.

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1009WXIR.com
INCOME / EXPENDITURES FOR YEAR ENDING JUNE 30, 2020

REVENUE

- Fees for Service: $581,764
- Grant Revenue: $35,210
- Rental Incomes: $24,001
- Membership/Contributions: $4,986
- Other Revenue: $11,736
- Contributions: $1,248

TOTAL REVENUE: $658,945

EXPENDITURES

- Program Payroll: $299,114
- Payroll Taxes and Employee Benefits: $62,686
- Occupancy: $32,941
- Professional Services: $11,877
- Depreciation: $19,318
- Supplies: $20,739
- Office Expense: $3,481
- Insurance: $9,911
- Other Expense: $3,871
- Training and Conferences: $5,735
- Repairs and Maintenance: $6,190
- Advertising: $3,291
- Equipment: $3,906
- Stipends: $1,824
- Supporting Services: $151,012

TOTAL EXPENSES: $635,896

PARTNERS, FUNDERS AND MEMBER ORGANIZATIONS

AENON BAPTIST CHURCH
ANTHONY JORDAN HEALTH FOUNDATION
BADEN STREET SETTLEMENT
BROWN PUBLISHING
CENTER FOR TEEN EMPOWERMENT
CHESIRE AUDIO VISUAL
CHURCH OF GOD BY FAITH
CHURCH OF LOVE
CITY OF ROCHESTER
CITY OF ROCHESTER DEPT. OF RECREATION AND YOUTH SERVICES
DELTA AIR LINES, INC.
EMMANUEL CHURCH OF JESUS
EMMANUEL TEMPLE CHURCH OF ROCHESTER, INC.
EXODUS 34
FARASH FOUNDATION
FAITH OUTREACH MINISTRY
FRIENDS & FOUNDATION OF THE ROCHESTER PUBLIC LIBRARY
GET INVOLVED IN YOUR COMMUNITY, INC.
GREATER ROCHESTER VISITORS ASSOCIATION
HOUSE OF DAVID
IRON VISUALS
KIDSOUTANDABOUT.COM

METRO COUNCIL FOR TEEN POTENTIAL (MCTP)
METRO JUSTICE
MONROE COUNTY
MUHAMMAD MOSQUE
NEW DESTINY BAPTIST CHURCH
NEWBORN FELLOWSHIP
PLANNED PARENTHOOD OF CENTRAL AND WESTERN NY
PODER
RISING UP RECOVERY
RIT MAGIC SPELL STUDIOS
ROCHESTER AREA COMMUNITY FOUNDATION
ROCHESTER CITY SCHOOL DISTRICT
ROCHESTER MUSEUM & SCIENCE CENTER (RMSC)
ROCHESTER WEST INDIAN FESTIVAL ORGANIZATION
SISTERS TOGETHER ACHIEVING RESULTS (STAR)
TRILLIUM HEALTH
VERTUS HIGH SCHOOL
VISUAL STUDIES WORKSHOP
WAYO
WILT FOR ASSEMBLY
WORKER WORLD
WRITERS & BOOKS

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