PITTSBURGH COMMUNITY TELEVISION
ANNUAL REPORT
2018
Dear Friends & Supporters,

2018 was another outstanding year of community service for PCTV as we continued to help the community express itself on television and video while charting a course to a sustainable future. Over 500 hours of new programming was produced using PCTV resources during the course of the year. We served over 25 nonprofits with training and video services. Over 140 community members used PCTV in 2018 to produce community content that aired on our cable channels and online. In addition, we marked an important transition towards becoming a full-fledged community media center. In early 2018, the PCTV Board of Directors approved a new vision statement:

PCTV is a community media and education center that gives voice to Pittsburgh’s diverse communities.

In 2018 we took important steps towards realizing that vision. We expanded our training offerings, more than doubling the number of certifications. One of our new popular offerings was a podcasting class, a first step toward expanding our training offerings beyond television. In the future, PCTV will not just be a television station but a place where residents and organizations can come to communicate in the medium that best suits their needs and message.

PCTV is honored to be the community media center for Pittsburgh. We look forward to serving Pittsburgh for many years to come!

John Patterson,
Executive Director
In 2018 we continued to use the block programming format that we began in 2010. To ensure a diversity of types of programming, we schedule programs using the following categories:

- Health & Lifestyle
- Community
- Music & Entertainment
- Sports & Recreation
- News, Issues & Public Affairs
- Arts, Film & Culture
- Religious & Spiritual
- Youth
- General Interest & Talk Show

PCTV distributes its programming 24 hours a day, 7 days a week on 5 distribution outlets including Comcast Channel 21 and Verizon Channel 47 in the City of Pittsburgh, on PCTV’s website, on Facebook Live and on PCTV's YouTube Channel.

PCTV is truly a Pittsburgh channel, with the majority of the programming being produced and contributed by city residents. Residents can utilize PCTV's technical resources (facilities, equipment, staff) to produce programming or they can produce it on their own and submit it for air. Additional programming is produced by PCTV, acquired by satellite from Free Speech Television, or acquired from various other sources. Regardless of the source, all programming is chosen based on its relevance to our Pittsburgh audience.

**PROGRAMMING REPORT**

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**FIRST RUN PROGRAMMING**

1,342 hours
of first run programming aired by PCTV in 2018

- 441 hours
  produced by the community using PCTV resources
- 95 hours
  produced by community members not using PCTV resources
- 509 hours
  acquired by satellite from Free Speech Television
- 144 hours
  produced by local nonprofit organizations
- 82 hours
  acquired from other sources to meet outreach needs
- 71 hours
  produced by PCTV staff

**BLOCK PROGRAMMING**

In 2018 we continued to use the block programming format that we began in 2010. To ensure a diversity of types of programming, we schedule programs using the following categories:

- Health & Lifestyle
- Community
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- Youth
- General Interest & Talk Show
PCTV STAFF PRODUCTIONS

185 shows produced by PCTV staff

70.75 hours of new programming

A+ Schools
Coverage of issues affecting Pittsburgh schools. PCTV produced 8 new episodes this year.

Art Happens
Produced in partnership with the Greater Pittsburgh Arts Council, interviews with local artists and organizations including the Greensburg Museum.

Associated Artists of Pittsburgh
A series of 9 videos about local artists, featuring Brenda Stumpf, Dale Huffman, Ben Schonberger, Tina Williams Brewer, Bob Bowden, and Natiq Jalil.

Eco Action
Topical discussions with local leaders about environmental issues affecting local communities. Guest organizations include the Clean Air Council and Fit Farms.

Hugh Shows

Intern Productions
Our team of summer interns from local colleges produced 13 short programs including features on The Children’s Theater Festival and Bicycle Heaven.

Into Pittsburgh
Nonprofit news and interviews with local nonprofits, includes nonprofit industry information and discussions about local issues.

Northside Chronicle
A show that highlights interesting people, places, and events on the North Side of Pittsburgh.

Pittsburgh Public Schools
PCTV staff records the School Board’s meetings and delivers them for air on PCTV and the City of Pittsburgh Channel.

Political Jungle
Interviews with local politicians including Marita Garrett, Erin Molchany, Joe Kuklis, Mike Stack, Dan Frankel, and Tom Baker.

Shelf Life
Produced in partnership with City Books, a showcase of local writers and their works, supporting dialogue between writers and their audience.

What If?
Conversations about natural healing techniques, integrative health, metaphysical realities, religion and spirituality, and the human journey.
PCTV uses its facility and equipment to give the community a voice in local media.

We do that by providing local residents and nonprofits with the means to produce and distribute noncommercial television programming.

Available equipment includes video cameras, tripods, and microphones available for checkout, an edit lab with iMac computers loaded with Final Cut Pro editing software and PC computers loaded with Adobe Creative Suite. We also offer two fully equipped studios with three HD cameras, production switcher, and lighting grids. PCTV’s server room houses our broadcast equipment which includes an HD router, video server, and streaming computer, all of which enable the distribution of programming via cable and the internet.

Training Collaborations
PCTV launched two training collaborations with youth-focused groups in the summer of 2018. We hosted a 12-week training course for the Operation Better Block Jr. Green Corps and a one-week youth summer camp for the Bhutanese Community Association of Pittsburgh.

Internships
PCTV offers internships throughout the year. In 2018 we had 10 students join our summer internship program where they learned about TV production while helping studio operations.

Our interns gained experience covering events, working on video shoots, editing, and getting hands-on experience with production equipment. Their work aired on PCTV and is available on our YouTube channel.

Classes & Training
This year we offered a range of trainings designed to teach users of all experience levels the basics of television production. Our offerings included:

- **Orientation** - an overview of how to get involved at PCTV. The class is scheduled once per month and by appointment.
- **Producer Prep** - a preparatory class for those who want to become community producers.
- **Electronic Field Production** - an introduction to the art of shooting on-location video with our Panasonic HMC 80 cameras.
- **Shoot to Thrill** - a primer on our Canon XA35 field cameras.
- **Intro to Final Cut Pro X** - an introduction to digital non-linear editing on Apple iMac computers.
- **Intro to Podcasting** - an overview of how to get a podcast started.
- **Adobe Premiere Pro** - an introduction to professional editing in Adobe Premiere.

In 2018, PCTV...

- **Offered 57 classes.**
- **Hosted 310 class registrants.**
- **Issued 189 training certifications.**

**2018 Facilities & Equipment Usage**

<table>
<thead>
<tr>
<th>Equipment/Facility Category</th>
<th>Number of Uses</th>
<th>Hours of Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom/Conference Room</td>
<td>46</td>
<td>129.50</td>
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<tr>
<td>Edit Suites</td>
<td>322</td>
<td>1,025.75</td>
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<tr>
<td>Electronic Field Production</td>
<td>187</td>
<td>N/A</td>
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<tr>
<td>Studio</td>
<td>659</td>
<td>2,295.5</td>
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<tr>
<td>Total</td>
<td>1214</td>
<td>3,450.75</td>
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**Facilities and Equipment**

**In 2018 Facilities & Equipment Usage**

- **Offered 57 classes.**
- **Hosted 310 class registrants.**
- **Issued 189 training certifications.**
**Community Events**

In order to connect with members of our community and to spread the word about our training opportunities and services, PCTV attended numerous community festivals and events in 2018:

- Women's Business Network Night at the Center for Women in Squirrel Hill
- St. Maria Goretti Community Festival
- Arlington Heights Community Day
- Lincoln-Lemington Community Day
- Beltzhoover Community Day
- Highland Park Family Day
- Brookline Community Day
- Pittsburgh Brown Mama Annual Family Day
- Addison Fun Day
- Harmabee Backyard Event
- Back To School Event
- Discover Pittsburgh Freshman Event at University of Pittsburgh
- Hamilton/Larimer Community Day
- Garfield Community Day
- Edgewood Community Day
- Sewickley Night Market Festival
- South Oakland Community Day
- Love Thy Neighbor Day in Homewood
- Robinson Township Festival
- PCTV Community Producers Appreciation Cookout

**Second Annual Greater Pittsburgh Community Media Awards**

An evening of fun, food, and music to celebrate an exciting year in Pittsburgh community media. PCTV produced the event in partnership with Moon Community Access, Bethel Park Public Access, and City Channel Pittsburgh to recognize outstanding achievements in local community media. The event attracted $8,070 in sponsorships and ticket sales and netted over $3,500 after expenses.

**Nonprofit Collaborations**

In 2018, we served 28 nonprofits:

- Pittsburgh Public Schools
- Greater Pittsburgh Arts Council
- A+ Schools
- Shady Lane School
- Western PA Ataxia Support Group
- New Sun Rising
- Clean Air Council
- Forbes Fund
- Homewood Children’s Village
- FIT Farms
- Associated Artists of Pittsburgh
- Northside Chronicle
- Operation Better Block
- Sustainable Pittsburgh
- Doors Open Pittsburgh
- Bhutanese Community Association of Pittsburgh
- The Hollywood Theater
- The Mattress Factory Museum
- Humane Animal Rescue
- Three Rivers Arts Festival
- Children’s Theater Festival
- Bicycle Heaven
- August Wilson Center
- Café on the Corner
- Downtown Community Development Corporation
- Greensburg Museum
**Financial Summary**

**Financial Activity**

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<thead>
<tr>
<th>Support &amp; Revenue</th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td>Support</td>
<td></td>
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<tr>
<td>Grants</td>
<td>618,005</td>
<td>611,879</td>
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<tr>
<td>In-Kind Donations</td>
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<td>539</td>
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<td>Donations</td>
<td>896</td>
<td>1,264</td>
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<td>Total Support</td>
<td>618,901</td>
<td>613,682</td>
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<tr>
<td>Revenue</td>
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<td></td>
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<td>Project Revenue</td>
<td>51,637</td>
<td>58,544</td>
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<td>Producer Fees</td>
<td>25,366</td>
<td>12,748</td>
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<td>Miscellaneous Receipts</td>
<td>8,629</td>
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<td>Interest Income</td>
<td>4,109</td>
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<td>Total Revenue</td>
<td>89,744</td>
<td>82,778</td>
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<td>Total Support &amp; Revenue</td>
<td>708,645</td>
<td>696,460</td>
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**Financial Position**

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<tr>
<th>Assets</th>
<th>2018</th>
<th>2017</th>
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<tr>
<td>Current Assets</td>
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<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>330,841</td>
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<td>Accounts Receivable</td>
<td>636,004</td>
<td>647,266</td>
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<td>Prepaid Expenses</td>
<td>17,522</td>
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<td>Total Current Assets</td>
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<td>882,353</td>
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<tr>
<td>Fixed Assets</td>
<td></td>
<td></td>
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<tr>
<td>Furniture &amp; Equipment</td>
<td>528,527</td>
<td>524,522</td>
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<tr>
<td>Leasehold Improvements</td>
<td>427,606</td>
<td>427,606</td>
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<td>Total Fixed Assets</td>
<td>956,133</td>
<td>952,128</td>
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<td>Accumulated Depreciation</td>
<td>(610,284)</td>
<td>(540,519)</td>
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<td>Net Fixed Assets</td>
<td>345,849</td>
<td>411,609</td>
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<td>Total Assets</td>
<td>1,330,216</td>
<td>1,293,962</td>
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<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Current Liabilities</td>
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<tr>
<td>Accounts Payable</td>
<td>2,029</td>
<td>1,876</td>
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<td>Notes Payable</td>
<td>0</td>
<td>8,457</td>
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<td>Current Renovation Loan</td>
<td>25,000</td>
<td>20,688</td>
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<td>Payroll Liability</td>
<td>10,779</td>
<td>9,074</td>
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<td>Total Current Liabilities</td>
<td>37,808</td>
<td>40,275</td>
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<tr>
<td>Total Non Current Liabilities</td>
<td>202,317</td>
<td>230,594</td>
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<tr>
<td>Total Liabilities</td>
<td>240,125</td>
<td>270,869</td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Without Donor Restrictions</td>
<td>991,814</td>
<td>875,017</td>
</tr>
<tr>
<td>With Donor Restrictions</td>
<td>98,277</td>
<td>148,076</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>1,090,091</td>
<td>1,023,093</td>
</tr>
<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>1,330,216</td>
<td>1,293,962</td>
</tr>
</tbody>
</table>

**Financial Resources**

**Franchise Revenue**

The majority of PCTV's funding comes from the Comcast and Verizon cable television franchises via an agreement with the City of Pittsburgh. In 2018 we received the following amounts:

- **$353,986** from Comcast through our contract with the City of Pittsburgh.
- **$264,019** from Verizon through our contract with the City of Pittsburgh.

**Non-Franchise Revenue**

In 2018 PCTV continued to pursue sources of revenue above and beyond that provided by the cable franchise agreements with Comcast and Verizon. We generated **$90,640** in non-franchise revenue in 2018, which equated to 12.8% of total revenue.

**2018 Revenue Highlights**

- **$44,500** in special project income, which represents amounts earned for production for hire.
- **$896** in donations.
- **$6,495** in sponsorships.
- **$3,500** in revenue from the First Annual Greater Pittsburgh Community Media Awards.
- **$32,506** in fees from community members.

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**Revenue Sources**

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Budgeted</th>
<th>Actual</th>
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</thead>
<tbody>
<tr>
<td>Special Projects</td>
<td>$50,000</td>
<td>$44,500</td>
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<tr>
<td>Producer Enrollment</td>
<td>$17,000</td>
<td>$25,369</td>
</tr>
<tr>
<td>Production Services</td>
<td>$6,500</td>
<td>$7,137</td>
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<tr>
<td>Fund-Raising Events</td>
<td>$0</td>
<td>$1,820</td>
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<tr>
<td>Donations</td>
<td>$2,000</td>
<td>$896</td>
</tr>
<tr>
<td>Underwriting</td>
<td>$6,000</td>
<td>$6,800</td>
</tr>
<tr>
<td>Sales - Vending</td>
<td>$25</td>
<td>$9</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$2,000</td>
<td>$4,109</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$83,525</strong></td>
<td><strong>$90,640</strong></td>
</tr>
</tbody>
</table>
PCTV extends its warmest thanks to our donors, board members, staff, producers, partners, interns, viewers, and the Pittsburgh community. We are grateful for your support and our work would not be possible without you.
PCTV empowers, educates, and enhances the Greater Pittsburgh community through media.

When PCTV began operations in Pittsburgh in 1986, it continued a long history of public access television in the United States. The roots of public access television go back to the 1960s when the tools of television production began to become more accessible to the average person. Filmmaker George Stoney was one of the pioneers of early public access television, helping to advocate for the legal right to establish access to the television medium for the public.

Public access television first came to the Steel City in 1981 when Warner Cable began operations in Pittsburgh. At the time, public, education, and government television stations were popping up all over the United States thanks to some forward thinking in Congress and at the FCC. Originally Warner Cable operated five studios throughout Pittsburgh. In 1986, PCTV took over public access as an independent non-profit, managing the current studio on Western Avenue on Pittsburgh’s North Side.

At 33 plus years and counting, PCTV is among the oldest public access media organizations in the United States. Over those over 33 years, PCTV has served thousands of Pittsburgh residents and non-profits, giving them low-cost access to media production tools and the ability to broadcast their thoughts, ideas, and creativity to households throughout Pittsburgh and the world.

While technology has evolved, the mission of PCTV remains as relevant as ever in 2018. In a time of greater and greater consolidation of media outlets, PCTV remains committed to public service. We look forward to serving Pittsburgh for many years to come.

412-322-7570
1300 Western Ave, Pittsburgh, PA 15233, USA
www.pctv21.org

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