

# People TV Annual Report 2019

Patricia Crayton General Manager

# MISSION:

▶ The mission of People TV is to provide a voice for alternative community perspectives through innovative technology, diverse programming and training. to provide the Atlanta Community a voice through Public Access to Media Technology. This is accomplished by providing the citizens of Atlanta, Georgia an equal opportunity to create public access programming for People TV, Comcast Cable Channel 24. We offer basic technical training, the equipment and facilities necessary to produce non-commercial programming for individuals, organizations and institutions in the city of Atlanta. We are strong advocates of the right of Public Access and freedom of speech as provided by the First Amendment of the US Constitution. Our mission is the operation, development and management of the PUBLIC ACCESS CHANNEL within the Atlanta cable television system. This accords with the terms and provisions of the cable television franchise agreement. We are a Georgia 501(c)3 non-profit organization governed by a Board of Directors. While People TV has a contract with the City of Atlanta to operate its Public Access cable channel, People TV is not a City of Atlanta entity.



# Organizational Structure

- ▶ Organizational Structure People TV is governed and managed by a Board of Directors consisting of four (4) directors appointed by the Mayor, three (3) appointed by City Council, and up to ten (10) elected by the People TV Board. At no time shall the Board consist of fewer than seven (7) members. There are five (4) board appointee slots that need to be filled by the Mayor's office and City Council has (3) as of today, September 28, 2020.



# ORGANIZATIONAL STRUCTURE

People TV Inc. is governed by the Board of Directors.

People TV Inc. has operated without a contract since 2013

PTV operates with two full-time employees that support the Operations, Programming, Productions and Business functions.

In February of 2019 People TV Board President Dr. Johnny Wilson and Patricia Crayton presented a draft contract for People TV Inc to Jay M. McManigal, Esq. for review to submitted to Board.

# Employees Mike McMahon - Studio Operations Manager

- ▶ - Oversee day-to-day studio operations of Public Access media facility. Maintain studio operation policies and procedures consistent with People TV's mission and policies and makes recommendations for improvements as needed. Facilitates studio/editing productions including studio/equipment reservations. Ensure public access channel, studio facilities and equipment are accessed by authorized persons in accordance with People TV's policies with strict accordance to noncommercial policy. Provide technical and general assistance to People TV producers, content providers, volunteer and visitors. Responsible for short and long-term goals and planning as related to daily studio operations. Maintains statistical information related to studio operations for the Annual Report. Handles maintenance and repair of audio and video equipment. Responsible for maintaining PTV inventory of equipment. Identify and recommend studio production equipment needs. Keep an overview of progress of producers from training to production and post- production usage of facilities with objective of identifying and helping to resolve problems of individual producers. Nurtures a healthy team environment for staff

# Michael's con't

- ▶ and producers through conflict resolution and recognition activities. Maintain the procedures and policies associated with the facility and studio certification of producers. Responsible for the acquisition, implementation, maintenance and replacement of technology infrastructure; researches, evaluates and recommends new technologies. Document and report any incidents that may result in sanctions or barring of producers or visitors. Supervises production support staff as assigned. Maintain producer records in Facil database to ensure accuracy. First line of mediation in staff/producer conflicts over application of rules and regulations. Identify needs, construct forms and contracts and maintain facility usage information by producers and the public. Reports to the Managing Director and is responsible for all other tasks or projects as assigned. *Mike McMahon's Bio* - Mike is originally from Neptune/Asbury Park, New Jersey. He attended New Jersey City University, studying film and digital media, before relocating to Atlanta. He graduated Summa Cum Laude from the Art Institute of Atlanta with a special award for Providing Access, Education and Empowerment! People TV Annual Report | 2015 13 Outstanding Achievement in Video Production. He worked as an instructor at the Art Institute, as well as master control operator at WATC Atlanta 57. He became part of the People TV team in 2005, as a facilitator and editing instructor. He became lead facilitator, production manager, and is now the Studio Operations Manager

# Patricia Crayton: General Manager

- ▶ - Patricia Crayton was born and raised in Cleveland, Ohio, she is the third oldest of her six siblings and was often placed as caretaker of the younger children. Patricia was taught that hard work is the key to success from her mother and grandmother, so she has always gone the extra mile in every endeavor of her life, to make this world a better place. She attended Cleveland's Public Schools, the local Community College, and The Ohio School of Broadcast Technique where she discovered her passion for broadcast media. After relocating to Atlanta, Georgia in 1987 to be closer to her oldest child attending Spelman College she pursued a career in radio with WXLL radio as an on-air personality. While working at the radio station she met civil rights leader Hosea Williams and was introduced to Public Access Television and Community Service work at a higher level. She became a producer at People TV, later a Board member, elected to President.



# PATRICIA CRAYTON'S CON'T

- ▶ While serving as President of the Board, the decision to reorganize opened the opportunity for Patricia to become the General Manager in 2016. A position she was honored to accept. After Twenty-eight years of being involved with Public Access Television and reaching the heights of keeping HOPE alive through Media Patricia is still very passionate and involved with her community through People T.V. Public Access Television, neighborhood organizations and the Atlanta Public-School System. Many positive life experiences has shaped Patricia into a true Leader. She is well known as someone who cares about her family and community. I accept the Authority and duty to manage Corporation programs and to operate Corporation's facilities in accordance with general policies and directions established by the Board of Directors and Executive Committee.

# PEOPLE TV INC. 2019 FINANCIALS

NOTE: data is non-audited financials and may be adjusted in audit

Bank balance as of September 2020 \$63,002.00

## SUPPORT AND REVENUE

City of Atlanta  
\$180,000.00 annual total

Services (channel applications)  
\$6,150.00

Workshops  
\$1,785.00

Donations(People TV Inc 24-hour Telethon)  
\$618.00

TOTAL INCOME  
\$188,553

# PEOPLE TV INC. 2019 FINANCIALS

## CON'T

▶ EXPENSES	
▶ Rent and building maintenance	\$86,640
▶ Utilities and office supplies	\$28,044
▶ General Administrative \$60,200	
▶ Equipment purchases \$8,023	
▶ Miscellaneous Expenses	\$1,648
▶ TOTAL EXPENSES \$184,555	
▶ Estimated Cash Surplus as of 12/31/2019	\$3,998

# People TV Inc. Community Outreach

- ▶ Partnered with **Hands on Atlanta**
- ▶ **Atlanta Public Schools** Student internship (Washington High, North Atlanta, Tri-City School.
- ▶ Atlanta Workforce Development (front office reception 4 months)
- ▶ Non-Profit Organizations-People TV cablecasts public service announcements for Atlanta Non-Profits free of charge.
- ▶ PTV cablecasts Free Speech TV after hours and during power surges to our aged equipment.
- ▶

# OPERATIONS:

- ▶ Michael McMahon, operations/programmer manager stockpiled a Tri-Caster and other equipment that he researched to get the best bargain through the past and upgraded Studio A December 2019.
- ▶ PTV studio A went from a one (1) set studio to a five (5) with HD cameras and Tri-Caster.
- ▶ Mr. McMahon transformed and upgraded Studio A and Master control towers. This freed up space in both control rooms and cut our Georgia Power Bill from \$1,493 down to \$800 a month.
- ▶ Our Server is over 30 years old and is in needs of constant maintenance.

# OPERATIONS con't

- ▶ MAJOR OPERATIONAL ACCOMPLISHMENTS IN 2019
- ▶ Launching PTV Live shows on Facebook Live.
- ▶ Upgrade of Studio A, control room and Master control room
- ▶ Putting together a Contract for People TV Inc. and submitting to City of Atlanta council
- ▶ Holding 24 Hour Telethon Fundraiser
- ▶ Atlanta Public Schools Internship program

# EDUCATION

## PEOPLE TV INC

- ▶ One of the core values of Public Access Television is to empower the community through media and technology training. PTV has continued offering low cost and some cases free courses which include:
- ▶ PTV Orientation (free)
- ▶ Introduction to Community Television
- ▶ Location Camera
- ▶ Final Cut Pro editing

# NEW TECHNOLOGY AND PEOPLE TV INC

- ▶ The community interest and demand for media training has decreased tremendously.
- ▶ In the past we have had up to 80 people to show up for Orientation on one night. Our last Orientation in 2019 there were 8 people.
- ▶ PTV is developing innovative ways to stream and showcase our product.

Allowing Block Broadcasting

Acquire a Mobile unit

Live Stream



# TECHNOLOGY AND INFRASTRUCTURE

- ▶ Tel-vue - People TV Inc. terminated its service agreement with TelVue, the vendor that supports People TV Inc. programming server and management system, prior to 2013. As a result, programming technical infrastructure was outdated years behind in software upgrades, and People TV Inc. operated without technical assistance when server malfunctions occurred. The resulted in interruptions in local programming, staff on call after hours, and delays in programming cablecast. This situation is still going on, in the 2017 RFP an equipment budget of \$75,000 was a line item to ensure an updated studio. This was never executed.



# CHALLENGES

- ▶ Board of Directors Development:
- ▶ People TV Inc.'s Board of Directors in the past faced high attrition, (the action or process of gradually reducing the strength or effectiveness of someone or something through sustained attack or pressure) Lack of commitment and engagement with 35% of meetings lacking a quorum.
- ▶ **NEW DAY:** Let us work together to fill the vacant seats on People TV Inc. Board with people who has a true passion for Public Access Television and Free Speech as our Right. Holding a Team effort attitude and the sustainability to work with others to keep Public Access Television out of the Black.

# REQUIREMENTS FOR FUTURE

- ▶ The People TV Inc. Board of Directors has requirements for annual reporting to the City as outlined in Charter Sec. 3-401 which include:
- ▶ Annual report outlining activities and accomplishments
- ▶ Attendance report of every meeting for each member and regular updates of any membership vacancies, resignations, excessive absences, no-shows, tardiness, or other failures to perform so that the Municipal Clerk can accordingly notify the designated appointing authority.

