



Budget Report | 2016



PEOPLE TV, INC
190 14TH STREET, NW
ATLANTA, GA 30318

<http://www.peopletv.org>

Providing access, education and empowerment!

About People TV

Public Access Television in Atlanta began with a contract between the City of Atlanta and the cable operator on February 6, 1980 which allocated cable TV channels exclusively for use by the local community. In a subsequent access agreement, signed September 1, 1981, the cable operator agreed to provide fully equipped production studios and retained the management and operations of the city’s public access channel.

As public access grew in the community, the City of Atlanta and the new cable operator, Prime Cable, agreed to form a non-profit corporation that would take over the day-to-day administration and operation of the public access channel. The non-profit was incorporated as People TV, Inc. on January 1, 1986.

Once People TV secured its non-profit 501(c) 3 status on November 1, 1995, the organization signed a new 15 year agreement with the City of Atlanta to provide residents with public access services. The initial agreement ended in December, 2010.

People TV demonstrates a clear commitment to Atlanta’s underserved and underrepresented populations by offering all Atlanta residents and organizations affordable access to multimedia technology. As the needs of the community change and with technology and information flourishing, People TV consistently serves as a conduit between local residents and media and brings expertise, understanding and creativity to offer the most innovative and efficient programs and services as possible.

2016 Budget

As part of its mission to provide access to people that would otherwise never have a voice through traditional commercial media, People TV offers the use of facilities and equipment to community producers and charges nominal fees for the various training workshops. Until the end of 2009, major funding was from Comcast Cable as part of its franchise agreement with the City of Atlanta.

TABLE OF CONTENTS	
About People TV	1
2016 Budget	1
Staffing	3
Historical Activity	5
Revenue & Fundraising	7

Since 2010 People TV’s funding from the City of Atlanta Franchise agreement has decreased as much as 70% annually resulting in decreased staffing and operating hours. In 2013 People TV went through a restructuring by further decreasing its operating budget by 30% including reducing staffing to 2 contractors. Since 2013 People TV has repopulated its board of directors and hired a Managing Director. The 2016 budget includes a staff of 6 part-time employees providing the needed stability for progressive growth of the organization.

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2016 Budget

Acct	Budget 2015	*Projected 2015	2015 Budget Variance	Budget 2016	2015 v. 2016 Budget Variance
Revenues					
400	94,437	1,302	(93,135)	15,000	79,437
402	-	18,619	18,619	-	-
405	-	-	-	10,000	(10,000)
407	150,000	237,500	87,500	262,500	(112,500)
*409	-	500	500	1,000	(1,000)
410	4,430	7,200	2,770	4,430	-
424	12,283	23,771	11,488	20,737	(8,454)
430	120	83	(37)	80	40
499	-	264	264	1,260	(1,260)
Total Revenues	261,270	289,240	27,970	315,007	(53,737)
Salaries, Wages & Benefits					
500	30,669	30,669	0	123,492	(92,823)
518	5,716	5,716	0	35,444	(29,728)
Total Salaries	36,385	36,385	0	158,936	(122,551)
Building, Rent & Maintenance					
550	68,640	68,640	0	74,136	(5,496)
555	944	4,156	(3,212)	2,807	(1,863)
556	256	244	12	256	-
560	19,077	19,703	(626)	20,425	(1,348)
570	3,900	4,400	(500)	3,900	-
580	280	315	(35)	280	-
585	5,838	6,007	(169)	6,090	(252)
590	1,164	1,132	32	1,296	(132)
Total Building	100,099	104,596	(4,497)	109,190	(9,091)
General & Administrative					
610	2,000	2,075	(75)	4,084	(2,084)
620	780	868	(88)	838	(58)
625	830	497	333	830	-
640	2,000	4,100	(2,100)	6,000	(4,000)
645	122,688	80,112	42,576	5,500	117,188
646	3,000	1,282	1,718	3,000	-
665	-	1,097	(1,097)	-	-
666	-	237	(237)	-	-
677	-	279	(279)	-	-
680	3,148	2,255	893	3,480	(332)
681	1,688	1,163	525	1,688	-
696	30	55	(25)	55	(25)
700	300	300	0	700	(400)
705	118	158	(40)	158	(40)
710	1,200	505	695	1,200	-
712	60	-	60	60	-
715	1,100	2,310	(1,210)	2,500	(1,400)
720	125	160	(35)	156	(31)

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730	Printing	377	645	(268)	850	(473)
740	Production Supplies	640	949	(309)	950	(310)
741	Production Tape	480	-	480	480	-
742	Program Services	6,432	6,481	(49)	6,492	(60)
755	Marketing	300	1,667	(1,367)	1,800	(1,500)
791	Transportation - Local	140	198	(58)	140	-
793	Web Hosting	105	219	(114)	220	(115)
795	Educational Services	230	-	230	230	-
797	Equipment Acquired (Capital)	-	9,523	(9,523)	3,000	(3,000)
	Total Expenses	147,771	117,136	30,635	44,411	103,360

Subtotal of Expenses	284,255	258,117	26,138	312,537	(28,282)
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Net Funds	(22,985)	31,122	(54,107)	2,470
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**Line Item #409 - Board Contributions is a newly added line item for 2016*

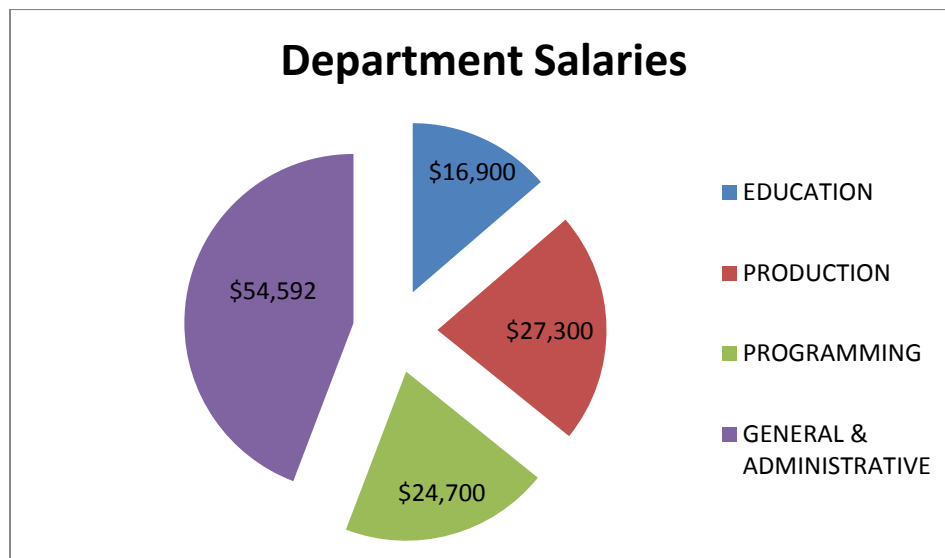
**Note: 2015 numbers are projections and not official audited numbers*

Staffing

In 2016 People TV will have a staff of 6 employees at a cost of \$123,492. Since 2013 People TV has been staffed completely by part-time independent contractors. The total number of contractors during this time has been between 2 and 8. 2016 will mark the first time that People TV will have a staff of employees instead of contractors since 2012. When People TV was at full capacity prior to 2010 staffing was between 17 and 20 full-time and part-time employees. The 2016 staffing plan is a significant achievement to stabilize the organization for future growth and performance.

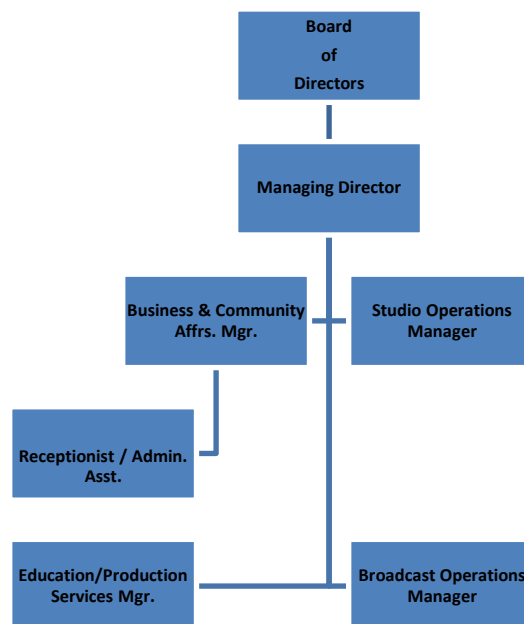
2016 Department Salaries:

- General & Administrative \$54,592
- Production \$27,300
- Programming \$24,700
- Education \$16,900



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2016 Organization Chart



Managing Director - Responsible for the overall management of the organization including day to day oversight of programming, production, marketing, public relations, training & education, community development, grants and fundraising. Manages staff personnel and define duties, set workload limits, assess, promote, discipline and/or dismiss. Manages all bookkeeping, accounting and payroll processes. Supports the mission and strategic goals of the organization. Implements office and station procedures serving the areas of accounting, business affairs and human resources. Oversee legal/contract compliance and administration. Monitor and ensure compliance with any and all current funding contracts. Responsible for tactical planning. Serves as public representative for the organization. Liaison with the City of Atlanta's Mayor's Office.

Business & Community Affairs Manager - Provides administrative consultation to Managing Director and serves as liaison to board and staff in the day-to-day-operations of People TV. Researches and completes grant applications. Coordinates and supervises the volunteer and internship program. Responsible for coordinating all workshop registrations. Prepare, coordinate and disseminate public access television information to community groups and individuals. Develop planning sessions that encompass program concept, needs assessment and timetable. Participate and identify appropriate groups and individuals for our community outreach program. Maintain non-profit organization database. Organize tours of the facility. Produce People TV promos. Give station tours for non-profits. Keeps an accurate record of all producer information using Facil. Updates board and employee's addresses and telephone numbers. Prepare and coordinate e-newsletters. Assists on other projects as needed.

Receptionist / Admin. Assistant - Answers phones and directs calls. Assist Managing Director & Business / Community Affairs Manager as needed . Greets guests and answers questions about the organization as needed. Sends reminder emails to other volunteers who are assigned to projects. Open and distribute mail. Maintain email lists and enters them in the database. Prepares correspondence as needed. Other duties as assigned.

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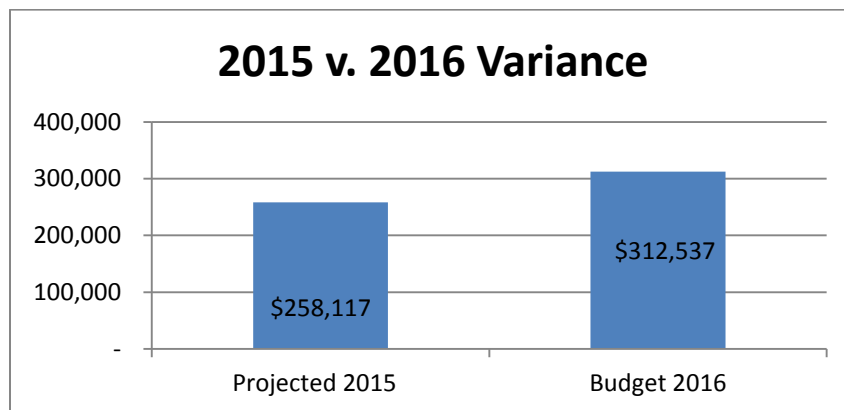
Studio Operations Manager - Handles maintenance and repair of audio and video equipment. Responsible for maintaining PTV inventory of equipment. Identify and recommend equipment needs. Identify, create forms and maintain information regarding playback of programming on channel and of tapes in library. Keep an overview of progress of producers from training to production and post- production usage of facilities and finally to program tapes turned in to playback, with objective of identifying and helping to resolve problems of individual producers. Help to maintain and oversee community bulletin board. 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.

Broadcast Operations Manager - Maintain all aspects of the digital playback facilities and responsibilities associated with program and log management including ingesting all shows into Telvue server. Maintain and recommend playback equipment and software. Create and reconcile the daily program logs, the accuracy of telecasts and any transmission discrepancies. Maintain DVD library, the program traffic system, public service announcements, promos and program archives. Keeps an accurate record of all producer information using Facil. Accept and review incoming materials for minimal technical standards. Work closely with the public; coordinate and oversee the procedures and processing of channel time applications; and the awarding of channel times; prepare cablecast schedule, distribute updated programming changes throughout the season for staff, website, public and TV Guide; troubleshoot production issues during shift; and interact with producers and community organizations. Maintain all program information required for the Annual Report. Provide technical and production assistance to groups and individuals seeking to produce in studio programs. Maintains records of facility usage, equipment inventory in Facil.

Education & Production Services Manager - Manages education workshops. Develops and prepares curriculum and determines Producer’s proficiency and progress from training to production. Serve as instructor as needed. Coordinate workshop registrations and supervises and coordinated instructors for all classes. Maintain Facil database related to workshops and certifications. Serves as liaison for production staff.

Historical Activity

The 2016 budgeted expenses total \$312,517 which is a 53% increase from 2013 and a 21% increase from 2015. Even though there has been a steady increase in the operating budget there is a projected cash surplus in 2015 in the amount of \$31,122. This has resulted in a \$63,000 decrease in the prior year cash deficit of \$-32,066.



**Note: 2015 numbers are projections and not official audited numbers*

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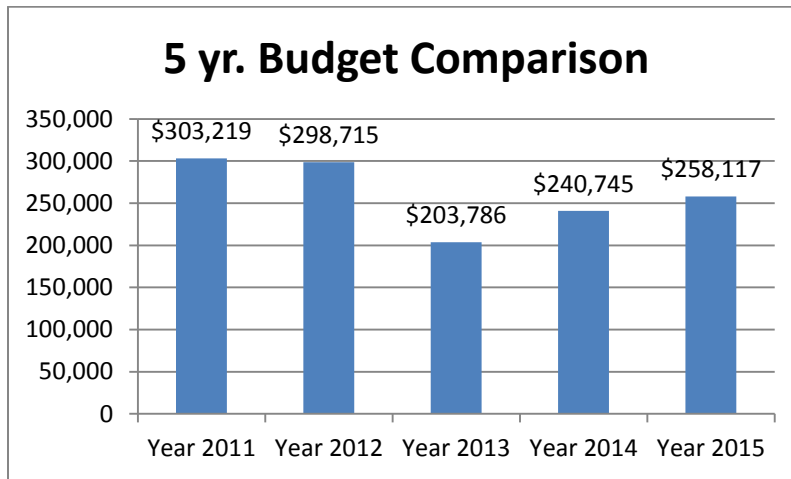
Historical Activity – 5 Yr.

	Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
Revenues					
Public Support & Revenues	327,106	223,154	193,014	208,679	289,239
Total Revenues	327,106	223,154	193,014	208,679	289,239
Expenses					
Salaries & Wages	186,970	173,309	0	0	30,669
Insurance - Health	-1,199	0	0	0	0
Payroll Tax Expense	17,460	17,013	0	0	5,716
Building Rent/Lease	40,435	49,800	54,000	66,275	68,640
Building Maintenance	899	3,243	1,019	917	4,156
Pest Control	162	220	228	236	244
Utilities	17,660	16,209	15,312	17,923	19,703
Janitorial Services	3,900	8,154	1,472	3,900	4,400
Security Services	252	252	252	252	315
Telephone/Internet/Cable	4,513	4,966	5,496	6,021	6,007
Trash Removal	719	644	998	983	1,132
General & Administrative	27	470	296	-50	0
Accounting - General	9,402	7,368	7,851	751	2,075
Professional Fees	0	193	0	0	0
Bank Charges	1,183	-322	8	459	868
Computer Hardware	2,229	2,631	315	655	497
Consulting Services	0	0	4,188	695	4,100
Contractual Services	3,912	140	87,672	123,911	80,112
Fundraising	0	0	0	3,032	1,282
Entertainment	514	0	0	89	1,097
Gifts/Awards	29	0	30	0	237
Recruiting	0	0	40	0	0
Special Events	0	0	0	0	279
Insurance - Commercial	3,987	3,452	3,208	3,707	3,418
Corporation Fees	50	80	95	30	55
Membership Dues	0	0	250	300	300
Subscriptions	0	0	0	108	158
Equipment Maintenance	444	3,467	365	673	505
Computer Maintenance	0	0	0	49	0
Office Supplies	1,227	1,110	549	904	2,310
Postage/Courier	96	51	175	77	160
Printing	0	0	75	177	645
Production	906	1,299	7,482	1,273	949
Program Services	6,278	4,141	6,458	6,432	6,481
Marketing	0	0	201	513	1,667
Property Taxes	243	0	165	0	0
Transportation - Local	226	10	163	9	198
Web Design	0	0	69	0	0
Web Hosting	696	249	460	218	219
Educational Services	0	0	0	227	0
Equipment Acq./Capitalize	0	567	4,895	0	9,523
Total Expense	303,219	298,715	203,786	240,745	258,117
Net Funds	23,887	-75,561	-10,772	-32,066	31,122

*Note: 2015 numbers are projections and not official audited numbers

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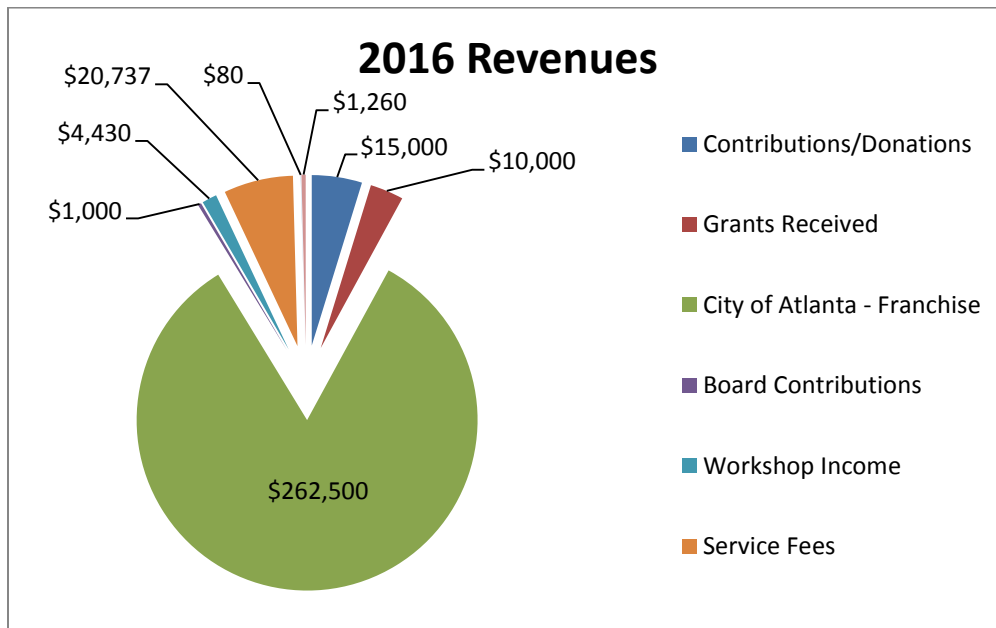
During this past 3 year restructuring period the annual expense increase has averaged around 25%. This increase is primarily due to building, staffing and programming expense needs. From 2011 to 2015 changes were made in wages and operational costs in order to stay operational.



The steady growth in operation costs is being met by increased revenues over the past 3 years. Since 2013 revenue and fundraising has increased on average of 18% annually. In 2016 is a 63% increase from 2013.

Revenue & Fundraising

2016 revenue is projected at \$315,007. This includes contributions, grants, service fees, City of Atlanta franchise fees and workshop fees.



- 2016 Contributions/Donations - \$16,000
 - \$15,000 – Fundraising activity & corporate sponsorships
 - \$1,000 – Board of Directors contributions

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- 2016 Grants - \$10,000
 - \$5,000 – Education grants
 - \$2,500 – Youth program grants
 - \$2,500 – Operational support grants
- 2016 City of Atlanta - \$262,500
 - \$87,500 – \$175,000 was received in August 2015. \$87,500 was allocated for calendar year 2015 and the remaining \$87,500 was allocated for calendar year 2016.
 - \$175,000 – Remaining allocation due from pending contract with the City of Atlanta.
- 2016 Workshop Fees - \$4,430
 - \$2,175 – Studio production workshop fees
 - \$1,465 – Location camera workshop fees
 - \$790 – Editing workshop fees
- 2016 Service Fees - \$20,737
 - \$20,000 – Channel time application fees
 - \$282 – Tape/DVD fees
 - \$130 – DVD duplication fees
 - \$325 – Studio rental fees