



People TV Annual Report | 2014



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

<http://www.peopletv.org>

Managing Director Message

People TV is in the midst of reinvention and has been a staple in the Atlanta landscape for almost 30 years by providing a forum for Atlanta residents and non-profit organizations to receive television production training that allows them the opportunity to produce their own non-commercial community access television program. The mission has been and still is to promote the First Amendment right of free speech.



Teddy Lewis,
Managing Director

Since 2010 People TV's operating budget has been in a critical state due to a major funding loss from the City of Atlanta's franchise cable agreement as a result of the passing of House Bill 227 by the Georgia State Legislature in 2008. Since the passing of this law People TV has endured a 70% annual loss in funding. Despite this major setback, People TV remains open and on the air in 2015.

In 2013 People TV's board of directors made major restructuring changes and secured a new contract with the City of Atlanta. Thanks to Mayor Kasim Reed and Atlanta City Council, People TV has weathered the storm and is still able to provide access to Atlanta residents and local non-profit organizations.

With a mere budget of \$200K for 2014 we managed to maintain a steady course of growth. Our board of directors made major improvements in the governance and management of the organization. As a result of the board's leadership we have been able to sustain broadcast production and training.

In 2014, we cablecast close to 7,500 hours of local programming produced by close to 200 community producers. We held 6 free orientation sessions with a total of 124 attendees. We held 15 workshop classes with close to 80 students enrolled. We also participated for the first time in Georgia Gives Day and held our first 9 hour live telethon where we were able to raise over \$1,300.

In January 2015, I took on my new role as Managing Director and I plan to continue fostering new partnerships with local non-profits, colleges and other organizations to ensure that People TV is not simply seen as Atlanta's Public Access Center but as Atlanta's Media Technology Center.

Thanks to all of our supporters People TV is here to stay!

Regards,

A handwritten signature in blue ink that reads "Teddy Lewis". The signature is written in a cursive, flowing style.

Managing Director
People TV, Inc.

About People TV

Public Access Television in Atlanta began with a contract between the City and Cable Atlanta 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.

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.

Our Mission

The mission of People TV, Inc. is to provide the Atlanta Community a voice through Public Access to Media Technology.

People TV continues to work towards fulfilling its mission by using the unique capabilities of cable television and other technology to address the communication needs of individuals, non-profits and community organizations in Atlanta by:

1. Giving a direct voice and nurturing understanding among various groups, neighborhoods and points of view.

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2. Providing local residents free access to cable television.
3. Offering opportunities and facilities not available with other channels in Atlanta.
4. Expanding the diversity of information about local topics that address the specific needs of targeted populations.
5. Increasing residents' access to cultural, political, health and human service resources.
6. Strengthening organizations ability to serve Atlanta residents by providing a means through which they can effectively share their resources with the community.

Organizational Structure

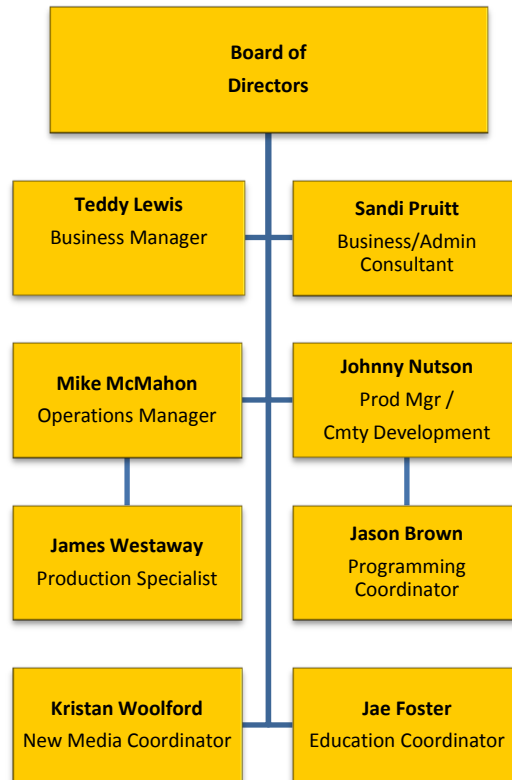
People TV is governed and managed by a Board of Directors consisting of four (4) directors appointed by the Mayor, three (3) appointed by City Council, and up to ten (10) elected by the People TV Board. At no time shall the Board consist of fewer than seven (7) members.

There are five (5) board appointee slots that need to be filled by the Mayor's office and City Council as of December 31, 2014.

PEOPLE TV BOARD OF DIRECTORS AS OF 12/31/14

Wanique Shabazz, President	PTV Board Appointed
Dázon Diallo, Vice President	PTV Board Appointed
Imani Evans, 2 nd Vice President	PTV Board Appointed
Sidney Robbins, Esq., Treasurer	PTV Board Appointed
Paul Williams, Secretary	PTV Board Appointed
Dr. Johnny Wilson	Mayor Appointed
Maynard Eaton	Mayor Appointed
Karen Mason	PTV Board Appointed
Terry Thomas	PTV Board Appointed

PEOPLE TV ORGANIZATION CHART AS OF 12/31/2014



PEOPLE TV STAFF ROLES

People TV is staffed by a total of eight (8) part-time independent contractors that report to the board. Effective January 1, 2015 the Board of Directors appointed Teddy Lewis as the Managing Director. In his new capacity he will manage all contractors directly as well as manage all day to day activities of the organization.

Teddy Lewis – Business Manager Contractor - This position requires implementation of office and station procedures serving the areas of Accounting, Human Resources and Office Administration to include the following: Prepares the end of the month financial statements. Prepares payroll (biweekly). Maintains the check register (code checks from chart of accounts). Pays invoices and keep accurate records. Facilitate the end of the year audit. Preparation of the annual budget. Daily problem solving with staff as well as producers. Handles special projects. Coordinates IT maintenance. Sends out company correspondence. Discuss financial matters for the company. Renegotiate contracts. Renew and maintain company insurance (liability, workers comp, board of directors). Serves as liaison to board and staff in the day-to-day operations of People TV. Assists on other projects as needed.

Sandi Pruitt – Business Administration Contractor - Provides administrative consultation to Board of Directors 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.

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.

Johnny Nutson – Production Manager / Community Development Mgr. Contractor

Production Manager - Responsible for the maintenance, inventory, identification and recommendation of all equipment needs. Assist community residents and organizations in the preparation of television programs by ensuring that users are able to properly use the equipment for which they have been certified. Provide and supervise technical assistance for all aspects of television production (supported by the station) for groups and individuals using the facilities. Provide training for new production staff. Participate in training workshops and seminars that enhance public proficiency in utilization of public access for residents. Primary liaison between the public and management. Must maintain records of facility usage, equipment inventory and teach workshops as needed.

Community Development Mgr. - 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.

Mike McMahon – Operations Manager Contractor - 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.

Jason Brown – Programming Coordinator Contractor - 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.

Jae Foster – Education Coordinator Contractor - 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.

James Westaway – Production Specialist Contractor - Provide technical and production assistance to groups and individuals seeking to produce in studio programs. Maintains records of facility usage, equipment inventory in Facil.

Kristan Woolford – New Media Coordinator Contractor – Coordinate digital media using print & broadcast mediums. Assist with monitoring social media accounts.

Financial Management

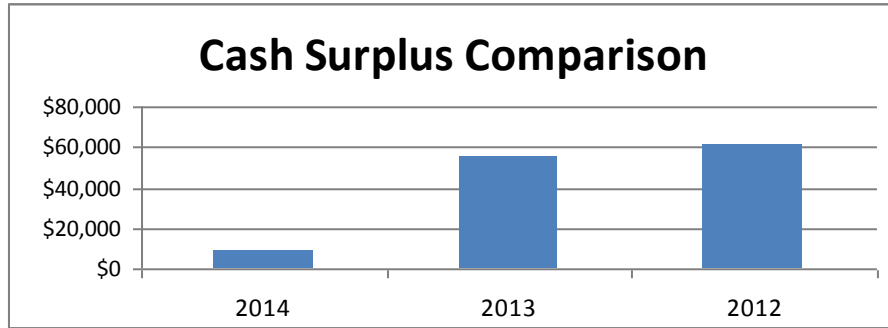
As part of its mission to provide access to people that would otherwise never have a voice through traditional commercial media, People TV offers the use of facilities and equipment to community producers and charges nominal fees for the various training workshops. Until the end of 2009, major funding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

Since 2012 People TV has decreased its operating budget by 20% due to a 6% decrease in funding from the City of Atlanta Franchise agreement. As a result we increased our fundraising efforts by more than 30 fold in 2014 compared to 2012. Even though we have experienced a loss in funding we have managed to maintain consistent cash reserve balances that have given us a cash surplus at the end of the year. Going into 2015 we must increase our fundraising efforts by an additional 6 to 7 fold to maintain a positive cash balance. If we are unable to achieve the 2015 fundraising goal then we will need to cut our 2015 budget by an additional 40% to 45%. This could greatly impact our ability to maintain a fully functional facility.

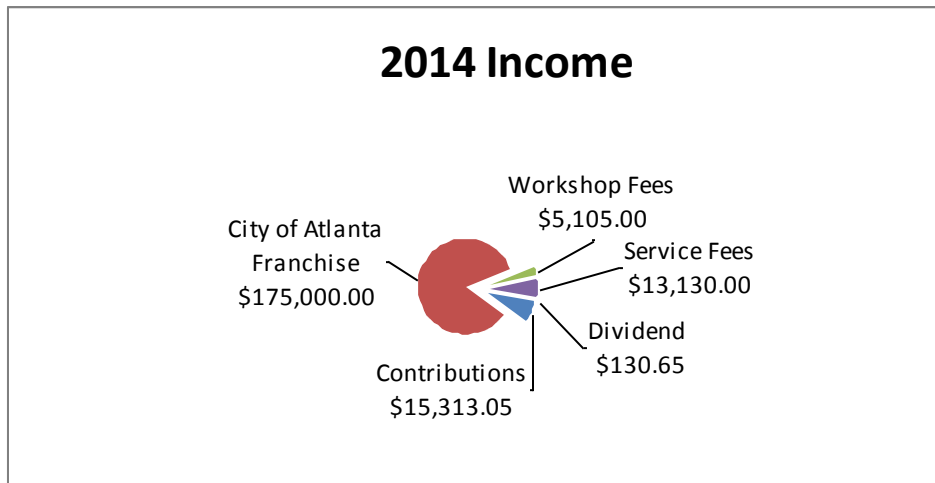
Budget 2014

INCOME	
Contributions	\$15,313.05
City of Atlanta Franchise	\$175,000.00
Workshop Income	\$5,105.00
Service Fees	\$13,130.00
Dividend Income	\$130.65
TOTAL INCOME	208,678.70
EXPENSE	
Building/Rent/Maintenance	\$96,508.02
General & Administrative	\$20,403.13
Contractual Services	\$123,911.25
Programming	\$6,432.00
Fundraising	\$3,031.69
TOTAL EXPENSE	250,286.09
2013 Cash Surplus	+ 55,123.66
Net Income (Adjusted w/2013 Surplus)	\$13,516.27

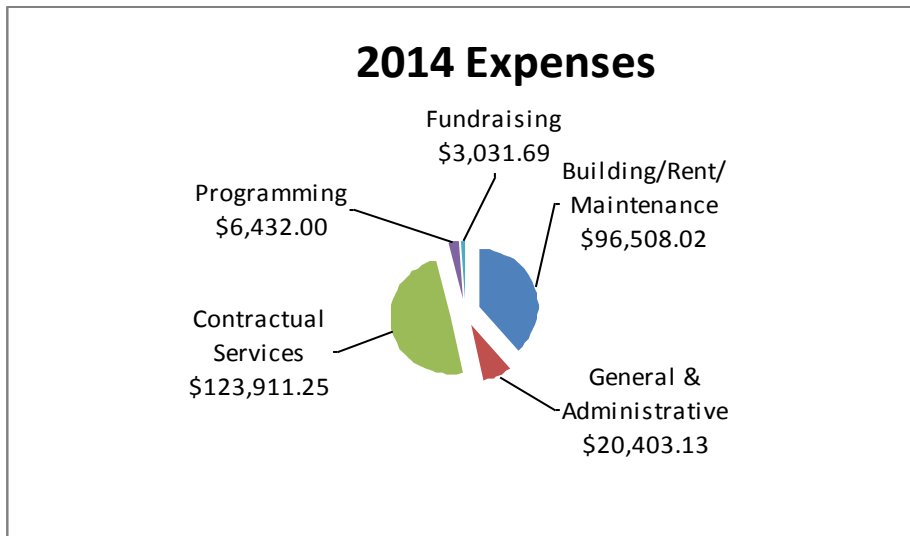
**Note: 2014 numbers are projections and not official audited numbers*



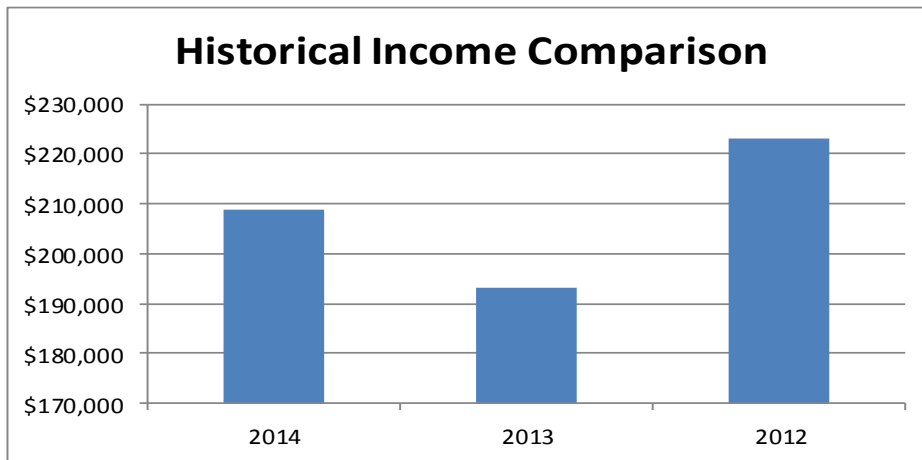
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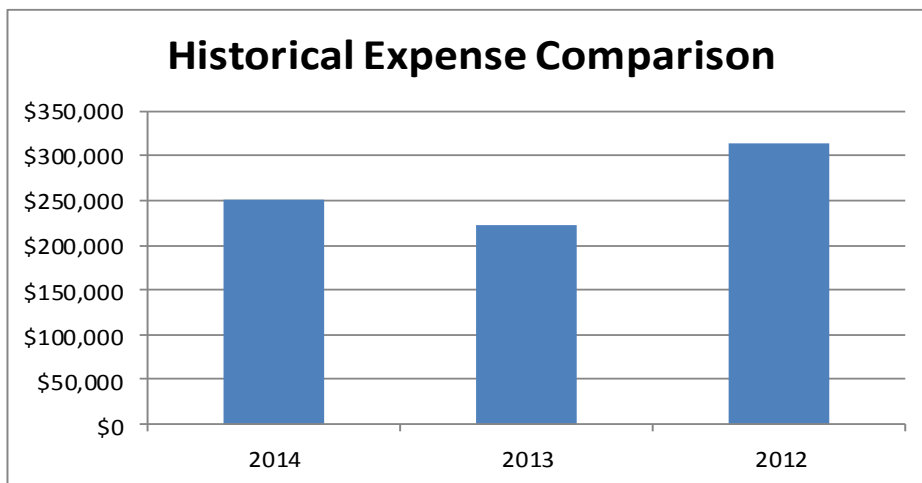
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FUNDRAISING

In addition to general fundraising, People TV held five (5) fundraisers that allowed us to raise a total of \$4,062. We had an additional \$11,251 of in-kind donations giving us a total of \$15,313 in donations for 2014.

Our “Got Da Blues Benefit Concert” was held at the Balzer Theater and featured The Mudbone Turner Blues Band and brought in \$624.



Got Da Blues Benefit

- ### 2014 FUNDRAISERS
- Atlanta Braves Concessions*
 - Georgia Gives Day*
 - Got Da Blues Concert*
 - I Heart People TV Campaign*
 - Kroger Community Rewards*

Georgia Gives Day was Thursday, November 13, 2014, and People TV was excited to be a participant! The purpose of Georgia Gives Day is to bring the state together as one community, to raise as much money and awareness as possible for Georgia nonprofits within a 24-hour, flash mob of giving on the website www.GAgivesday.org. In the first two Georgia Gives Days, nearly 20,000 donors have given more than \$2.5 million to nonprofits across Georgia. For Georgia Gives Day we held a 9 hour live telethon called “PTV Fund-a-thon” with featured musical guests and we aired vintage clips of People TV television shows like episodes of the late great Hosea Williams. We raised a total of \$1,335 for our first time effort.



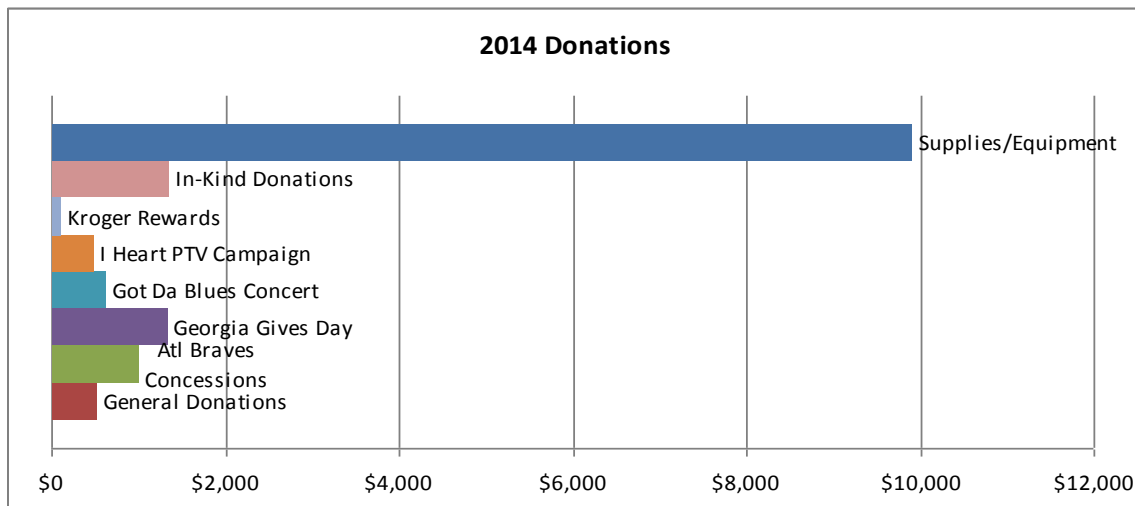
Georgia Gives Day
“Fund-a-thon”



PTV Staff with R&B Artist Eshe at Georgia Gives Day “Fund-a-thon”

People TV is also excited to be a member of the Kroger Community Rewards Program. With this program Kroger customers can help financial support People TV's mission just by shopping at Kroger with their Kroger Plus Card. To make this happen Kroger customers must register their Kroger Plus Card with the Kroger Community Rewards Program and select People TV. Every time a customer uses their registered Kroger Plus Card proceeds of their purchase go towards People TV.

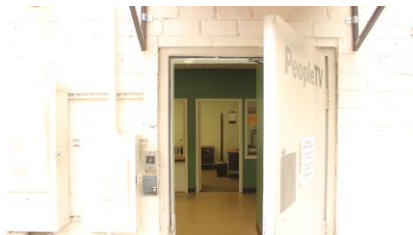




**Note: 2014 numbers are projections and not official audited numbers*

Facilities and Equipment Usage

The People TV studios and equipment are available for use by community producers. Our



facility includes two 3-camera production studios with control rooms, 3 non-linear edit suites with Mac computers, I-MAC lab with three I-MAC computers, 2 Compix graphic station, 3 computer work stations, transfer equipment for converting video to five different formats, a green room for guests, and conference room. Field production equipment for remote production includes 8 cameras ranging from consumer mini-DV camcorders to prosumer HD digital cameras and accessories, with tripods and light kits.

People TV is open for production Monday-Thursday 5pm-10pm, Friday and Saturday noon-5pm. People TV staff schedule and facilitate studio productions, coordinate access to post production facilities and location equipment, troubleshoots technical issues and mentor producers and volunteers in all aspects of television production.

Our production facility was used for a total of 31,496 hours. This amounted to a value of \$405,658 that was made available to community producers and organizations.

Facility Usage 2014

	Uses	Hours	Value
Microphones	516	5,056	\$10,868
Camera Batteries	113	9,013	\$4,580
Cameras	90	6,654	\$69,873
Computer	1	116	\$2,320
Location Monitors	1	77	\$241
Light Kits	55	4,592	\$1,644
Tripods	57	4,552	\$12,645
Edit Suites	205	632	\$95,250
Conference Room	10	25	\$1,725
Studios	288	781	\$206,513
Total Usage	1,336	31,496	\$405,658

Equipment Asset Inventory

Asset Name	Asset Class	Description	Physical Location	Acquisition Date	Projected Value
PHONE SYSTEM	OFFICE EQUIPMENT	IWATSU PHONE SYSTEM	OFFICE	1/23/2008	\$7,851
COMPUTER	COMPUTER EQUIPMENT	3 – COMPIX COMPUTERS	CONTROL ROOMS	1/1/2008	\$10,157
UPS	COMPUTER EQUIPMENT	APC SMART UPS	WORKSHOP	4/20/2009	\$874
COPIER	OFFICE EQUIPMENT	XEROX COLOR COPIER	COPY AREA	7/2/2009	\$647
MONITOR	COMPUTER EQUIPMENT	DELL 19" MONITOR	FACILITATOR OFC	7/26/2013	\$90
MONITOR	COMPUTER EQUIPMENT	DELL 19" MONITOR	CAPTURE SUITE	7/26/2013	\$90
MONITOR	COMPUTER EQUIPMENT	DELL 19" MONITOR	CAPTURE SUITE	7/26/2013	\$90
COMPUTER	COMPUTER EQUIPMENT	DELL OPTIPLEX 755	FACILITATOR OFC	7/26/2013	\$211
COMPUTER	COMPUTER EQUIPMENT	DELL OPTIPLEX 755	CAPTURE SUITE	7/26/2013	\$211
COMPUTER	COMPUTER EQUIPMENT	DELL OPTIPLEX 755	CAPTURE SUITE	7/26/2013	\$211
TV FLATSCREEN	OFFICE EQUIPMENT	SAMSUNG FLATSCREEN TV	CONFERENCE RM	7/26/2013	\$787
CAMERA	BROADCAST EQUIPMENT	PANASONIC AG-AC90PJ CAMERA	EQUIPMENT RM	8/23/2013	\$1,692
CAMERA	BROADCAST EQUIPMENT	PANASONIC AG-AC90PJ CAMERA	EQUIPMENT RM	8/23/2013	\$1,692
CAMERA	BROADCAST EQUIPMENT	PANASONIC AG-AC90PJ CAMERA	EQUIPMENT RM	8/23/2013	\$1,692
MICROPHONE	BROADCAST EQUIPMENT	RODE MINI SHOTGUN MIC	EQUIPMENT RM	8/23/2013	\$231
MICROPHONE	BROADCAST EQUIPMENT	RODE MINI SHOTGUN MIC	EQUIPMENT RM	8/23/2013	\$231
MICROPHONE	BROADCAST EQUIPMENT	RODE MINI SHOTGUN MIC	EQUIPMENT RM	8/23/2013	\$231
LIGHT TRIPOD	BROADCAST EQUIPMENT	MANFROTTO MJKSOUA	EQUIPMENT RM	8/23/2013	\$321

Equipment Asset Inventory

COMPUTER	COMPUTER EQUIPMENT	DELL XPS 8700	CAPTURE SUITE	9/13/2013	\$658
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$468
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$468
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$468
CAMERA CASE	BROADCAST EQUIPMENT	PELICAN 1510	EQUIPMENT RM	9/6/2013	\$152
CAMERA CASE	BROADCAST EQUIPMENT	PELICAN 1510	EQUIPMENT RM	9/6/2013	\$152
CAMERA CASE	BROADCAST EQUIPMENT	PELICAN 1514	EQUIPMENT RM	9/6/2013	\$190
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$468
COMPUTER	COMPUTER EQUIPMENT	APPLE IMAC	MAC LAB	9/13/2013	\$1,221
COMPUTER	COMPUTER EQUIPMENT	APPLE IMAC	MAC LAB	9/13/2013	\$1,221
COMPUTER	COMPUTER EQUIPMENT	APPLE IMAC	MAC LAB	9/13/2013	\$1,221
CAMERA	BROADCAST EQUIPMENT	CANON CAMFG20	EQUIPMENT RM	10/16/2013	\$970
CAMERA	BROADCAST EQUIPMENT	CANON CAMFG20	EQUIPMENT RM	10/16/2013	\$970
TRIPOD	BROADCAST EQUIPMENT	MAGNUS VT-4000	EQUIPMENT RM	10/16/2013	\$146
TRIPOD	BROADCAST EQUIPMENT	MAGNUS VT-4000	EQUIPMENT RM	10/16/2013	\$146
SWITCHER	BROADCAST EQUIPMENT	BLACKMAGIC ATEM SWITCHER	CMTY DEVL OFFICE	12/1/2013	\$771
Total					\$36,999

**Note: The above represents equipment that is recorded as a depreciating asset*

**Note: 2014 asset inventory numbers are projections and not official audited numbers*

People TV Workshops

One of the primary missions of People TV is to introduce individuals and organizations to the concept of community media and to educate them on how to technically capture and craft

quality visual and aural elements of the video medium. This year, close to 80 community producers and artists were trained and participated in studio, field and editing workshops.

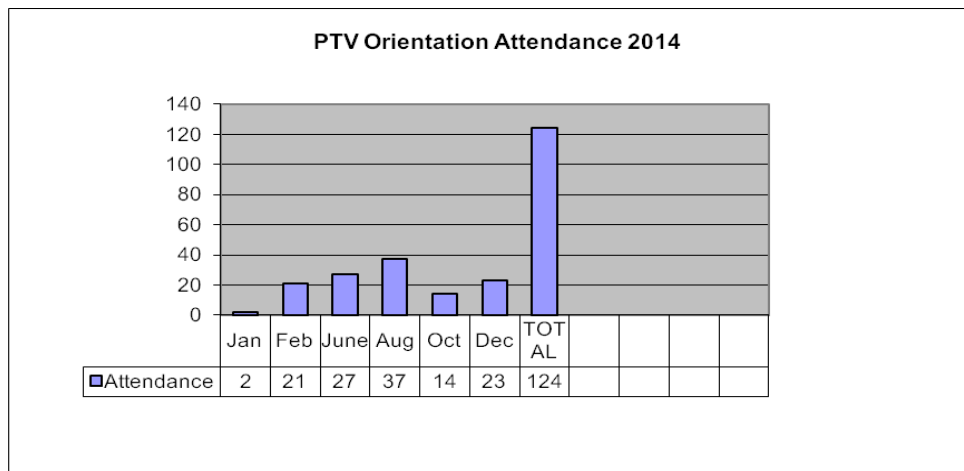


People TV helps new producers and artists develop and improve their skills by requiring them to apply for and gradually complete a more sophisticated sequence of productions. During this developmental phase, producers frequently work with staff members to enhance the aesthetic and substantive qualities of their programs

Since Public Access TV is for and about people in the community, People TV offers a series of workshops designed to train interested persons to produce their own television programs.

FREE ORIENTATION WORKSHOP

This free workshop is required for any person who wants to produce programs at People TV. It an informative open house meeting geared at sharing knowledge about our public access center to the community. Included in the presentation is a history of public access television, workshops that are offered, requirements for certification, membership, rules, regulations and responsibilities for people using the equipment and facilities of People TV.

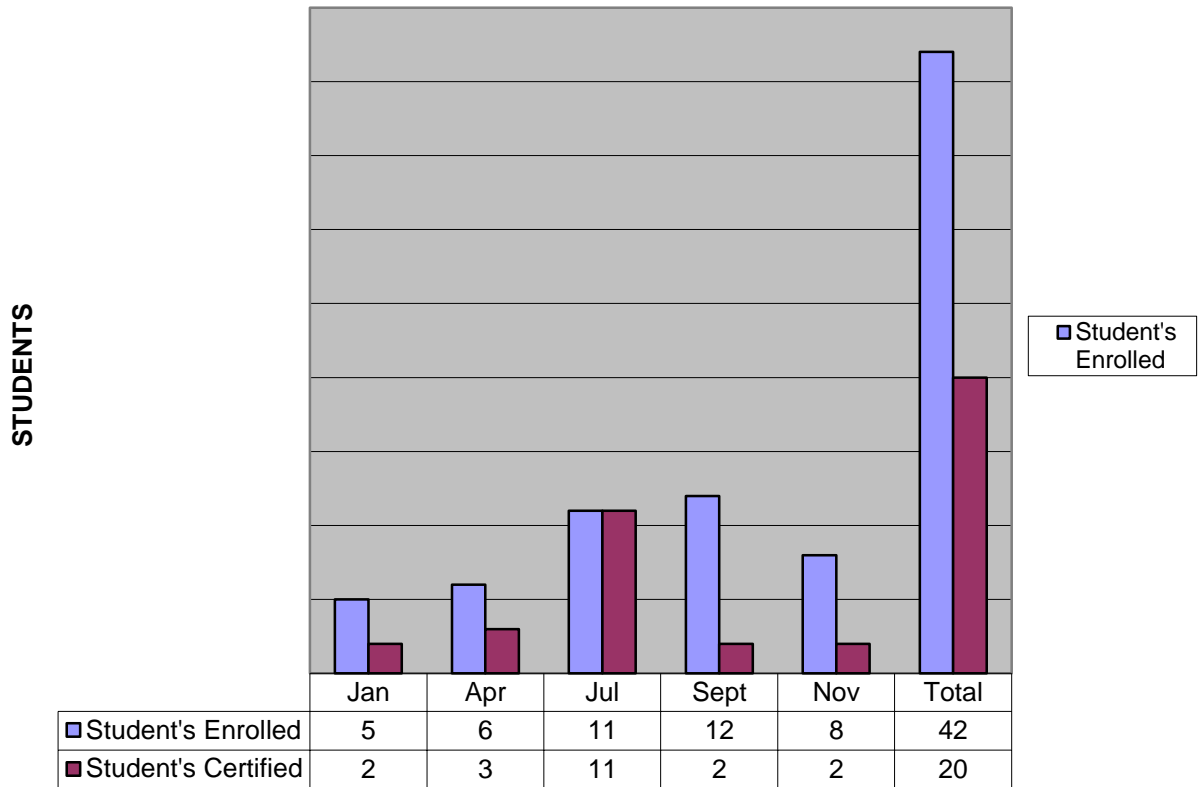


INTRODUCTION TO COMMUNITY TELEVISION WORKSHOP – STUDIO PRODUCTION & DIRECTING

The Introduction to Community Television workshop is designed for people interested in learning television studio production and directing. This workshop offers an overview of community television in Atlanta and instruction in studio and control room operation. Students learn the basics of shot composition, camera movement, audio and character generator operation, technical direction, floor directing and lighting. Completion of the workshop also

requires passing a written and practical exam as well as crewing on People TV productions. Upon successful completion of the course the individual will become a certified People TV producer.

INTRODUCTION TO COMMUNITY TELEVISION WORKSHOP



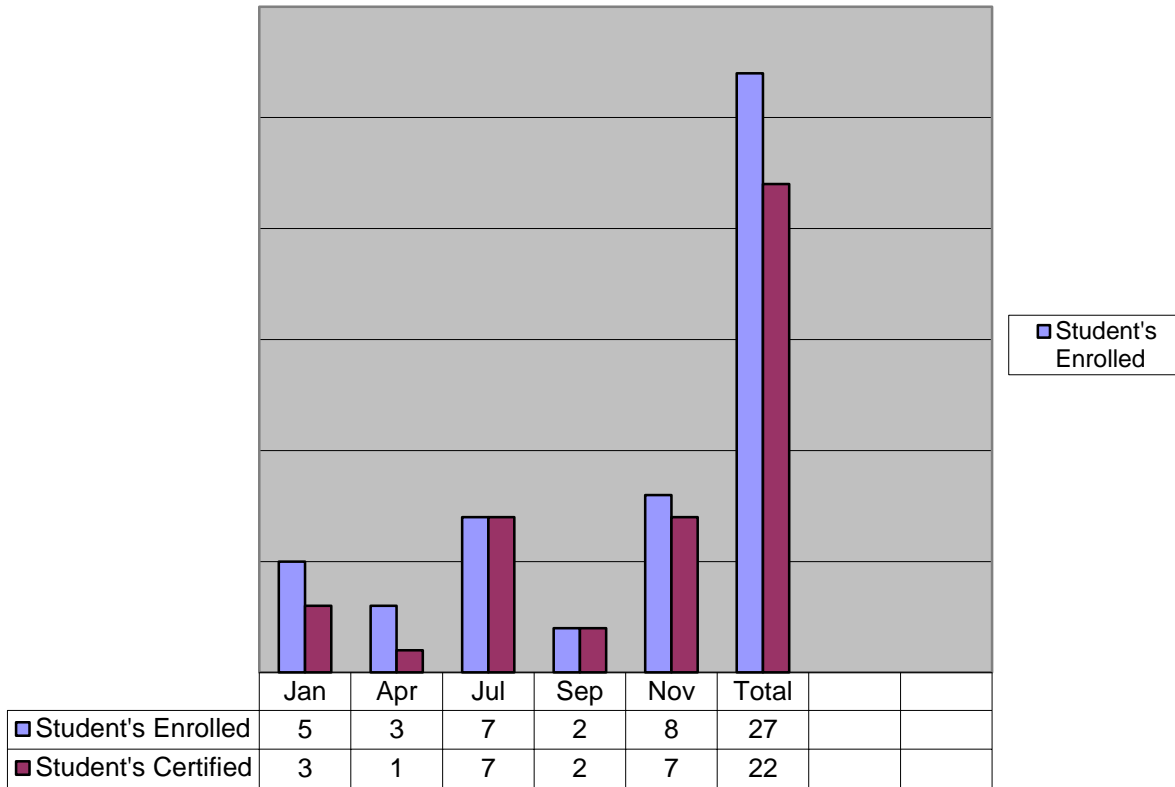
Studio A

DIGITAL LOCATION CAMERA – PANASONIC DVX 60

The Digital Video Camera workshop is designed for students interested in shooting in the Mini DV tape format. Students will receive hands on experience in digital camera operation including white and black balancing, menu settings, using camera filters, adjusting focus, digital camera terminology, shutter speed operation, camera microphone operation, low light shooting, camera set-up and breakdown, and proper storage. A proficiency examination is given at the

end of the workshop and certification is given once the student successfully completes the course. Enrollment is limited to 6 students.

LOCATION DIGITAL CAMERA WORKSHOP

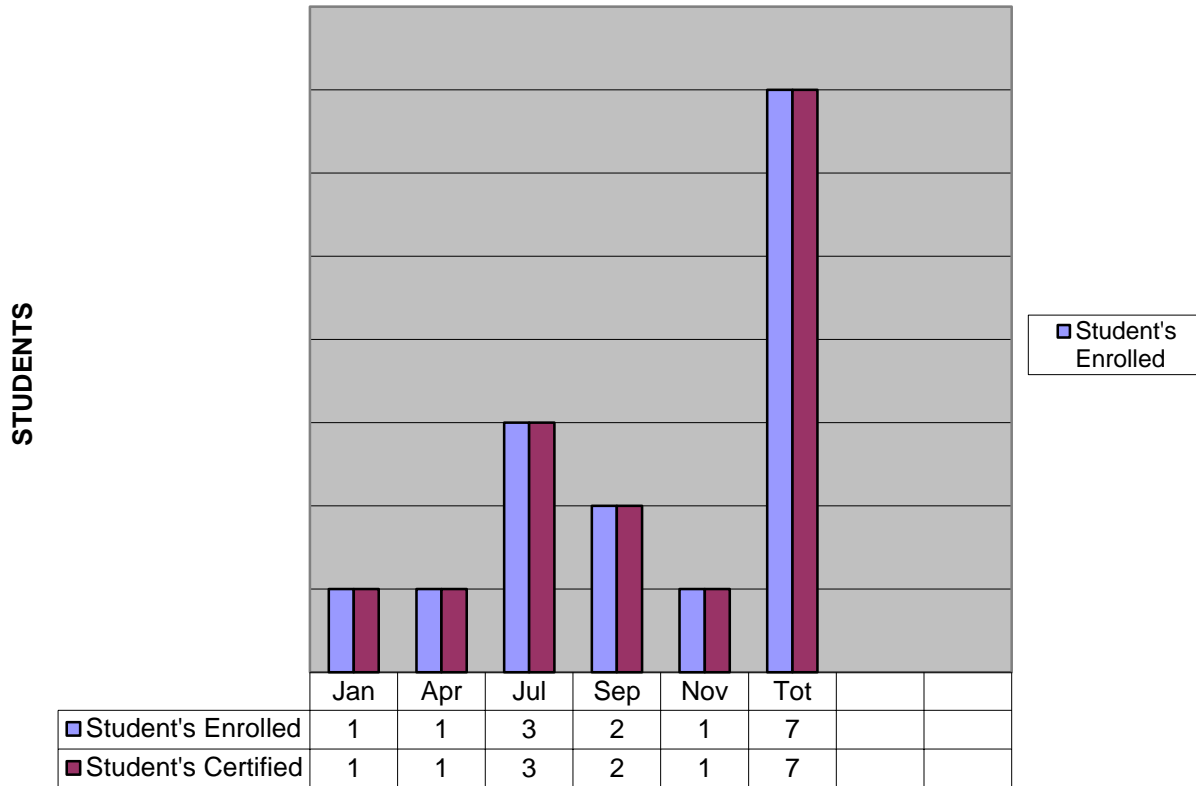


Control Room A

I-MOVIE NON-LINEAR EDITING

This is an introduction workshop for digital editing. I-MOVIE is a Macintosh based video editing software package offering an easy learning curve to people with minimal computer programming knowledge. Students will learn important skills including video capturing, timeline applications, applying transitions, audio mixing, creating titles and exporting video. Students are required to pass a written exam and create a video project that demonstrates their proficiency in I-Movie non-linear editing. Once People TV certified, those students interested in advanced non-linear editing can take the Final Cut Pro Non Linear Editing workshop. Each class is limited to 3 people.

I-MOVIE NON LINEAR EDITING



People TV Cablecasting

The channel’s noncommercial content is currently designed and produced by a committed collective of over 180 independent community producers and artists who provide over 200 hours of content weekly. Programs vary from talk shows and politics to local artists and religion.

People TV can be viewed on Comcast channel 24 by more than 100,000 Atlanta households. There is also live web streaming on our website at www.peopletv.org. People TV attracts people from all over metro Atlanta, making it a nucleus for interaction, collaboration and exchange.

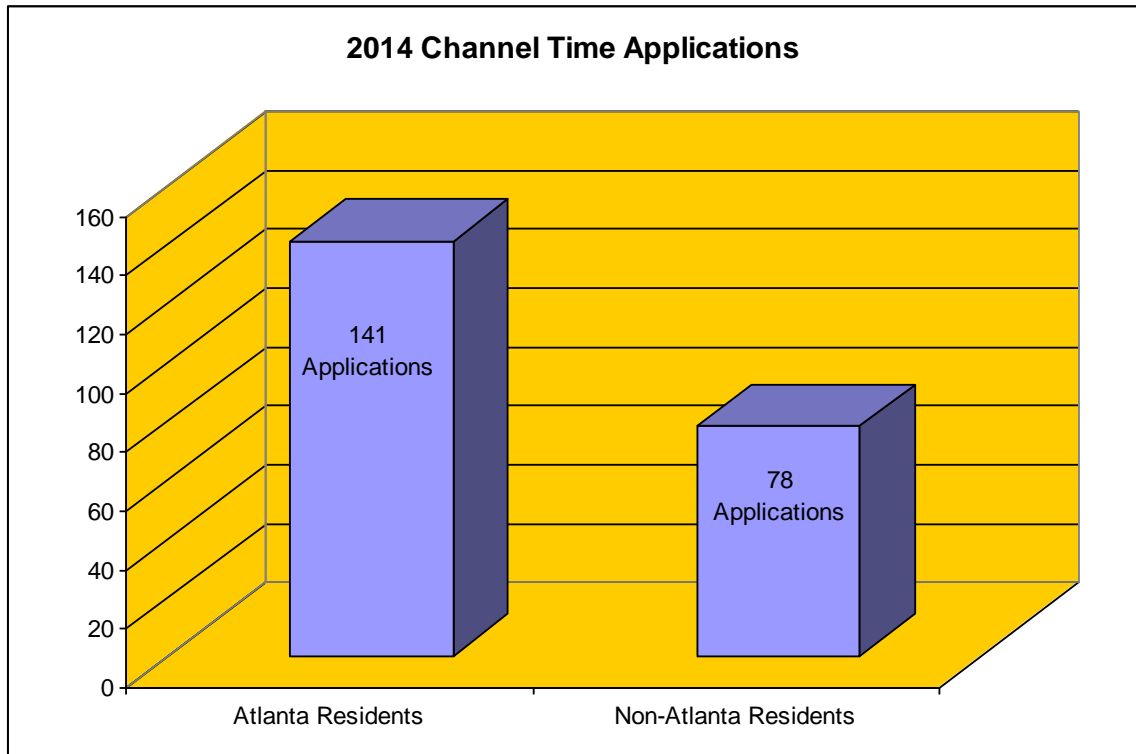
DAILY CABLECASTING HOURS

People TV cablecasts 20 hours of programming each day, with four hours being allocated to Free Speech TV. Free Speech TV is scheduled to air between 6:00AM and 10:00AM.

- **Live Programming** – People TV averaged five hours of live programming each week during each channel time season. Each season is 12 weeks long and there are typically three or four seasons during the year. During 2014, People TV had anywhere from 180 to 240 hours of live programming.
- **First Run Programming** – From January 1, 2014 through December 20, 2014, People TV had a total of 907 hours of first run programming. This time frame includes each channel time season and offseason.

2014 Cablecast Seasons
<i>Winter (2/2/14 – 4/12/14)</i>
<i>Spring (6/22/14 – 9/13/14)</i>
<i>Fall (10/12/14 – 12/20/14)</i>

- **Repeat Programming** – From January 1, 2014 through December 20, 2014, People TV had a total of 7,354 of repeat programming. This includes all programming in season and out of season.



PROGRAM CATAGORIES BY HOURS

- **Programming by Residents of the City –**
 - Winter 2014 - (23 hours p/wk) (276 hours p/12 wk season)
 - Spring 2014 - (36 hours p/wk) (432 hours p/12 wk season)
 - Fall 2014 - (32 hours p/wk) (384 hours p/12 wk season)
 - **Total Hours = 1,092 hrs**

- **Metropolitan Atlanta Residents Outside of the City –**
 - Winter 2014 - (7 hours p/wk) (84 hours p/12 wk season)
 - Spring 2014 – (17.5 hours p/wk) (210 hours p/12 wk season)
 - Fall 2014 - (15.5 hours p/wk) (186 hours p/12 wk season)
 - **Total Hours = 480 hrs**

- **Out of State Residents –**
 - Winter 2014 - (0 hours p/wk) – Don’t have any addresses on record for this season
 - Spring 2014 – (0 hours p/wk) – Don’t have any addresses on record for this season
 - Fall 2014 - (2.5 hours p/wk) (30 hours p/12 wk season)
 - **Total Hours = 30 hrs**

- **Individuals –**
 - Winter 2014 – (17 hours p/wk) (204 hours p/12 wk season)

- Spring 2014 – (36 hours p/wk) (432 hours p/12 wk season)
- Fall 2014 – (25 hours p/wk) (300 hours p/12 wk season)
 - **Total Hours** = 936 hrs
- **Organizations –**
 - Winter 2014 - (6 hours p/wk) (72 hours p/12 wk season)
 - Spring 2014 – (0 hours p/wk) – Organizational status is not listed on the spring channel time spreadsheet
 - Fall 2014 - (7 hours p/wk) (84 hours p/12 wk season)
 - **Total Hours** = 156 hrs



Taping of “The City”
in Studio A

Community Outreach and Partnerships

The mission of People TV also includes promoting and facilitating the use of the public access services by the diverse community and non-profit organizations as well as to develop grants, partnerships and collaborations that benefit the various populations of Atlanta.

People TV provides non-profits and organizations in the City of Atlanta exposure to the community through the cablecasting of free public service announcements, events and forums and the posting of events and activities on our Community Bulletin Board and website.

In 2014 our outreach included City Hall officials, NPUs, non-profits like Advocacy in Action, SOCAF (Saving Our Children and Families), and Voice Today, schools (APS & Fulton Co., GSU, Morehouse School of Medicine, Westwood College, Emory University), arts institutions (The Southwest Arts Center and S. Fulton Arts Center, the Michael C. Carlos and Fernbank museums, Onyxcon Sankofa), businesses (Jalapeno Charlie’s, Showcase Video, Media Distributors).

KEY COMMUNITY PARTNERSHIPS

People TV thrives off of a number of ongoing partnerships it holds with community organizations and initiatives, which include but is not limited to the following:

- Georgia Center for Nonprofits
- Atlanta Planning Advisory Board
- Radio Free Georgia (WRFG 89.3 FM)
- Georgia State University
- Atlanta Technical College
- Atlanta Public Schools
- Fulton County Schools
- Westwood College



COMMUNITY PRODUCED BROADCASTS

The following broadcasts were produced as part of our 2014 outreach efforts:

- Monthly APAB (Atlanta Planning Advisory Board) meeting
- Rustin/Lorde Breakfast
- MLK March and Rally
- Fruitvale Talks Town Hall
- Moral Monday GA
- The annual APS Rev. Lowery Lecture with Ryan Cameron
- Weds. Wind Down
- NPUTV episodes
- Elections Coverage with the League of Women Voters
- State of the Blues
- One Day Atlanta/One Day on Earth
- Atlanta Jazz Festival
- People TV Open Studio
- Strategy to Combat Police Brutality
- Jim Alexander Exhibit at SW Arts Center
- Romare' Bearden Exhibit at Emory
- Inside 285
- FCC Town Hall
- FEC Town Hall
- Veteran's Day Parade
- Hosea Williams Memorial
- Fulton County Schools Board meeting

VOLUNTEERS AND INTERNS

Beyond support from its staff, in 2014 People TV relied on dedicated volunteers who are specialized in media production to help coordinate, shoot, edit, and host a variety of programs including People TV Open Studio and Public Service Announcements.

PEOPLE TV – LOCAL VOICES, LOCAL CONCERNS

A long time viewer, Mrs. Adkins, a senior living in Old Fourth Ward, called into “The Patricia Crayton Show” on People TV to ask for help with her property taxes. Patricia Crayton connected with Mrs. Adkins and along with People TV board member, Dr. Johnny Wilson, consulted with Mrs. Adkins and made some contacts on her behalf including Fulton County Commission and Council and assisted Mrs. Adkins with her property tax issue. See Mrs. Adkins story on You Tube <https://www.youtube.com/watch?v=D-FaBlvz3Wg&feature=youtu.be>.



Screenshot from “The Patricia Crayton Show” on YouTube

Your Donation is More Important than ever Before

Keep Free Speech Alive and Well!! The Time for Action is Now!!

We want to make People TV available to help bring to life an example of the impact that a nonprofit has in our community.

What makes Atlanta such a wonderful place? Our citizens, communities, diversity, history, stories, voices, talents and experiences of those who create our rich Atlanta culture.

At People TV, we provide the only television medium for these voices to be heard. However, without your help, we many no longer be able to carry out this important mission. Right now, our survival is in jeopardy.

Wow! Did you know?

- For more almost 30 years, People TV has provided more local issue-oriented educational and entertaining television programming than any other Atlanta TV station.
- People TV actively gives individuals and organizations a vehicle for their expression of “free speech.”
- People TV provides television production training, facilities and services for cable and internet communication.
- People TV provides more information about the mission, needs and activities of nonprofit community organizations via free public service announcements and special programs than all Atlanta TV outlets combined.

The success of People TV is through its community producers, guests and organizations that utilize the facilities to create local content.

Looking Forward

The board of directors is initiating a staffing restructuring for 2015 which includes appointing a new Managing Director to lead the organization and staff. Along with this effort will include a new strategic plan to establish short and long term goals for People TV.

People TV has initiated a partnership with Atlanta Technical College’s Production Assistant Film training program for 2015. This will identify People TV as a training source for the growing Atlanta film industry and reestablish People TV as a viable community resource.

PROPOSED 2015 OBJECTIVES

1. Fundraising efforts will be increased by utilizing committees that set quarterly and monthly goals.
2. Partner with other organizations well connected in the community.
3. Utilize on-air broadcast and social media as a fundraising tool.
4. Solicit endorsement letter from community leaders, celebrities, local radio stations, and organizations in support of People TV.
5. Expand education curriculum beyond our core production workshops.
6. Enhance broadcast by adding show teasers and current PSAs.