



People TV Annual Report | 2015



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

<http://www.peopletv.org>

Providing Access, Education and Empowerment!

Managing Director Message

People TV, Inc. is celebrating its 30th anniversary in 2016! For 30 years People TV has provided a forum for Atlanta residents and non-profit organizations to receive affordable 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

When I was hired at People TV in 2000 we had a core staff of around 17 full time employees and had an operating budget close to \$600,000. In 2015 we experienced significant growth in our outreach and programming since our restructuring in 2013. We have managed to accomplish this with only 5 staffers (70% less than year 2000) and with an operating budget around \$290,000 (52% less than year 2000). 15 years ago our operating hours averaged 90 hours a week. In 2015 our operating hours averaged 50 hours a week (44% decrease in operating hours from 15 years ago)

I am proud to say that under my leadership within the past year and despite limited funding and resources we are strengthening with each broadcast season. We are continuing to restabilize the organization and are poised to be the premier Public Access Media Technology Center in the state of Georgia. In 2015 we experienced significant growth in our facility usage. Our production facility had a 70% increase in usage hours and was used for a total of 55,736 hours. This amounted to free and discounted services made available to community producers and organizations valued at \$573,438. We had an 88% increase in workshop participation with an estimated 376 community producers and artists that were trained and participated in orientation, studio, field and editing workshops. Last but not least we closed out 2015 with an estimated \$31,000 in net funds.

In 2016 we have a budget of \$312,000. We intend to increase our sustainability by planning to bring in \$15,000 in fundraising activity and corporate sponsorship and also bringing in \$10,000 in education, youth and operational support grants. We are fostering partnerships with local organizations and educational institutions to further sustain the richness of People TV. We intend to further diversify our outreach by connecting with communities that would include but are not limited to the youth community, disabled community, the LGBT community and all ethnic groups that make up the great City of Atlanta.

People TV was prepared to close down in 2012 but thanks to our Board of Directors, Mayor Kasim Reed and Atlanta City Council we are still here in 2016 and we intend to stay. To show our appreciation to the City of Atlanta we presented the Mayor's Office with our first Community Partner Award in 2015.

Our continued existence is further unified by the support of all stakeholders of People TV. We must maintain a spirit of cooperation to move forward. People TV needs your help to exist

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another 30 years. If we do not step up for the betterment of People TV and for its mission then People TV will surely die.

“Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek.” – President Barack Obama

In my current capacity I am further committed to ensuring that People TV is not simply seen as Atlanta's Public Access Center but as Atlanta's Premier Media Technology Center.

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

#CarpeDiem

Regards,



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.

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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.
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.

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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, 2015.

PEOPLE TV BOARD OF DIRECTORS AS OF 12/31/15

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	PTV Board Appointed
Karen Mason	PTV Board Appointed
Terry Thomas	PTV Board Appointed
Patricia Crayton	PTV Board Appointed
Maynard Eaton	Mayor Appointed
John Sharaf	City Council Appointed



Wanique Shabazz – Board President – Wanique Shabazz is well known as a Radio Personality and Director of Operations at Atlanta's Community Radio Station WRFG 89.3FM, the Station for Progressive Information reaching an audience of approximately 1.5 million and streaming live on the World Wide Web (www.wrfg.org). For more than 20 years he has been producing and hosting the popular weekly Late Night program MAPPTIME JAZZ (Metaphysical Answers and Personal & Political Truths inside Musical Edutainment). Wanique is also a writer and Journalist. His column 'Time is Freedom as Art' appears in the *Conscious Hue-Niversal Living Magazine* and he is a contributing writer in *Co-Options*, Sevananda Food Cooperative's newspaper, where he also has served 3 terms on the Board of Directors. Brother Wanique has lectured extensively throughout the United States and abroad.



Dázon Dixon Diallo, MPH, DHL – Board Vice President – Dázon Dixon Diallo is a recognized visionary and advocate in the struggle for women's human rights and reproductive justice, and the fight against HIV/AIDS, on behalf of communities of women living with HIV and those at risk for HIV and STIs. Dr. Diallo is Founder and President of Sister Love, Inc, established in 1989, the first women's HIV/AIDS and RJ organization in the southeastern United States. For 16 years she has served as adjunct faculty in women's health at Morehouse School of Medicine's Masters of Public Health Program in Atlanta, GA. Dr. Diallo currently chairs the Metro Atlanta HIV/AIDS Services Planning Council, and is a member of the AIDS Research

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Advisory Council of the Division of AIDS at the National Institutes of Health. Diallo is a founding member of the 30 for 30 Campaign for Women in the National HIV AIDS Strategy, and she serves on the HIV/DV National Advisory Committee for the National Network to End Domestic Violence. In 2012, Diallo joined the Board of the National Women's Health Network, and received an honorary Doctorate of Humane Letters from her alma mater, Spelman College.



Imani Evans, MA., Ed.D Candidate – Board 2nd Vice President –

Imani Evans currently holds dual positions as the Executive Director of the Little 5 Center for Arts & Community, as well as the President/Founder of Women Healing Women, for 6 and 10 years respectively. Evans is a social change agent, community organizer, artist, speaker and non-profit leader with more 26 years in social services and 21 years in non-profit management throughout Atlanta, New Jersey and New York. In Atlanta, she has held management positions at the following organizations: Prison Ministries with Women, Jewish Family & Career Services, Calvin Court Senior Housing and her current, above stated positions. She is a certified non-profit manager with expertise in the area of program development, board governance and grant writing. Imani holds a BA in Counseling Psychology, MA in Counseling Psychology and currently pursuing a doctorate in Counseling, Education & Supervision. She has received the following awards: Special Congressional Recognition (1996), Community Activist – Unity Fellowship Church of Atlanta (2005) and Unsung Hero Award – Zami (2008).



Sidney Robbins, Attorney – Board Treasurer – Law Offices of Sidney A. Robbins, LLC. With over 10 years in practice, Sidney Robbins specializes in Intellectual Property, Contracts, Entertainment, and General Practice. Education beginning at Morehouse College and finalizing at Harvard Law School, Sidney Robbins knows the business in the music industry.



Maynard Eaton – Board Member – Maynard Eaton is an award-winning journalist and media communications professional with a career spanning more than three decades. He is known for his work as a broadcast journalist, political columnist, media/public relations consultant, freelance writer/ editor and journalism professor. On and off camera, Eaton has parlayed his experience as a pioneering 8-time EMMY Award winning television news reporter into one of Atlanta's most influential multimedia communications professionals.

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Since January of 2011, Eaton has taken on the position of National Communications Director and chief spokesman for the Southern Christian Leadership Conference [SCLC].



Karen Marie Mason – Board Member – Karen Marie Mason moves smoothly between the areas of film, television, art and music. Currently she is the CEO of www.blackinternettelevision.tv which launches in 2015. While working to get all of the ideas out of her head and on to paper Karen Marie is a location scout and music supervisor for film and television and an artist manager. Her locations works can be seen in the movies, television shows and videos including Tyler Perry, Drop Dead Diva, Due Date, The Game, Survivor's Remorse, HR and videos by Usher, Rick Ross, Young Jeezy, T.I. and many more. She was the music supervisor for Roger Bobb's "Raising Izzie" and "In The Meantime" and location manager for the Regina King directed feature film, "Let the Church Say Amen". Karen is the producer of "Ir/Reconcilable" a short film starring Jasmine Guy and featuring Dick Gregory, was selected for the HBO Short Film Competition 2014. Karen is the former head of the Black Music Marketing Department at East/West Elektra Entertainment and prior to that she was a marketing executive at Sony Music working with groups as varied as Cypress Hill, Kris Kross, Ziggy Marley, Tracy Chapman, En Vogue and Gerald LeVert.



Terry Thomas – Board Member – Terry Thomas is the producer and host of "Black Fire Rising" a community affairs program for People T V. He has a Master's degree in African American Studies and is a Doctoral student in the Arts in the Humanities at Clark Atlanta University. A community activist Thomas is retired public school teacher of twenty years in Journalism, Fine Arts, and Mass Media. He is a member of Alpha Phi Alpha fraternity and a Motivational Speaker.



Paul Williams – Board Member – Paul Williams has over 30 years of state and city government experience, working in the Dept. of Transportation as a Strategic Planner; the Governor's Office of Highway Safety as a Budget Officer responsible for fiscal management; Governor's Office of Planning and Budget as a Principal and Senior policy Analyst/Strategic Planning facilitating the strategic planning, budget development and fiscal oversight over the construction of a \$62 million Public Safety Training Center at Forsyth, GA. He worked with the City of Atlanta's Bureau of Budget and Planning, developed and managed revolving loans for façade improvement and organized and managed the Commercial

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Business District Association. Mr. Williams holds a BA: History from State University of NY at Buffalo. MCP: Urban/City Planning-GA Institute of Technology.



John Sharaf – Board Member – John Sharaf is a Cinematographer and Lighting Director that recently moved to Atlanta from California. He specializes in Documentary production but has a varied background in Theatrical, Episodic TV, Corporate and Music Videos. He also owns a business that provides Digital Cinema Cameras to the Film and Television Industries. As a graduate of UCLA Film School with a BFA and MFA in Film Production, he feels strongly that he should share his knowledge, skills and experience with folks here in Georgia who

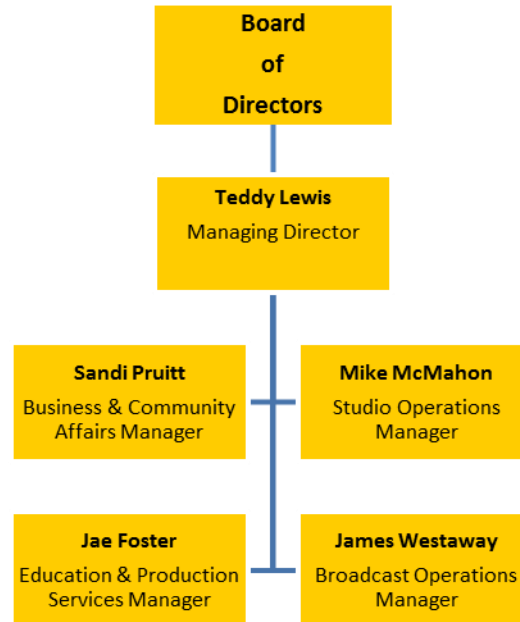
want to be included in the Gold Rush that's happening in local production, and considers his involvement with People TV as part of that effort.



Patricia Crayton – Board Member – Patricia Crayton was born and raised in Cleveland, Ohio, she is the third oldest of her six siblings and was often placed as care taker of the younger children. Patricia was taught that hard work is the key to success, 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 to be closer to her oldest child attending school 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. Twenty eight years later she is still very involved with her community through People T.V. public access television. Through many positive life experiences Patricia is well known as someone who cares about her family and community.

PEOPLE TV ORGANIZATION CHART AS OF 12/31/2015



PEOPLE TV STAFF

In 2015 People TV was staffed by a total of four (4) part-time independent contractors that reported directly to the Managing Director who was the only W2 employee. Effective January 1, 2016 the four (4) part-time independent contractors were converted to part-time W2 employees further stabilizing the organization structure of People TV.



Teddy Lewis – Managing Director – Serve as the corporation’s Chief Executive Officer. Reports directly to Board of Directors with directives facilitated by the Board President and Executive Committee specifically. 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. Recruit, hire and fire corporation’s staff, vendors and contractors in accordance with the mission, vision and

goals set forth by the bylaws and/or Board of Directors. All staff personnel shall be accountable to the Managing Director who shall employ, define duties, set workload limits, assess, promote, discipline and/or dismiss. Supervises daily operations of employees and shall have such additional authority and duties as the Board of Directors, Executive Committee or the President of the Corporation shall from time to time prescribe. Act as Corporation’s representative for all matters related to the grant of permissions for use of People TV, Inc.’s copyright and trademark matters or shall designate a staff member to serve in that capacity. All policies, directions and duties shall be communicated to the Managing Director by the Board of Directors, Executive

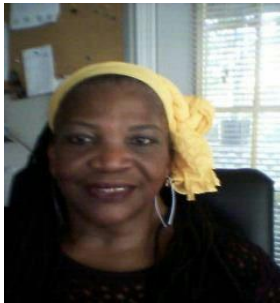
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Committee, or President or Vice-President of the Corporation, and in the execution of the Managing Director's duties. The Managing Director shall not be deemed an officer of the Corporation. However, he or she shall be an ex officio member of the Board of Directors and shall attend all regular meetings of the Board, providing a monthly Director's Report to the Board for review and consideration. Shall be responsible for oversight of all funds and securities of the Corporation; shall have oversight of the receipt of moneys due and payable to the Corporation; shall manage and oversee all contracts, leases and property of the corporation; shall oversee all deposits of any moneys in the name of the Corporation; shall be responsible for all human resources matters of the corporation in conjunction with the Human Resources Committee as outlined by the bylaws; and shall manage all bookkeeping, accounting and payroll processes for the Corporation. Monitor Corporation's expenses and finances and prepare periodic financial statements to be presented and reviewed by the Finance Committee, the Executive Committee and approved by the Board of Directors. Participate in fundraising efforts with the Board, serving as a representative of the corporation and the Board of Directors. Seek new opportunities for funding, grant opportunities and financial sustainability with support and direction from the Board of Directors. Shall work with the Treasurer and the Finance Committee to prepare the annual budget for review presentation and approval by the Board of Directors. Monitor and ensure compliance with any and all current funding contracts. Provide the Board of Directors with reports in a timely manner. Other pertinent duties as assigned by the Board President/Executive Committee.

Teddy Lewis' Bio – Teddy has been with People TV for 15 years serving in the capacity of Director of Business Affairs and CFO/Deputy General Manager. For 2 years he also served as Board Advisor and Business Management Consultant for People TV. Since 2000, he has played a valued and strategic role in the sustainability of People TV Atlanta BY decreasing the annual deficit by 134% and also increasing annual fundraising by 75% and raising a total of \$250K prior to taking on his new role. He has 28 years of extensive leadership experience in assorted industries including non-profit, broadcast media, banking, property management, hospitality and music recording industry. Prior to People TV, Teddy interned with Rowdy/Arista Records, owned by Dallas Austin. After Rowdy, he worked as Office Manager and Executive Assistant to the Vice President at Savvy/MCA Records, owned by recording artist Pebbles. While at Savvy, Teddy worked with Pebbles' other companies - Pebbitone, Inc. (production) and Pebbitone Music (music publishing). He also administered the management division of PT Entertainment (Pebbles' management company) and oversaw the beginning details of Pebbles' third album. While at Savvy he had the honor of working on projects with such talents as Terry Lewis & Jimmy Jam, Mario Winans and A&M Artist 4.0. After Savvy, he held business management positions for WZGC-FM, CBS Radio and WHTA-FM / WAMJ-FM, Radio One Atlanta, Inc. He is also President / CEO of his own Artist Management and Business Consulting firm, TM Entertainment Group, Inc. (TMEG). Teddy is a native of Nashville, Tennessee and has lived in the Atlanta metro area for 23 years. He holds an MBA from the University of Phoenix, a Bachelor of Science Degree in Mass Communication: Radio and TV Production from Tennessee State University and an Associate of Arts Degree in Music Entertainment Management from The Art Institute of Atlanta.

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Teddy has served in various capacities with other professional organizations such as Community Advisory Board Member - WRFG Radio Free Georgia; American Institute of Professional Bookkeepers (2003 – 2009); National Academy of Television Arts and Sciences (2001 – 2005); Board Member/Advisor - Young Women in Search of Excellence, Inc. (2000 – 2004). Teddy is happily married to his wife of 23 years, Michelle. They have been blessed with 2 children ages 11 and 10.



Sandi Pruitt – Business & Community Affairs Manager – Responsible for community development. Prepare, coordinate and disseminate public access television information to community groups and individuals. Participate and identify appropriate groups and individuals for our community outreach program. Develop an annual “Community Participation Action Plan.” Coordinate production of PSAs for non-profit organizations as part of People TV’s community outreach including crew coordination. Provides administrative

consultation/support 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. Produce monthly community outreach program entitled, “People TV: Open Studio.” 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. Maintain non-profit organization database. Organize and give tours of facility to non-profits. Produce People TV promos as needed. Keeps an accurate record of all producer information using Facil. Maintains board of directors and employee databases. Prepare and coordinate e-newsletters. Supervises administrative support staff as assigned. Daily problem solving with staff as well as producers. Maintain and coordinate all general office work (filing, answer telephone, etc.) Serves as office liaison in the absence of the Managing Director. Nurtures a healthy team environment for staff and producers through conflict resolution and recognition activities. Maintain the procedures and policies associated with the facility and studio certification of producers. Maintain operation of all office equipment. Document and report any incidents that may result in sanctions or barring of producers or visitors. Coordinate supply orders and maintain adequate office supply inventory. Serves as vendor liaison. Reports to the Managing Director and is responsible for all other tasks or projects as assigned.

Sandi Pruitt’s Bio – Sandi was born and raised in Atlanta. She attended Knoxville College where she received dual degrees in Political Science and Business Administration. She briefly attended Georgetown University to pursue a degree in law but her focus changed while volunteering at an organization serving disadvantage youth. Finding her passion she left law school and attended the University Of Georgia where she received a Master in both Social Work and Public Administration. Sandi went to work for Family Counseling of Athens working primarily with youth. While there she worked closely with the schools, police and the juvenile court to develop and implement the Youth Recidivism Program (YRP) - an in-school program designed to reduce

delinquency. After several years Sandi returned to Atlanta and went to work for BlueCross BlueShield. While working in corporate America Sandi realized that her true passion was being stifled and left after 10 years. In 1999 Sandi co-founded Phoenix Rising Center for Women, a nonprofit that provided temporary homes for girls 8-18. In 2007 they expanded the focus to include transitional housing for homeless female veterans. Both programs were very successful and Sandi began receiving requests from many wanting help in starting their own nonprofit. In May 2007 she started SE Pruitt Consulting specializing in nonprofit development. In 2013 she was brought on as a consultant with People TV, Inc. and in 2016 became their Business & Community Affairs Manager. Sandi is a member of several professional organizations including the National Association of Professional Women, American Society for Public Administration and Nation Forum for Black Public Administrators.



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 non-

commercial 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 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

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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.



James Westaway – Broadcast Operations Manager – Oversee day-to-day broadcast operations of Public Access media facility. Maintain the operation policies and procedures and makes recommendations for improvements as needed. Maintains the statistical information related to programming for the Annual Report and advises Managing Director on broadcast operational matters. Oversees and provides technical assistance to staff, individuals and organizations.

Responsible for short and long-term goals and planning as related to daily broadcast operations. Nurtures a healthy team environment for staff and producers through conflict resolution and recognition activities. Maintain the procedures and policies associated with the facility and the certification of producers. Maintain all aspects of the digital playback facilities and responsibilities associated with program and log management. Maintain and recommend broadcast equipment and software. Create and reconcile the daily program logs, the accuracy of telecasts and any transmission discrepancies. Maintain the media library, the program traffic system, public service announcements, promos and program archives. 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. Responsible for the acquisition, implementation, maintenance and replacement of technology infrastructure; researches, evaluates and recommends new technologies. Supervises programming and production support staff as assigned. Help to maintain and oversee community bulletin board keeping timely and Atlanta related. 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.

James Westaway's Bio – James is a native Atlantan who grew up in the video production and media industry. After having lived and worked abroad in Montevideo, Uruguay, South America for 5 years, James re-ignited his passion for documentary and video journalism while at the same time deciding to return to Atlanta in 2010 in order to pursue more opportunities via the local burgeoning film, TV, and digital entertainment industry. Long fascinated by Public Access and Community Media, James loves being involved in the creation of community media and he can usually be found working in the background to ensure that Public Access and Free Speech are preserved. In his free time, James enjoys capturing any kind of video content out with

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friends, helping out on set/location via independent productions, volunteering with local non-profits, and long walks through the city with his dog.



Jae Foster – Education & Production Services Manager – Manages & develops education workshop curriculum. Determines Producer's proficiency and progress from training to production. Serve as workshop instructor as needed. Coordinate workshop registrations and workshop instructors for all classes. Maintain Facil database related to workshops and certifications to ensure accuracy. Maintains statistical information related to education workshops for Annual Report. Produces the productions for internal productions

including People TV PSAs and promos. Produces PSAs for non-profit organizations as part of People TV's community outreach. Provide technical and general assistance to People TV producers, content providers, volunteer and visitors. Facilitates studio/editing productions including studio/equipment reservations as needed. Identify and recommend studio production equipment needs as necessary. Maintain 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 and producers through conflict resolution and recognition activities. Document and report any incidents that may result in sanctions or barring of producers or visitors. Supervises workshop instructors & production support staff as assigned. First line of mediation in workshop student conflicts over application of rules and regulations. Reports to the Managing Director and is responsible for all other tasks or projects as assigned.

Jae Foster's Bio – Jae Foster is originally from Oklahoma and got his initial start in radio broadcasting. Jae's tenure at People TV spans close to 30 years. He is responsible for the design and implementation of the curricula for the People TV production workshops, leading monthly community television orientation sessions, scheduling workshops and orientations, and developing special video production seminars for young people and non-profit organizations. In Jae's tenure as lead instructor for People TV workshops, he has served over 5,000 students and led an average of 28 courses per year. In addition to teaching production workshops, Jae is also an independent producer at People TV. For over 20 years, he has produced the national entertainment show, "In The Mixx" and is known for providing coverage of the annual Trumpet and Hero Award ceremonies. Jae is also a skilled freelance director, writer, video graphics designer, and digital video editor. He has used his various talents to produce video projects for industry leading companies and notables such as Lil Jon, Jermaine Dupri, Sony Records, DreamWorks, Warner Brothers, to name a few.

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

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end of 2009, major funding was from Comcast Cable as part of its franchise agreement with the City of Atlanta.

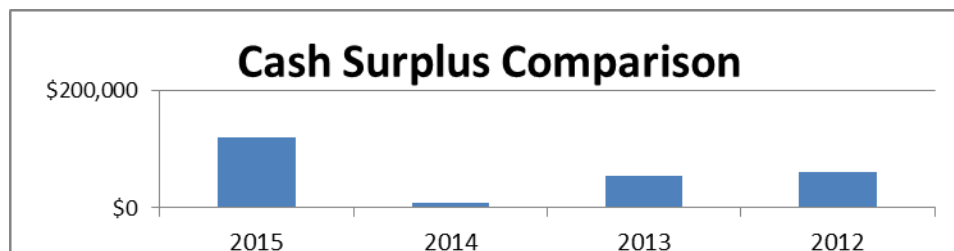
Since 2010 People TV's funding from the City of Atlanta Franchise agreement has decreased as much as 70% annually resulting in decreased staffing and operating hours. In 2013 People TV went through a restructuring by further decreasing its operating budget by 30% including reducing staffing to 2 contractors.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

Budget Performance 2015

INCOME	
Contributions	\$20,685.00
City of Atlanta Franchise	\$237,500.00
Workshop Income	\$7,200.00
Service Fees	\$23,771.00
Dividend Income	\$83.00
TOTAL INCOME	\$289,239.00
EXPENSE	
Salaries/Payroll Taxes	\$36,385.00
Building/Rent/Maintenance	\$104,596.00
General & Administrative	\$29,261.00
Contractual Services	\$80,112
Programming	\$6,481.00
Fundraising	\$1,282.00
TOTAL EXPENSE	\$258,117.00
Net Income	\$31,122.00

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

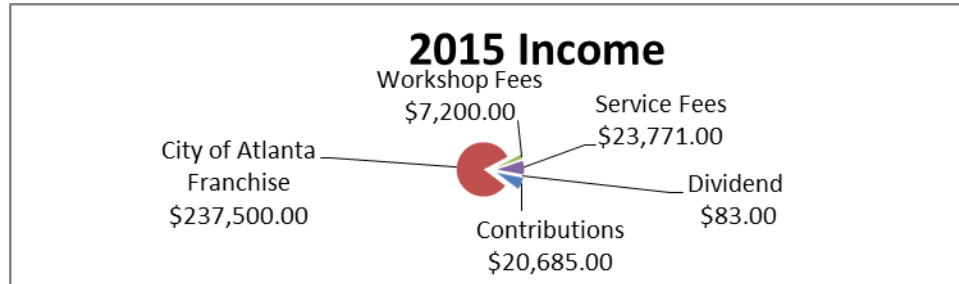
Since 2012 our cash reserve surplus increased by 98% in 2015 as indicated in the chart below. Our objective is to get to a point where our cash surplus can gain interest and be used for capital improvements as needed.



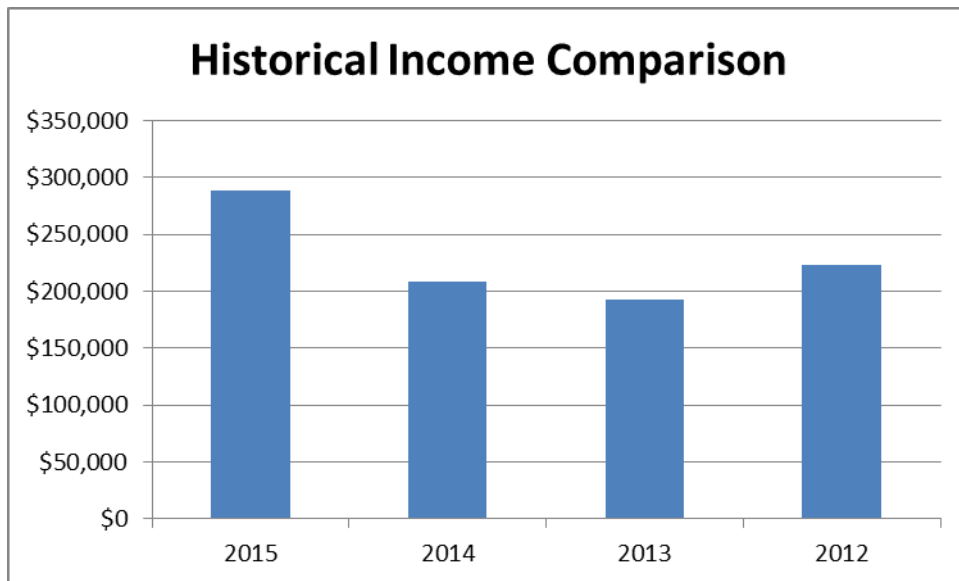
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We had a 39% overall increase in income from 2014 as indicated in the charts below. This increase was primarily due to the increase in citizens utilizing our public access services. We experience a significant 81% increase in channel time application and service fees. We also experienced a 41% increase in our workshop fees from 2014. Our contributions were up 35%

from 2014. These significant income increases further provide the needed stability for progressive growth of the organization.

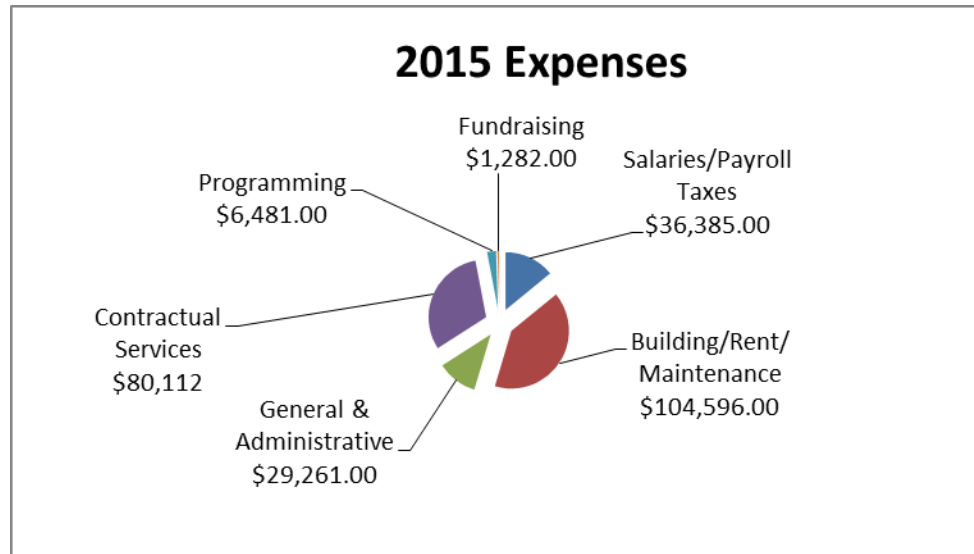


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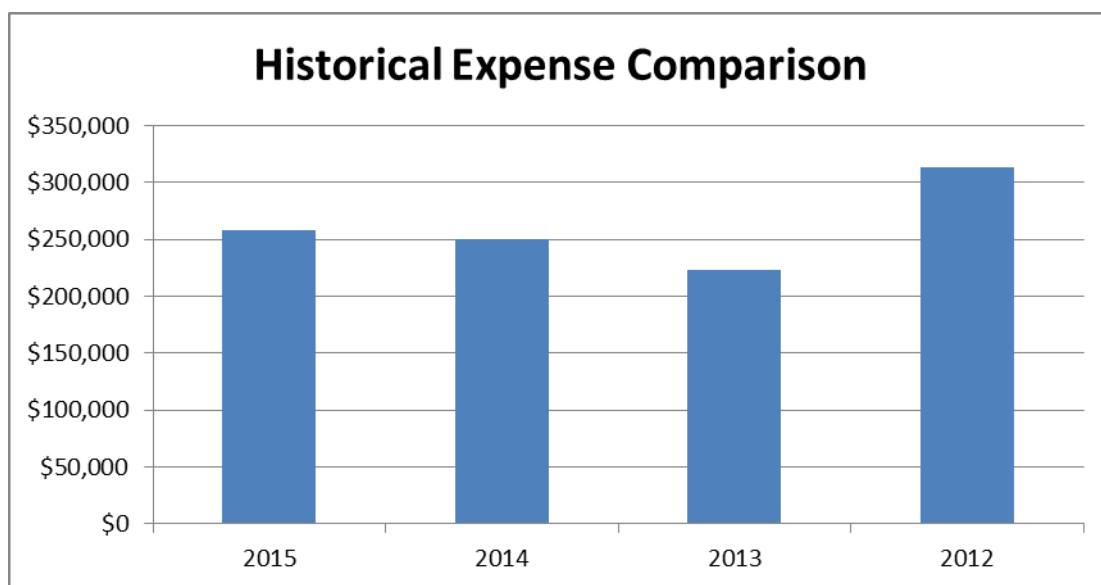


**Note: 2015 numbers are projections and not official audited numbers*

Our 2015 expenses totaled \$258,117. This amounts to around a 17% decrease in expenses since 2012 as indicated in the below charts. Over the past 4 years annually expenses have averaged around \$261,073. The most significant change in 2015 was we projected a net surplus in the amount of \$31,122. This amounts to around a 134% deficit decrease over the last 4 years. The 2015 net surplus doesn't include cash reserves and is specifically related to income verses expense. This is a positive achievement in our financial management as it will present better opportunity to be awarded grants in the future as we move forward and further increase are viability as a nonprofit organization.



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



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

FUNDRAISING

As an organization we continue to struggle to generate enough revenue to meet our operating expenses. The long term sustainability of the organization depends on dramatically increasing our revenue through aggressive resource development, appropriate spending, and strategic capacity building.

Individual donations are an intricate part and possibly the backbone of many nonprofits. It would be a mistake to assume that only mid or high level donors are important to an

organization. The largest number of our individual donors will be low level donors: these are individuals who give relatively small donations and might give once a year or only occasionally. Lower level donors; however, tend to continue to give to the same causes over time, meaning that this is a more sustainable base of funding support.

Our fundraising and development goals for individual donors should be the same across all three levels of individual giving:

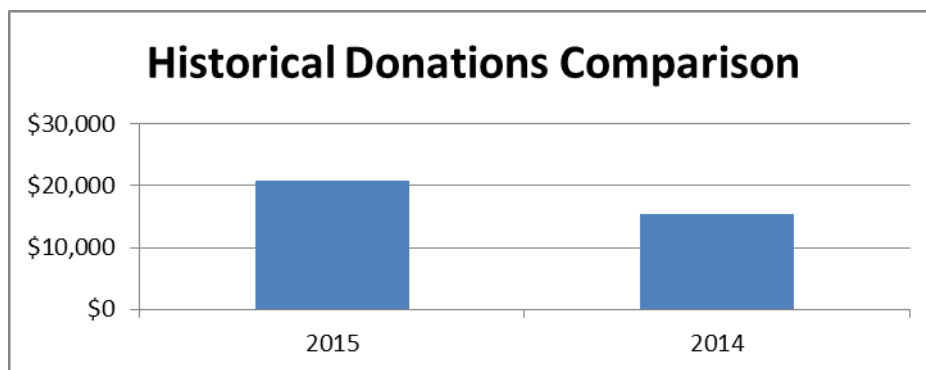
1. Increase the number of donors over time.
2. Maintain donors over time.
3. Increase the giving amount of as many of the donors as possible.
4. Move as many donors as possible up to the next level **(Note that for many high level or major donors this means getting them to make another high level gift.)**

It is essential that we develop, practice, and continually improve strategies to achieve these four goals across all three individual donor giving levels, asking frequently and through a variety of mechanisms. By providing a variety of opportunities for giving means that donors hear from us frequently and feel a greater connection to our mission and that our issue will be in the top of their mind. It is also the way we can move a one-time donor or annual giver to a more frequent donor.

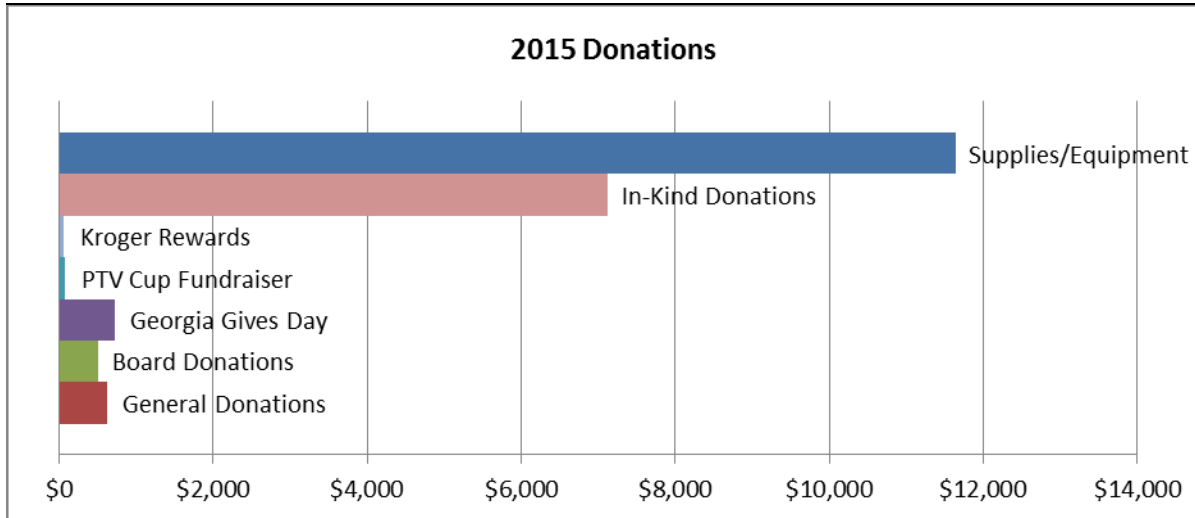
In 2015 we received an estimated \$20,700 in donations. We experienced a 35% increase in donations from 2014. We received \$18,765 in in-kind services and equipment donations that have allowed us to carry out our mission of providing access to the City of Atlanta.

2015 FUNDRAISING

<i>Cash Donations</i>	<i>\$1,122</i>
<i>Fundraising Events</i>	<i>\$801</i>
<i>Kroger Community Awards</i>	<i>\$64</i>
<i>In-Kind Donations</i>	<i>\$7,117</i>
<i>Equipment Donations</i>	<i>\$11,648</i>

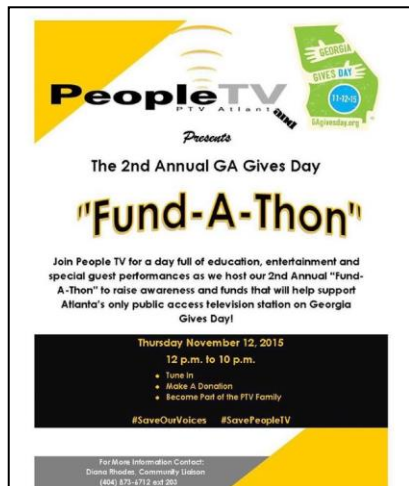


**Note: 2015 numbers are projections and not official audited numbers*



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

Our primary annual fundraising event is our Georgia Gives Day Fundathon. 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. This was our 2nd year participating and we raised an estimated total of \$7,840 in cash and in-kind donations. Sponsors included Home Depot, Onsip.com, Urban Media Xchange, Sarpinos Pizza, and Logitech.

Since the inaugural event in 2012, Georgia Gives Day has brought nearly 30,000 donors to more than 2,000 participating organizations, raising more than \$5.1 million to support the nonprofits' individual causes.

This year we were the recipient of donation match during one of the power hours. The match we received was \$111 from WXIA 11-Alive. WXIA mentioned People TV on-air and on social media during their morning broadcast on 11/12/15.

Onsip.com donated a digital phone bank via the internet to take donations via phone during the broadcast. We had 8 performers that donated their time to us and providing entertainment during the broadcast including Shelia Raye Charles, daughter of the late great Ray Charles. Total donated performance amounted to \$4,650.



We also presented the City of Atlanta with our first Community Partner Award to the Mayor's Office of Film and Entertainment during the broadcast.



Shelia Raye Charles



City of Atlanta Presentation



Split Image

The broadcast was utilized as an outreach tool as well. During the broadcast the following nonprofit organizations were interviewed as part of our annual community outreach –

- African's Children Fund
- Hope Atlanta
- Hope Strong
- Missionaries with Faith International
- Greening Youth Foundation
- Willie Watkins Foundation
- Reclaim Atlanta



PTV Fundathon Promo Truck



Hope Strong



PTV Fundathon

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.



Facilities and Equipment Usage

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

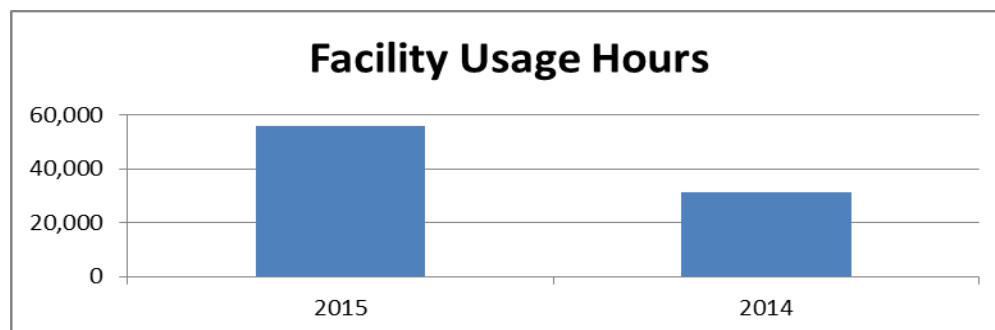


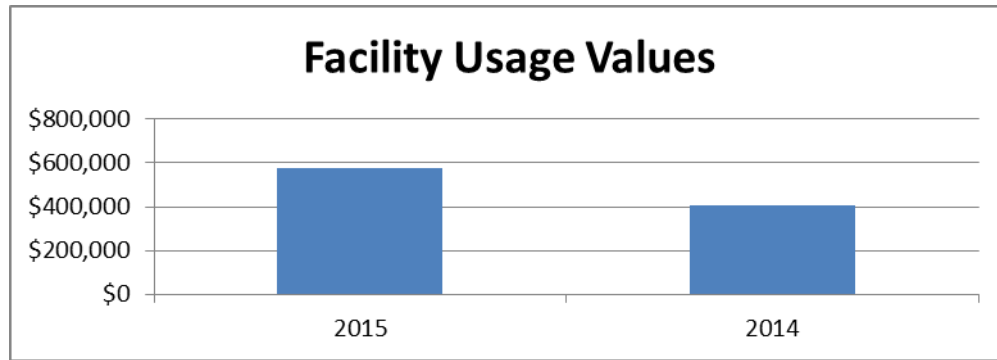
facility includes two 3-camera production studios with control rooms, 3 non-linear edit suites with Mac computers, I-MAC lab with three I-MAC computers, 2 Compix graphic station, 3 computer work stations, transfer equipment for converting video to five different formats, a green room for guests, and 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 12pm-9pm, 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.

In 2015 our production facility was used for a total of 55,736 hours. This amounted to \$573,438 of services made available to community producers and organizations. As the below chart indicates we had a 70% increase in usage hours compared to 2014. This indicates the positive growth and direction of the organization compared to the prior 2 years back to 2013.





Facility Usage 2015

	Uses	Hours	Value
Microphones	1,229	11,431	\$19,329
Camera Batteries	120	9,496	\$5,305
Cameras	239	12,739	\$134,339
Computer	1	2	\$30
Light Kits	154	13,731	\$4,263
Tripods	81	6,465	\$23,147
Edit Suites	193	606	\$56,125
Conference Room	18	39	\$1,950
Studios	424	1,228	\$328,950
Total Usage	2,459	55,737	\$573,438

Equipment Asset Inventory

Asset Name	Asset Class	Description	Physical Location	Acquisition Date	Projected Value
UPS	COMPUTER EQUIPMENT	APC SMART UPS 2200VA	WORKSHOP	4/20/2009	\$71
COPIER	OFFICE EQUIPMENT	XEROX COLOR COPIER	COPY AREA	7/2/2009	\$53
MONITOR	COMPUTER EQUIPMENT	DELL 19" MONITOR	CAPTURE SUITE	7/26/2013	\$28
MONITOR	COMPUTER EQUIPMENT	DELL 19" MONITOR	CAPTURE SUITE	7/26/2013	\$28
MONITOR	COMPUTER EQUIPMENT	DELL 19" MONITOR	CAPTURE SUITE	7/26/2013	\$28
COMPUTER	COMPUTER EQUIPMENT	DELL OPTIPLEX 756	FACILITATOR OFC	7/26/2013	\$66
COMPUTER	COMPUTER EQUIPMENT	DELL OPTIPLEX 756	CAPTURE SUITE	7/26/2013	\$66
COMPUTER	COMPUTER EQUIPMENT	DELL OPTIPLEX 756	CAPTURE SUITE	7/26/2013	\$66

Equipment Asset Inventory

TV FLATSCREEN	OFFICE EQUIPMENT	SAMSUNG FLATSCREEN TV	CONFERENCE RM	7/26/2013	\$237
CAMERA	BROADCAST EQUIPMENT	PANASONIC AG-AC90PJ CAMERA	EQUIPMENT RM	8/23/2013	\$842
CAMERA	BROADCAST EQUIPMENT	PANASONIC AG-AC90PJ CAMERA	EQUIPMENT RM	8/23/2013	\$842
CAMERA	BROADCAST EQUIPMENT	PANASONIC AG-AC90PJ CAMERA	EQUIPMENT RM	8/23/2013	\$842
MICROPHONE	BROADCAST EQUIPMENT	RODE MINI SHOTGUN MIC	EQUIPMENT RM	8/23/2013	\$115
MICROPHONE	BROADCAST EQUIPMENT	RODE MINI SHOTGUN MIC	EQUIPMENT RM	8/23/2013	\$115
MICROPHONE	BROADCAST EQUIPMENT	RODE MINI SHOTGUN MIC	EQUIPMENT RM	8/23/2013	\$115
LIGHT TRIPOD	BROADCAST EQUIPMENT	MANFROTTO MJKSOUA	EQUIPMENT RM	8/23/2013	\$159
COMPUTER	COMPUTER EQUIPMENT	DELL XPS 8700	CAPTURE SUITE	9/13/2013	\$196
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$139
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$139
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$139
LAPTOP	COMPUTER EQUIPMENT	DELL INSPIRON 15	EQUIPMENT RM	9/3/2013	\$139
CAMERA CASE	BROADCAST EQUIPMENT	PELICAN 1510	EQUIPMENT RM	9/6/2013	\$69
CAMERA CASE	BROADCAST EQUIPMENT	PELICAN 1510	EQUIPMENT RM	9/6/2013	\$69
CAMERA CASE	BROADCAST EQUIPMENT	PELICAN 1514	EQUIPMENT RM	9/6/2013	\$103
COMPUTER	COMPUTER EQUIPMENT	APPLE IMAC	MAC LAB	9/13/2013	\$363
COMPUTER	COMPUTER EQUIPMENT	APPLE IMAC	MAC LAB	9/13/2013	\$363
COMPUTER	COMPUTER EQUIPMENT	APPLE IMAC	MAC LAB	9/13/2013	\$363
CAMERA	BROADCAST EQUIPMENT	CANON CAMFG20	EQUIPMENT RM	10/16/2013	\$468
CAMERA	BROADCAST EQUIPMENT	CANON CAMFG20	EQUIPMENT RM	10/16/2013	\$468
TRIPOD	BROADCAST EQUIPMENT	MAGNUS VT-4000	EQUIPMENT RM	10/16/2013	\$71
TRIPOD	BROADCAST EQUIPMENT	MAGNUS VT-4000	EQUIPMENT RM	10/16/2013	\$71
MICROPHONE	BROADCAST EQUIPMENT	SONY ECM 66B	EQUIPMENT RM	10/2/2015	\$290

Equipment Asset Inventory

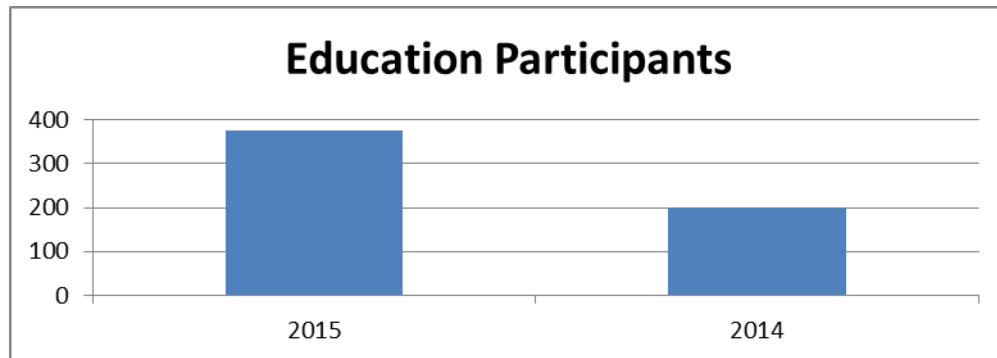
MICROPHONE	BROADCAST EQUIPMENT	SONY ECM 66B	EQUIPMENT RM	10/2/2015	\$290
MICROPHONE	BROADCAST EQUIPMENT	SONY ECM 66B	EQUIPMENT RM	10/2/2015	\$290
MICROPHONE	BROADCAST EQUIPMENT	SONY ECM 66B	EQUIPMENT RM	10/2/2015	\$290
MICROPHONE	BROADCAST EQUIPMENT	SONY ECM 66B	EQUIPMENT RM	10/2/2015	\$290
MICROPHONE	BROADCAST EQUIPMENT	SONY ECM 66B	EQUIPMENT RM	10/2/2015	\$290
STUDIO LIGHTS	BROADCAST EQUIPMENT	BERKEY COLORTAN LIGHTS (32)	STUDIO A & B	2/5/2015	\$2,628
STUDIO LIGHTS	BROADCAST EQUIPMENT	LOWELL LIGHTS (11)	STUDIO A & B	2/5/2015	\$325
STUDIO LIGHTS	BROADCAST EQUIPMENT	ARRI LIGHTS (5)	STUDIO A & B	2/5/2015	\$430
CASE	BROADCAST EQUIPMENT	VIKING (20X12X33)	EQUIPMENT RM	2/5/2015	\$100
CASE	BROADCAST EQUIPMENT	VIKING (36X18X12)	EQUIPMENT RM	2/5/2015	\$140
ROLL CYC VINYL	BROADCAST EQUIPMENT	QTY 2	EQUIPMENT RM	2/5/2015	\$150
SILK FLAG FRAMES	BROADCAST EQUIPMENT	N/A	EQUIPMENT RM	2/5/2015	\$100
REMOTE POINT RF KEYBOARD	BROADCAST EQUIPMENT	N/A	EQUIPMENT RM	2/5/2015	\$150
DVD PLAYER	BROADCAST EQUIPMENT	SONY NSS7P	WORKSHOP	2/5/2015	\$50
LENS CASE	BROADCAST EQUIPMENT	FUJI	WORKSHOP	2/5/2015	\$50
RECEIVER	BROADCAST EQUIPMENT	AK 500 UTP	WORKSHOP	2/5/2015	\$150
AJA B10582	BROADCAST EQUIPMENT	QTY 2	WORKSHOP	2/5/2015	\$600
ENGINE UNIT	BROADCAST EQUIPMENT	SONY MULTI-FORMAT	WORKSHOP	2/5/2015	\$400
SET FLATS	BROADCAST EQUIPMENT	N/A	STUDIO A	2/5/2015	\$1,200
CAMERA	BROADCAST EQUIPMENT	PANASONIC HPX500 P2	WORKSHOP	2/5/2015	\$3,000
CAMERA	BROADCAST EQUIPMENT	SONY CCD-FX520	WORKSHOP	2/5/2015	\$50
Total					\$18,096

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

**Note: 2015 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. In 2015 there were a total of 376 community producers and artists that trained and participated in orientation, studio, field and editing workshops. This is a significant 88% increase in participation compared to 2014.



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

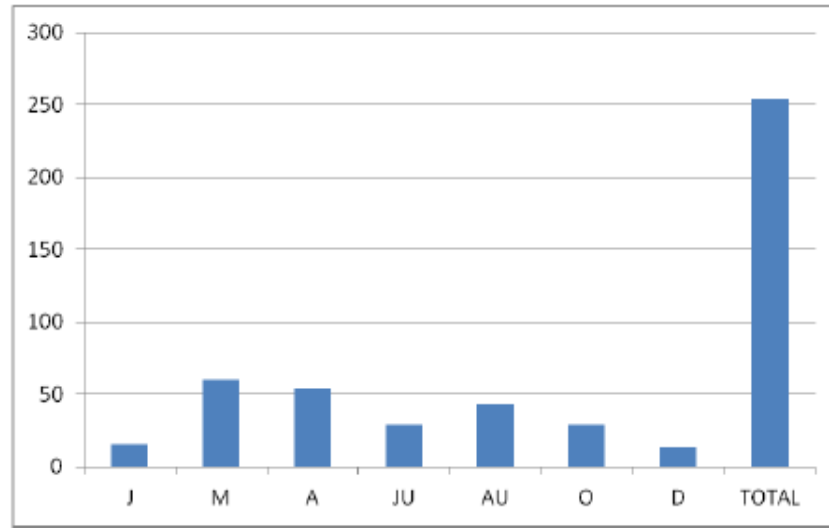
This free workshop is required for any person who wants to produce at People TV using the stations facilities or equipment. The workshop explains the mission and history of public access, video production courses that are offered, required certifications and requirements. Policies and guidelines are discussed regarding content and an explanation of memberships, regulations and responsibilities for people using the equipment and facilities of People TV. People with television production experience wishing to utilize People TV must also attend this workshop.



Orientation Workshop

In 2015 there were 254 attendees compared to 124 in 2014. This amounts to a 100% increase since 2014. This increase indicates the demand is increasing and more awareness exists about People TV's programs.

Orientation Attendance 2015



Jan	Mar	Apr	Jun	Aug	Oct	Dec	TOTAL
15	60	54	29	43	29	14	254

INTRODUCTION TO COMMUNITY TELEVISION WORKSHOP – STUDIO PRODUCTION & DIRECTING

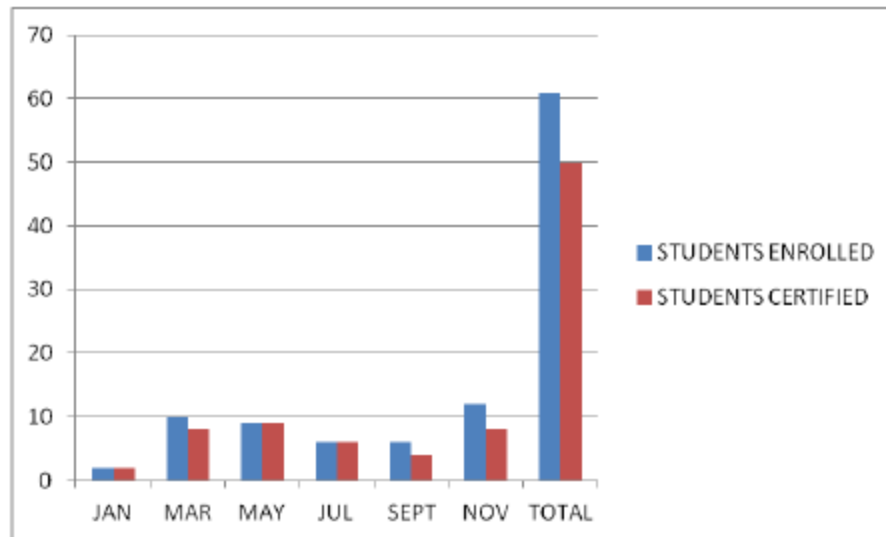
This workshop offers an overview of public access in Atlanta as well as in-depth instruction in television studio and control room operation. Students learn the basics of shot composition, camera movements, audio, technical direction, graphics, studio lighting, television producing, directing and floor directing.

Workshop sessions meet one day per week, six weeks total. Due to studio space, a maximum of ten (10) students can participate in this class. Applicants are accepted on a first come basis with City of Atlanta residents given first priority to registration. Students who successfully complete this workshop will receive a document of certification. At that time their status is entered into the People TV database as Introduction to Community Television certified.

After receiving certification, students can apply for channel time. Once application has been processed and approved by the People TV programming department, they may book studio time

to produce program specials during their first season as a producer. This certificate grants the new producer use of the production studios only. Editing and location require additional certifications in order to use the location equipment and editing suites.

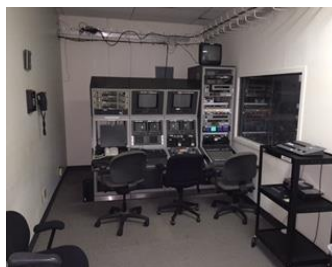
INTRODUCTION TO COMMUNITY TELEVISION WORKSHOP



	JAN	MAR	MAY	JUL	SEPT	NOV	TOTAL
STUDENTS ENROLLED	13	10	9	6	6	12	61
STUDENTS CERTIFIED	12	8	9	6	4	8	50



Studio A



Control Room A



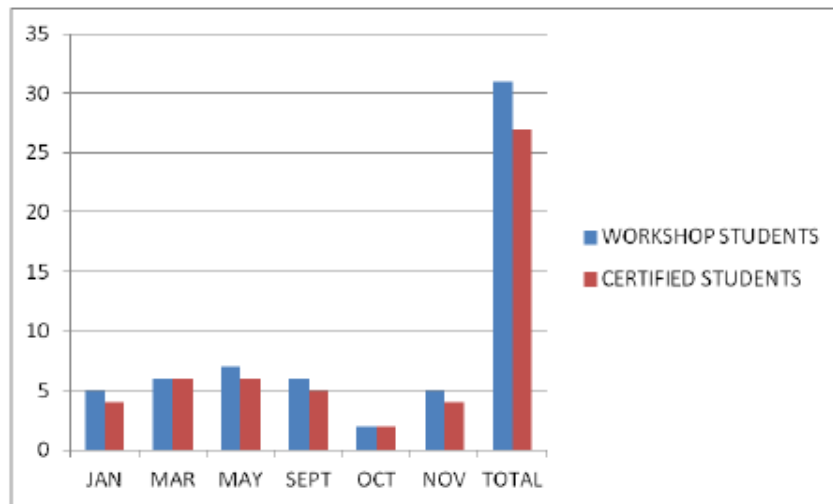
The City

LOCATION CAMERA – ENG/EPF

The purpose of this workshop is to provide access and training to individuals interested in digital camera operation. Students will receive hands on experience demonstrating a variety of camera features including white balancing, using the proper camera filters, back focusing the camera lens, digital camera terminology, audio, low light camera operation and camera set-up and

breakdown techniques, etc. This workshop is offered on a first come basis. Students are required to pass the DV Camera Proficiency Exam in order to receive certification and to use the People TV digital cameras. A document of certification is given to all students who successfully complete this course.

LOCATION CAMERA WORKSHOP



	JAN	MAR	MAY	SEPT	OCT	NOV	TOTAL
WORKSHOP STUDENTS	5	6	7	6	2	5	31
CERTIFIED STUDENTS	4	6	6	5	2	4	27



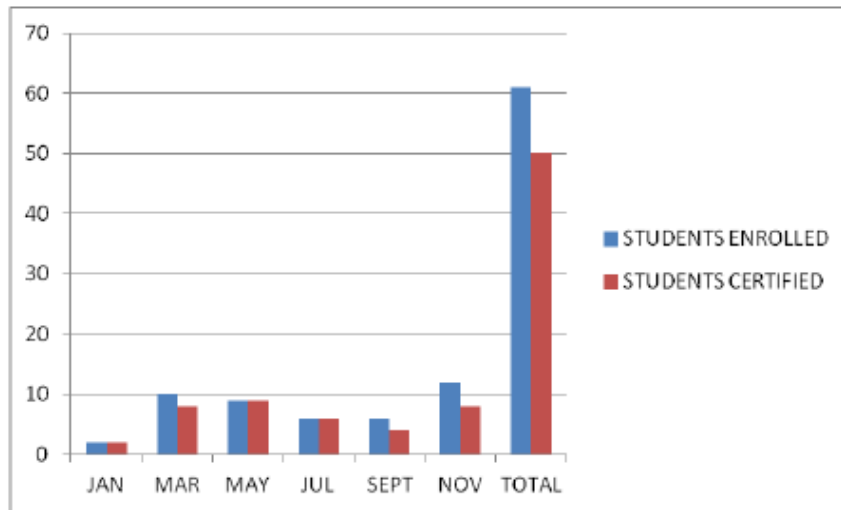
Control Room A

I-MOVIE NON-LINEAR EDITING

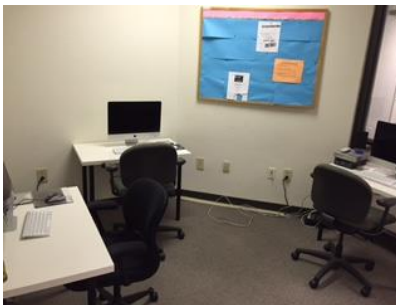
I-Movie workshop offers theoretical and practical applications of video editing. Students will learn important skills including video capturing video, video timeline applications, applying transitions to video timelines, audio mixing, creating titles, and exporting video. This course meets once a week for five consecutive weeks. Each session meets for two (2) hours with a

maximum three (3) students per workshop. Students will be required to produce a final project in order to be certified. The final project may include a two to three minute video short demonstrating video transitions, titles, music inserts, etc. Once People TV certified, students interested in advanced non-linear editing can take the Final Cut Pro Non Linear Editing class. A proficiency exam is given at the end of the workshop and People TV certification is given to each student successfully completing this course.

NON-LINEAR EDITING WORKSHOP



	JAN	MAR	MAY	SEPT	OCT	NOV	TOTAL
STUDENTS ENROLLED	4	5	5	7	1	3	25
STUDENTS CERTIFIED	3	5	4	6	1	1	20



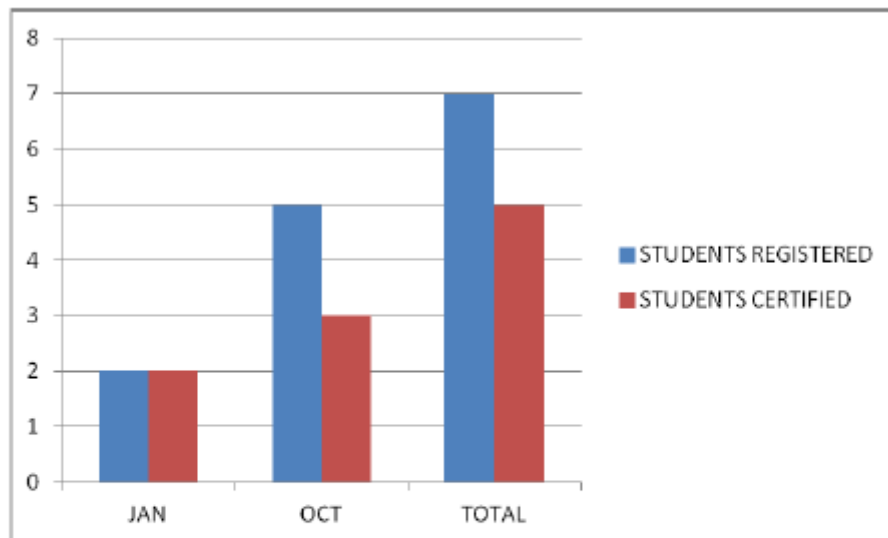
Mac Lab

PROFICIENCY TEST-IN PROCESS

The Proficiency examination process is designed for anyone with commercial video or television production experience from another access center, college, university, or technical school. Residents and/or non-residents are welcome to apply. Participants who successfully pass the

proficiency exam will, in lieu of the Introduction to Community Television workshop, receive People TV certification.

PROFICIENCY TEST-IN PROCESS



	JAN	OCT	TOTAL
STUDENTS REGISTERED	2	5	7
STUDENTS CERTIFIED	2	3	5

People TV Cablecasting

The channel's noncommercial content is currently designed and produced by a committed collective of over 200 independent community producers and artists who provide 168 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 six 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 2015, People TV had 182 hours of live programming.

2015 Cablecast Seasons

Winter (2/01/15 – 4/25/15)

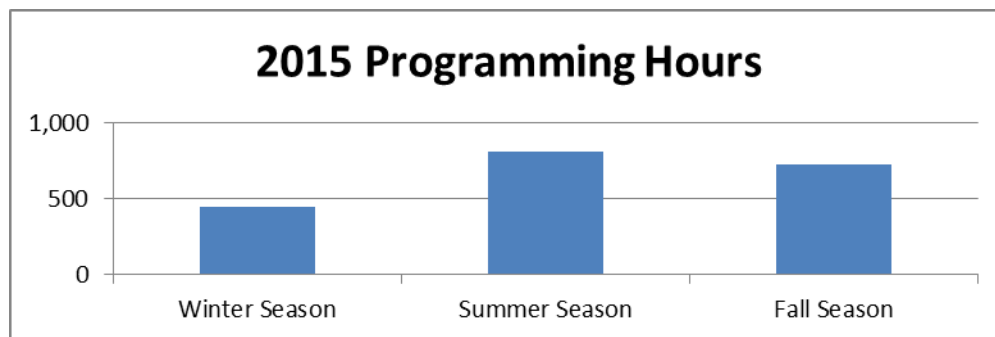
Summer (5/31/15 – 8/22/15)

Fall (10/04/15 – 12/19/15)

- **First Run Programming** – From January 1, 2015 through December 19, 2015, People TV had a total of 748 hours of first run programming. This time frame includes each channel time season and offseason.
- **Repeat Programming** – From January 1, 2015 through December 19, 2015, People TV had a total of 4,392 hours of repeat programming. This includes all programming in season and out of season. Due to increased consistency in programming, repeat programming decreased by 40% from 2014.

PROGRAM CATAGORIES BY HOURS

- **Programming by Residents of the City** – From January 1, 2015 through December 19, 2015 there was a total of 782 hours programmed/produced by Atlanta residents.
- **Metropolitan Atlanta Residents Outside of the City** – From January 1, 2015 through December 19, 2015 there was a total of 447 hours programmed/produced by Metro Atlanta residents outside of the City.
- **Out of State Residents** – From January 1, 2015 through December 19, 2015 there was a total of 102 hours programmed/produced by out of state residents.



Community Outreach and Partnerships

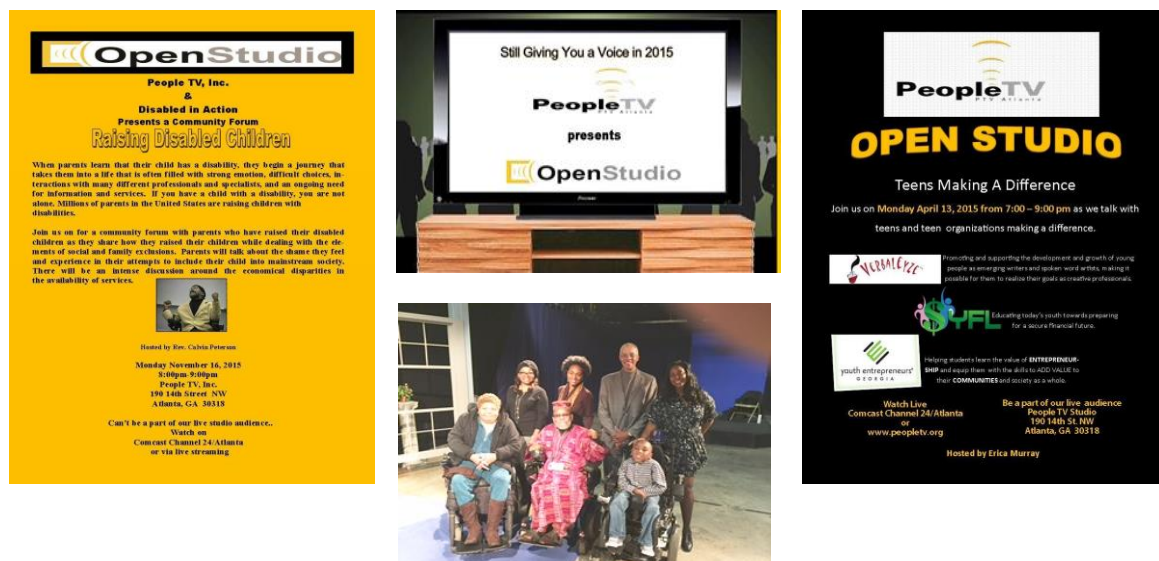
The mission of People TV also includes promoting and facilitating the use of the public access services by the diverse community and non-profit organizations as well as to develop grants, partnerships and collaborations that benefit the various populations of Atlanta.

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 2015 we engaged in a number of outreach initiatives designed to strengthen our ties within the community. We value the work of other non-profit organizations, educational and governmental agencies, civic and community groups, and are willing to lend assistance to their efforts by offering a medium through which their message can reach the general public.

One initiative is Open Studio a monthly one hour live program produced by our community development department, serves as a vehicle for community groups to reach City of Atlanta residents. Open Studio invites organizations to be a part of discussions as we address issues and current affairs concerning our communities in a live forum. Organizations are able to receive immediate feedback via questions and or comments from both a live and call-in audience. Organizations appearing on Open Studio will be given additional media exposure by being featured in our monthly E-blast as well as on our website and social media pages



People TV Open Studio

The participation of People TV in community events, whether covering, producing or hosting, fosters new relationships that create partnerships. People TV continues to develop and increase

its visibility with Atlanta based organizations with a media presence at their events, in turn giving community based groups an effective resource for promoting their services to City of Atlanta residents. By utilizing People TV, community groups will have video documentation of their service to residents.



2015 Sweet Auburn Music Festival

It's Time To Spread
**HOLIDAY
CHEER.**

TOYS FOR TOYS

Toy Giveaway 2015

Rev. Ben Stellmacher Hosts
Issues And Answers

Toy Giveaway Live on "Issues & Answers"
w/Rev. Ben Stellmacher on People TV
Tues., 12/15/15 at 7PM
To register to receive toys please call
706-979-0713.
You must register to receive toys.

2015 "Issues & Answers" Toy Giveaway

In 2015 People TV hosted two tours to international journalist through the Georgia Council for International Visitors. The two groups included a group of Haitian and African journalist.



2015 Georgia Council for International Visitors Tour

People TV hosted guest from over 30 organizations in 2015.

Groups:

- ACCS Advocates
- Ben Marion Institute for Social Justice
- Charitable Connections
- Community Friendship, Inc.
- Council on Aging
- Disabled In Action
- Dream It forward
- Fusion Teen Talk
- GA Correctional Association
- Hope Atlanta
- HOPE-Hispanic Organization Promoting Education
- Meal On Wheels
- Metropolitan Atlanta Violence Prevention Org
- National Black Men's Health Network
- Project South
- Reclaim It Atlanta
- Right2Know Right2Grow
- The Fulton County New Horizons Neighborhood Senior Center
- The Fulton County Southeast Neighborhood Senior Center
- The Greening Foundation
- The Non-Profit Trinity Awards
- Verbaleyeze
- Vivian T. Minor Adult Day Health Center
- VOX Teen Communication
- Youth Entrepreneurs of GA
- Youth Financial Literacy Foundation



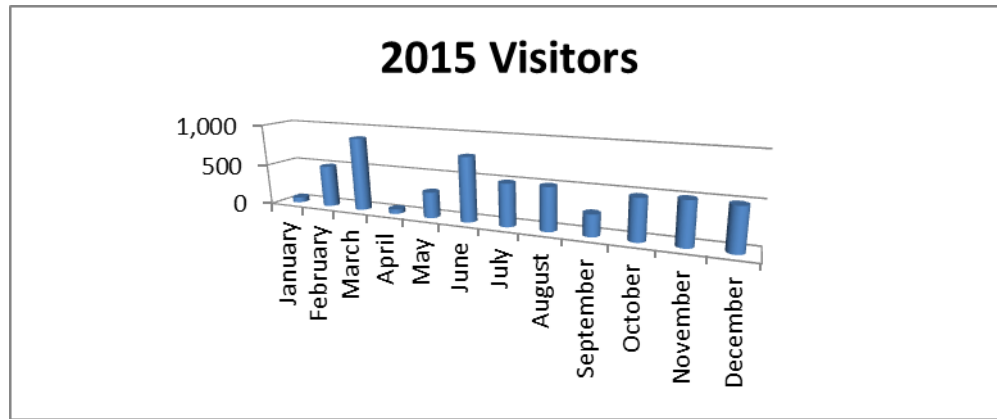
Individuals:

- Bruce Dixon - The Green Party
- Dianne Mathiowetz - Atlanta International Action Center
- La'Die Mansfield - Hello Racism



VISITOR ACCESS TO THE FACILITY

People TV had an estimated 4,914 visitors to come through its doors in 2015. This amounts to a 23% increase since 2013.



VOLUNTEERS AND INTERNS

Leadership is essential and significant in maintaining committed volunteers. The process of identifying key areas for volunteers to contribute their skills within the areas of community development, business office, programming, educational services, youth channel, public relations, and most important production, serves as an opportunity to place volunteers where their passion for public access and expertise are most needed. With the required amount of volunteer/crew hours, our volunteers are encouraged to start producing media in various forms; PSA's, special projects, People TV Promos, documentaries, community forums, call-in shows.

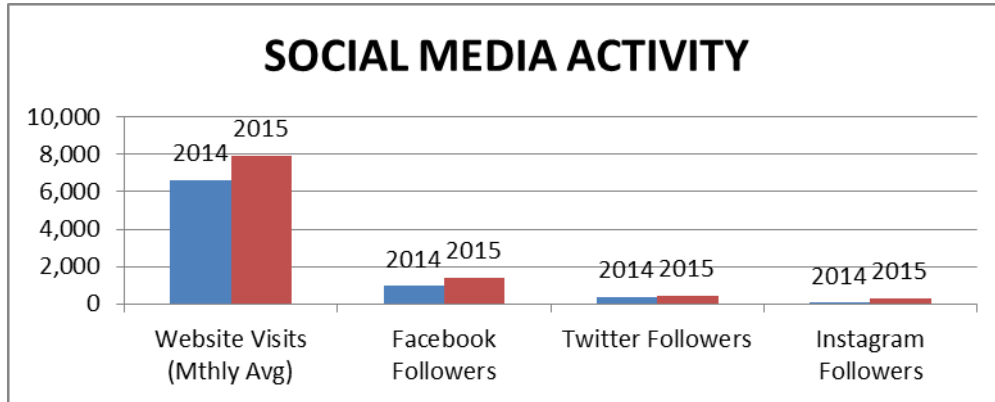
In 2015 People TV utilized 15 volunteers and interns for a combine total of 1104 volunteer hours. Community Development has demonstrated increased levels of leadership in our continued commitment to serve non-profit community groups, culturally diverse community groups, and organizations that supply significant levels of service to City of Atlanta residents.

PEOPLE TV – THEY REALLY LIKE US!

In 2015 we saw an increase in our visibility via social media such as Facebook, Twitter, Instagram and others. With the help of volunteers, interns and community partnerships we will continue to increase our social media presence.

Here is a snapshot of our social media presence:

Website Visits (Mthly Avg)	7909
Facebook Followers	1384
Twitter Followers	454
Instagram Followers	288



We've experienced an estimated 36% growth in our social media presence since 2014. Many of our producers are tweeting and posting on Facebook about their shows. This is free marketing for People TV and is encouraged since we are in the social media age.

We have a 4.8 star rating on Facebook and have received numerous accolade posts online commending People TV for being there for the community.



Facebook Star Rating





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 may no longer be able to carry out this important mission. Right now, our survival is in jeopardy.

Wow! Did you know?

- For 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

This is People TV’s 30th anniversary as Atlanta’s Public Access Cable Channel. Since 2013 we have made great strides in improving our operation and organizational structure. In conjunction with our anniversary we are considering the planning of several fundraising activities.

People TV will also seek greater visibility through application for funding from local/national foundations providing grants to organizations that provide public access to television production, educational workshops technology, accepting sponsorship from for profit corporations through community outreach and by increased funding support commitment from People TV’s Board of Directors and affiliations.

People TV is committed to increasing our presence through community outreach. To this end we will continue to reach out and development both relationships and partnerships with

nonprofits and city entities. We are currently developing partnerships with several non-profits to provide youth programming, enhance our social medial outreach and community visibility. Surveys will be utilized to gauge the success of our outreach initiatives and to assist in future planning.

PROPOSED 2016 OBJECTIVES

1. Increase the number of partnerships we have with nonprofit organizations:
 - We will reach out to a broader range of nonprofit organizations in the Atlanta community and service them according to their needs and our ability for the benefit of the citizens of Atlanta.
2. Increase People TV's visibility in the Atlanta community by attending and broadcasting from a wider range of events such as, "The Atlanta Film Festival", "The Atlanta Pride Parade", etc. As we increase our visibility, we will also increase viewership as we broadcast a wider range of events that will appeal to a broader audience.
3. Motivate Atlanta residents to attend community meetings (to be held in their neighborhoods) by posting dates, times and locations of various meetings. This practice is intended to encourage Atlanta citizens to be pro-active thus enabling them to become effective advocates for the changes they would like to see in and around their respective communities.
4. Forge partnerships with key partner organizations in the region with existing relationships with citizens, policymakers and stakeholders.
5. Seek corporate sponsorship to support our community-based events.
6. Increase the number of followers and supporters People TV has on social media.
7. Utilize on-air broadcast and social media as a fundraising tool.
8. Solicit endorsement letter from community leaders, celebrities, local radio stations, and organizations in support of People TV.
9. Expand education curriculum beyond our core production workshops.
10. Enhance broadcast by adding show teasers and current PSAs.