

# 2019

RCTV ANNUAL REPORT  
with fiscal 2018-2019



ROCHESTER'S COMMUNITY MEDIA CENTER



If 2018 was the year of Frederick Douglass, 2019 is the year of “Truth in Media,” a role that Frederick Douglass himself championed in publishing *The North Star*. Perhaps never before, in the history of our country, has media had a more critical role than now...examining evidence and information through an objective lens and informing the public of findings.

In defining the role of media in society, *Global Ethics Network* says, “Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness.”

While such has historically been the case, today’s media outlets often seem guided more by financial gain and less by moral responsibility, in determining what stories will be told and the manner in which they’ll be covered. Moreover, when manipulative politicians purposely cast doubt on the *veracity* of these media — with the resolute goal of disengaging the public’s trust — suddenly these democratic ideals become subject to suspicion and scrutiny.

And yet, there can be no doubt how important and powerful the media is in preserving democracy and freedom: when dictators overthrow governments, one of the first acts of a *coup d’état* is to close down media channels, lock up or eliminate journalists, then take over the media and control the messaging to align with their own interests. Media is might.

That is why RCTV and WXIR are so vital to this community. We play a critical role in *democratizing* media and leveling the communications playing field. We give voice to a disparate and diverse community of individuals — no matter their age, gender, religion, or heritage — who do not need to court wealthy shareholders or acquiesce to powerful, opportunistic politicians. With contemporary tools, and training in media production and literacy, our members forge a path of truth in media, following trail markers blazed by Frederick Douglass, Edward R. Murrow, and other giants of journalism. They speak *for*, and *to* the underserved within our community who often fall beneath traditional media’s radar.

It is a lofty goal, and one of which Frederick Douglass would, no doubt, have approved.



Carvin Eison  
General Manager



Kate Washington  
President of the Board

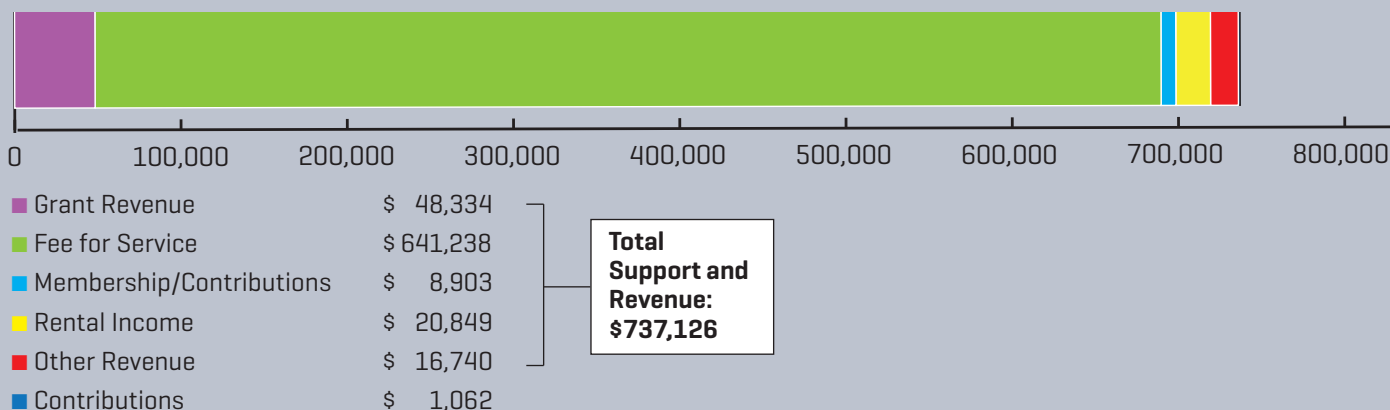
## RCTV BOARD MEMBERS

Kathleen Washington –  
President  
Jesse Dudley –  
Vice President  
Tremain Harris –  
Secretary/Treasurer  
Zelda Artson-Crichlow  
Nathaniel Brown

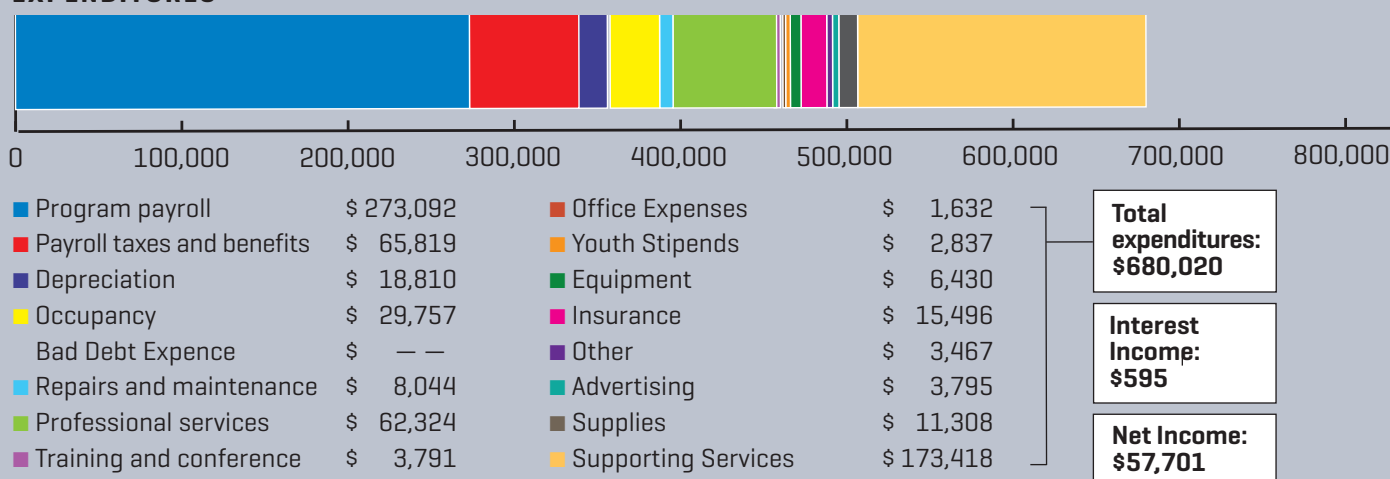


## INCOME / EXPENDITURES FOR YEAR ENDING JUNE 30, 2019

### REVENUE



### EXPENDITURES



RCTV is proud to report its consistent record of exceeding benchmark standards for the ratio of program services to total expenses. RCTV expends 77% of its expenses on program services and 23% of its expenses on administrative costs [general and management]. RCTV's low overhead exceeds benchmarks set for our industry.

## FUNDERS, PARTNERS AND ORGANIZATIONAL MEMBERS

Aenon Baptist Church  
 Baden Street Settlement  
 Brown Publishing  
 Cheshire Audio Visual  
 Church of God by Faith  
 City of Rochester  
 City of Rochester Dept. of Recreation and Youth Services  
 Delta Air Lines, Inc.  
 Emmanuel Church of Jesus  
 Emmanuel Temple Church of Rochester, Inc.  
 Farash Foundation  
 Faith Outreach Ministry  
 Friends & Foundation of the Rochester Public Library  
 George Eastman Museum  
 Get Involved in Your Community, Inc.

Greater Rochester Visitors Association  
 House of David  
 Iron Visuals  
 KidsOutAndAbout.com  
 Metro Council for Teen Potential [MCTP]  
 Metro Justice  
 Monroe County  
 Muhammad Mosque  
 New Destiny Baptist Church  
 Planned Parenthood of Central and Western NY  
 PODER  
 RIT Magic Spell Studios  
 Rochester Area Community Foundation  
 Rochester City School District

Rochester Museum & Science Center [RMSC]  
 Rochester West Indian Festival Organization  
 Sisters Together Achieving Results [STAR]  
 WAYO  
 Worker World  
 Writers & Books





# highlights OF THE YEAR

## FREDERICK DOUGLASS STATUE MOVED TO PROMINENCE

On October 21, the original Stanley W. Edwards statue of Frederick Douglass was relocated from the Highland Park Bowl to a new and more prominent position on the corner of South Avenue and Robinson Drive, to become the centerpiece of a new Frederick Douglass Memorial Plaza. RCTV staff was there to record the move, and the footage will become part of a documentary about the anniversary year of Frederick Douglass, a work-in-progress by Carvin Eison, who has collaborated with other community leaders to encourage the relocation of the statue. A time capsule containing documents and mementos from the community has been placed within the base of the statue for posterity.



## BLACK MUSIC MONTH CELEBRATION PARTNERS WITH JUNETEENTH

This year, RCTV's Black Music Month Celebration joined forces with the Juneteenth Black Excellence Festival in an exciting collaboration that took place on Saturday, June 15. The Festival was hosted by the Greater Rochester Martin Luther King Commission, Rock Royal Entertainment, Rochester Central School District, and RCTV at MLK Park. Members, staff and volunteers from RCTV and WXIR marched in the parade, hosted a table, filmed and photographed the event. The celebration included a stellar lineup of local musical artists and dancers, and RCTV awarded its Annual Black Achievement Music Award to Paul Boutte for his excellence as a musician, and for his contributions to the community.



## 90-SECOND NEWBERY FILM FESTIVAL MOVES TO RMSC

For its 4th consecutive year, the 90-Second Newbery Film Festival came to Rochester to celebrate and encourage traditional and media literacy. This year, Rochester Museum & Science Center welcomed the festival's 350 attendees. Festival Founder and Host James Kennedy was joined by Bruce Coville, author of *Aliens Ate My Homework* and more than 100 middle grade books. Over two dozen youth filmmakers enjoyed seeing their work on the big screen.

## WXIR PRODUCERS VOLUNTEER AT RED WINGS GAME

In June, a number of WXIR producers and staff volunteered during a Red Wings game at Frontier Field in an innovative fundraising program in which a portion of the proceeds sold at that stand during the game was donated back to RCTV. The program raised \$400 in support of WXIR.

## COMMUNITY PRODUCERS AND INDIVIDUAL MEMBERS

Bilal Albultamori  
Darrell Ashford  
Nicole Backus  
Patricia Baier  
Danny Baliad  
Karen Barkley  
Laura Barstow  
Joseph Bedard  
Philip Berggren  
Jeff Berl  
Clara Berry  
Yves Beya  
Bilal Binci  
Yolanda Blackburn  
Avery Blackman  
George Abebrese Boateng  
Diane Bowens  
Michael Bowman  
Dana Bratcher  
Dasharra Bridges  
Royal Brock  
Will Butts  
Shenek Byrd

Christopher Caldwell  
Craig Carson  
LaCarla Carter  
Rome Celli  
Thomas Chaffer  
Carly Chung-Stowe  
Abigail Clark  
Patrick Cook  
Shaun Courtney  
Samantha Cox  
Santos Cruz  
Montrelle Curry  
Sara Curtis  
Clemon Daniels  
Dave DiFranco  
Kris Dressen  
Todd Elliott  
Adryanna Elmendorf  
Carolyn Falligan  
Ray Fiorini  
Jerome Flood  
Denise Gaines  
Damon Garfield

Quentin Gause  
Noe Gonzalez  
David Graham  
Kevin Graham  
Christopher Green  
Leslie Harvey  
Keisha J. Higdon  
Jimmie Highsmith Jr  
Thomas Hopkins  
Jennifer Horn  
Monday Hugue  
Rev. Anthony Iwunor  
James Edward Jackson  
Caleb Jacques  
Ajay James  
Albert Jones  
Jennifer J. Jones  
Levon Jones  
Julio Jordan  
Sonya Jordan Van Alstyne  
Laurie Kash  
Richard Kendrick  
Olivia Kim

Austin King  
Tyrell King  
Krista Kolberg  
Joe Krawecki  
Patrick La Vecchia  
Rachel Laber Pulvino  
David Lamgade  
E'Tiana Nicole Larkin  
Jordyn Larkins  
Marcus "Nice" Larkins  
Stacy Lawrence  
Leticia Lee  
Mike Lee  
Robert Lettau  
Golden B. Lewis  
Tiewonge Lightle  
Terry Lindsey  
Lucy Luo  
Gary Marshall  
Katrice Marshall  
Vandell Marshall  
Brandon McFadden  
Elizabeth McGriff

Gary McLendon  
Perdita Meeks  
Zy'aisha Mizell  
Gary Moore  
André Morrison  
Madelynn Mueller  
Kenneth Muhammad  
Venion Mulkey  
Joyce Nakada  
Shannon Nash  
Gerald Phipps  
Matthew Piccone  
Thomas Pontius  
William Pontius  
Shawn Powell  
Barney Radford, Jr.  
Monika Reifenstein  
Shawn Robinson  
Tony Rochester  
Santos Rodriguez  
David C. Rourk  
David Rydell  
Luther Saint-Joy

# inside RCTV

## RCTV STAFF IN THE COMMUNITY

In April, RCTV's General Manager **Carvin Eison** received the Black Men Achieve Award in the category of Distinguished News/Media Professional of the Year. Black Men Achieve of Rochester is a local grassroots community-building initiative designed to address the many pressing challenges facing Black men and young boys in the city of Rochester. In November, he was also the recipient of the *Rochester Business Journal's* prestigious ICON Honor, that recognizes Greater Rochester Area business leaders over the age of 60 for their notable success and demonstration of strong leadership both within and outside of their chosen field.

In recognition of his significant contributions to the successful year-long initiative, Re-energizing the Legacy of Frederick Douglass, Carvin Eison was invited to become a Member of the Board of Directors of the Frederick Douglass Family Initiative.

**Rashida Burch-Washington** is active on the William Warfield Scholarship Fund. This fund is dedicated to providing financial means for African American students to attain success in the field of classical vocal music, and to fostering wider recognition of the life and legacy of the legendary American bass-baritone, educator, mentor and author, William Warfield. This fall, Rashida also presented a talk for emerging artists at the "We Rep the Rock" series that offers concerts and conferences for recording artists.

**Carol White Llewellyn** has joined the Board of Directors of the Rochester Association for Film Arts & Sciences (RAFAS), representing both RCTV and the Rochester Documentary Filmmakers Group, of which she is an Advisory Board Member. Carol also moderated a panel of documentary filmmakers for the "Projecting Our Voices: Video Activism & Documentary Filmmaking in Rochester" VSW film series in September.

## NEW STAFF

In August, long-time RCTV employee and Producer/Director **Rajesh Barnabas** left to accept a full-time

position teaching media at a high school in Tampa, Florida. Please join us in wishing him all the best, and in welcoming our two new employees.

## DeAnn De Léon -

DeAnn comes to RCTV from the College at Brockport SUNY, where she majored in Journalism and Broadcasting, and studied with RCTV's Carvin Eison. Prior to her studies at Brockport, De Ann was in the Air Force, and was deployed to Iraq. As a Producer/Director, DeAnn will be involved in producing one youth-oriented TV program, and a music show.



## Darien Lamen -

Darien has worked with RCTV and WXIR on a consulting basis for the past year, producing WXIR's weekly, community powered news program, Reclaiming the Narrative, and teaching the podcasting workshops. Prior to consulting with RCTV/WXIR, Darien served as the associate News Director for WORT in Madison, WI. He has extensive knowledge and experience in film and radio production. Darien has recently launched a series of well-attended monthly podcasting meetups.



Cathy Salibian  
Samuel Sanfratello  
Michelle Sapere  
Ira Sawyer  
David Schuler  
Alan Schwatz  
Rashad A. Scott  
Marke Shelton  
Phil Shultz  
John Sider  
Chastity Singletary  
Patrick Sloan  
Cedric Smith  
Laura Smith  
Valerie Stanley  
Jim Strauss  
Paul Sutliff  
Dorothy Juanita Swann  
Jason Taylor  
Jason Terrill  
Renetta Thomas  
Celeste Thoms  
Eric Townell

Rudolph Valentino  
Richard Vallone  
Job Valluthamannunkal  
Denni Wagner  
Nia Walker  
Rosalind Walker  
Karen Ward-Wilder  
Neville Warren  
Calvin Washington  
Sertzaig Weld  
Alex White  
Brian White  
André "Doc" Williams  
Marcus Williams  
Tanesha Williams  
Kevin Wilson  
Matthew T. Wilson  
Minister Yvonne Wilson  
Lorraine Woerner  
James Wooden, Sr.  
Amy Young  
Rudy Young

## RCTV STAFF

**Carvin Eison** -  
*General Manager*  
**Rashida Burch-Washington** -  
*Operations and  
WXIR Manager*  
**DeAnn De Léon** -  
*Producer/Director*  
**Sheila Driscoll** -  
*Special Projects Manager*  
**Darien Lamen** -  
*Producer/Director*

**Rick Osborne** -  
*RCTV Programming  
Manager*  
**Farah St. Cloud** -  
*Administrative  
Assistant*  
**John Watson** -  
*Producer/Director*  
**Carol White Llewellyn** -  
*Marketing Director*

# EDUCATIONAL initiatives

## CLASSES AND WORKSHOPS

In 2019, RCTV and WXIR expanded its educational offerings, to include workshops and classes on The Basics of Animation, Introduction to Podcasting, Applying for NYSCA Decentralization Grants, Photoshop, and Adobe Audition Editing. A half-day Podcasting Bootcamp was also held this year for the first time. A further expansion of programming is anticipated for 2020.

## 90-SECOND NEWBERY SUMMER CAMP

RCTV hosted two 90-Second Newbery Summer Camps in association with Writers & Books, during which the youth groups created three films for submission to the film festival. The kids enjoyed being involved in all aspects of the films, from writing the script and auditioning for the parts, to costuming and filming. They were also excited to show off their skills in the studio, when each group presented a live show for their parents on the last day of the program. The camps were overseen by Rashida Burch-Washington and John Watson.

## INCONTROL

The youth team from InControl, under the guidance of Rick Osborne and Stephanie Bliss, produced a weekly 1-hour live radio show called Inc. Power Hour. The show incorporated segments on Teen Talk, Fashion, Education, What's Hot and What's Not, and a Call-in segment. The teens also produced five video and ten radio public service announcements on health issues.

## INFINITE RADICAL YOUTH

Infinite Radical Youth had a busy year in 2019, working with facilitator and teacher Rashida Burch-Washington. In addition to producing both TV and radio programming, they did red carpet coverage at the Roc Awards, where they filmed and interviewed winners. They filmed both the 90-Second Newbery Film Festival, and the William Warfield Scholarship Fund Concert. They also volunteered at Juneteenth, assisting with RCTV's table and marching in the parade, and they also covered the Black Men Achieve Awards, handling filming and interviews.



## RADIO DRAMA CAMP

Over the summer, RCTV hosted a radio camp in association with Writers & Books, in which the campers focused on audio plays. Along with campers from the Deaf Lens Camp, the youth explored how to create sound effects organically for film and radio using the Foley Method. Many of those sound effects were used during their live radio performance of their original sci-fi thriller, "The Wasp."

## SCHOOL OF THE ARTS

Rashida Burch-Washington worked with eleventh grade drama students from School of the Arts to create a live radio play entitled "The Last Lock In," a comedic horror story that told the story of students trying to survive the wrath of fed-up teachers. The students performed the play live during their field trip to RCTV in April.

## SUMMER OF OPPORTUNITY

This year's five Summer of Opportunity interns collaborated with youth from the Center for Teen Empowerment's SOOP program. After attending a workshop exploring the beginnings of segregation and redlining in Rochester, RCTV's five Summer of Opportunity Students filmed interviews in which the Teen Empowerment Youth interviewed 8 elders from the Clarissa Street area. That footage will be used in a documentary, currently in development. Additionally, the interns had the opportunity to learn drone videography skills, discover 360° imaging using PT Gui, participate in creating several radio broadcasts, create Public Service Announcements and produce three live simulcasts under the guidance of Darien Lamen.

## FREQUENCY RADIO CLUB

In partnership with Metro Council for Teen Potential, RCTV hosted a weekly radio club, called Frequency, for Rochester teens. The club was led by Kara Brown from the Metro Council, with assistance from John Watson, RCTV. Youth members met at the station every Tuesday afternoon and researched youth health topics, interviewed experts in the field, and then produced a series of radio programs.







## GRASSROOTS radio CONFERENCE

From October 4 through 6, 80 visitors from 50 stations across the country and as far away as Ireland and British Columbia came together in Rochester to take part in the Grassroots Radio Conference, a collaborative initiative hosted by WXIR, WAYO and PODER. Rochester has the distinction of being one of the few communities to have multiple low power FM community radio stations. WXIR's Rashida Burch-Washington, who has attended the event in the past, spearheaded the planning for this year's conference.

This annual event focuses on diverse aspects of professional development, bringing together programmers, management, development personnel and engineers, many of whom are volunteers involved in community and low power FM radio. The conference provides an opportunity to hear from experts, to discuss trends, issues, best practices, legislative and FCC initiatives and regulations, and to garner technical advice on how to best serve communities through radio.

Co-Founder and Executive Editor Glen Ford of the Black Agenda Report was Saturday's keynote speaker, discussing the intimate relationship between Black radio journalism and the Black liberation struggle, as well as his personal early experience as a radio activist, and his subsequent career in journalism.

For the social event on Saturday evening, members of the group convened at Radio Social to experience the

trendy entertainment venue and discover Rochester's roots in radio, located in the former Stromberg-Carlson Warehouse. The club pays homage to the 40,000 square-foot facility which was once the location where radios were produced during World War II.

Presenters included representatives from the Rochester host stations, including RCTV's Rashida Burch-Washington and Darien Lamen. Carvin Eison was interviewed about the Frederick Douglass initiatives for a podcast recorded onsite, to be featured on the radio program Sprouts.





ROCHESTER'S COMMUNITY MEDIA CENTER

21 GORHAM STREET  
ROCHESTER, NY 14605

highlight

### RCTV AND WXIR MEMBERS AND PRODUCERS GRACE BILLBOARDS & ADS

Over the summer, RCTV and WXIR Members and Producers were photographed for a WXIR and RCTV ad campaign. Their photos appeared on billboards located around Rochester between June and the end of September and can also be seen in the on-screen advertising at the Little Theatre. Many thanks to all who participated!

**WHERE YOU CREATE THE CONTENT!**

**RCTV**  
ROCHESTER'S COMMUNITY MEDIA CENTER

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for class schedule and membership info visit:  
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