



# 2007 Annual Report

City of Erie Cable TV Access Corporation  
Community Access Television  
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### **A message from Executive Director Jeanne Bleil**

Our vision statement plays a central role in the decision-making that guides Community Access Television. Short enough to put on a t-shirt, our vision should guide and inform everything that we do.

Consider this annual report as a way to measure how we fulfill our vision statement: *Empowering Community Voices and Visions*. Filled with numbers, don't forget that this report serves to illustrate what people—our members and supporters—are doing for our community.

We want to acknowledge and thank everyone who has contributed to making Community Access Television the wonderful community resource that it continues to be. To our members—thank you for your ongoing support, your hard work, and your dedication to producing programming that makes our community a better and more interesting place to live. To our staff—thank you for continually renewing your commitment to being the engine that makes it all possible. To all of our board members—thank you for being so giving of your time and talents in guiding this organization. To our elected officials—thank you for all of your efforts to create, preserve and protect this wonderful resource for our community. Working together in the coming year and the years ahead, we will continue to realize the full potential of the changing television medium.

### **2007-2008 Board of Trustees**

Carmine Camillo, Chair  
Jan Cornwell, Vice Chair  
Cindy Stone, Secretary/Treasurer  
Attorney William Burke  
Brian Frederick  
Jim Globa  
John R. Hanson  
Danny Jones  
Dale Reynolds  
Brian Sheridan  
Ruth Sprague

#### **Emeritus Members**

James Darby  
Phil Fatica  
John Nesbit  
Al Richardson

Our Board of Trustees is a diverse group of community leaders dedicated to ensuring that people and organizations in the Erie area have the opportunity to produce and cablecast television programs with their unique messages. Meeting bi-monthly and at other necessary times, our board approves and passes our annual budget, makes policy decisions, and makes sure that our staff has the support and resources needed to fulfill our mission. Made up of representatives of our members, the community, the City of Erie, and Time Warner Cable, the board also monitors our financial health through regular oversight including financial reports and an annual audit.

### Community Participation

Community Access Television is a nonprofit membership organization. Membership is open to individuals who live or work or belong to an organization based in the City of Erie. We are funded in part by Time Warner Cable subscribers in the City of Erie. We not only empower community members and organizations, but we give back to the community by recording and replaying two major multi-day festivals, one of them live, each year. We also bring political information to the electorate by offering appearances on our program, *Access to the Candidates*, each spring and fall.



### Member Organizations

In 2007, 61 people joined CAT or renewed their memberships as individual members. Another 74 people registered as organizational members representing 26 organizational groups, government agencies, and churches listed below:

AFL/CIO  
Amazing Grays/Card Table Connection  
Believers International Worship Center  
Booker T. Washington Center  
Cathedral Preparatory School  
Dafmark Dance Theater  
EMTA/Lift  
Erie City Mission  
Erie Church of Christ  
Erie Community Foundation  
Erie County Department of Administration  
Erie County Diabetes Association  
Erie Earn-It Program  
First Church of God  
Hamot Medical Center

Heavenly Pentecostal/Iglesia Mision Celestial  
Hispanic American Council  
Jesus Cares Full Gospel Fellowship  
Kingsley United Methodist Church  
Love & Light  
Ministry of the Spirit  
New Life and Spirit  
Northwestern Legal Services  
Ophelia Project  
Praise Cathedral Church of God  
Shiloh Baptist Church  
Triumphant Life Church  
Victory Christian Center of Erie

### Programming

In 2007, 1,831 programs aired for the first time on Channel 2. Of these, 578 were produced by members for a total of 396 hours. We also aired 481 programs, plus 735 satellite programs, that were produced by media sources outside the Erie area. These were sponsored onto the channel by members or by CAT staff. First run programs totaling 1,936 hours in 2007 have increased by 308% since the year 2000.

The grand total of hours of first-run and repeat programming run on Community Access Television, without counting impressive numbers of hours of community bulletin board, is 5,329 in 2007. This is an increase of about 12% since 2006, and 593% since we opened in 1998. We cablecast programming and community announcements 24 hours a day and seven days a week.



|                  | # of first runs | Hours first run | Total hours    |
|------------------|-----------------|-----------------|----------------|
| Member produced  | 578             | 396             | 2,686.5        |
| Member sponsored | 366             | 322             | 958            |
| CAT produced     | 37              | 68.5            | 295            |
| CAT sponsored    | 42              | 20              | 179            |
| Import           | 73              | 45.5            | 128            |
| Satellite        | 735             | 1,083           | 1,083          |
| <b>Total</b>     | <b>1,831</b>    | <b>1,935</b>    | <b>5,329.5</b> |



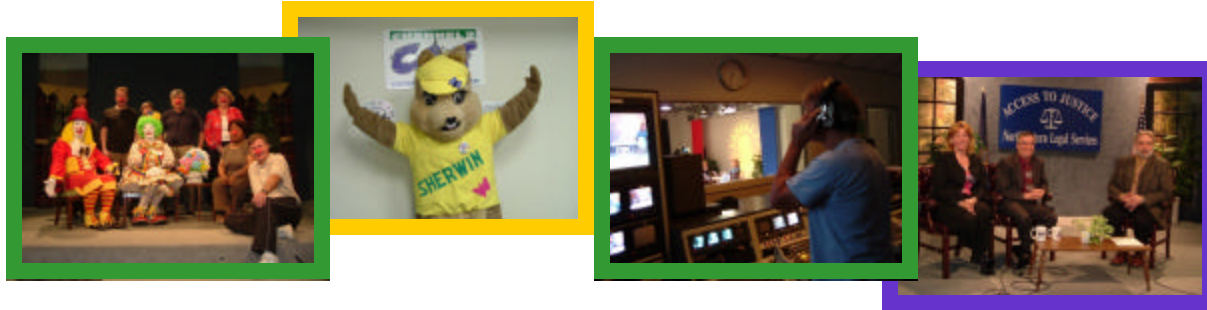
### Equipment/Facility Use

In 2007, our members used our equipment and facilities more than ever. You told us by the kinds of reservations you made what your priorities are. The most numerous reservations were made for editing. And in equipment, field cameras and tripods were by far most popular. As a result, we replaced one defective camera and added a seventh Canon GL camera to the lineup in 2007. For editing, we renovated our edit booths with the result that we now have five separate booths equipped with Edirol DV-7 editors.

| <b>Facility</b> |                    |              |
|-----------------|--------------------|--------------|
|                 | Total reservations | Total hours  |
| Editing         | 1,263              | 6,384        |
| Studio          | 281                | 1,085        |
|                 | <b>1,544</b>       | <b>7,469</b> |

| <b>Field Gear</b> |                    |               |
|-------------------|--------------------|---------------|
|                   | Total reservations | Total hours   |
| Audio gear        | 118                | 8,352         |
| Cameras           | 401                | 30,778        |
| Tripods           | 396                | 30,319        |
| Light Kits        | 20                 | 1,208         |
| Production truck  | 3                  | 229           |
| Portable editor   | 56                 | 5,176         |
| DVD burner        | 3                  | 13            |
|                   | <b>997</b>         | <b>76,075</b> |

It is helpful to translate hours into days for our field gear reservations. The total of 76,075 hours equals 3,170 days of usage.



**Membership Participation**

With a membership that hovers around 200 people, and the large numbers of original productions that take place, it is obvious that many of our members assist other members and CAT staff throughout the year. Fully half of our members volunteered a total of 3,357 hours in 2007, averaging 34 hours each. That only partially tells the story, however. At our annual meeting, held in 2007 on October 13<sup>th</sup>, the following awards were given:

| <b>CATalyst Volunteer Awards</b>  |              |
|---|--------------|
| <b>Over 150 Hours</b>   |              |
| Lucia Conti   | 162.4 hours  |
| Ed Whitbred   | 163.15 hours |
| Paul Moore  | 180 hours    |
| Bernie Lobenstein   | 199.9 hours  |
| <b>Top Volunteers</b>   |              |
| Dale Reynolds   | 225.35 hours |
| Jim Globa   | 305.25 hours |
| Clarissa Stewart-Baker  | 371.75 hours |
| <b>CATalyst Programming Awards (individual programs)</b>                  |              |
| Beary Clark   | 18 programs  |
| <b>CATalyst Programming Awards (series)</b>                               |              |
| Spirit Speaks (Tom Sanders)   | 45 programs  |
| TIE: Life Abundantly/<br>Reframing Your World<br>(Clarissa Stewart-Baker) | 52 programs  |
| TIE: Amazing Grays  | 52 programs  |
| NB TV (Nijaz Berberovic)  | 148 programs |

**Special Awards**

Dana Stovall  
Lewis Prest III  
Dale Reynolds

**Standout Member Award**

Clarissa Stewart-Baker

These Special and Standout Member awards are given for major accomplishments and above-and-beyond service to Community Access Television and its members.

### Production Training

Our members are taking advantage of classes offered both in basic television production and use of field equipment. In addition to actual scheduled classes, we teach editing in many one-on-one sessions throughout the year.



| Class          | # of classes offered | # of certifications | No show/did not complete/cancelled |
|----------------|----------------------|---------------------|------------------------------------|
| Orientation    | 12                   | 72                  | 27                                 |
| Level I        | 8                    | 54                  | 13                                 |
| Field Camera   | 8                    | 37                  | 14                                 |
| Field Lighting | 6                    | 1                   | 21                                 |

### Financial Overview

Community Access Television has been proud to bring in our budgets very much in the black for the last ten years. In 2007, you will note a large difference between revenue and expenses. This is due to a \$75,000 grant from the Pennsylvania Department of Economic and Community Development, which was received in 2007, but which was largely untapped until 2008. Thanks to the assistance of State Senator Jane Earll, we obtained this grant to bring our playback and editing facilities up to date.

In 2007, we earned Member Production Service fees through our services to State Representative Pat Harkins, St. Martin Center, the Ophelia Project and First Church of God.

| Revenue by Source                 |     | Expense by Category   |       |
|-----------------------------------|-----|-----------------------|-------|
|                                   |     | \$193,889             |       |
| Time Warner Cable Franchise Fees  | 66% | Wages                 | 56%   |
| Grants                            | 29% | Benefits              | 10.7% |
| Membership                        | 2%  | Employment Taxes      | 4.6%  |
| Production Fees/Development       | 1%  | Administrative        | 10%   |
| Class Fees/Interest/Miscellaneous | 2%  | Occupancy             | 6%    |
|                                   |     | Production            | 1.7%  |
|                                   |     | Professional Services | 2%    |
|                                   |     | Depreciation          | 9.7%  |