ANNUAL MEMBER REPORT

A YEAR OF VIRTUAL COMMUNITY MEDIA & THE TRANSITION BACK IN PERSON
Greetings all,

I am thrilled to be writing the introduction to this vibrant “Annual Member Report” lovingly put together by the PhillyCAM staff with a big shout out to Gabe Castro for making it POP with so much color and warmth. It is a true celebration of how our community showed up for one another in 2021. As you read this report, look for all the smiles and some embraces. Whether we were creating media content through all these powerful new virtual tools or gathering in person to learn or celebrate, 2021 continued to show how community media keeps us connected to one another and engaged in finding ways to make Philadelphia kinder and more equitable through media. Your commitment to producing your radio and television programs, willingness to adapt to new modes of production and generosity in volunteering your time is beyond exciting. Years from now, all the media we have collectively produced will be there to tell the story of these times.

As we prepared this report, I kept having to check myself. Did such and such thing happen in 2020 or 2021? I don’t think I’m alone in feeling like the past 2 years have just mushed into one long year. It is hard for me to wrap my head around the fact that this is the 3rd year that we are hosting our Annual Member Meeting virtually! That’s heavy. I miss the hustle and bustle of pre-COVID PhillyCAM so much. Fortunately, 2021 did offer some moments of release where we could gather in person. June 2021 was the first time that the PhillyCAM staff was all in one place since March 2020, when we gathered for a day of planning and reconnecting. You may or may not know this but I’m a cryer and I couldn’t help getting teary seeing us all together. Debbie, Ryan, Laura, Ariel, Sonia, Gabe, Jeff, Allison, Sergio, Nasha, Roland, Sofie, Tia, Bettina and the newcomers Elías and Ryan D – your limitless creativity and commitment to people powered media inspires me daily.

A release for me from all the heaviness of this past year was at our first ever PhillyCAM Block Party in October, line dancing on a rain-soaked Ranstead St with Ali Hackett and the Magnificent 7 dancers, staff and members. Even though we were surprised by a torrential rain that came out of nowhere, you all stayed, so happy to be seeing each other in person for the first time in so long. It was great to be able to make the PhillyCAM facility more accessible in 2021 and I am thrilled to share that starting April 1st we will be opening up even more. I can’t wait to see you all, and be forewarned, there may be some happy tears.

Every day I am so thankful I get to do this work in community with you.

Warmly,

Gretjen Clausing, Executive Director
OUR PEOPLE POWER

PCAM BOARD
Anthony Mazza
Charlene Horne
Denise James
Derwood Selby
Elizabeth Estrada
Ernest Owens
Gigi Nikpour
Jihad Ali
Kyle Odum
Lynn Williamson
Michelle Kim
Michael Mitrione
Pascale Vallee
Shameka Sawyer
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Niki Warncke
Jon Appel
Stephen Rucker
Ariel Taylor
Zykira Brown
Elissa Fredeen
Laura Deutch

INTERNS & WORK STUDY

SPRING 2021
Mason Romero
Kianni Figuereo
Christopher Cole
Emily Mejia
Media Alonso

SUMMER 2021
Zachary Rivas
Tom Riese
Serenity Islam
Amie Currie
Devyn Keane
Savannah Collins
Jaylen Vincent

FALL 2021
Benjamin Taylor
Alissia Smith
Jessica Yakubovsky

DREXEL COOPS
Ryan Doherty, Madeline Aaverse & Victoria Riley
MEMBERS OF THE MONTH

Carole Adrienne
MARCH 2021

Wayne Hunter
APRIL 2021

Mary Luz Marques Rosalba Esquivel
MAY 2021

Amistad Law Project
JUNE 2021

Chantale Belefanti
JULY 2021

Jeffrey Jones Jacquelyn Jordan
AUGUST 2021

Marissa Mele
SEPTEMBER 2021

Antoine Haywood
OCTOBER 2021

Gralin Hughes
NOVEMBER 2021

Rusty & Jan
DECEMBER 2021

Keyssh Datts
JANUARY 2022

Charlene Horne
FEBRUARY 2022
TV PROGRAMMING HIGHLIGHTS & GROWTH

With limited facility access due to global pandemic health precautions, we continued to present 95 local series and 15 non-local TV series. Over 75 original stand-alone specials in the last year were shown.

Utilizing remote production tools, 24 original Radio and TV productions were created for the People Power Media Festival all within the month of October around the topic of Community Care. During the People Power Media Fest we provided captioning for all of the special programming produced by members, organizations and staff.

Members adapted to virtual production. Newer producers such as William & Jan Crowell with the “Rusty & Jan Show” were featured on radio, while recent series such as Wayne Hunter’s “Talking Tech” and long time producers were able to create new programming using remote tools for series, like Shamele Jordon’s “Genealogy Quick Start” & Vivienne Crawford, “Conversations Across Time”

Support for the development of our producers’ skills in virtual tools were paramount for both first time producers and those looking to revive their ongoing series. Streamyard classes were taught by member producer Doug Crisman to encourage members to continue working together to produce shows.

Due to virtual accessibility, we began simulcasting on Radio & TV: check out Hall Monitor, Madre Tierra, Looking Forward & Hear Us Out!

We also lost beloved member Salima Hakeem Mohammad. Salima was one of our first members and successfully produced 100 shows. She will be missed.
We launched the Philadelphia Stories: Retrospective a replay of the landmark television series which aired on WYBE TV 35 for 8 seasons from 2001 to 2011, chronicling our city’s rich cultural fabric and imagined futures through the eyes of independent filmmakers and community storytellers. It introduced all genres of filmmaking and gave many filmmakers their first broadcast premiere.

20 years later, PhillyCAM, with generous support from the Independence Public Media Foundation, allowed Philadelphians the opportunity to revisit these memorable independent films.

We hosted 4 panel discussions around topics touched upon in certain films and seasons, connecting the themes explored to modern times.
WPPM-LP 106.5FM
HIGHLIGHTS & GROWTH

2021 brought growth, loss, reflection and connection to our community radio station WPPM 106.5 FM.

WPPM programmers continued to sink their teeth further into remote production, utilizing at-home recording tools like Audacity, Streamyard and more to keep their shows thriving. Music shows like CRAIC Radio, Jazz From An Eclectic Mind, DJ Yardsale and The Light featured local artists, special interviews, and good vibes. Talk programs like Looking Forward, Hall Monitor, Madre Tierra and Hear Us Out provided crucial vaccine information, stories from Philly’s streets, city government updates, youth perspectives and more. These programs also made the jump to simulcast on both TV and radio, sharing live programming across both platforms.

With summer 2021’s welcome, WPPM was excited to bring programmers back together, safely. For the first time since March 2020, programmers reconnected over food and games at WPPM’s summer Catch Up in September. This inspired events to come in celebration of WPPM’s 5th Anniversary. On October 20, 2021, PhillyCAM put on an outdoor birthday bash for WPPM, featuring live remote and in-studio programming.

Throughout the day, WPPM shared retrospective commentary from our programmers, discussing the evolution of members’ shows, stories of impact and memories over the years.

October 20th also kicked off WPPM’s 5th Anniversary Fund Drive, where programmers, supporters and listeners raised over $5,000 to sustain our radio station for years to come.

PPM Fest/5th Anniversary programming included: “Why Community Radio Matters: A Community Radio Roundtable” and “WPPM 106.5 FM’s 5th Anniversary Special.”

We lost beloved member, Ray Naylor of Philly Folk Scene and carry Ray’s legacy forward with Rusty and Jan’s vision for Philly Folk Scene on WPPM.
MEMBER ENGAGEMENT

VIRTUAL WATERCOOLERS 3.0

featuring Documentary Tips & Tricks with Carole Adrienne (Student Docs & Producer’s Toolbox program) shared documentary filmmaking resources, tips to prepare, and tricks to achieve your vision!

And Getting Grants with Gretjen Clausing, Sarah Mueller (cineSPEAK & Good pitch local) and Jere Edmunds (Scribe Finishing Fund Grantee) who shared the process for submitting for grants and filmmaking, explaining Good Pitch to encourage members to submit their own!

STREAMYARD MEET-UPS

The virtual studio has had many updates the last 2 years with Streamyard becoming an amazing resource that allows our members to continue creating their programs. We hosted a meet-up for members who’ve completed the Streamyard workshop, are creating their own programs, and new members interested in what the studio has to offer.

PPM FEST BLOCK PARTY

At this in-person event, members were able to reconnect after a year of being at home. We invited specific members to participate and help shape the event into a fun experience for everyone. Ali Hackett provided fun music turning it into a dance party! Laurel Hoffman taught us how to make simple face masks and answered all our crafting questions while Steve Lefkowitz sketched really fun caricatures of our members, and more!

Pictured: Sarah M, Gabe C, Laurel H, Gretjen C & Karen W
At the top of the year, we launched the **Latinx Community Reporting Fellowship**, training 10 new members in community reporting, video production, and storytelling with the support of a special **Community Voices** grant from Independence Public Media Foundation. Their fellow’s work was showcased as part of Atrévete, PhillyCAM’s monthly community news program that focuses on the Latinx community. The program featured special guest speakers and culminated in segments that discussed women’s soccer, sustainable textiles, Latinx immigrant stories, and much more! Some of the participants have gone on to produce their own shows.

Following our #PPMFest teaser workshop, we offered a 6-week **Stop Motion Animation Workshop** where participants learned to transform their homes into stop motion animation studios, using phones and resources on hand to bring a bit of magic into their projects.

With the help of audio instructor, Elissa Fredeen, we produced 6 online tutorials to assist members in better understanding audio, and provided tips for recording on their phones. We even have a TikTok tutorial created from our workshop that’ll get you caught up on the latest social media platform. **We got you covered!**

In the summer, members took part in a **Collaborative Filmmaking** workshop where they worked as a team to script, act, direct, and shoot a short film, titled “Missed Information”, a comical and truthful look about how the outrageous can circulate like rapid fire on the Internet.
MORE LEARNING OPPORTUNITIES

During #PPMFest, we were thrilled to bring members a slate of workshops to compliment the theme of community media as community care. These workshops focused on the relational aspects of media production and the often invisible factors of producing, consuming, and sharing media. Workshops included Trauma Informed Media Production, Impact Producing 101 and How to Become a Media Literacy Badass.

We even worked with musician Mike Strickland Jr. to kickstart the production of a crowd sourced music video for his latest song, dedicated to Philly, “My Hometown.”

October saw the launch of our pilot “Community Journalism Mentorship” program which supported a cohort of 6 PhillyCAM members interested in building their portfolio and deepening their skills in community news production.

This model helped us train PhillyCAM members who wanted to be regular contributors to our community news programs, PhillyCAM Voices & Atévete, through building connections to the larger journalism community in Philadelphia. A new cohort will start May 2022!
2021 was a year to explore new ways of creative connection, joy, and self discovery. Our commitment to youth programming and youth voice continued with collaborations with school and community organizations such as Walter B. Saul High School, Revolution School, and Concilio.

Hear Us Out producers created over ten hours of Radio/TV content that focused on the 2021 presidential election, the Derek Chauvin trial, and the stressors of the pandemic. One memorable event was World Radio Day, where Hear Us Out went live to Facebook and Instagram with youth audio producers from Philadelphia and beyond.

The short film “Succulent City,” produced by PhillyCAM Youth Members, was featured in The Smithsonian Film Project Exhibition “Futures We Dream” in Washington DC. Supported by local filmmaker Mike Attie, the short film highlighted the community farm “Life Do Grow” in North Philadelphia and aimed to create a future imagined by ancestors where all voices carry and all hands build.

Our youth shared a virtual stage with The Racial Justice Organizing Committee in a “Black Joy” fundraiser for Gender and Sexual Justice honoring the work of Girls Rock Philly and Morris Home. We continued to strengthen our bond with fellow youth media organizations through “Youth Set The Stage” which hosted a series of youth-led talks and events.
2021 was a very busy year for Production Services, producing some of our biggest projects to date. PhillyCAM collaborated with The People’s Light, Doc Society, and The Delaware County Advocacy and Resource Organization (DCARO).

The People’s Light, a theater in Malvern, PA, produced Spiritual Uprising with Broadway’s Zonya Love.

Filmed as a feature length concert performance for a collection of reimagined Negro Spirituals while illustrating the music’s deep cultural and historical significance.

Doc Society put on another multi-day hybrid event in Good Pitch, bringing together local documentary filmmakers with leading change makers around urgent social issues to forge new coalitions that are good for the films and good for society.

DCARO organizes a Pennsylvania Developmental Disabilities Council project and serves the Chester-Upland School district by providing teacher and student training in research proven techniques (Mindfulness and Collaborative and Proactive Solutions) to develop emotional and behavioral regulation skills with the goal of ameliorating punitive practices.

Divided Attention, PhillyCAM’s first ever feature length documentary, produced in partnership with The Delaware County Advocacy and Resource Organization (DCARO) aimed at combating the School-to-Prison Pipeline. The film profiles a few Toby Farms Middle School students who participate in a mindfulness program to demonstrate its effectiveness.

They detail the context behind the obstacles Chester-Upland has faced in the last 70 years—complicating the approval and funding of programs like the one they are participating in.
In 2021 community media prevailed with the second annual People Power Media Fest throughout October. Members, staff, and friends contributed a month-long curation of original, independent content and experiences. Together we reflected on “Community Media as Community Care”, our collective theme, resulting in nearly 50 unique programs, half of those being member-led.

There were plenty of cool programs featured including PhillyCAM Voices: Addressing Care and Trauma Through Community News Reporting; 50 Shades of Jazz radio show by DJ Affirmation called Music as a Healing Force; a special workshop called Trauma Informed Media Production sponsored by Resolve Philly; simulcast Hear Us Out youth produced special “Self-Care Isn’t Enough”; and so much more.

A celebration of our milestones which included WPPM 106.5 FM’s 5th Anniversary simulcast event came together at an in-person event, our first-ever PhillyCAM Anniversary Block Party on Community Media Day. Member Appreciation Digital Projection Installation by PhillyAV and our very own Jeff Bethea was unveiled!
PPM Fest is a dynamic and collaborative opportunity to uphold our mission of providing transformative opportunities to express ourselves, learn a new skill, produce unique content, and share media reflective of the experiences of everyday people. We love producing with you all!

THE MONTH-LONG EVENT INCLUDED:

40 MEMBER-LED PROGRAMS

5 SPECIALTY WORKSHOPS

33 SPECIAL TOPIC TV SHOWS

17 SPECIAL TOPIC RADIO SHOWS

8 PROGRAMS WERE SIMULCAST TO TV & RADIO!

7 VIRTUAL PANEL DISCUSSIONS

6 EVENTS (5 IN-PERSON!) INCLUDING OUR BLOCK PARTY CELEBRATION & MEMBER DEDICATION
TECH & FACILITIES

For tech upgrades look no further than the massive overhaul our Main Studio control room received, swapping out our aging Broadcast Pix switcher for Newtek’s newest Tricaster Elite 2. This brings greatly expanded green screen capabilities for the Main Studio, as well as a number of tools to make hybrid productions with both in-studio and virtual elements much easier to implement and manage.

2021 was the year we kicked off our Grab N Go kits—everything you need to make great looking content in a single lightweight backpack. Built around Canon’s user-friendly M50 cameras with microphone accessories and a table top tripod, this consolidates a lot of what you need to make shows on your own out in the field into a much more accessible package. The kits were used to make a short film as part of 2021’s Collaborative Filmmaking Workshop!

More recently we added a live-streaming kit built around one of Samsung’s powerful new smartphones which, when combined with a small lightweight (sensing a theme here?) gimbal and external audio accessories, have the power to broadcast live, not just to social media platforms, but also to the Main Studio as another source or even to the channel directly, all live from anywhere with solid 4G LTE coverage or good quality wifi.
OUR SUPPORTERS

We are continually grateful to all the individuals and funders who give generously to support PhillyCAM programming. Contributions from individuals go directly to support our programmatic activities including WPPM, workshops and training and our youth media program.

$25 - $100

Christina Cecilia Harris  
Michael Radeos  
Cooper Beaupre  
Pascale Vallée  
Sharp Hall  
Michael Mitrione  
Diana Lu  
Tim Marshall  
Gordon Coonfield  
Tim Marshall  
Gordon Coonfield

Michelle Kim  
Brad Linder  
Adam Cooper-Terán  
Walter Ronald Collins  
Shameka Sawyer  
Donald Butler  
Alicia Bullock  
Steven Davidson  
Louis Green  
Andrew Christman  
Lynn Williamson

UP TO $25

Antoine Haywood  
Marty Gibbs  
Toni J Jones  
Anis Taylor  
Dasha Saintremy  
Kennieth Heard  
Spencer Lee Lewis  
Marcus C Harris  
Phillipa Painter Pay  
Roderick Millwood  
Onika Carrine  
Katherine Webster Dickey  
Gregory Nesmith  
Derrick Rivers  
Jonathan Daniel Balbi  
Jalen Century  
Lee Fishman  
Stewart Floyd Brodian  
Ruby Beckett  
Andrea M Spruill  
Brittany Barbato  
Adrian Connor  
David Indikator Fuller  
Sharon Mullally  
Richard M Leventhal  
Walter Richard Wimberly

Bea Joyner  
Maurice Waters  
Maurice D Chism  
A. Azeez Weeks  
Jonathan B Wrenn  
Karen Gross  
Linda Blackaby  
Greg Groggel  
James L Dennis  
J S Williamson  
Denise Clay-Murray  
Julie Chovanes  
Judy C Harris  
Latanya Smith  
Beverly D. Chandran  
Muriel Kudera  
Soheila Nikpour  
Pamela K. Shropshire  
Kathryn Dovgala  
Jackie Kemp

OVER $100

Paul Barne  
Paul Beach  
Susan Hauck  
anto F Mazza  
Earl Weeks  
Fredric Shelley  
Kenneth Flagg

FUNDERS

PhillyCAM is supported by funds from Comcast and Verizon as part of their franchise agreements with the City of Philadelphia. Other general operating and program support comes from regional government and private foundation grants. Funder in 2021 include:

Alliance for Media Arts and Culture  
Doc Society  
Independence Public Media Foundation  
Pennsylvania Council on the Arts  
Philadelphia Foundation  
Resolve Philly
Fiscal year 2021 was a challenging year of course due to the pandemic and the subsequent economic downturn. PhillyCAM did end the year with a deficit of $164,570. Thankfully we received a PPP loan which reduced what could have been a much more significant deficit. Financial projections for FY 2022 are improving and we anticipate ending the year in the positive thanks to new funding, donations, uptick in member dues and a 2nd PPP loan.

**Revenue & Support**

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Total Support & Revenues: $1,817,055

**Expenses**

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Total Expenses: $1,981,625