

PEOPLE POWERED MEDIA

PHILLYCAM

MAR 2021 - FEB 2022



Pictured: Allison D, Denise C, Chris M, Anssumane S, Sunil C & Laurel H.

ANNUAL MEMBER REPORT



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

Greetings all,

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

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



STAFF

Jeff Bethea
Roland Boyden
Gabe Castro
Gretjen Clausing
Laura Deutch
Ryan Doherty
Allison Durham
Bettina Escauriza

Sergio Galeano
Elías Gonzalez
Tia Kemp
Debbie Rudman
Ryan Saunders
Ariel Taylor
Nasha Taylor
Sonia Thompson
Sofie Trippett

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
Sharp Hall
Shelley Wolfe



Pictured: Akeem S & Niki W

INSTRUCTORS

Conrad Burgos
Doug Crisman
Gralin Hughes
Roland Boyden
Gabe Castro
Toni Bell
Rebecca Alvarez
Iris Bowen

Julian Zuniga
Denise McCormack
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
Avarese & Victoria Riley



MEMBERS OF THE MONTH



Carole Adrienne

MARCH 2021



Marissa Mele

SEPTEMBER 2021



Wayne Hunter

APRIL 2021



Antoine Haywood

OCTOBER 2021



**Mary Luz Marques
Rosalba Esquivel**

MAY 2021



Gralin Hughes

NOVEMBER 2021



Amistad Law Project

JUNE 2021



Rusty & Jan

DECEMBER 2021



Chantale Belefanti

JULY 2021



Keyssh Datts

JANUARY 2022



**Jeffrey Jones
Jacquelyn Jordan**

AUGUST 2021



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.



Pictured: Roland B, Joe L, Michelle C & Martin L



Pictured: Gabe C, Shamele J & Maurice W

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.



Pictured: Salima H-M



PHILADELPHIA
stories
RETROSPECTIVE
A 20th Anniversary Look Back

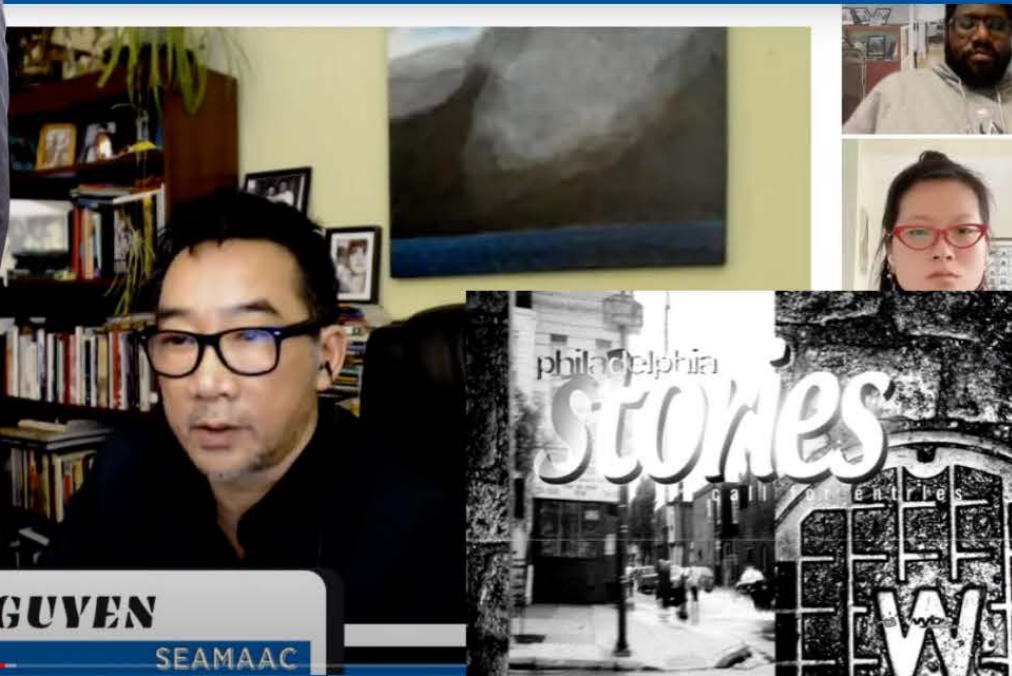


Pictured: Gretjen C Debbie R, Sergio G, Ryan D, Gabe C, Sarah M & Hébert P

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.



NGUYEN
SEAMAAC

Pictured: Gretjen C & Hébert P.

WPPM-LP 106.5FM HIGHLIGHTS & GROWTH

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



Pictured: Charles C

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."



Pictured: Allison D & Anto M



Pictured: Ray N

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.



Pictured: Sarah M

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: Gabe C, Laurel H, Gretjen C & Karen W

LEARNING OPPORTUNITIES

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 onhand 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!



PCAM YOUTH PROGRAM

Pictured: Yasmeen C

Pictured: Deyon F

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.



Pictured: Jade L-M & Ramses Montes

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.



Pictured: Sam C.

& Keyssh D

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.



Pictured: Ariel T

PRODUCTION SERVICES

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).

Pictured: Zonya Love

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

Pictured: Sergio G.

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.

Pictured: Amelia C

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.

Pictured: Stacey M



PEOPLE POWER MEDIA FEST

Community Media as Community Care

Pictured: Karen W & Vanessa Maria G

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.



Pictured: Karen W & Vanessa Maria G



Pictured: Pascale V & Gabe C

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.



Pictured: Nasha T

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!



Pictured: Jeff B & Ryan D

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



Pictured: Esther Hio-Tong C.



Pictured: Summer B, Jay W, Stephen R

5 SPECIALTY WORKSHOPS



Pictured: Vanessa Maria G, Nick C, & Anto M.

INCLUDING A YOUTH LED TIKTOK WORKSHOP

33 SPECIAL TOPIC TV SHOWS



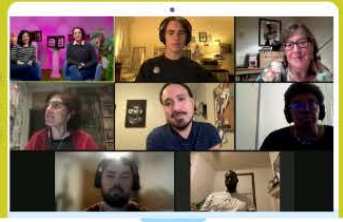
17 SPECIAL TOPIC RADIO SHOWS



Pictured: Arianne B & Carmen M

8 PROGRAMS WERE SIMULCAST TO TV & RADIO!

7 VIRTUAL PANEL DISCUSSIONS

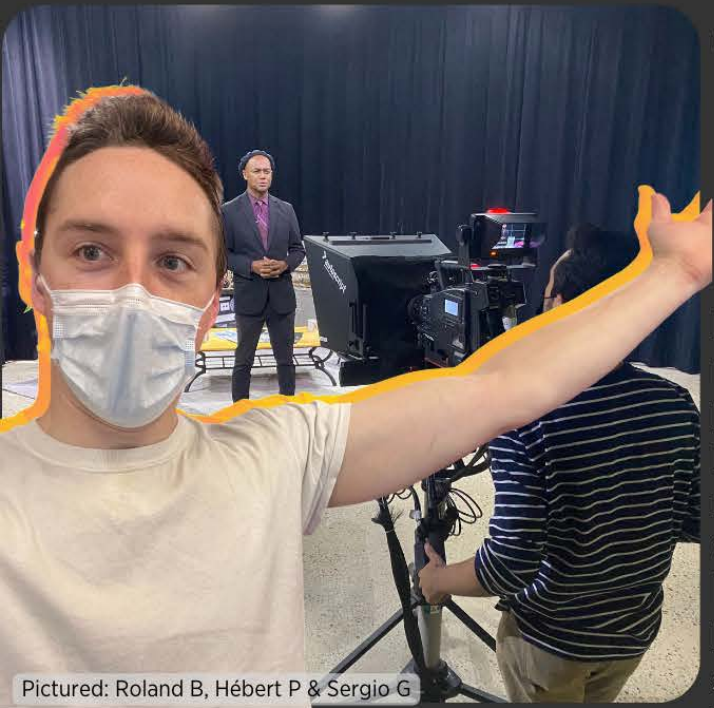


6 EVENTS (5 IN-PERSON!) INCLUDING OUR BLOCK PARTY CELEBRATION & MEMBER DEDICATION



Pictured: Good Pitch Participants

TECH & FACILITIES



Pictured: Roland B, Hébert P & Sergio G

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!**



Pictured: Michael K & Anula S



Pictured: Jeff B

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.

UP TO \$25

Antoine Haywood
Marty Gibbs
Toni J Jones
Anis Taylor
Dasha Saintremy
Kennieth Heard
Spencer Lee Lewis
Marcus C Harris
Philippa 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 Kudara
Soheila Nikpour
Pamela K. Shropshire
Kathryn Dovgala
Jackie Kemp

\$25 - \$100

Christina Cecilia Harris	Michelle Kim
Michael Radeos	Brad Linder
Cooper Beaupre	Adam Cooper-Terán
Pascale Vallee	Walter Ronald Collins
Sharp Hall	Shameka Sawyer
Michael Mitrione	Donald Butler
Diana Lu	Alicia Bullock
Tim Marshall	Steven Davidson
Gordon Coonfield	Louis Green
Tim Marshall	Andrew Christman
Gordon Coonfield	Lynn Williamson

OVER \$100

Paul Barne	anto F Mazza
Paul Beach	Earl Weeks
Susan Hauck	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:

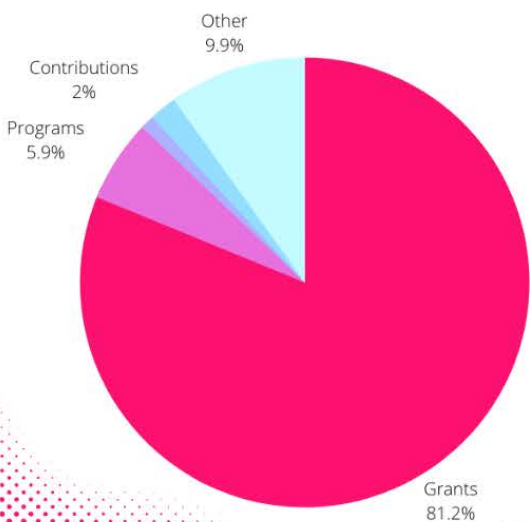
Alliance for Media Arts and Culture
Doc Society
Independence Public Media Foundation
Pennsylvania Council on the Arts
Philadelphia Foundation
Resolve Philly

FINANCIAL REPORT

July 1, 2020 - June 30, 2021

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



GRANTS

Restricted & unrestricted

PROGRAM

Fees for workshops & production services.

MEMBERSHIPS

All member dues

CONTRIBUTIONS

Donations & Sponsorships

OTHER INCOME

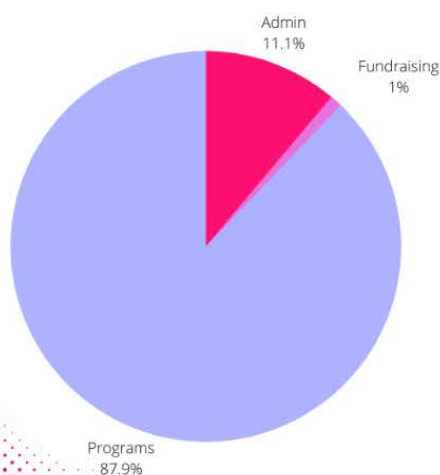
*Significantly higher because the PPP Loan is noted here.

Grants	\$1,495,100
Contributions	\$22,596
Programs	\$104,777
Member Dues	\$13,795
Other Income*	\$180,787

*includes PPP Loan

Total Support & Revenues: \$1,817,055

Expenses



ADMINISTRATION

Restricted & unrestricted grants

FUNDRAISING

Briefly elaborate on what you want to discuss.

PROGRAMS

Briefly elaborate on what you want to discuss.

Programs	\$1,734,511
Management & Admin	\$206,808
Fundraising	\$40,266

Total Expenses: \$1,981,625