

GRTV Annual Report 2022

A Service of the Grand Rapids Community Media Center



Our Renewed Direction



Mission

Connect local communities through media. Serve diverse creators and audiences. Provide tools, training, and transmission.

Vision

Where community voices are heard, valued, and lifted through media.

Core Values

Diversity, Equity, Inclusion, & Belonging
Transparency
Media Literacy
Innovation
Access

Financial Highlights

Income	
Francise Fees	\$570,757.10
Client Services	\$40,497.50
Membership	\$8,676.00
Sales	\$317.00
Interest	\$839.95
	\$621,087.55

Net Income
\$104,280.03

Expense	
Compensation	\$243,044.19
Benefits	\$33,704.10
Supplies	\$1,206.96
Equipment	\$181,946.98
Facilities	\$20,471.02
Staff and Board Support	\$8,943.06
Professional Services	\$17,908.30
Insurance	\$1,341.15
Marketing/Promotion	\$1,675.77
Dues and Other Expenses	\$6,565.99
	\$516,807.52

Core Services



Tools



Training



Transmission

Equipment and Facilities

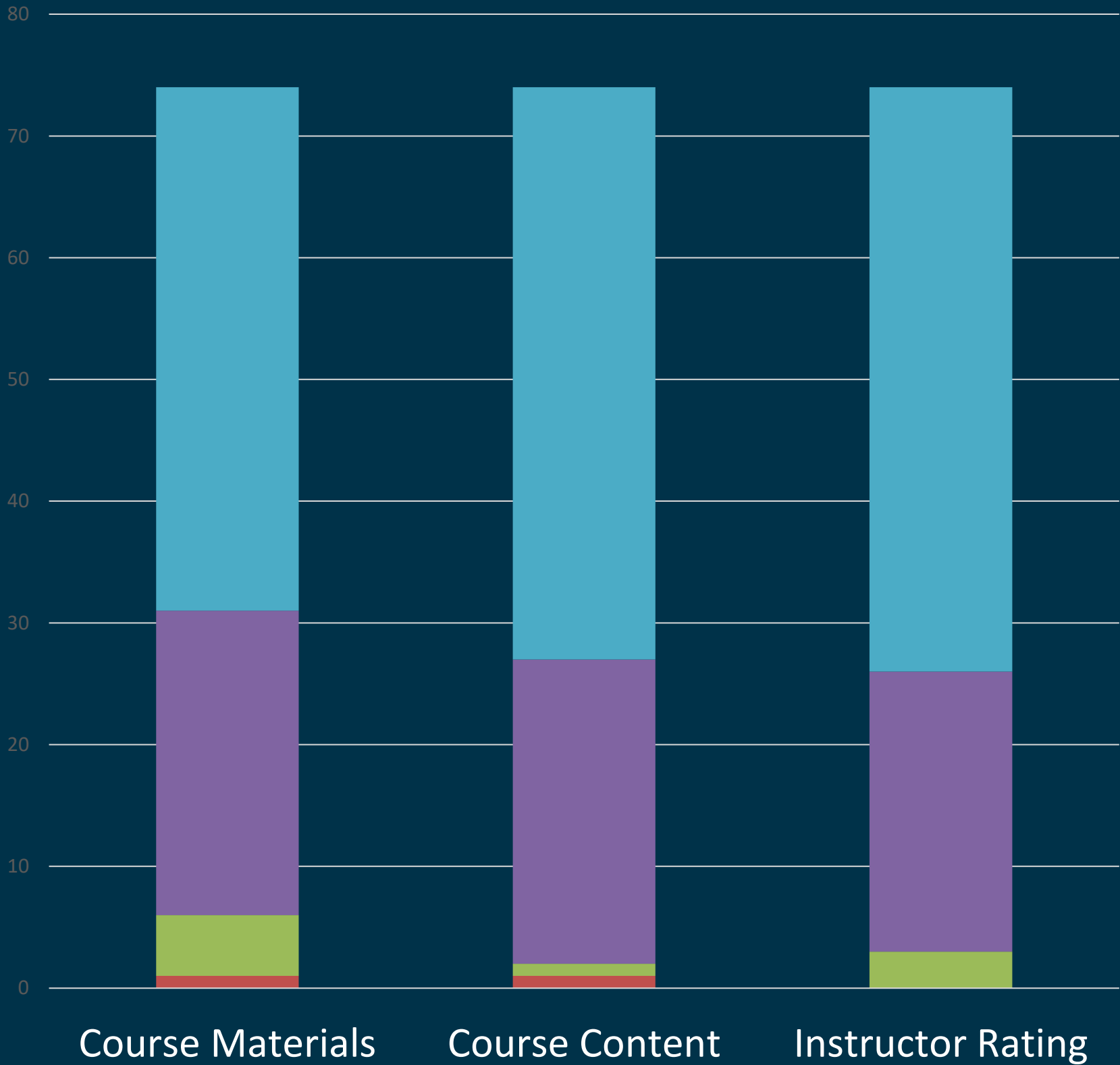
- Number of checkouts: 317 Checkouts
- Equipment checked out: Canon XA and XF Cameras, Nikon D5600, XF, GoPro, Ronin 4D
- 398 hours of facility use
- Edit suite use down from 2021 by 17%
- Studio use up from 2021 by 55%





Course Satisfaction

Poor Neutral Good Very Good Excellent



GRTV Classes

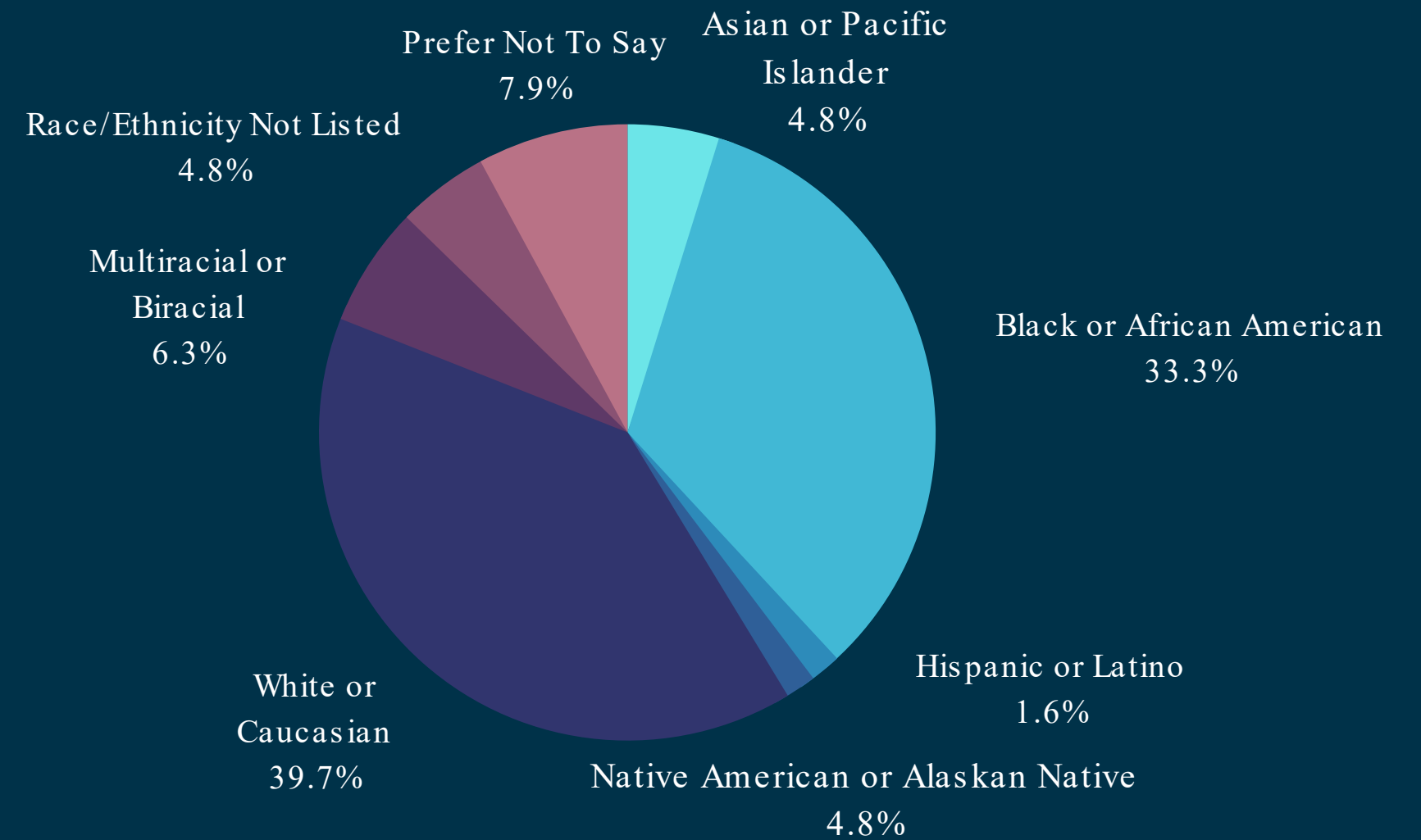
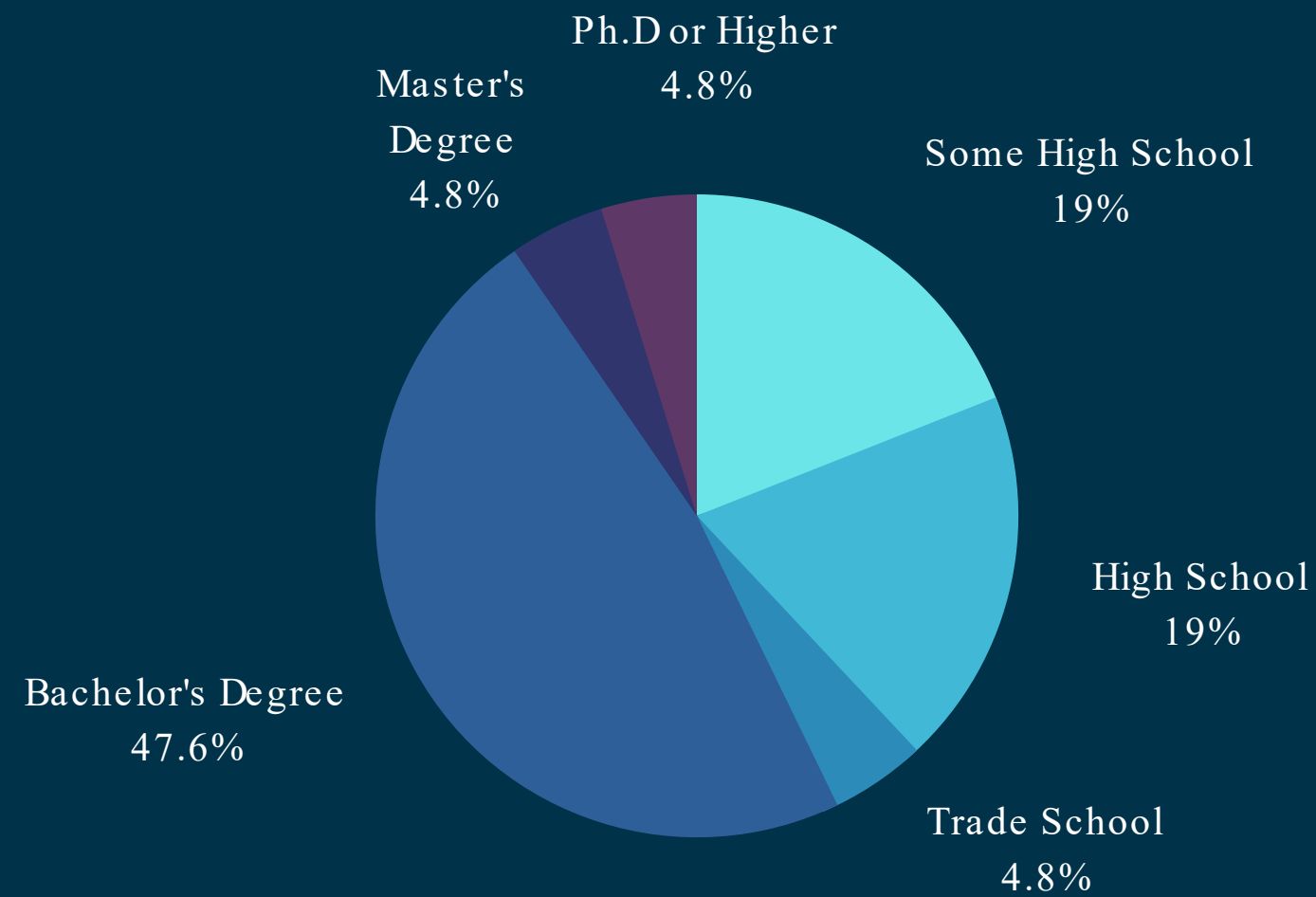
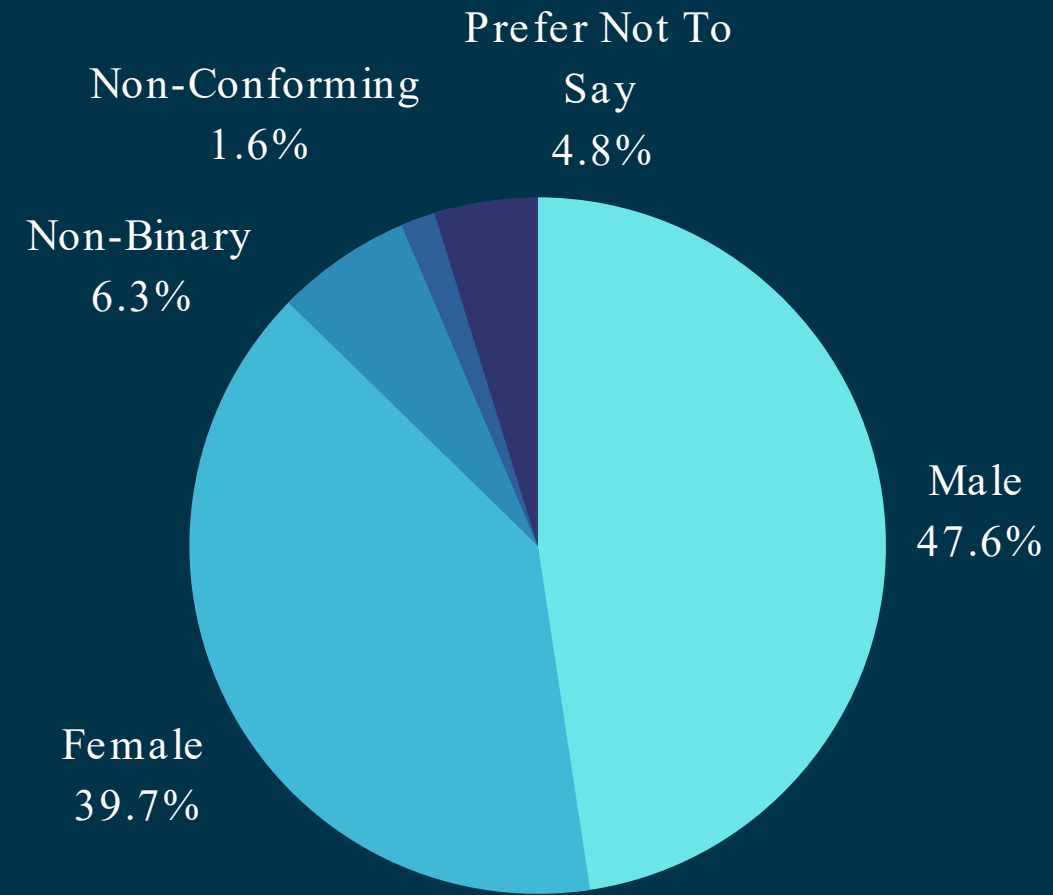
Number of Classes: 40

Number of Students: 90



GRTV Classes

Who's Taking Our Courses



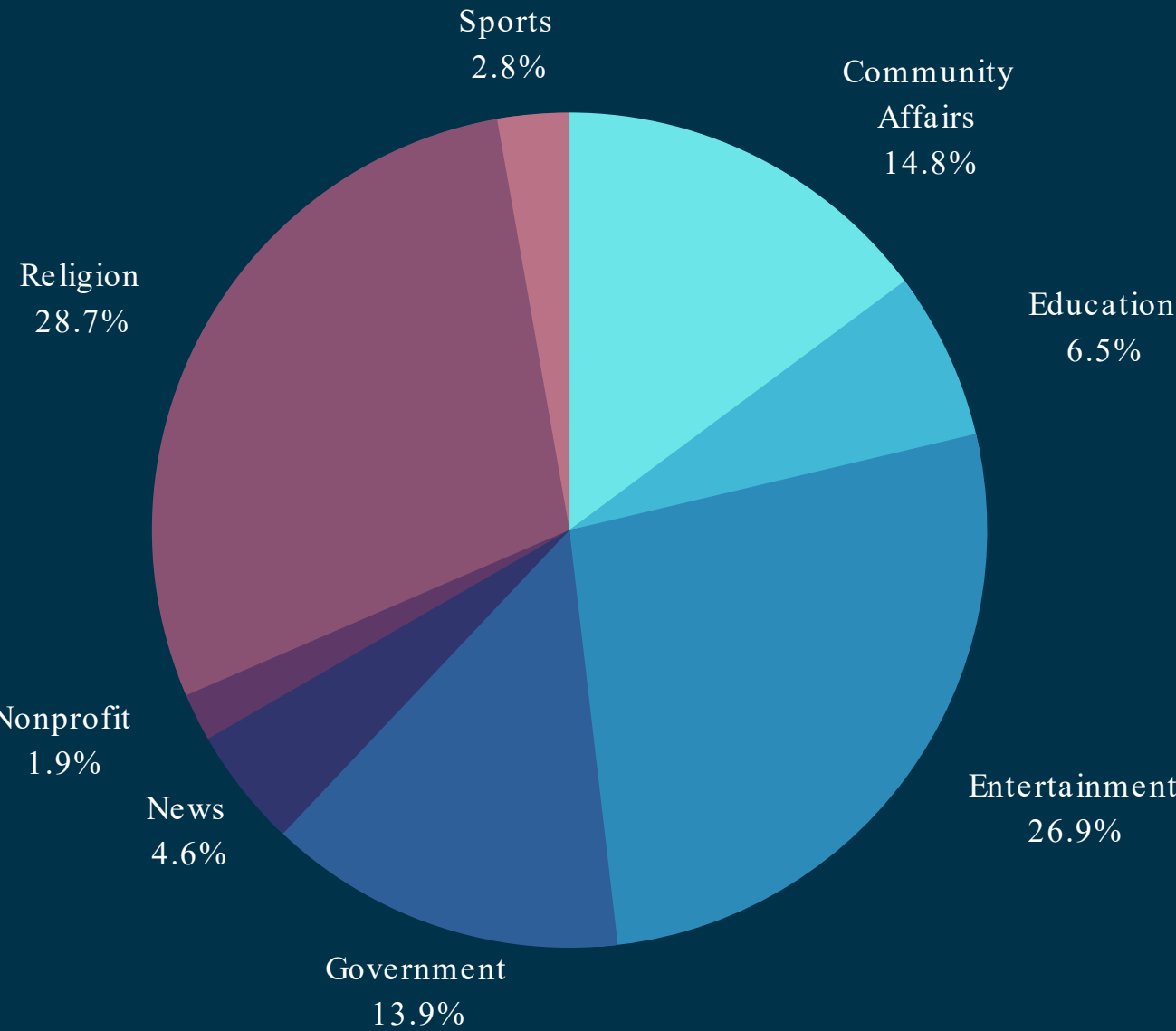
Broadcast on GRTV

Total New Shows: 935

Total Show Producers: 156

Total New Hours of Programming: 742

GRTV Programming Origin	Grand Rapids	West Michigan	Michigan	United States
	572	105	51	161



Impact of GRCMC

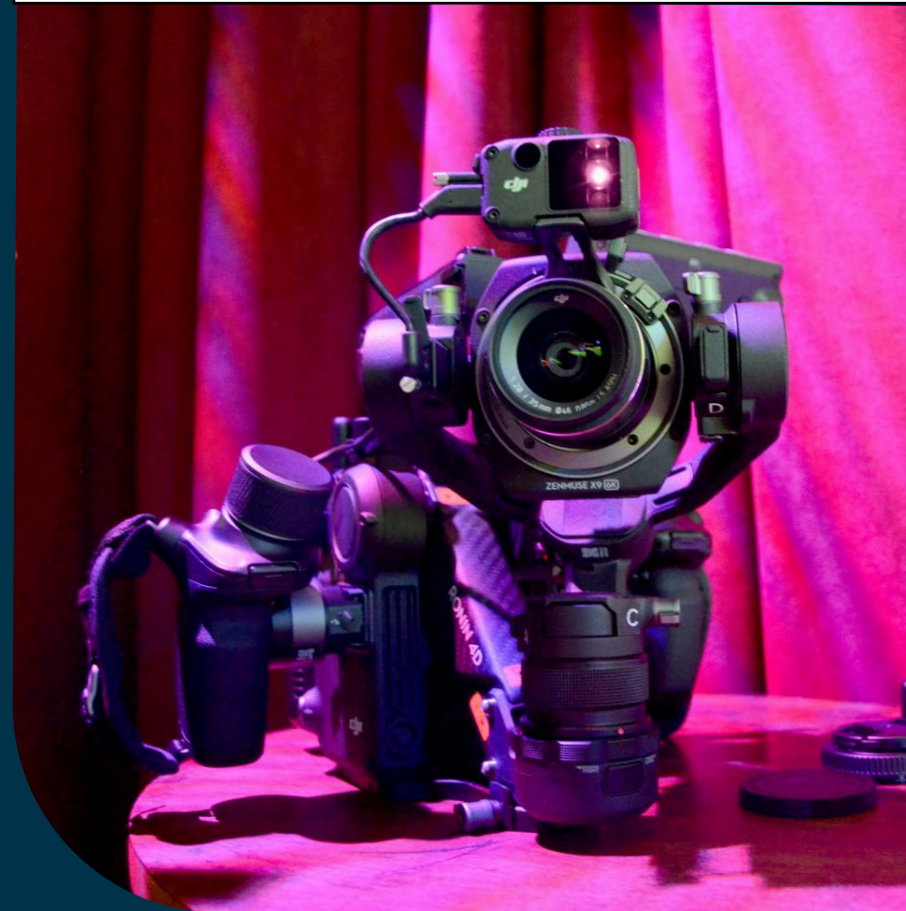
Access and Education

Through 40 community classes GRTV provided hands-on video production training for more than 90 students. Our classes continue to demonstrate a high degree of excellence with 98% of evaluation respondents rating the class content Very Good or better.

GRTV also provided opportunities for more 40 volunteers to get experience on live video and television productions. It is critical in our role as a community media organization that we provide equitable access to diverse and underrepresented groups. We achieved that goal this year with classes that were diverse in gender, race and ethnicity, and income.

“The class is wonderful and makes studio production accessible!”

“I was worried that I might be way way way in over my head with the complexity of the class material, but Ted's explanations helped me feel more confident that I might be able to do this!”



“The discussion of culture and norms in podcasting was great! Good to know all the platforms and marketing strats.”

“Thanks so much for offering this to the community. Will was great at presenting info and hands-on technical aspects to newbies like us!”

*Quotes excerpted from the 2022 GRTV Class Survey

NPO Support

GRTV supports the local nonprofit community through the broadcasting of its content on our channels and providing accessible professional video services.

Over 2022, 58 nonprofit organizations aired programs on GRTV and 18 nonprofit organizations utilized our professional video services. The broadcast and production support provided by GRTV allowed nonprofit organizations to share their message and work and to reach larger audiences.

Impact of GRMC



Impact of GRCMC Community Engagement

Community media and public access television have a deep-rooted history in building and supporting critical dialogue. Capturing and broadcasting 509 public events like the Diatribe's "Disruptive Dialogue," GR MiFi's "A City Within a City Panel Discussion" and "Black Freedom Forum".

Kent County's Board of Commission Meetings, the Grand Rapids City Commission Night Out Meetings, Failure LAB, and Grand Rapids Public Museum's "GR Stories" series brings important discussions to the broader Grand Rapids community through its broadcast and preserves these important conversations for years to come. In total, GRTV aired over five hundred programs this year discussing community affairs.



Another key role of GRTV is the support and promotion of local artists. This year we aired locally written and performed plays like Get Yo Mind Right by Lauri Dockery, Ain't Nothing Like Family - Ms. Wilkins Goes To The Club by Terri Host, and Pirates of Penzance performed by the West Michigan Savoyards.

We also featured local performances by musicians like Elijah Russ, The Music that Raised Us, Myron Elkins, Pink Sky, Reverend Freakchild and more performing at GR Live, GRAM on the Green, and in the studio at GRTV. In total GRTV broadcasted over three hundred programs featuring arts and music.



Film Making

In 2022 GRTV provided equipment and dynamic programming. This past year saw the relaunch of GR Film Society, now a program of GRCMC. Through this we held the inaugural GRCMC Open Projector Night (formerly of the UICA) resulting in the event's largest ever crowd of over 150 attendees celebrating 13 local short films presented on the big screen at Wealthy Theatre.

In addition, we presented several arthouse and specialty film festivals including the Chiaroscuro International Film Series, and the Mexican Film Festival. GRTV also sponsored film and production training, and fostered opportunities throughout the year for students in partnership with GR MiFi, an organization seeking to close opportunity gaps for local videographers, media producers, content creators, and artists of color.

Impact of GRCMC



“One of the most important filmmaking events is coming back to Grand Rapids. Nov. 9 marks the return of Open Projector Night, now hosted by the Grand Rapids Film Society at the Wealthy Theatre. Michigan filmmakers screen their work on a giant screen, in a dark room, full of strangers. The way it’s supposed to happen.”- Joel Potrykus

“Such a great set of films shown last night” – Dan Woodliff

“This is such amazing news! Thank you for keeping this event alive!”
– AJ Kincaid





www.grcmc.org