



A Service of Speak Up Tampa Bay Public Access Television, Inc.

**Q U A R T E R L Y R E P O R T**

**S E C O N D Q U A R T E R**

**JANUARY 1, 2023 – MARCH 31, 2023**

2264 University Square Mall  
Tampa, FL 33612  
813-977-5200

[www.tbcn.org](http://www.tbcn.org)

Please note the high value of our services to residents, area non-profits and governmental agencies.

These figures are based on a valuing of services study provided by an independent consultant who researched our marketplace and provided us with costs charged by area schools, colleges and video production service providers for training, video production, studio and edit suite rental, equipment rental, etc.

Please note that we have not included the value of program airtime, public service announcements or community bulletin board display – three items of enormous value to the non-profits, neighborhood groups and others who are informing our community about the services available to them.

Estimated Dollar Value of TBCN training	\$ 18,360.00
Estimated Dollar Value of Studio and Equipment Usage [all items not yet included]	8,020.00
Estimated Dollar Value of Community Outreach services provided [does not include airtime]	20,000.00
Estimated Dollar Value of Volunteer hours	262.50
Total Estimated Dollar Value of Most – but not all – of the services provided to the community by TBCN and its volunteers during the reporting period**	Above \$46,642.50

The Total Estimated Value of TBCN services for this quarter was above **\$46,642.50**.

## Training Report



TBCN TV production training was made available to residents. Classes were scheduled on a weekly, bi-weekly or monthly basis with special classes created for groups as needed.

### **TRAINING INCIDENTS/UNITS**

#### **2nd QUARTER 2023**

<b>CLASS</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>TOTAL</b>
Introduction to TV Production	21	17	11	49
Policies & Procedures	21	17	11	49
Copyright Law	21	17	11	49
Camera Basics	0	5	3	8
Producer Basics	1	4	3	8
Podcast Training	0	0	0	0
Location Production	0	4	7	11
Single Camera Producer	0	0	0	0
Multi-Camera Studio	5	11	22	38
Non-Linear Editing	6	10	8	24
ATEM/Tricaster	1	3	4	8
Marketing /Sponsors	0	1	4	5
Crew Class	0	0	0	0
Acting Class	0	0	0	0
Shoot Video Like a Pro	0	0	0	0
Motion	0	0	0	0
Social Media/YouTube	6	4	7	17
Total Training Incidents/Units	82	93	91	266

**Estimated Dollar Value of TBCN training this 2nd Quarter of 2023: \$23,940.00**

\*Figure based on providing 266 units of training at an average of three hours per unit = 798 hours of training at a rate of \$30 per hour.

## Facility and Equipment Report

With the exception of holidays, scheduled maintenance weeks, special membership events and emergency conditions, TBCN's public business hours during this quarter were 2 PM to 6 PM Tuesday through Saturday. Operating hours were 12:30 PM to 8:30 PM from Tuesday through Thursday and 10 AM to 6 PM on Friday and Saturday for a total of **512** hours during the reporting period.

Facilities and equipment are in usage by our Training Department, Outreach Department, Community Assignment Desk and internal Production Department when the facility is not in use by TBCN members.

### CAPACITY, HOURS & PERCENT OF AVAILABLE HOURS USED

Item	Number of Hours Used	Number of Uses	% of Available Hours
Control Room	14	44	91%
Studio	62	119.75	77%
NLE System 3	1	6	99%
Podcast	6	9	98%
Training Room	24	74	45%
Front Desk Lobby	10	25	74%

### Estimated Dollar Value of Studio and Equipment Usage

**\$63,340.00**

Item[s]	# of Hours Used	Hourly Rate	Dollar Value
Control Room	44	320	\$14,080
Studio	119.75	320	\$38,320
NLE System 3	6	150	\$900
Podcast	6	150	\$900
Training Room	3	55	\$165
Front Desk Lobby	10	100	\$1,000
<b>Total</b>	<b>259.75</b>	<b>1,150</b>	<b>\$63,340</b>

\*Using last quarter's dollar value. Will amend when accurate figures in. Hourly rate in this instance is based on the type of equipment used. [For example, DVD Units, Video Cameras and P-VOM are valued at \$75 per hour; light kits and tripods at \$30 per hour; microphones, microphone mixers and headsets at \$20 per hour; batteries, adapters, cables, camera shoes, power supplies, tripod adapters, telephones, microphone stands and clips at \$10 per hour.]

## Membership – Demographics Report



REPRESENTATION	PERCENT OF MEMBERSHIP
<b>ETHNIC BACKGROUND</b>	
Native American	0.57
White	38.92
Asian	1.94
African-American	39.61
Hispanic	16.27
Other	2.65
<b>RESIDENCE</b>	
City of Tampa	54.44
Non-City of Tampa	43.44
Other	2.12
<b>AGE</b>	
Under 18 Years of Age	2.29
18 – 25 Years of Age	18.23
26 – 34 Years of Age	20.78
35 – 44 Years of Age	22.42
45 – 54 Years of Age	20.03
55 – 65 Years of Age	11.75
65 Years of Age and Over	4.50
<b>GENDER</b>	
Male	60.02
Female	39.98

### **INCREASES IN MINORITY/SENIOR REPRESENTATION THIS 2nd QUARTER 2023 OVER LAST QUARTER [rounded off]:**

Category	Previous Quarter	Current Quarter	Percent Increase
African American	39.56	39.61	1
Hispanic	16.15	16.27	1
City of Tampa	54.43	54.44	.02
26-34 Years of Age	20.77	20.78	.05
45-54 Years of Age	19.92	20.03	1
65 Years of Age and Over	4.47	4.50	1
Female	39.93	39.98	.13

**TV/VIDEO PRODUCTIONS**

<b>Organization or Series Name</b>	<b>Program Length</b>	<b>Description</b>	<b>Dollar Value</b>
Mi Gente Tampa Bay (4 shows)	29 min. each	-Linda Pérez Dávila from Boricuas de Corazón -Dominican Artists in Ybor -Artist Orlando Isacc Soto -Artist Yorlett Tovar	\$ 64,400
Culture Ventures (1 show)	29 min. each	-The Florida Orchestra - Assistant Conductor Chelsea Gallo -Mad Theatre of Tampa -Nora Paine, New Tampa Players	\$48,300
<b>Subtotal TV/Video Productions</b>			<b>\$ 112,700</b>

**Estimated Dollar Value of community outreach services provided (\$16,100 per show):     \$   112,700\***

\*This amount does not include the value of airtime, training, studio and location equipment usage.

Total number of outreach programming hours including replays: 4,308:55

Number of in-house produced outreach programming hours including replays:     2,191:45

Number of externally produced outreach programming hours including replays: 2,117:10

**Non-profits featured on overnight Community Bulletin Board:**

Veterans Village  
Sierra Club of Tampa  
St. Frances Pet Rescue  
Furever Yours Pet Rescue  
United Way  
Bio Voyage  
Family Support and Resource Center  
Arts Tampa Bay  
Tampa Bay Cat Alliance  
Career Source Tampa Bay  
Hillsborough County Aging Services  
City of Tampa  
Humane Society of Tampa Bay  
University Area CDC  
Crisis Center of Tampa Bay

Tampa Bay History Center  
Christ Church of Universal Love  
Habitat for Humanity  
CDC of Tampa  
Tampa Housing Authority  
Unity North Tampa Church  
Children's Board of Hillsborough County  
Wildlife Haven Rehab  
West Tampa Community Redevelopment  
No Worker Left Behind  
ReDefiners World Languages  
National Youth Advocate Program  
988 Suicide and Crisis Lifeline

**Partners on TBCN's website**

We acknowledge our partners on TBCN's homepage. To date, those supporters are: 83 Degrees Media, Arts Council of Hillsborough County, CDC of Tampa, Children's Board of Hillsborough County, City of Tampa, Economic Prosperity Center, Florida Division of Cultural Affairs, Gomez & Touger, P.A., Helen Gordon Davis Centre for Women, Hillsborough County, Hillsborough County Economic Development Innovation Initiative, Tampa Bay Businesses for Culture & the Arts, Tampa Housing Authority, Temple Terrace, University Area CDC, LT3, Feeding Tampa Bay, Keep Tampa Bay Beautiful, Soaring City and University Mall.

## **COMMUNITY ASSIGNMENT DESK**

During the reporting period, the Community Desk recruited **06** volunteer members and community producers. **03** volunteered for Community Outreach programs—providing a total of **71.2** volunteer hours – during this quarter.

**Estimated Dollar Value of Volunteer Hours This Quarter:**

**\$783.20**

[Figure based on 71.2 hours at \$11 per hour.]

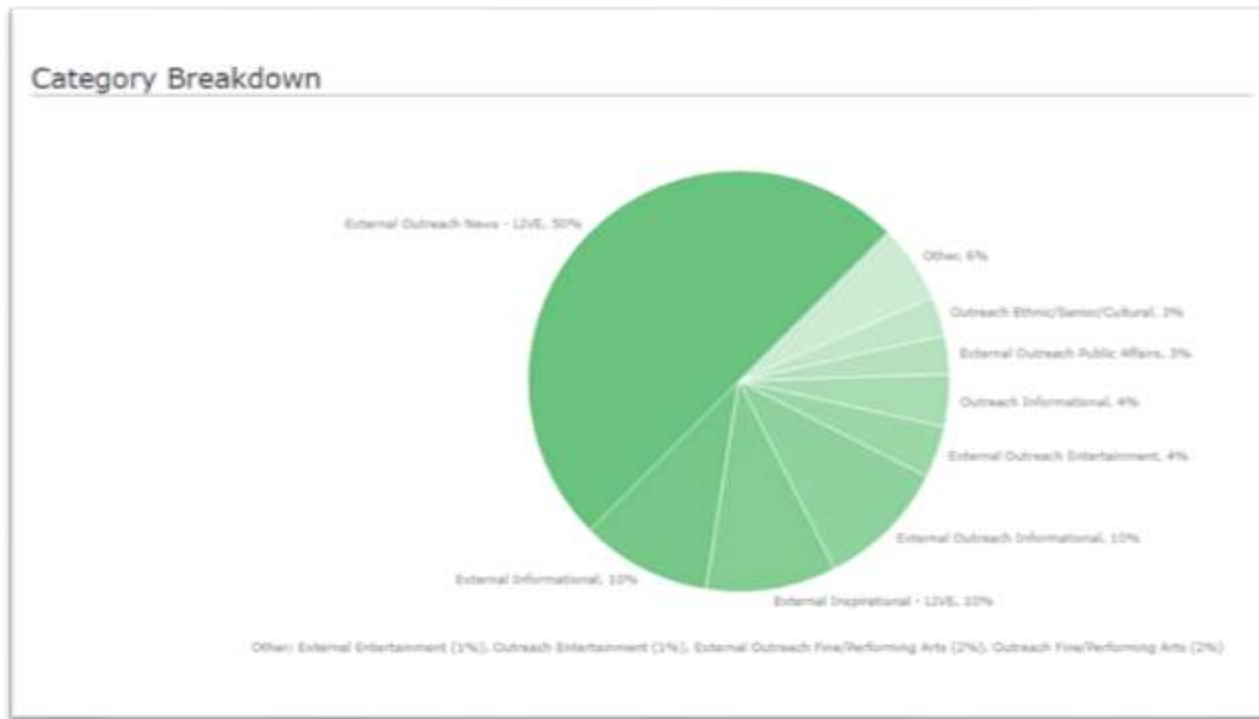
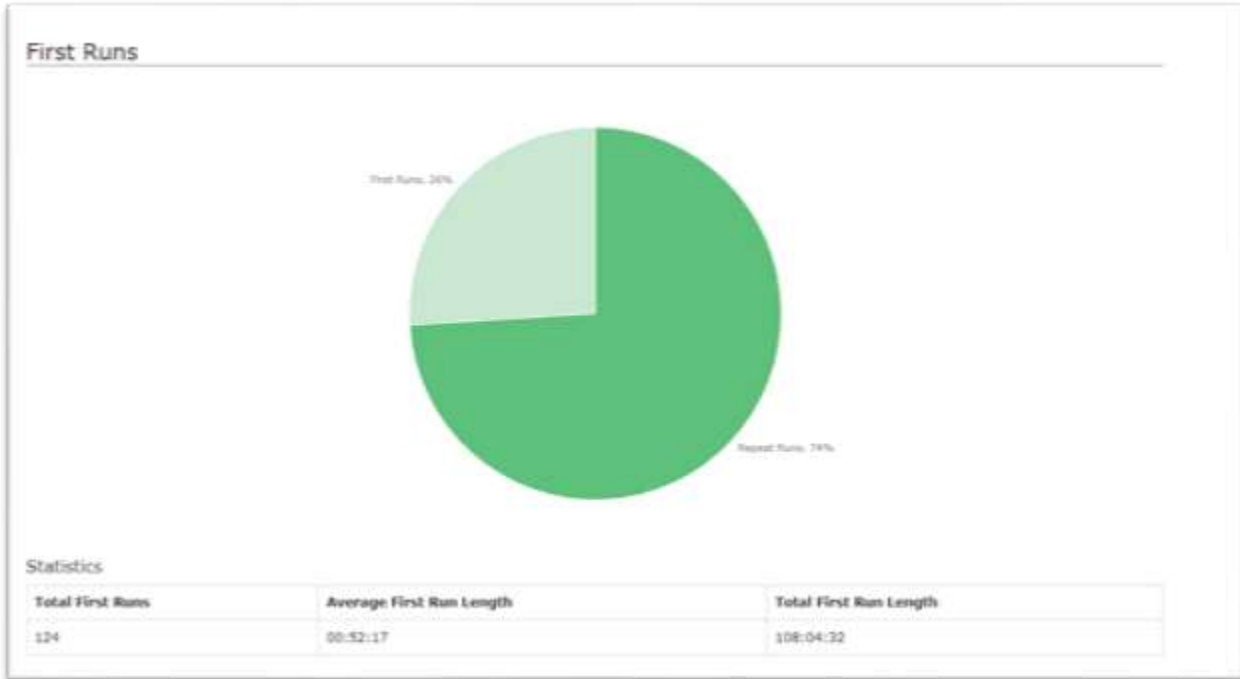
Following is a list of events that were covered by Community Desk volunteer

Multi-Camera Class  
Mi Gente Tampa Bay  
TBCN

# Programming Report

Streaming, Frontier Channel 30, Spectrum Channel 639, Comcast Channel 20

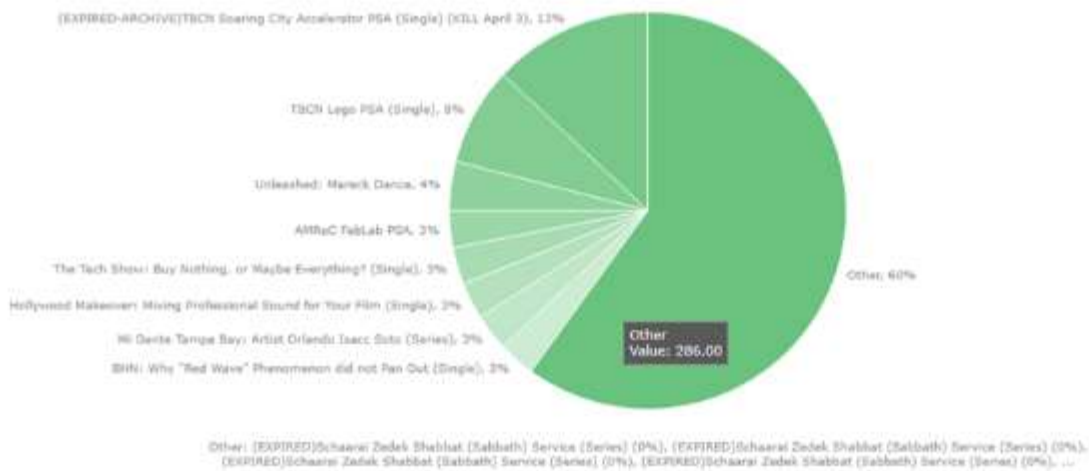
January 1, 2023 until March 31, 2023





Streaming, Frontier Channel 30, Spectrum Channel 639, Comcast Channel 20  
 January 1, 2023 until March 31, 2023

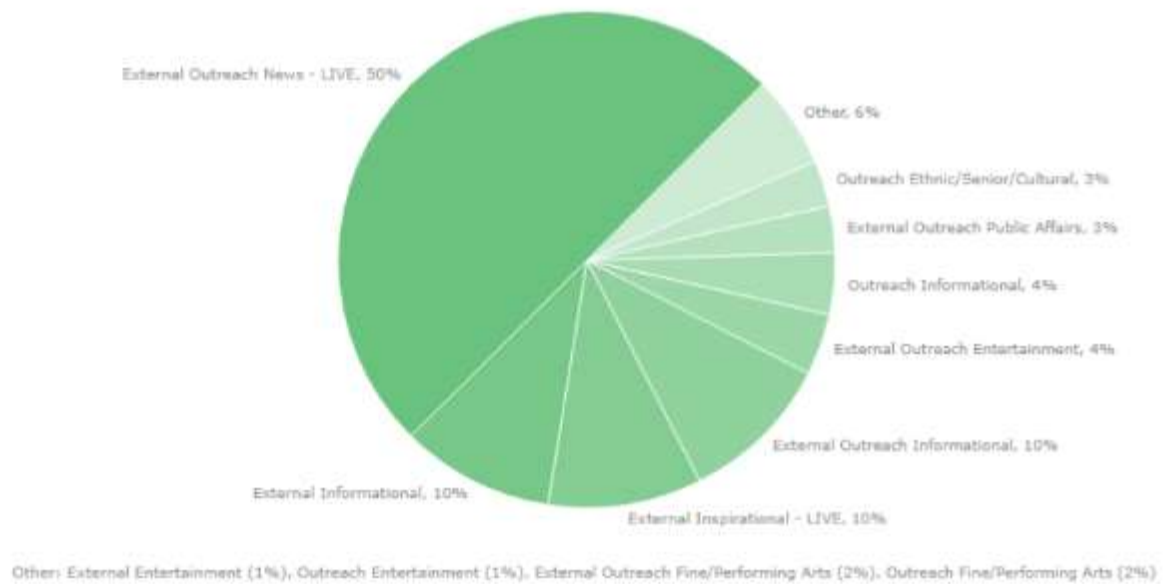
### Total Runs



### Statistics

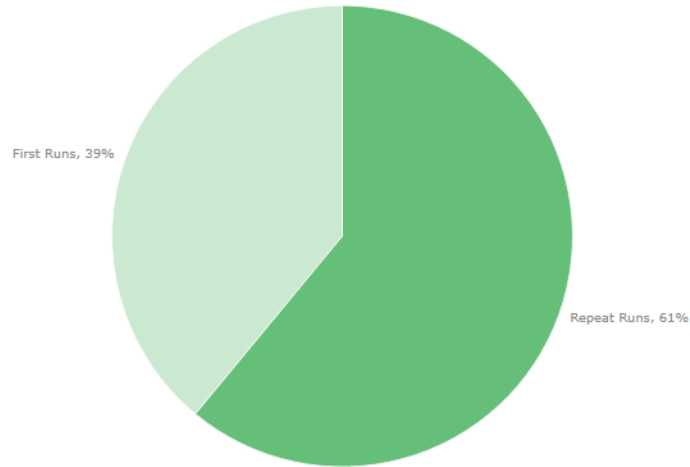
Total Shows	Average Show Length	Total Runs	Total Run Time	Average Run Length
124	00:52:17	474	266:51:05	00:33:46

### Category Breakdown



## First Runs

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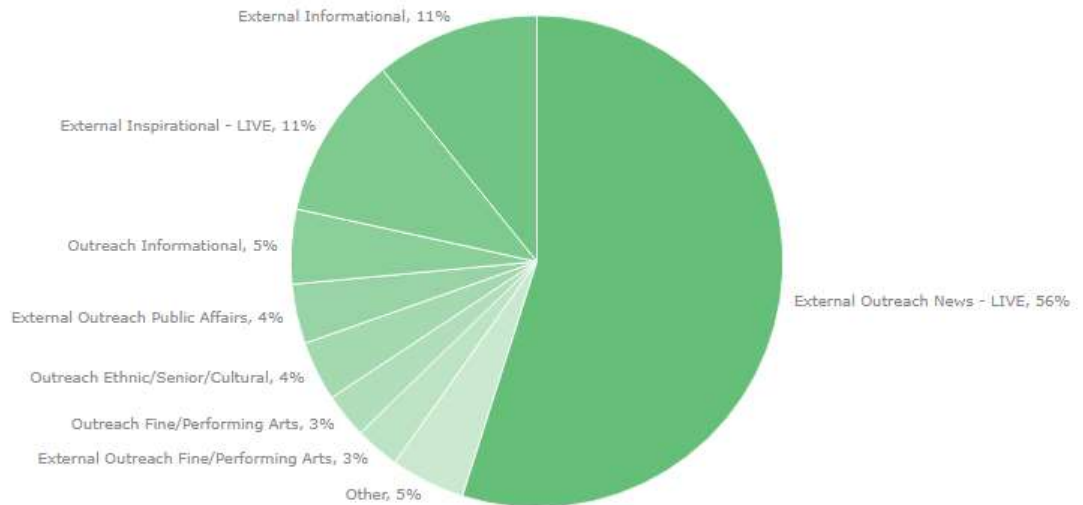


## Statistics

Total First Runs	Average First Run Length	Total First Run Length
111	00:55:02	101:49:06

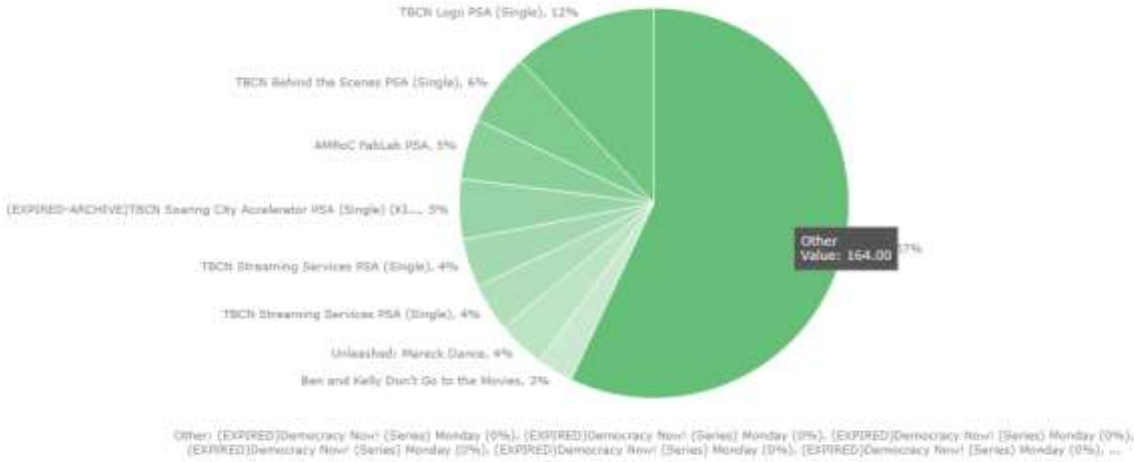
## Category Breakdown

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Other: Outreach Entertainment (1%), External Entertainment (1%), External Outreach Entertainment (2%), External Outreach Informational (2%)

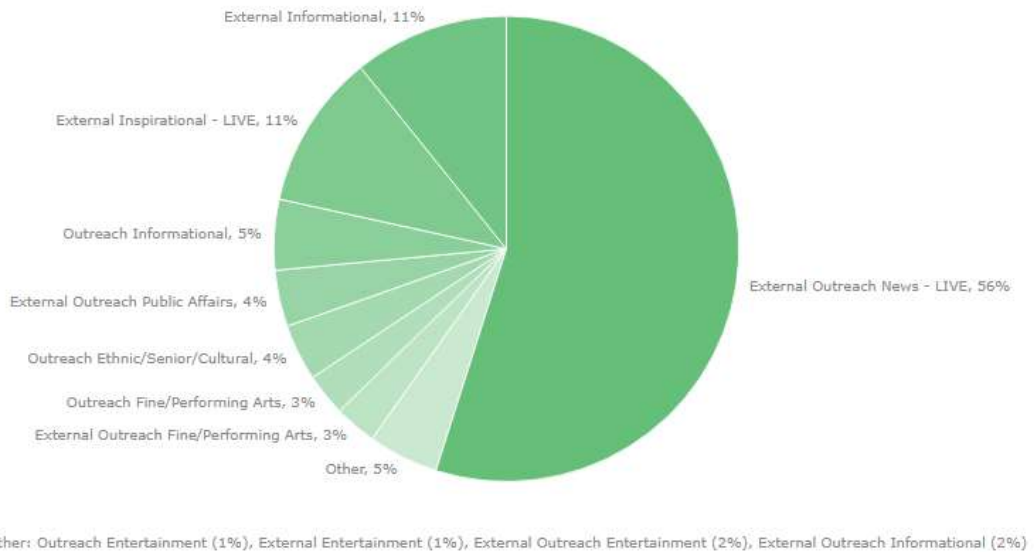
### Total Runs



### Statistics

Total Shows	Average Show Length	Total Runs	Total Run Time	Average Run Length
111	00:55:02	287	156:46:45	00:32:46

### Category Breakdown



Funds received during this reporting period

**\$ 156,760.52**

City of Tampa	\$ 52,000.00
Interest	\$ 2.47
Training fees	\$ 31,665.40
Sales of dubs, materials, promotional items	\$ 0
Membership Fees, series/singles applications and web streaming	\$ 2,746.60
Revenue generation activities	\$ 18,390.75
Donations	\$ 0
Total	\$ 104,805.22

## Social Media Presence



### Totals as of March 31, 2023:

Facebook: 1,540 followers

YouTube: 1,048,861 views, 2,037 subscribers

Twitter: 200 followers

Instagram: 332 followers

Linkedin: 226 followers

TikTok: 23 followers

Social Media	# of new likes/views/followers/subscribers – last quarter	# of new likes/views/followers/subscribers – this quarter	% increase/decrease
Facebook	93 followers	109	+17
YouTube	4,743 followers	5,917 view	+25
YouTube	24 followers	32 subscribers	+33
Twitter	6 followers	-4 followers	-67
Instagram	11 followers	52 followers	+372
Linkedin	15 followers	17 followers	+13
TikTok	n/a	23 followers	n/a