



2018 ANNUAL REPORT



ABOUT THE MHZ FOUNDATION

This annual report documents the work of MHZ Foundation during 2018 calendar year. MHZ Foundation is in its third year of operation under the new structure created in October 2015. MHZ Foundation is a non-profit organization led by a Board of Directors, and operated under the Executive Directorship of Christian Dawson, augmented by consultants, temporary and permanent staff. MHZ Foundation proudly operates in support of its mission to enrich the lives of knowledge seeking individuals with curated content that broadens their understanding of the world.

The MHZ Foundation Board

Benjamin Rees; Chairman

Kevin Karjala; Director

Garrett Graddy-Lovelace; Director

Casey Rea; Director

Ben Hall; Director

The MHZ Foundation Staff

Christian Dawson - Executive Director

Taylor Tricarico - Programming and Marketing Project Manager

Virginia Poundstone - Content Curation Director, Curationist

Hilary Osborne - Sponsorship Specialist

Vaunda Davis - Operations Coordinator and Bookkeeper

Elisabeth Klughardt - Events Coordinator

LETTER FROM THE CHAIRMAN OF THE BOARD

This has been a transformative year for MHz Foundation. We have spent the entirety of our fiscal year focusing our attention on building the resources necessary to launch the organization's future direction, the Curationist website. Built around our core, global culture-focused mission. Global culture is the intersection of music, art, performance, learning, literature, food, design, ingenuity and thought, from dynamic, local regions worldwide.

This intersection is found, created, and shared on MHz Curationist. I'm particularly pleased with how this serves the public good in two important ways. In an era of increasing nationalism and populism, this resource will allow people to learn more about world cultures in ways that will enable them to grow, heal, and learn. Additionally, by leveraging only Creative Commons content, we get to be an important example to the world about the value of a healthy public domain. We look forward to where our alliance with the Creative Commons community will take us in the future.

We couldn't be more proud of the web-based resource we have built and are in the process of bringing to the world. The MHz Foundation Board has great faith in the team we have put together to ensure that this will be a success, with a vision that is being creatively directed by our new head curator, Virginia Poundstone.

Beyond the excitement around Curationist, we have worked to be effective stewards of our investment in the organization's other chief asset, our holdings in subsidiary NVPTV, which maintains majority shareholder status in MHz Networks LLC. MHz Networks LLC has gone through a significant period of transition in the past fiscal year. It is no longer employed by MHz Foundation to direct broadcast operations, and has needed to find other methods to service its own broadcast contracts. Doing so has caused MHz Networks LLC to undergo some financial challenges; however, the area of business that MHz Networks LLC is focusing most of its attention and investment in, MHz WorldView, continues to grow on a monthly basis. We have watched carefully as MHz Networks LLC has made decisions to grow that area of business, to ensure that we are being responsible stewards of our past investment.

But we are pleased to be able to focus our primary attention on our mission-driven development of the public interest resource Curationist.com, and bringing it to the world in 2019. We look forward to the next fiscal year when we will begin to grow it and launch fundraising activities to support its continued development long-term.



Benjamin Rees, Chairman of the Board



MHz STRATEGIC GOALS

MHz Foundation's Mission is to bring global culture and perspective to U.S. markets via digital programming.

MHz Foundation Notable Events and Accomplishments from 2018:

Exit from Over-the-Air Broadcasting

On March 31st, 2018 Commonwealth Public Broadcasting Company surrendered the FCC licenses for WNVC(TV) and NVT(TV) as a result of their participation in the broadcast incentive auction conducted by the FCC. This transaction terminated MHz Foundation's agreement with CPBC to broadcast content over these stations and its subcontract agreement with MHz Networks LLC to oversee those operations. As of April 1st, 2018, MHz Foundation no longer incurred expenses or received revenue from broadcast television programming. Instead, the foundation shifted its focus to building and delivering the robust Content Management System (CMS) and website that is now Curationist.

Target Market for Curationist Website Identified and Surveyed

In order to build a website that would be valuable to MHz Foundation's community, and in support of its mission, the foundation first needed to better understand the audience that would be interacting with the site. Through a robust market research engagement that included surveying 1,500 people in our target market, MHz Foundation was able to determine the target market for Curationist and build user personas with specific demographics. This data was used to design a website and content strategy that would attract and retain people who are life-long-learners with a passion for art and culture from around the world.

Naming Exercises and Trademark Reviews Yielded the Name MHz Curationist

Following a creative and trademark review process that evaluated over a dozen names for the website, the MHz Foundation Board voted to approve the name MHz Curationist. Working with a design firm in Washington DC, MHz Foundation built a logo and brand identity for Curationist that would appeal to the target audience.

Expansion of the MHz Foundation Board to Include Three New Members

As development continued, MHz Foundation worked to recruit new board members that could bring their expertise and experience to the Foundation's new programming around Curationist. We looked for individuals who were passionate about the arts, Creative Commons content, fundraising and content creation. In addition, we continue to strategically diversify the board with individuals who represented the diverse audience the Foundation serves through Curationist.

Hiring of Content Curation Director for Curationist

Following an extensive recruiting process, MHz Foundation hired Virginia Poundstone to fill the role of Content Curation Director of MHz Curationist. A professional artist, community organizer and international student, Virginia proved to be the perfect person to take the board's ideas and wishes for Curationist and turn them into a content strategy and vision for the site.

Design and Development of Curationist Completed and Tested

The design and technical development of the website followed the branding activities. Designers took an artistic approach for delivering compelling hand-curated content, alongside robust functionality. The result is a beautifully clean and intuitive site, where users can enjoy not only the content it serves up, but the experience of exploring the site as well.

MHz CURATIONIST - *An Expanded Overview*

MHz Curationist is an emergent, distilled and searchable CMS database of Creative Commons, Open Access, and Public Domain content. It serves as an interdisciplinary and ever-growing library, platform, publisher and 21st century museum. It aims to communicate and liberate global cultures narratives in order to foster curiosity, intercultural exchange, and dialog.

MHz Curationist can be found online at <https://www.curationist.org/>

The backbone of MHz Curationist is a search tool that discovers Creative Commons, Public Domain and Open Access artifacts. All content links out to their original sources, but can be collected by users in a platform that allows for engaged and useful interaction with MHz Curationist.

In January 2019 we launched our incipient library and museum components. Our library is a searchable database of quality, culled cultural content from collections and archives from around the world. From our library, we curated mini collections, exhibitions and position projects for our museum. This work is presented in the form of editorial style short and long form articles, image essays, videos, audio projects, stories and dialogs.

As MHz Curationist continues to grow we will be expanding our efforts to develop a robust platform that will allow users to assemble various collections from our search tools and share them publicly or privately. In an effort to present a more accurate, enriching global culture, we will also expand our publishing efforts to include commissioning new works for the Creative Commons by leading cultural producers from the global majority.

MHz Curationist is not a single center, but an intersectional hub of many cultures: a collaborative global exchange comprised of many dynamic, grounded places worldwide talking to one another. It is a tool for inclusion, integrated value creation and innovation. Just as public parks, libraries, and museums are our commons, the internet is also a commons and does not have to be limited by copyright laws. MHz Curationist is a networked fulcrum supporting the free exchange of culture by all for all.

Curated "Female Self-Portraitists"





MHz SHARE AGREEMENT NOTICE

The MHz Share exclusively funded MHz Foundation's operational activities in 2018, which have been centered around the objectives of the Board approved strategy, narrowly focused on the launch of the public resource website. Funds have been used for hiring, direct employment and the retention of consultants, and for the guidance of lawyers, accountants, and bookkeepers, as well as the processing of audits and due course business operations. No activities not associated with the organization's mission driven work have been undertaken in 2018, with the MHz Share or without, and no investments have been made into any for-profit endeavors. The largest expense has been development of the Content Management System (CMS) for the *Curationist.com* website, designed to allow the website to develop into a public, collaborative, world culture museum online, launching in 2019.



MHz CURATIONIST - Revenue Model

MHz Foundation, in accordance with its 2017 Board of Directors approved strategy to fund the development of MHz Curationist, plans to fund base operations of the Curationist website for the website's first three years. However, 2019 will see the launch of multiple revenue stream pathways that MHz Foundation will begin, to start to augment the MHz Foundation direct investment in the Curationist asset and public good, and to set MHz Curationist on its path to fund ongoing operations and organizational growth independent of existing MHz Foundation assets. What follows is a brief overview of plans that have been built in 2018, to prepare for launch in 2019.

MHz CURATIONIST - Sponsorships, Grants & Partnerships

Sponsorships

A sponsorship framework has been developed, under legal counsel to ensure compliance with IRS public charity guidelines, and in accordance with research on PBS sponsorship guidelines. In 2019, after the site has launched to the public, initial sponsorship solicitations will be made. Initial sponsor targets will be foundations, and arts and culture institutions also contributing to the public good, who seek to be associated with our nascent but promising brand.

Initially, we will allow select potential sponsors to test banners free of charge after launching; in accordance with SEO and strategic marketing strategies to ramp up site traffic. Organizations will not pay for placements if there are no eyeballs on them, so there will be no early paid sponsors.

Once traffic has increased, the Fundraising Manager will start charging CPM (cost-per-thousand) based, monthly sponsorships in accordance with then-approved guidelines.

Both sectional and 'run-of-site' sponsorship options will be in inventory. 'Guest curator' sponsorships will also be solicited. Long-term strategies in subsequent years involve exploring branching out into mobile and video sponsorships.

Sponsorship revenue is expected to begin to be generated by Q4 2019, and to become an increasingly important component of revenue for MHz Foundation in 2020 and beyond.

Sponsorships, Grants & Partnerships (continued)

Grant Writing

In January 2019, the Sponsorship Specialist is under contract to partner with an organization called Instrumentl, which will be assisting MHZ Foundation in the development of its grant writing toolkit.

Once the toolkit is created, MHZ Foundation will maintain an ongoing relationship with Instrumentl to find relevant grants and have access to a grant management system.

MHZ Foundation will hire freelance grant writers through Instrumentl to assist the Sponsorship Specialist with completing grant applications. Freelance grant writers sign up for Instrumentl and 10 percent of their hourly fees go to Instrumentl to cover the cost of their subscription to the grant management system.

Though grant writing is not expected to be a significant portion of MHZ Foundation's 2019 revenue, the establishment of the grant writing program is expected to drive MHZ Foundation towards significant grant success in 2020 and beyond.

Curated Fine Art



Partnerships

MHZ Foundation is actively exploring partnerships around tie-ins to local cultural events, as minor sources of revenue, while simultaneously increasing awareness of the platform. There are many opportunities for partnerships from various organizations: museums, galleries, post-secondary education facilities, art shows (like Art Basel), interior design shows, etc.

Because of MHZ Foundation's important cultural mission, it will be appealing to partner with the Curationist, to augment the public good being pursued by an organization and extend its reach to our Internet audience.



MHz FOUNDATION - 2018 Financial Report

Financial Notes

This last fiscal year was a year of transition. The subcontractor agreement between MHz Networks LLC and MHz Foundation came to an end in March 2018. The program (MHz Worldview) was broadcast through 34 public TV affiliates. In September 2017, MHz Foundation received \$1,500,000 from Commonwealth Public Broadcasting Company (CPBC). These funds were guaranteed as part of the separation agreement with CPBC in 2013. The funds were generated through the sale of CPBC spectrum to the FCC (Federal Communications Commission). Upon receipt of funds in September, \$350,000 was transferred to the Operating account to cover day-to-day expenses of the foundation. An additional \$250,000 was transferred in January, May, and August to cover operating expenses as the foundation builds the CMS system and new website.

Directorship agreements were reached with board members. Each board member is to receive compensation of \$500 each for the quarterly board meetings. The first payout was done in August for the 3rd Quarter meeting.

A statement of work was created on September 27, 2017 between MHz Foundation Inc. and Open-i Advisors. The goals outlined in the SOW had three main objectives: The first was to build a robust, technically sound, and easy to administer CMS and front-end website. The second was to develop the policies, procedures, staff, and tools needed to run and grow the business. The third goal was to protect the MHz Foundation status as a non-profit and further its mission. Payments have been made throughout this fiscal year toward that end.

All financial distributions made by MHz Foundation in 2018 were made in accordance with the terms of the agreement signed with CPBC around the ongoing distribution of FCC spectrum auction funds in a staged manner. No distributions have been directed to achieve any for-profit purpose, and accordingly no distributions have been made to MHz Networks LLC or any of its principals.

MHz Foundation had a net gain of \$434,912 for the fiscal year.

(Financial Statements follow)

2018 Financial Report (continued)

STATEMENT OF ACTIVITY

January - December 2018

	TOTAL
REVENUE	
4000 Station Operations Revenue	34,385.01
4001 Donation from AmazonSmil	23.50
4055 Spectrum Revenue	1,000,000.00
4061 Rental Lease Facility	1,500.00
4100 MHz Network Payment	78,450.00
Total Revenue	\$1,114,358.51
GROSS PROFIT	\$1,114,358.51
Expenditures	
5001 CMS Development Fees	251,300.00
6000 Station Operation Costs	90,000.00
6010 Foundation Payment	30,000.00
6400 Postage/Shipping	102.00
Operating Expense	
6005 Office Supplies	30.39
6050 Directorship Agreement Expense	6,500.00
6299 Rent Expense	2,500.00
6300 Storage Rent	300.00
6301 Insurance-Corp Liab	3,397.73
6302 E&O Insurance	3,697.63
6303 Worker's Compensation	759.72
6500 Taxes and Licenses	275.00
6700 Prof Fees Legal	25,528.88
6703 Prof Fees-Accounting & Audit	45,624.80
6705 Prof Fees Talent	406,763.83
6800 Travel - Hotel & Lodging	1,893.47
7002 Computer Software	1,063.73
7003 Website Development	112.73
7004 Computer Expense	4,446.20
7900 Bank Charges	225.00
Total Operating Expense	503,119.11
Personnel Expense	
6100 Salaries Expense	28,125.00
6111 Payroll Fees	442.50
6115 Payroll Taxes	2,786.00
6120 Employee Benefits	1,410.69
Total Personnel Expense	32,764.19
Total Expenditures	\$907,285.30
NET OPERATING REVENUE	\$207,073.21
Other Revenue	
4900 Interest Income	2,238.99
TOTAL OTHER REVENUE	\$2,238.99
NET OTHER REVENUE	\$2,238.99
NET REVENUE	\$209,312.20

STATEMENT OF FINANCIAL POSITION

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 UBS Bank	152,292.34
1012 Operating - Bank of America	344,490.99
Total Bank Accounts	\$496,783.33
Accounts Receivable	
1212 Accounts Receivable	1,032,310.00
Total Accounts Receivable	\$1,032,310.00
Other Current Assets	
1800 Prepaid Expense	6,000.00
Total Other Current Assets	\$6,000.00
Total Current Assets	\$1,535,093.33
Other Assets	
1125 InvestmntMHzNetworks LLC	3,715,181.00
Total Other Assets	\$3,715,181.00
TOTAL ASSETS	\$5,250,274.33
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2210 Accrued Expense	37,099.35
2260 Due to/from NVPTV	-15,100.00
Total Other Current Liabilities	\$21,999.35
Total Current Liabilities	\$21,999.35
Total Liabilities	\$21,999.35
Equity	
Retained Earnings	5,589,574.12
Net Revenue	-361,299.14
Total Equity	\$5,228,274.98
TOTAL LIABILITIES AND EQUITY	\$5,250,274.33

MHz CURATIONIST - *Content Curation Director*

Virginia Poundstone is the Content Curation Director at the MHz Foundation, leading the emergent vision for Curationist. Based in New York City, she is a visual artist, educator, and community organizer. As a faculty member at Maryland Institute College of Art (MICA) from 2013-2016, she taught core classes as well as courses she designed: Publishing as Form was a course that critically examined publishing, or making ideas public and disseminated; Objects of Networks, considered the functional purpose of connection and how objects in networks shape our world and thinking. As a part-time lecturer from 2009-2013 at Parsons The New School of Design, she taught across the School of Design Strategies and the School of Art History and Design History and Theory. In addition to core courses like Critical Reading and Writing and 3D Studio courses, she also proposed and designed NYC: Food, a class that explored the food systems of the city. In 2011, she was a visiting professor at Columbia University's School of the Arts in the visual arts program where, in 2009, she earned her MFA. She is a founding board member and current Co-Executive Director of the Bed Stuy Parents Committee, a volunteer grassroots non-profit advocating for school equity. She is also a member of Brooklyn's Community Board 3 Youth & Education Committee and Community School District 16's Diversity Alliance. She was awarded a Pollock-Krasner Foundation grant, Agnes Varis Fellowship, Howard Foundation Fellowship and has had numerous residencies at fantastic places like Pioneer Works, the Banff Center for Art and the MacDowell Colony.





MHz FOUNDATION - Board of Directors

Ben Rees, Chairman

Ben Rees has twelve years of experience in partnerships and business development in broadcast, VOD, and professional services industries. He is currently an Assistant Director at Ernst & Young, in the northeast business development group, and serves as an account manager for three public companies based in the Washington, D.C. area. Responsibilities include strategic account operations; such as, revenue planning, sales strategy, pipeline development and pursuit support. From 2005-2008, Ben was Director of Partnerships and Business Development at IMAKE Software and Services, which specialized in open source, highly scalable, content management and entitlement software. He was responsible for managing partnerships with OEMs and system integrators.

Kevin Karjala, Director

Kevin Karjala is an experienced senior program delivery Principal Consultant with expertise in leading business and technology impacting initiatives. He has worked with clients in multiple industries including cable, wireless and media. Kevin excels in areas of large cross-functional program delivery, software development, application and device testing, requirements gathering and process design and execution.

Garrett Graddy-Lovelace, Director

Raised in a farming family and community in central Kentucky, Garrett Graddy-Lovelace is Assistant Professor at American University School of International Service in Washington DC, where she researches and teaches agricultural and land use policy and agrarian politics, and is co-chair of the new Antiracist Research & Policy Center Environment Team. Her forthcoming book *The Power of Seeds & the Politics of Agricultural Biodiversity* (M.I.T. Press 2019) explores crop germplasm conservation and seed saving through the lenses of political ecology, critical geography, and bioethics; she is co-Principal Investigator on a National Science Foundation Socio-Ecological Synthesis Center Pursuit on agrobiodiversity's role in community food security and sovereignty in Appalachia, southern Andes, southern Mexico, and central West Africa. Drawing on community-partnered action-research, she also traces the domestic and international impacts of U.S. agricultural policy and the mobilizations around food, farm, land, and labor equity. She has published on US-Cuba agricultural relations, particularly trade politics, agroecology, and cooperativismo. She recently was awarded the Campus Compact Mid-Atlantic's Alan C. Penczek Award for Service-Learning for her work in community-engaged scholarship and pedagogy. Graddy-Lovelace has a PhD in Geography from University of Kentucky, a Masters in Theological Studies from Harvard Divinity School, and a BA from Yale University, where she studied theatre, humanities, and classics, before studying abroad in Dakar, Senegal, and returning to Yale to pursue postcolonial studies and performance theory. At Div School, Graddy-Lovelace focused on agrarian ethics, invocations of traditional knowledge, sacred spatiality, and interfaith dialogue. She has ongoing interest in and commitment to decolonizing academia, place-based epistemology, and public space for respectful ontological dialogue.

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Board of Directors (continued)

Casey Rae, Director

Casey Rae is Director of Music Licensing at SiriusXM satellite radio, where he is responsible for licensing sound recordings for transmission to 35 million U.S. subscribers. Casey was previously CEO of the Future of Music Coalition, a Washington, DC-based education and advocacy organization for musicians and composers. He is also a musician, author and music / media professor at Georgetown University and Berklee College of Music, where he has authored Berklee's first comprehensive course on music policy for its graduate degree program. Casey regularly speaks on issues such as emerging business models, creators' rights, technology policy and intellectual property at worldwide conferences, universities, and in the media. He has testified before Congress on copyright and has written hundreds of articles on the impact of technology on the creative community in scholarly journals and other publications. Casey is an in-demand commentator in media outlets such as NPR, Washington Post, New York Times, Politico, Billboard, L.A. Times, CNBC and more. Casey also serves on board of the Alliance for Media Arts and Culture—an organization dedicated to expanding opportunity for media makers in all 50 states and around the world. His book *William S. Burroughs & the Cult of Rock 'n' Roll* will be published by University of Texas Press in 2019, followed by *Music Copyright in Practice: An Authoritative Guide* (Rowman & Littlefield, 2019). Casey also runs the DC-based label Lux Eterna Records and is the proud dad to two highly musical daughters.

Ben Hall, Director

Ben Hall is a chef/organizer/artist based in Detroit. Hall's work revolves around the forms community takes particularly at the Russell Street Deli, a 30-year-old heritage restaurant in Detroit's, Eastern Market, which Hall owns and operates as a long-term, sited project dealing with labor structures, how capital routes itself, and hierarchical power structures.

As a chef Hall produced the first fully integrated, serially repeated, chef-driven school meal in a major municipality producing a vegan, soy-free, gluten-free soup, at cost, for children at Detroit Public Schools where 55,000 students eat for free and 88% are financially eligible for school lunch. Hall is in the process of repeating this in Houston, Texas where 165,000 children will eat three different soups every two weeks under the federally mandated nutritional and financial guidelines. Hall worked specifically on those guidelines as an active grassroots lobbyist for the Child Nutrition Re-authorization Act. Additionally, he has been repeatedly active as a lobbyist primarily working on wage rights for low wage workers including giving congressional briefings and also lobbying on the Global Food Security Act with Oxfam.

As an artist Hall most recently presented a solo exhibition at the Museum of Contemporary Art Detroit and performed at the Moers Jazz Festival as a core member of Nate Wooley's Seven Storey Mountain orchestra project. As a music producer and organizer he produced over 300 performances in Detroit for visiting artists at Entropy Studios a performance project for experimental sound artists. Using the recording studio there he also produced 60 recordings for numerous artists and performers on the brokenresearch record label. Hall also founded and organizes Bap-tizum. com, the largest Black/AfAm spiritual music archive in the world. He is a member of the American Folklore Society.

MHz CURATIONIST - A Look Ahead

In 2018, MHz Foundation successfully maintained its 501 (c)3 public charity designation. With the launch of MHz Curationist and the fundraising framework that will launch alongside it, MHz Foundation will augment and grow its public support role, and ensure its continuing IRS designation.

Work has continued this year on the 2017 Board of Directors approved strategy to fund the development of MHz Curationist. In accordance with the terms of that strategy, the MHz Foundation Board is providing up-front investment to bring MHz Curationist to the market as a public good, and the Board intends to fund its base operations in total for the first three years, at which time the Board expects fundraising to augment and eventually replace MHz Foundation investment. In 2019 we will continue to work toward that strategy, so that MHz Curationist can be a growing asset to the Foundation as quickly as possible.

Virginia Poundstone enters into formal training with Creative Commons in January 2019, to become certified in issues surrounding the dissemination of public domain works. She will have her certification in place before the site launches. In addition, we are on pace to ensure that all legal compliance associated with the publishing and presentation of copyleft works, including procedures for accreditation, and notice and takedown under Digital Millennium Copyright Act (DMCA) rules are in place.

MHz Curationist will complete its public soft launch in May 2019, and begin making itself available for general public use at that time. MHz Foundation is finalizing a plan to coordinate general site launch at the Creative Commons Global Summit in Lisbon, Portugal. MHz Foundation is in strategic partnership negotiations with the Creative Commons global nonprofit organization, and details of that expected partnership will be made public at that time.

