



“Sessions” photo by Leo Mahoney

# 2020 Annual Report



### **Mission Statement**

**CTSB is a 501(c)(3) membership organization formed to facilitate, encourage and promote community involvement in the production of locally originated, non-commercial television and other media. The program content may be informative, educational or entertaining. CTSB serves the towns of Lenox, Lee, Stockbridge, Great Barrington and Sheffield.**

### **2020 Board of Directors**

Will Ryan - Board President

Gary Allen – Treasurer

Laurie Freedman – Secretary

David Crowe

Mary Philpott

Jonathan Williams

Jennifer Leahey

Ben Finley

Al Saldarini – Vice President

Ben Hillman

Stephen Radin

### **Staff**

Richard Frederick – Executive Director

Steve Borns – Program Coordinator

Shane Bruno – Administrative Coordinator

Nathan Haney – Operations Manager

## **TREASURER'S REPORT     April 2020**

This financial information has not been audited by our CPA firm yet. This presentation is less formal than a balance sheet or an income statement, but does include the highlights of where we stand as of the end of March 2020. Again, this year, CTSB is in very good financial shape.

### Assets

The building is valued at \$630,000 and the land at \$150,000. The solar installation cost \$175,000 and is paid for. We have studio, editing, and broadcasting equipment valued at more than \$200,000.

Our building has excellent facilities for recording and editing programs, conducting training, and holding meetings. Our solar panels reduce our electric bills and will provide "SREC" income through 2031.

We have established a reserve fund of \$150,000 for any future emergencies. We have received the 2020 franchise income from Spectrum and have \$615,100 on hand, which is more than enough to pay our operating expenses for 2020.

### Liabilities

The mortgage and our CDs are the long-term financial issues to reviewed. The building mortgage with Lee Bank was \$515,000 to start in 2014. The balance is now \$200,635 and we pay \$1,000 each month in interest. We have held a reserve of \$150,000 for over 5 years now. We have \$63,000 and \$86,000 in CDs with Lee and Berkshire Banks.

### Expenses and the Budget

The Finance Committee reviews expenses and the balance sheet each month as a double check on the Executive Director and me for controlling expenses. We consistently operate below the approved budget.

The current year balance sheet and the income statement (un-audited) are available anytime to the public at the station. The 2019 audited statements will be available once we receive them.

Please e-mail me ([Gary@CTSBSBTV.org](mailto:Gary@CTSBSBTV.org)) or Rich ([Rich@CTSBSBTV.org](mailto:Rich@CTSBSBTV.org)) if there are any questions on CTSB's finances and I will be happy to answer them.

Gary Allen, CTSB Board Treasurer



Board President Will Ryan thanks Leo Mahoney for his years of service at CTSB

### **Executive Director's Report**

After a long career as a photojournalist I found CTSB to be a perfect fit for me. I truly enjoy learning and getting to know the people and organizations that make our community so unique and special. Former CTSB station manager Leo Mahoney, took me under his wing and helped me get on my feet quickly. My hope while at CTSB is inspire others to create videos about subjects they are passionate about. I also hope to build strong ties between the community and the station that serves them. But the road forward will not be easy. Spectrum has recently moved our Public, Education and Government channels up to channel 1301, 1302 and 1303 respectively and people are not finding us. The FCC and Spectrum have begun an effort to change the terms of our contracts and defund community television with fees for "In kind services," which means we would now have to pay for our connections to town halls and schools.

When I began my new role as Executive Director, my first goal was to rebrand CTSB with a new look and find ways to increase our membership. We created a new logo and website that streams all three CTSB channels. The design of our new website makes it easier for members of the community to join, watch and create videos. Ben Hillman, one of our board members and a well-known graphic designer created our new bright and colorful logo. We wanted our new logo to represent new ideas, creativity and to appeal to a younger audience. We hope to attract more young people that share their passion, talent and creativity through media.



A second goal of mine was to save CTSB money by eliminating monthly costs from rental services such as water cooler, printer and monthly subscriptions. We have installed new signs in bright orange on route 102 and at the entrance to our studio. Bear Mountain Group is designing our new website, while our operations engineer is upgrading our broadcast equipment to stream all 3 CTSB channels. Pinching pennies today will payoff tomorrow for CTSB.

Our current board of Directors have been fantastic to work with and very supportive of new ideas moving forward. I meet with our Board President Will Ryan, every Monday to discuss top priorities and how we can implement our ideas.

The CTSB staff of only four people work together as a highly collaborative team. Nate Haney our Operations Manager combines his engineering talents with his passion for sports and studio productions. Shane Bruno our Administrative Coordinator wears many hats and still finds time to bring live music into our studio for his show named "Sessions." Steven Borns our Program Coordinator connects with town leaders to be sure all meetings are being covered live or recorded. Besides scheduling and getting programs into our broadcast system, Steven has been instrumental during this crisis in helping our towns reach our community without meeting in person. Our goals are the same, to assist and educate our members as they create their video projects. CTSB staff uses their passions such as music, journalism and sports to better the stations content. I can't say enough about the CTSB staff, their years of experience have made CTSB the place to learn, create and communicate in the digital age.

The CTSB's annual fundraiser 'The Fall Festival of Shakespeare,' was successfully recorded thanks to our amazing staff and volunteers. Steven Borns, Shane Bruno, Nate Haney, Matt Fillio, Al Saldarini, Wendy Germain and countless videographers who worked straight through the four-day festival and took turns in shifts. Giving back and paying it forward to the community is a rewarding experience and I want to thank those volunteers who made the 2019 Fall Festival of Shakespeare such a wonderful experience. I took this photo at the end of the festival, as the crowd cheered for the final act, and the confetti rained down.



2019 Fall Festival of Shakespeare

CTSB partners with nonprofits, media organizations and Chambers of Commerce. It is very important for CTSB and the communities we serve to provide others with a communication tool. While FCC rules forbid us from advertising, we are a great tool to promote local businesses. We continue to provide coverage of local town meetings and school board committees. We are planning to cover more local stories and community events in 2020 by educating our members on how to become a 'community journalist.' This is a great way to stay informed. News for the community, by the community.

As I write this report, we as a community are faced with the uncertainty of the Corona virus. In order to greater serve the community, we have installed new equipment that allows our employees to operate broadcast systems from home. We have also incorporated new Zoom meetings that allow our community members to view town meetings, school committee meetings, and Coronavirus updates. We have created a new Zoom tutorial, which teaches the community how to create their own Zoom videos and download them to our station.

New shows and partnerships are planned for 2020. Great things will happen and our community will celebrate when we can come together again. I am so proud to be working with such a great group of people who are dedicated, creative and moving CTSB forward. Together we will overcome our obstacles, learn from adversity and CTSB will be an integral part of the community for years to come!

Richard Frederick, Executive Director



New CTSB sign on route 102

## **President's Report – Annual Report for 2019, published in 2020 Annual Report**

### **Board of Directors**

In May 2020, I will step down after seven years as CTSB Board of Directors President. I am delighted by our accomplishments during my term of office. Of course, the most important was the construction of our building.

As I end my term of office, I'd like to give a "shout out" to our Board of Directors, who have been greatly supportive of CTSB-TV. Their oversee responsibilities are made easier by having an outstanding staff.

### **CTSB Staff**

I acknowledge Leo Mahoney for the excellent job he did as our Station Manager over many years. Having now worked with our new Executive Director, Rich Frederick for several months, I am confident that the station is in good hands.

Nate Haney joined us as Operations Manager. He brings a wealth of experience in broadcast TV at ESPN. Our remaining staff members, Steven Borns and Shane Bruno round out our team for the year.

### **Membership Steady**

Our membership has remained basically stable at 130. The Board and staff are continually looking for approaches to attract members.

We are challenged by significant population loss in the Berkshires. Thus, we're finding it difficult to attract members who are essential to station operations.

### **New Approach**

Our key resources (cameras, studio, classes) are SERIOUSLY underutilized and our process has now changed. Previously the station's mode of operation was to teach our members how to create effective TV shows. That process worked well until last year and has now been changed. Now our focus is to be proactive and help members create shows. We're encouraging members to send us their iPhone footage and we'll make a TV show from it.

### **Future**

We established a partnership with The Edge and eagerly await results. The aim is to coordinate stories between the two medias.

In 2018, the station installed fiber-optic connections to encourage greater high-school student participation and to facilitate annual town meetings. Both Monument Mountain and Mount Everett are producing regular shows on channel 1302. However, the fiber is still very underutilized.

The possibilities for enhancing education are exciting, and the current plan is to identify and experiment with one or more courses for the Fall term. Distance learning using the fiber connections will be regularly evaluated.

## Coronavirus

As of the March 2020, all schools are closed as is the station. The virus is spreading very rapidly, and most people are staying home. We pray for the best.



Effects of Coronavirus on our Community



## ADMINISTRATIVE COORDINATOR'S REPORT

This past year has been a big one for CTSB. Rich Frederick and Nate Haney have joined the team after the departure of Leo Mahoney and Chris Graham last year. With this change has come a shift to a more outward approach to engaging with our community, and with Rich's leadership, a focus on community journalism and partnerships with other media organizations such as The Berkshire Edge.

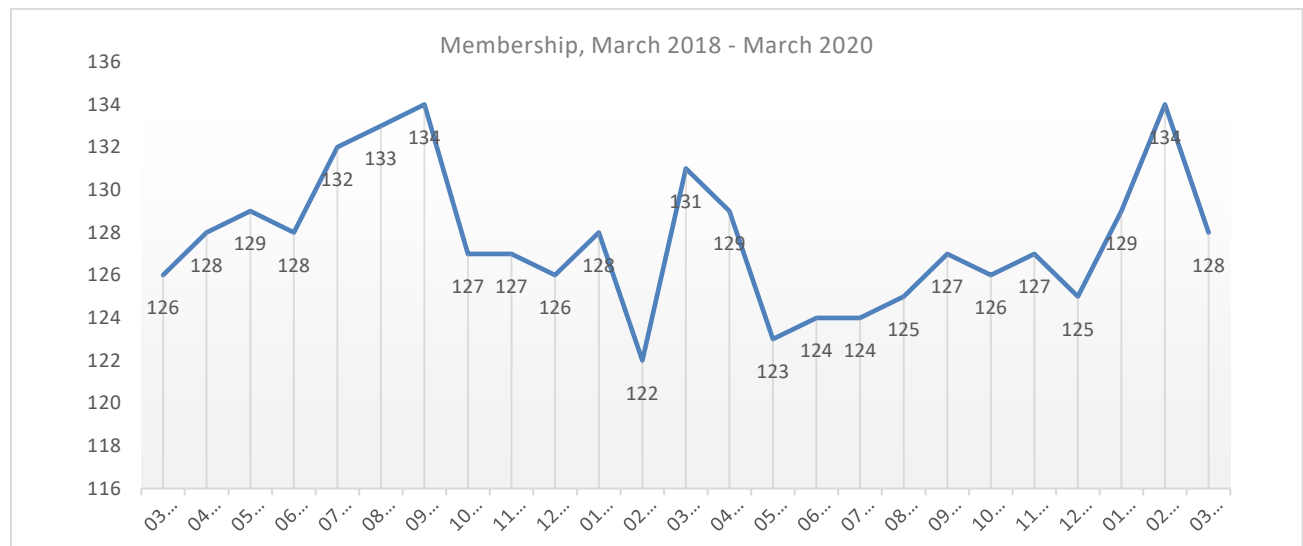
As of writing this, CTSB is working toward the ability to live stream all three channels, as opposed to just the government channel. With this upgrade will come the capability for Facebook live integration for our live meetings, which will help to increase our visibility in the community. We are undergoing a complete website redesign, courtesy of John Prusinski of Bear Mountain Group. The new website will be more modern, accessible, and user-friendly to those who aren't already familiar with CTSB. We are also facing unprecedented challenges in the midst of the ongoing Coronavirus pandemic, which has forced us to adapt our IT infrastructure to be able to work remotely and use video conferencing apps to help our towns keep their meetings available to the public.

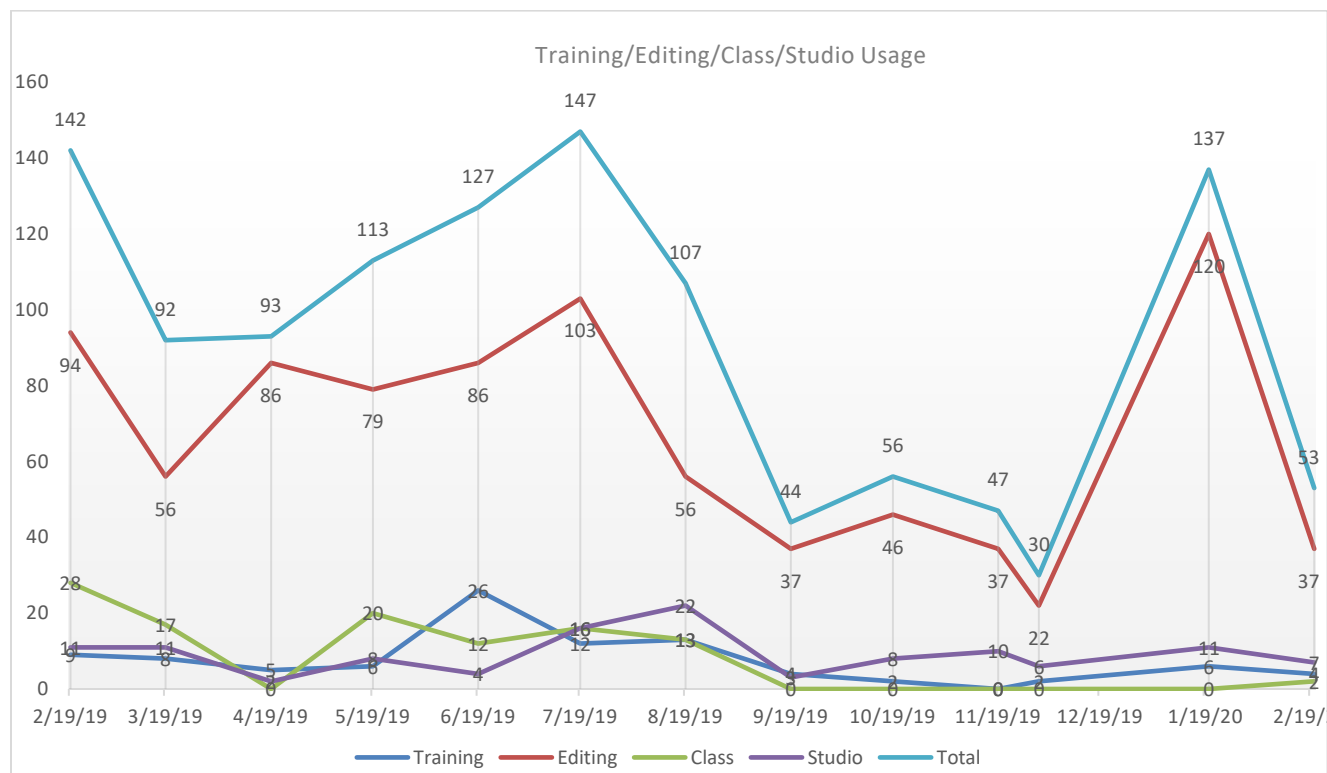
### Membership

We have been retaining many of our members over the last few years, hovering at right around 130. Recruiting new members has always been a challenge, although we've had no trouble keeping our current members coming back.

#### Current Membership (as of 4/1/2020):

Individual Members	101
Student Members	12
Organizations	15
Total	128





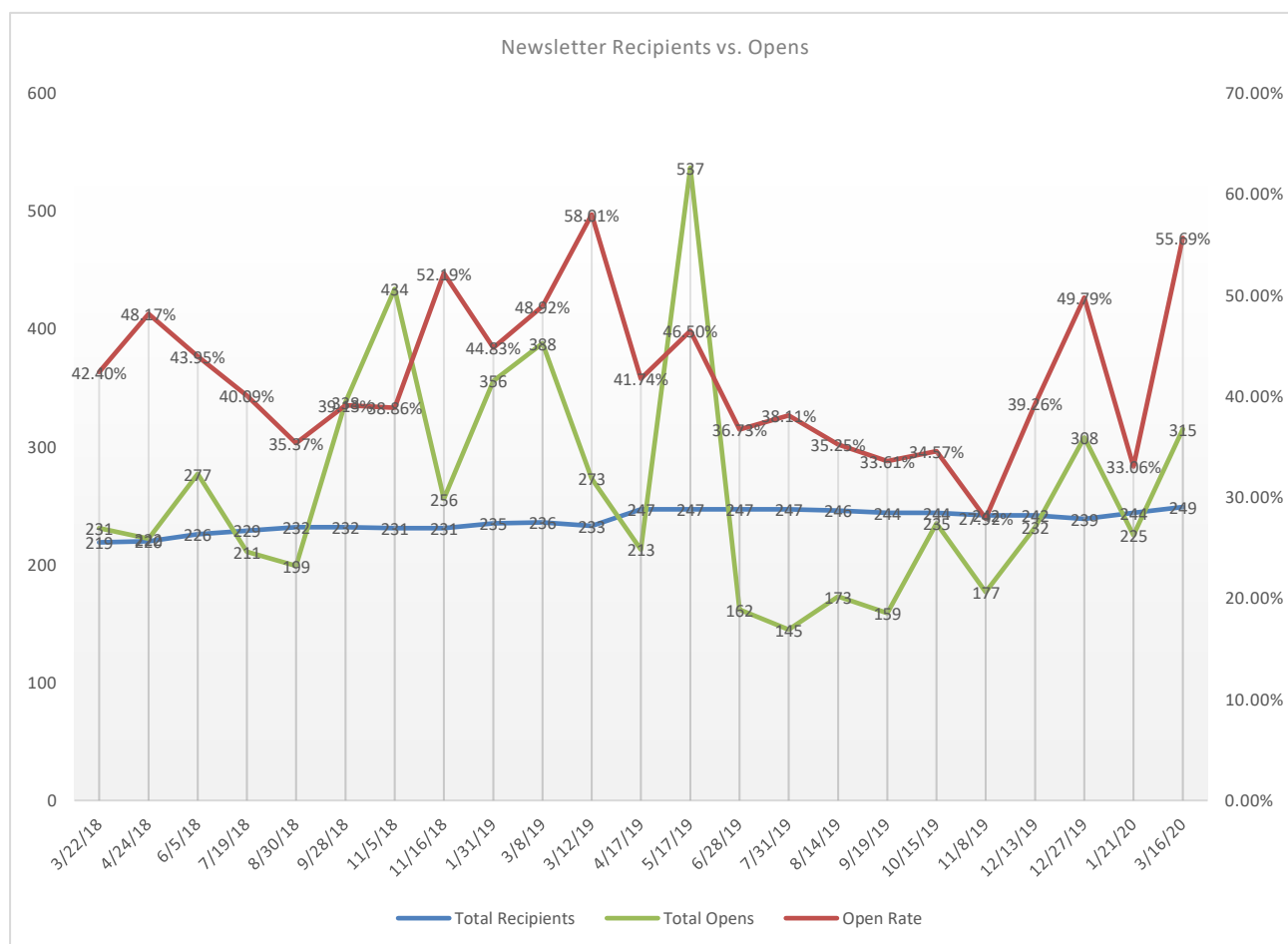
Usage of our facilities has remained more or less the same as it has in the past. We have a number of dedicated members who consistently contribute programming and come in to work on projects or borrow equipment. We have eliminated our subscriptions to LinkedIn Learning and NOVA Music. In place of NOVA, we now have a subscription to Storyblocks, which offers a similar library of royalty-free music, in addition to stock footage and effect templates. We hope this will be a useful resource for our members in the future. In place of LinkedIn Learning, we are encouraging members to come see us with any questions they have.

During the transition in staff, usage went down a bit but we have since bounced back, although current social distancing restrictions will likely impact this in the coming months. We currently have no classes or studio sessions scheduled until things return to normal, and are encouraging members to create content remotely and send it in.

### Newsletter/Outreach

Our newsletter remains our primary means of keeping our members up to date on important announcements about what's happening at CTSB. Our mailing list continues to grow as new members join us, with between 30% and 60% of all members reading each newsletter. In addition to the newsletter, our Facebook page has been getting a bit of traction over the past year as we've begun to use it more for updates as well.

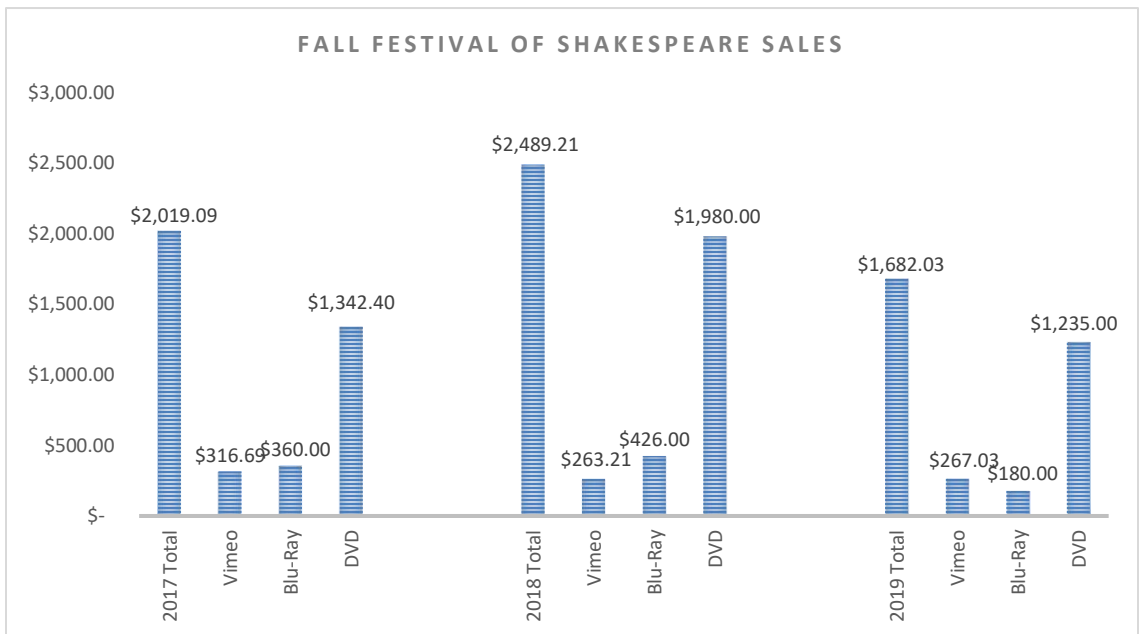
Subject	Send Date	Total Recipients	Open Rate	Total Opens
Newsletter: Call Sheet Volume 3 No. 3	3/22/18	219	42.40%	231
You're Invited to CTSB's Annual Meeting	4/24/18	220	48.17%	222
Call Sheet Volume 3 No. 4	6/5/18	226	43.95%	277
Call Sheet Volume 3 No. 5	7/19/18	229	40.09%	211
Newsletter: Call Sheet Volume 3 No. 6	8/30/18	232	35.37%	199
Call Sheet Volume 3 No. 7	9/28/18	232	39.13%	338
Call Sheet Volume 3 No. 8	11/5/18	231	38.86%	434
Urgent: Proposed FCC guidelines could eliminate funding for access stations	11/16/18	231	52.19%	256
Call Sheet Vol. 4 No. 1 - CTSB's Newsletter	1/31/19	235	44.83%	356
Call Sheet Volume 4 No. 2	3/8/19	236	48.92%	388
A Message from CTSB's Board President	3/12/19	233	58.01%	273
Newsletter: Call Sheet Volume 4 No. 3	4/17/19	247	41.74%	213
Call Sheet Volume 4 No. 4 - CTSB's Newsletter	5/17/19	247	46.50%	537
Newsletter: Call Sheet Volume 4 No. 5	6/28/19	247	36.73%	162
Reminder: CTSB Members Survey	7/31/19	247	39.11%	145
Newsletter: Volume 4 No. 6	8/14/19	246	35.25%	173
Newsletter: Call Sheet Volume 4 No. 7	9/19/19	244	33.01%	159
The 31st Annual Fall Festival of Shakespeare	10/15/19	244	27.92%	177
Reminder: CTSB Needs Volunteers for the 31st Annual Fall Festival of Shakespeare	11/8/19	242	39.26%	232
December 2019 Newsletter	12/13/19	242	33.06%	244
Retirement Celebration for Leo Mahoney - Friday, January 17	12/27/19	239	33.06%	249
Upcoming Classes - February 2020	1/21/20	244	33.06%	225
An Important Announcement to Our Members & Friends Regarding Our Response to the COVID-19 Pandemic	3/16/20	249	55.69%	315



## Fall Festival of Shakespeare

This year's Fall Festival of Shakespeare, our annual fundraiser, went off without any issues, thanks in no small part to Nate Haney, who started as our Operations Manager just the week before! Our many volunteers are of course to thank as well.

Despite our best efforts to promote the festival, our sales were down a bit from previous years. We are considering including a Vimeo sale in the ticket price for next year's festival, which would guarantee us a certain amount of revenue, and guarantee festival goes a copy of the show they saw.



As I wrap up my fourth year here at CTSB, I look forward to the many big changes on the horizon and the impact they will have on our ability to engage our members and serve our community. I feel that our staff and board of directors are a great team and together we will tackle the challenges ahead.

Shane Bruno  
Administrative Coordinator



## **Operations Manager's Report**

As the newest member of the CTSB team, I would like to acknowledge my coworkers for making the transition into the position of Operations Manager as easy as possible. They not only made things easy acclimating to the workflows and procedures, but also made me feel welcome to the CTSB family on a personal level. My background is deeply rooted in community access television, and it is extremely rewarding to be returning to these roots.

### **Fall Festival of Shakespeare**

After accepting the position, Rich and I decided that it would be best for me to start a few weeks prior to the Shakespeare Festival. I was informed that this was one of, if not the biggest remote project that we produce every year. No time was wasted familiarizing myself with the equipment and layout for the festival. I was introduced to Kevin Harvell my first week on the job. Kevin was instrumental in aiding me with the infrastructure and technical requirements of the festival. On a similar note, Al Saldarini was the other essential component of the technology puzzle. Al had prior knowledge of the setup requirements and was a huge help in getting me up to speed quickly.

The Festival went well from a technical perspective. Seeing the inner workings of the whole operation has allowed Rich and I to come up with some potential ideas for future festivals to make things even more streamlined while maintaining the highest production quality possible. I have always believed that proper preparation was the key to success, and with the help of the CTSB team, Kevin Harvell and Al Saldarini, I felt confident that we were in the best position possible to produce a quality product for the Shakespeare Festival. This was an extremely rewarding project to work on right out of the gate.

### **Expanded Streaming Capabilities and Tighrope Upgrades**

Shortly after the Shakespeare Festival, I started considering what technical improvements we might want to make at the station. In conjunction with a rebranding initiative for the station, I decided that we should add the capability to stream all three of our channels live on the website. I began shopping for the best solution; given the equipment we already had in service, it was determined that Tighrope, which already handled our Government channel live-stream and primary Cablecast duties, would be the best and most cost-effective option to stream our Public and Education channels. We contracted Audio Visual Corporation out of Albany, New York to complete the install. As of April 2<sup>nd</sup> 2020, all three of our channels are streaming live, in addition to the Video-on-Demand service.

In addition to the streaming services, we were also able to include Windows 10 upgrades for every piece of our Tighrope Equipment. This ensured that we would continue to be covered by Microsoft security updates, as they no longer support Windows 7, which was previously installed on the Tighrope servers. We also upgraded to the newest Tighrope Cablecast automation software to ensure that we stay on the cutting edge of what they have to offer.

### **COVID 19**

As we prepared to look to the future in terms of technology and programming, we at CTSB, among everyone else in the world, were thrust into the COVID pandemic crisis. We were

almost immediately being asked to modify how we were producing and airing the content we generate from the towns and their respective select boards and committees. Working in conjunction with the Lenox School Committee, and modifying some of our internal routing infrastructure, we were able to perform a trial run of a live Zoom meeting over our Educational access channel 1302. There were a few technical hiccups, but overall, the end product was great and proved that we could adapt to new situations to continue to serve our community with minimal interruption.

In an effort to achieve social distancing despite our “essential” nature, Jon Charow (IT Consultant) and I began looking into VPN options. This would allow us to have remote access to the internal CTSB network which would reduce the amount of time we have to travel and therefore minimize our exposure to the virus. As the COVID crisis continues to run its course, we will continue to adapt our workflows to better serve all of our viewers.

### **The Future**

As someone who has always enjoyed sharing my knowledge of television production, I immediately started thinking of different courses I may want to offer to our members. In February I offered a studio production class that touched on the basics of audio, studio cameras, and television switchers. In the future, I would love to hold similar classes and perhaps do more advanced and focused classes on a one-on-one basis with anyone who would be interested.

One element of our organization that I didn't truly appreciate until a few months into my tenure was the breadth of our physical footprint. There is more than twenty miles from the northern tip of Lenox to our southernmost community, Sheffield. Rich Frederick and I quickly started looking into solutions that would allow our videographers to remotely operate a camera and monitor an audio feed from our most distant towns. Our goal is to have a remote camera and audio compliment installed in the town halls for both Sheffield and Great Barrington by the end of the year. We will install the equipment in Sheffield first as a sort of “litmus test”, and make the appropriate adjustments for the subsequent installation in Great Barrington. Workstations will be set up in the CTSB production center for the staff to operate the robotic camera and monitor audio. Upon successful completion of the project, the amount of travel time required for our videographers will be reduced dramatically.

As we look forward, our next major project will be to create a robust digital archive to make the majority of CTSB's rich library of content available digitally. We have already started spec'ing out a few options and will be looking to implement a new archive system in the near future. The overall goal of our team right now is to make as much of our content available on as many platforms as possible. I believe we are on the right track to achieve this goal.

Nathan Haney, Operations Manager

## Report from the Production Coordinator

In our eighth year at 40 Limestone Road CTSB Studio & Training Center, select board and school committee meeting coverage remains CTSB's enterprise-critical function. Our recorded and live meeting numbers held steady this year in spite of a fifty percent turnover of staff. Welcome to our new Executive Director, Richard Frederick, and Operations Manager, Nathan Haney, who both hit the ground running this autumn in time for our coverage of The Fall Festival of Shakespeare. It went great. Best wishes to Leo Mahoney, retiring Station Manager -- and now joining us as a freelancer! Bon voyage to former Operations Manager Christopher Graham and his family for their New Zealand journey. I am very appreciateive to Shane Bruno for his daily assistance in managing videographer equipment and meeting editing and encoding.

I place tremendous responsibility and trust in our crew of location videographers -- Rob Balogh, Elias Keiderling, Mitchell Kruszyna, Erica Spizz, Zachary Warren, and Emilia Johnson-Viola, who joined us for the summer. They are the public face of CTSB, representing us at local government and school meetings.

CTSB presents a variety of programs, and I especially want to thank some of our member producers for their hard work and tenacity in delivering multiple shows. Shout-outs to Gary Allen (*Berkshire Lyric*), Bob Balogh (*In The Slammer*), Deidre Consolati (*Walkabout*), David Crowe and Will Ryan (*Lenox Concerts in the Park*), Wendy Germain and Diane Karnett (W.E.B. Du Bois Festival lectures, oral history series), Olga May Milligan (*Getting To Know You, I Love A Piano*), John O'Toole (*From the Filmmaker's Chair* series, *The FaerySpeak* series, *Stories with Santa Claus* series, *The Micro Greens Show* series, and computer shows), Mary Philpott (Lee Library Association exhibits), Joe Roy, Jr. (*First Congregational Church of Stockbridge* monthly services), Chris Thompson (Mt. Everett Regional High School shows), Denise Vanaria and Taylor Andrews (*The Titanic* series), and others!

Board member Al Saldarini offers regular technical assistance both at the station and at Lenox venues. This year, with fellow board member Ben Finley, Al organized a six hour live cablecast of the Berkshire Robotics Challenge.

A special thank you to Director Matt Fillio and the volunteers who helped with all aspects of the 31st Annual Fall Festival of Shakespeare. Since its beginning, CTSB has recorded the Festival's final school performances in what has become an organization and community tradition.

Thank you, all.

Steven Borns  
Production Coordinator, CTSB

## Programming Statistics

The following statistics provide information on the nature and amount of programming aired on Community Television for the Southern Berkshires' (CTSB) three P.E.G. channels: Public/Channel 1301, Education/Channel 1302, and Government/Channel 1303, on Spectrum/Charter Communications in the towns of Great Barrington, Lee, Lenox, Sheffield, and Stockbridge.

### Nature and Amount of Programming Aired by CTSB:

**Total Programming Aired** includes the total number of shows and the amount of time in hours that were cablecast on CTSB. It is composed of shows from all sources: **CTSB-produced** on each of our channels (by CTSB members or using CTSB equipment); **Berkshire County** produced (e.g., from Pittsfield Community Television or a local non-member producer); and shows produced **Outside** of Berkshire County. These statistics DO NOT include hours of the Community Bulletin Board, which airs between scheduled shows. Our Tightrope Media Systems (TRMS) *Carousel* bulletin board program does not record reporting data for the graphic slides and video Public Service Announcements (PSAs) in a variety of lengths – usually 30 seconds to two minutes – which it plays.

This report provides five (5) years of statistical analysis for comparison of CTSB's performance over that time period. Statistics for 2018, 2017, 2016, and 2015 are taken from previous annual reports.

**First-Run Hours** represent hours of first-time, original non-replay programming. First-Run may be either **Live** or **Recorded-only**. For the purposes of this report, an additional category, **Live Shows**, has been tallied for some years. This consists mostly of shows which CTSB airs as they are produced, e.g., selectboard meetings. [At this time, our program schedule database, TRMS *Cablecast*, does not include a "live" search for this feature.] **Total Shows** refers to the number of shows that air for the first time in a given year, whether new that year, or an older show.

Please note that there is a margin of error in the numbers. This may be due to occasional data entry inconsistencies or occasional omissions of data, but the Tightrope Media Systems (TRMS) *Cablecast* application requires fairly strict adherence in order to function. The following numbers are accurate to the best of our ability to compile programming data at this time.



### Total Programming Aired

	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
CHANNEL 1301_PUB (Shows //Hours)	<b>890 Shows // 613 Hrs</b>	959 Shows // 667 Hrs	927 Shows // 629 Hrs	945 Shows // 626 Hrs	1,056 Shows // 712 Hrs
CHANNEL 1302_EDU (Shows // Hours)	<b>322 Shows // 381 Hrs</b>	254 Shows // 304 Hrs	285 Shows // 325 Hrs	351 Shows // 372 Hrs	340 Shows // 363 Hrs
CHANNEL 1303_GOV (Shows // Hours)	<b>366 Shows // 529 Hrs</b>	334 Shows // 420 Hrs	295 Shows // 347 Hrs.	231 Shows // 292 Hrs.	252 Shows // 270 Hrs
<b>Total Shows</b>	<b>1,578 Shows</b>	1,545 Shows	1,507 Shows	1,523 Shows	1,648 Shows
<b>Total Hours</b>	<b>1,523 Hours</b>	1,389 Hours	1,313 Hours	1,286 Hours	1,344 Hours
CHANNEL 1301_PUB (Shows //Hours)	<b>2 Shows // 3 Hrs</b>	2 Shows // 3 Hrs	3 Shows // 4 Hrs		
CHANNEL 1302_EDU (Shows // Hours)	<b>144 Shows // 77 Hrs</b>	37 Shows // 43 Hrs	34 Shows // 30 Hrs	26 Shows // 16 Hrs	24 Shows // 14.2 Hrs
CHANNEL 1303_GOV (Shows // Hours)	<b>87 Shows // 90 Hrs**</b>	83 Shows // 84 Hrs**	83 Shows // 88 Hrs**	49 Shows // 61 Hrs**	76 Shows // 67 Hrs**
<b>Live Shows</b>	<b>233 Shows</b>	122 Shows	120 Shows	75 Shows	100 Shows
<b>Live Hours</b>	<b>170 Hrs**</b>	130 Hrs**	122 Hrs**	77 Hrs**	81.2 Hrs**
CHANNEL 1301_PUB (Shows // Hours)	<b>13,050 Shows // 8,073 Hrs</b>	12,603 Shows // 8,020 Hrs	12,479 Shows // 7,841 Hrs	13,459 Shows // 8,049 Hrs	13,101 Shows // 8,060 Hrs
CHANNEL	<b>7,003 Shows</b>	6,205 Shows	6,129 Shows	6,955 Shows	6,921 Shows

1302_EDU (Shows // Hours)	// <b>7,649 Hrs</b>	// 7,587 Hrs	// 7,311 Hrs	// 7,579 Hrs	// 7,562 Hrs
CHANNEL 1303_GOV (Shows //Hours)	<b>6,558 Shows</b> // <b>7,922 Hrs</b>	7,183 Shows // 7,859 Hrs	7,211 Shows // 7,412 Hrs	7,005 Shows // 7,937 Hrs	7,765 Shows // 7,646 Hrs
<b>Total Shows, inc/Replays</b>	<b>26,611</b>	25,991	25,819	27,419	27,787
<b>Total Hours, inc/Replays</b>	<b>23,644</b>	23,470	22,564	23,565	23,268
<b>% of 24/7 airtime</b>	<b>90% ***</b>	89% ***	86% ***	90% ***	89% ***

\*\* Actual Meeting Hours [not Scheduled hours (3 hours per meeting)].

\*\*\* Percent of Total Potential Programming (TPP), derived from three channels (3), twenty-four hours a day (x 24), 365 days a year (x 365), equals 26,280 hours per year of Total Potential Programming.

### A. CTSB-Produced Programming

This group divides among CTSB's PUBLIC ACCESS studio and location-produced shows, and the required EDUCATION and GOVERNMENT selectmen's and school committee meetings, "baby," annual and special town meetings and five-town cable advisory committee meetings, as well as school sports events (Sports Weekly).

	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
PUBLIC ACCESS (Shows // Hours)	<b>282 Shows</b> // <b>190 Hrs</b>	322 Shows // 204 Hrs	298 Shows // 186 Hrs	334 Shows // 218 Hrs	298 Shows // 178 Hrs
EDUCATION (Shows // Hours)	<b>279 Shows</b> // <b>332 Hrs</b>	207 Shows // 242 Hrs	196 Shows // 231 Hrs	247 Shows // 281 Hrs	281 Shows // 306 Hrs
GOVERNMENT (Shows // Hours)	<b>237 Shows</b> // <b>278 Hrs</b>	246 Shows // 276 Hrs	230 Shows // 253 Hrs	226 Shows // 281 Hrs	246 Shows // 264 Hrs
<b>First-Run Shows</b>	<b>864 Shows</b>	775 Shows	724 Shows	807 Shows	825 Shows
<b>First-Run Hours</b>	<b>945 Hours</b>	903 Hours	670 Hours	780 Hours	748 Hours

PUBLIC ACCESS (Shows // Hours)		1 Program // 1 Hour			
EDUCATION (Shows // Hours)	<b>144 Shows // 77 Hrs</b>	37 Shows // 43 Hrs	34 Shows // 35 Hrs	26 Shows // 16 Hrs	24 Shows // 14.2 Hrs
GOVERNMENT (Shows // Hours)	<b>87 Shows // 90 Hrs</b>	83 Shows // 84 Hrs	83 Shows // 88 Hrs	49 Shows // 61 Hrs	76 Shows // 67 Hrs
<b>Live Shows</b>	<b>231 Shows</b>	121 Shows	117 Shows	75 Shows	100 Shows
<b>Live Hours</b>	<b>167 Hrs**</b>	128 Hrs**	123 Hrs**	77 Hrs**	81.2 Hrs**
PUBLIC ACCESS (Shows // Hours)	<b>5,363 Shows // 3,324 Hrs</b>	5,217 Shows // 3,293 Hrs	4,918 Shows // 2,861 Hrs	5,682 Shows // 3,452 Hrs	5,715 Shows // 3,229 Hrs
EDUCATION (Shows // Hours)	<b>5,977 Shows // 6,551 Hrs</b>	5,194 Shows // 6,296 Hrs	5,058 Shows // 6,125 Hrs	5,165 Shows // 6,258 Hrs	5,132 Shows // 6,234 Hrs
GOVERNMENT (Shows // Hours)	<b>5,682 Shows // 6,072 Hrs**</b>	6,354 Shows // 6,470 Hrs**	6,765 Shows // 6,633 Hrs**	6,791 Shows // 7,589 Hrs**	7,735 Shows // 7,590 Hrs**
<b>Total Shows, including Replays</b>	<b>18,046 Shows</b>	16,765 Shows	16,741 Shows	17,638 Shows	18,582 Shows
<b>Total Hours, including Replays</b>	<b>17,078 Hours</b>	18,898 Hours	15,619 Hours	17,299 Hours	17,053 Hours

\*\* Actual Meeting Hours [not Scheduled hours (3 hours per meeting)].

**A. i. Selectboard, Committee & Town Meetings /  
GOVERNMENT Channel 1303**

[Not including Five-Town Cable Advisory Committee, West Stockbridge  
Selectboard, or non-five-town government meetings]

	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
<b>First-Run Shows</b>	<b>160 Shows</b>	142 Shows	237 Shows	153 Shows	145 Shows
<b>First-Run Hours</b>	<b>190 Hrs**</b>	149 Hrs**	251 Hrs**	195 Hrs**	171.75 Hrs**
<b>Live Shows</b>	<b>87 Shows</b>	82 Shows	83 Shows	49 Shows	76 Shows
<b>Live Hours</b>	<b>90 Hrs**</b>	81 Hrs**	88 Hrs**	61 Hrs**	67 Hrs**
<b>Total Shows, including Replays</b>	<b>5,474 Shows</b>	6,001 Shows	6,539 Shows	6,481 Shows	7,418 Shows
<b>Total Hours, including Replays</b>	<b>5,785 Hours</b>	5,797 Hours	6,236 Hours	7,139 Hours	7,220 Hours

\*\* Actual Meeting Hours [not Scheduled hours (3 hours per meeting)].

**A. ii. School Committee Meetings / EDUCATION Channel 1302**

	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
<b>First-Run Shows</b>	<b>69 Shows</b>	68 Shows	74 Shows	71 Shows	86 Shows
<b>First-Run Hours</b>	<b>89 Hours</b>	103 Hours	115 Hours	113 Hours	142 Hours
<b>Live Shows</b>	<b>14 Shows</b>	13 Shows	10 Shows		
<b>Live Hours</b>	<b>15 Hrs**</b>	21 Hrs**	17 Hrs**		
<b>Total Shows, including Replays</b>	<b>2,986 Shows</b>	2,724 Shows	2,819 Shows	2,645 Shows	2,931 Shows
<b>Total Hours, including Replays</b>	<b>3,704 Hours</b>	3,798 Hours	4,129 Hours	4,191 Hours	4,660 Hours

\*\* Actual Meeting Hours [not Scheduled hours (3 hours per meeting)].



**A. iii. Sports Weekly: High School Sports / EDUCATION Channel 1302**

	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
<b>First-Run Shows</b>	<b>4 Shows</b>	<b>14* Shows</b>	<b>5 Shows</b>		<b>7 Shows</b>
<b>First-Run Hours</b>	<b>7 Hours</b>	<b>17 Hours</b>	<b>9 Hours</b>		<b>9 Hours</b>
<b>Total Shows, including Replays</b>	<b>45 Shows</b>	<b>179 Shows</b>	<b>71 Shows</b>		<b>89 Shows</b>
<b>Total Hours, including Replays</b>	<b>80 Hours</b>	<b>196 Hours</b>	<b>127 Hours</b>		<b>121 Hours</b>

\*Ten (10) shows rebranded from Pittsfield Community Television sports.

**A. iv\_2019. School TV Shows / EDUCATION Channel 1302  
01/01/2019 to 12/31/2019**

	<b>Lee Middle &amp; High School (absent 2019 "Lee Live!")</b>	<b>Monument Mountain's "MMTV"</b>	<b>Mt. Everett "The Morning Show" (plus clock)</b>	<b>St. Mary's School "The St. Mary's School TV Show"</b>
<b>First-Run Shows</b>	<b>3 Shows</b>	<b>26 Shows</b>	<b>104</b>	<b>5 Shows</b>
<b>First-Run Hours</b>	<b>3 Hours</b>	<b>12.5 Hours</b>	<b>43</b>	<b>2 Hours</b>
<b>Live Shows</b>		<b>24 Shows</b>	<b>104</b>	
<b>Live Hours</b>		<b>11.5 Hours</b>	<b>43</b>	
<b>Total Shows, Inc. Replays</b>	<b>158 Shows</b>	<b>720 Shows</b>	<b>104 Shows</b>	<b>123 Shows</b>
<b>Total Hours, inc. Replays</b>	<b>159 Hours</b>	<b>348 Hours</b>	<b>43 Hours</b>	<b>45 Hours</b>

**A. iv\_2018. School TV Shows / EDUCATION Channel 1302  
01/01/2018 to 12/31/2018**

	Lee High School including "Lee Live!"	Monument Mountain's "MMTV"	St. Mary's School "The St. Mary's School TV Show"
First-Run Shows	4 Shows	26 Shows	5 Shows
First-Run Hours	3 Hours	12 Hours	2 Hours
Live Shows		24 Shows	
Live Hours		22 Hours	
Total Shows, including Replays	175 Shows	590 Shows	115 Shows
Total Hours, including Replays	110 Hours	258 Hours	45 Hours

**A. iv\_2017. School TV Shows / EDUCATION Channel 1302  
01/01/2017 to 12/31/2017**

	Lee High School other than "Lee Live!"	Monument Mountain's "MMTV"	St. Mary's School "The St. Mary's School TV Show"
First-Run Shows	5 Shows	29 Shows	5 Shows
First-Run Hours	4 Hours	16 Hours	2 Hours
Live Shows		24 Shows	
Live Hours		13 Hours	
Total Shows, including Replays	56 Shows	615 Shows	125 Shows
Total Hours, including Replays	58 Hours	344 Hours	44 Hours

**A. iv\_2016. School TV Shows / EDUCATION Channel 1302 (17)  
01/01/2016 to 12/31/2016**

	Lee High School's "Lee Live!"	Monument Mountain's "MMTV"	St. Mary's School "The St. Mary's School TV Show"
First-Run Shows	2 Shows	29 Shows	6 Shows
First-Run Hours	0.75 Hour	18 Hours	2.37 Hours
Live Shows		26 Shows	
Live Hours		16 Hours	
Total Shows, including Replays	117 Shows	598 Shows	162 Shows

Total Hours, including Replays	84 Hours	370 Hours	62 Hours
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**A. iv\_2015. School TV Shows / EDUCATION Channel 1302 (17)  
01/01/2015 to 12/31/2015**

	Lee High School's "Lee Live!"	Monument Mountain's "MMTV"	St. Mary's School "The St. Mary's School TV Show"
First-Run Shows	2 Shows	28 Shows	6 Shows
First-Run Hours	0.6 Hour	16.5 Hours	2 Hours
Live Shows		24 Shows	
Live Hours		14.2 Hours	
Total Shows, including Replays	86 Shows	544 Shows	191 Shows
Total Hours, including Replays	26 Hours	354 Hours	65 Hours

**B. Berkshire County Produced Programming**

	01/01/2019 to 12/31/2019	01/01/2018 to 12/31/2018	01/01/2017 to 12/31/2017	01/01/2016 to 12/31/2016	01/01/2015 to 12/31/2015
CHANNEL 1301_PUB (Shows // Hours)			397 Shows // 304 Hrs	406 Shows // 299 Hrs	471 Shows // 360 Hrs
CHANNEL 1302_EDU (Shows // Hours)			88 Shows // 94 Hrs	97 Shows // 85 Hrs	104 Shows // 96 Hrs
CHANNEL 1303_GOV (Shows // Hours)			4 Shows // 7 Hrs	3 Shows // 4 Hrs	1 Program // 0.33 Hr
<b>Total Shows</b>	<b>437 Shows</b>	462 Shows	489 Shows	506 Shows	576 Shows
<b>Show Hours</b>	<b>353 Hours</b>	401 Hours	405 Hours	388 Hours	456 Hours
CHANNEL 1301_PUB (Shows // Hours)	<b>2 Shows* // 3 Hours</b>	2 Shows* // 3 Hours	2 Shows* // 2.5 Hours		

CHANNEL 1302_EDU (Shows // Hours)					
CHANNEL 1303_GOV (Shows // Hours)					
<b>Live Shows</b>	<b>2 Shows*</b>	2 Shows*	2 Shows*		
<b>Live Hours</b>	<b>3 Hours</b>	3 Hours	2.5 Hours		
CHANNEL 1301_PUB (Shows// Hours)			5,424 Shows // 3,640 Hrs	5,430 Shows // 3,513 Hrs	5,193 Shows // 3,514 Hrs
CHANNEL 1302_EDU (Shows // Hours)			1,046 Shows // 1,161 Hrs	1,750 Shows // 1,299 Hrs	1,842 Shows // 1,384 Hrs
CHANNEL 1303_GOV (Shows // Hours)			35 Shows // 59 Hrs	102 Shows // 143 Hrs	1 Program // 0.33 Hr
<b>Total Shows, including Replay</b>	<b>6,829 Shows</b>	6,465 Shows	6,505 Shows	7,282 Shows	7,036 Shows
<b>Total Hours, including Replay</b>	<b>4,752 Hours</b>	4,877 Hours	4,860 Hours	4,955 Hours	4,898 Hours

\* Pittsfield 4<sup>th</sup> of July Parade, live, Pittsfield Community Television.

### C. Outside Programming

This category includes Shows produced outside of Berkshire County and submitted by members of CTSB and/or sponsored by a local non-member.

	<b>01/01/2019 to 12/31/2019</b>	01/01/2018 to 12/31/2018	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
CHANNEL 1301_PUB (Shows // Hours)			226 Shows // 135 Hrs	207 Shows // 121 Hrs	234 Shows // 130 Hrs

CHANNEL 1302_EDU (Shows // Hours)					1 Program // 1 Hr
*CHANNEL 1303_GOV (Shows // Hours)			37 Shows // 64 Hr	1 Program // 1 Hr	7 Shows // 5.5 Hrs
<b>Total Shows</b>	<b>341 Shows</b>	304 Shows	263 Shows	208 Shows	242 Shows
<b>Show Hours</b>	<b>369 Hours</b>	266 Hours	199 Hours	122 Hours	137 Hours
CHANNEL 1301_PUB (Shows // Hours)			2,034 Shows // 1,307 Hrs	1,952 Shows // 1,245 Hrs	1,985 Shows // 1,247 Hrs
CHANNEL 1302_EDU (Shows // Hours)					1 Prog // 1 Hr
*CHANNEL 1303_GOV (Shows // Hours)			340 Shows // 614 Hrs	13 Shows // 12 Hrs	31 Shows // 28 Hrs
<b>Total Shows, including Replays</b>	<b>2,699 Shows*</b>	2,687 Shows*	2,374 Shows*	1,965 Shows	2,017 Shows
<b>Total Hours, including Replays</b>	<b>2,926 Hours*</b>	2,509 Hours*	1,921 Hours*	1,257 Hours	1,276 Hours

\*Includes Commonwealth of Massachusetts State House Shows.

2019: 98 Shows // 223 Hours. 747 Replays // 1,705 Replay Hours.

2018: 53 Shows // 111 Hours. 550 Replays // 1,134 Replay Hours.

2017: 29 Shows // 57 Hours. 256 Replays // 546 Replay Hours.

## D. PSAs

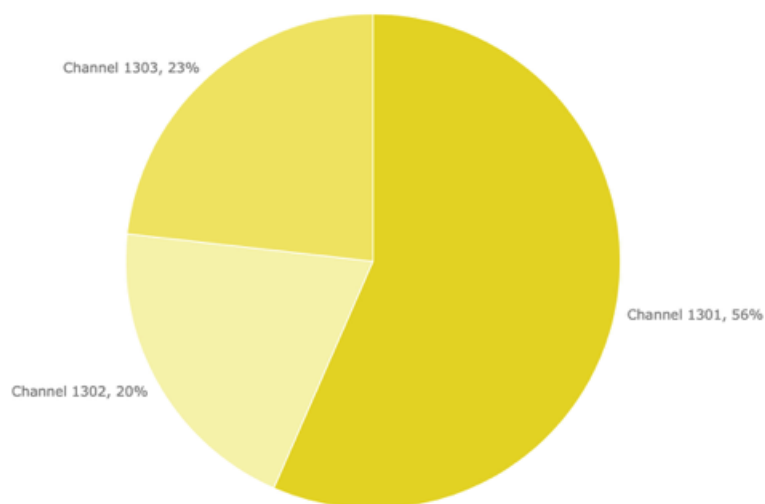
Note: Video Public Service Announcements are also regularly played from our *Carousel* bulletin board program, for which there are no statistics.

	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>
CHANNEL 1301_PUB (Shows // Hours)	<b>2 Shows // 1 Hr</b>	4 Shows // 1 Hr	4 Shows // 1.4 Hrs	7 Shows // 1.5 Hrs	5 Shows // 2 Hrs
CHANNEL 1302_EDU (Shows // Hours)					
CHANNEL 1303_GOV (Shows // Hours)					
<b>Total Shows</b>	<b>2 Shows</b>	4 Shows	4 Shows	7 Shows	5 Shows
<b>Show Hours</b>	<b>1 Hour</b>	1 Hour	1.4 Hours	1.5 Hours	2 Hours
CHANNEL 1301_PUB (Shows // Hours)	<b>2 Shows // 1 Hr</b>	4 Shows // 1 Hr	101 Shows // 31 Hrs	547 Shows // 67 Hrs	152 Shows // 41 Hrs
CHANNEL 1302_EDU (Shows // Hours)					
CHANNEL 1303_GOV (Shows // Hours)					
<b>Total Shows, including Replays</b>	<b>61 Shows</b>	69 Shows	101 Shows	547 Shows	152 Shows
<b>Total Hours, including Replays</b>	<b>21 Hours</b>	18 Hours	31 Hours	67 Hours	41 Hours
	<b>01/01/2019 to 12/31/2019</b>	<b>01/01/2018 to 12/31/2018</b>	<b>01/01/2017 to 12/31/2017</b>	<b>01/01/2016 to 12/31/2016</b>	<b>01/01/2015 to 12/31/2015</b>

### Summary of Show percentages per Category of Programming

	01/01/2019 to 12/31/2019	01/01/2018 to 12/31/2018	01/01/2017 to 12/31/2017	01/01/2016 to 12/31/2016	01/01/2015 to 12/31/2015
<b>CTSB Public</b>	<b>18%</b> <b>282</b>	21% 322	20.5% 309	22% 334	18% 298
<b>CTSB Education</b>	<b>18%</b> <b>279</b>	13% 207	14% 211	16% 247	17% 281
<b>CTSB Government</b>	<b>15%</b> <b>237</b>	16% 246	15% 230	15% 226	15% 246
<b>Berkshire County</b>	<b>28%</b> <b>437</b>	30% 462	32.4% 489	33% 506	35% 576
<b>Outside</b>	<b>22%</b> <b>341</b>	20% 304	17.5% 264	14% 207	15% 242
<b>PSA</b>	<b>0.0%</b> <b>2</b>	0.0% 6	0.27% 4	0.45% 7	0.30% 5
<b>Total Shows</b>	<b>100%</b> <b>1,578 Shows</b>	100% 1,547 Shows	100% 1,507 Shows	100% 1,527 Shows	100% 1,648 Shows

### Channel Breakdown





## VOD Views

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### Statistics

Total Views	Average Views per VOD	# of VODs with Views
4239	7	437

Save Data as CSV

### Show Details

ShowID	Title	Views
19551	"Lady Di and the Dukes." Lenox Concerts in the Park, Lilac Park on Main Street, Lenox, Massachusetts.	98
19471	"97.7 Rising."	85
19512	Town of Stockbridge Selectmen's Meeting, June 12, 2019.	64
19499	Town of Lee Selectboard Meeting, June 4, 2019.	53
18859	Southern Berkshire Regional School District School Committee Meeting, December 6, 2018.	52
19700	Town of Lee Selectboard Meeting, October 15, 2019.	50
18869	Town of Stockbridge Conservation Committee Meeting, December 11, 2018.	48
19446	Great Barrington Candidates Forum, May 1, 2019.	44
19720	Town of Lee Selectboard Meeting, November 5, 2019.	42
14883	The Berkshire Lyric Chorus presents "'The Creation, Violin Concerto No. 1, Te Deum,' by Joseph Haydn." Seiji Ozawa Hall, Tanglewood, Lenox, Massachusetts, May 27, 2018.	41