



CTSB member Zach Bianco directs a Lee High School basketball game, March 2021 – photo by Matt Filio

## 2021 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 Great Barrington, Lee, Lenox, Sheffield and Stockbridge.**

### **Board of Directors**

Mary Philpott – President

Al Saldarini – Vice President

Gary Allen – Treasurer

Laurie Freedman – Secretary

David Crowe

Ben Finley

Ben Hillman

Jennifer Leahey

Stephen Radin

Paul Tepper

Jonathan Williams

### **Staff**

Richard Frederick – Executive Director

Steven Borns – Production Coordinator

Nathan Haney – Operations Manager

Shane Bruno – Administrative Coordinator

## EXECUTIVE DIRECTOR'S REPORT

### Early 2020

As the new Executive Director for CTSB, I had been working on a long list of goals to accomplish for 2020 and by February 2020 many goals were coming to fruition quickly and ideas were being discussed about our future. But like so many people in our community a nervous feeling set in early in March as we learned about a possible pandemic. By March 17, we were faced with closing CTSB and creating a “work from home” environment. As a new leader this was not something I wanted to do but we quickly noticed most businesses following state mandates to close. Our Production Coordinator Steven Borns quickly helped the rest of the staff get up to speed on the use of Zoom. Our five towns and their school districts looked to CTSB for answers and CTSB was prepared as Zoom would allow us to meet remotely. We purchased three Zoom accounts and quickly had them upgraded to accommodate the growing attendees as they soon rose into the hundreds. CTSB is here to serve our community and this new way of conducting meetings was considered a temporary role for CTSB, we would use our broadcasting power to keep our community safe and informed. This practice continues today as we edge closer to an end to the pandemic.

### Keeping our doors open during the pandemic

CTSB was not closed for long as we developed a plan to keep our doors open with one employee on duty per day. Our small staff of videographers no longer had in-person meetings to record, so they began to record Zoom meetings with local officials in both the medical and law enforcement fields to gain any insights into where this was all headed. People were hungry for information. How would we get through this? When will this end? What will we do next? The uncertainty was mind-numbing to say the least. By spring we saw that people would not be able to gather in large numbers for important community events such as annual town meetings, high school graduations and religious gatherings. Former Station Manager Leo Mahoney took charge of recording Sunday religious services and adding them to our broadcast schedule. CTSB implemented a plan to broadcast most events live not only on our channels 1301, 1302 and 1303 but also send them live to our new website and Facebook page. CTSB cannot measure viewership numbers on our broadcast channels but according to FB analytics CTSB was reaching thousands of people through social media as we continued to serve our community.

In a year that closed small businesses, upended restaurants and obliterated our arts and culture venues, CTSB was saddened with the loss of so many events we wished we could have been able to record in person; Fall Festival of Shakespeare, parades, community events and musical performances in our parks and holiday events were all cancelled. Our annual fundraiser and largest annual production, The Fall Festival of Shakespeare was cancelled and became a big loss



for both organizations. As hard as this pandemic has been, I often think how well our community persevered by social distancing and mask wearing mandates. The power of video became widely used in an effort to stay safe and CTSB became an essential part of our community to inform one another. This was especially true for parents and students who have had to struggle with remote, hybrid and in-person learning schedules which have been ever-changing.



*"Santa's Good Deed," November 2020*

### Hopeful 2021

We all now have hope that this pandemic will end and life as we knew it will return. CTSB started out the New Year with a long list of goals (these are just a few): offer easy-to-use cameras including tripods for cell phones, partner with community radio WBCR and broadcast their shows on CTSB, cover high school sports, graduations, help other nonprofits produce or broadcast their annual gala events remotely and continue moving forward with new goals and ideas.

March 17th 2021, CTSB received our annual checks from the five towns in the amount of \$474,093.23. While our funding level is consistent we feel 'cable cutting' (which is the use of internet service alone to watch television) will start to chip away at our funding. CTSB does not receive funding from internet subscriptions and as we all move away from traditional cable usage, CTSB has concerns relating to the loss of funding. State organizations such as Alliance for Community Media and Mass Access - a collaboration of the hundreds of Community Television

stations across Massachusetts have drawn up legislation that will be presented to Lawmakers for a future vote. This legislation would give PEG stations funding via taxes charged to companies like Netflix who use lines on town property to stream media. In addition, community access stations will need to negotiate contracts with Spectrum where funding can be derived from internet subscriptions as well. While our future remains uncertain, we will continue to move forward and execute all of our goals and plans to better improve community involvement and communication.

One of the largest challenges facing CTSB has been our channel numbers. Since Spectrum moved our channels from 17,18 and 19 to channels 1301, 1302 and 1303, we have had difficulty getting that message out to our community. We have begun an ad campaign with hopes that this helps our community find us. CTSB encourages our members and viewers to tell a friend where our channels are located and “LIKE” us on social media so our community recordings, which are full of important information from our schools and towns, can be easily found on your portable devices.

## Members

CTSB membership has remained steady during the pandemic and many members have continued to check-out sanitized equipment to produce their programming. Many members have used their own iPhones to record from the safety of their home and send their files to CTSB without any in-person contact. CTSB is currently creating a **member store** in our now unused boardroom. This space will showcase new cameras and video production tools and allow members to ask questions and test out gear prior to signing-out that gear. We continue to offer one-on-one instruction and are hopeful more formal, in-person training classes can resume in the near future.





Some of the new equipment to be displayed in the member store

I would like to thank CTSB staff members Steven Borns, Shane Bruno and Nate Haney for their great work at CTSB over the last year and I would like to thank our Board for their constant support and continued work to make our goals a reality. I would like to also give thanks to our Board President, Mary Philpott for her leadership and deep connections to our community, her work at the Lee Library and knowledge of local artists has made for some great storytelling on the public channel at CTSB. I would like to thank everyone for their continued support and would like to strongly encourage everyone to become a member and see how fun it can be to become a community storyteller. Broadcasting is a powerful medium so please take the time to Watch, Join and Learn. CTSB belongs to you!

*Richard Frederick*

*Executive Director, CTSB*



## PRESIDENT'S REPORT

As I complete my first year as Board President and look back at this pandemic year, I realize now more than ever, what an important role CTSB plays in our lives. For many years, our communities relied on CTSB to record our town meetings, provide an opportunity to create our shows, and enlighten and entertain us through a wide variety of programming. In this past year, that role was elevated to a new level. CTSB connected families and friends, near and far, to significant events that we could not attend, from local commencements, church services, sporting events, to an even greater variety of programming from local organizations and members. CTSB not only kept us connected, but most importantly, demonstrated to a far greater number of people, what an important resource this station is. This is our opportunity to now build on that and continue to make the community aware of all that CTSB can offer.

### Board of Directors

Last May (2020), Will Ryan completed his 7<sup>th</sup> and final term as President of the Board of Directors. Because of the pandemic, there wasn't an opportunity to thank Will publicly for his years of service, his dedication and support of the station, and his vision throughout those years. On behalf of the Board and Staff, I want to acknowledge Will's contributions and express our sincere gratitude for all his contributions to CTSB through these many years.

This year, David Crowe will be leaving the Board after completing 2 terms on the Board. We also thank David for all his support, good counsel and his work on administering the CTSB Scholarships each year. We appreciate all his contributions as well.

I would like to thank the Board for their support and advice this past year. It has been a very different experience to remain connected, and more difficult to discuss new ideas, projects and plans. Hopefully, we have been able to communicate effectively, not only with other Board members, but with the staff as well. I look forward to being able to meet once again at the station, and work together to promote CTSB to the communities as best as we can.

### CTSB Staff

On behalf of the Board, I would like to commend the Staff for the wonderful job they did this past year, sometimes working under very difficult situations, to do the job. Not only were their goals and tasks completed, but they also had to come up with creative solutions for some difficult issues. I would also like to thank the Staff for their patience in answering my numerous questions and explaining procedures and technical information, as well as helping me with some of my programming projects. Your help was greatly appreciated.

## Looking to the Future

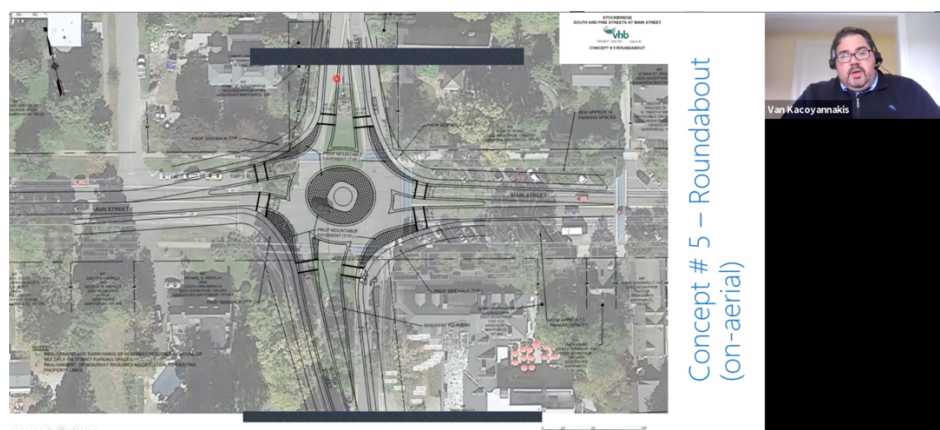
As we look to the future, we know we must continue to find creative ways to let the communities know about our terrific resources and work to expand our role in the community. We have upgraded our web site and that has made it easier to find programs and information, but this past year has shown us that we can do much more to attract new members and new programming. We are fully aware that some people need help in learning how to use our equipment, and perhaps that has intimidated them from trying to turn their ideas into programs. Educating, encouraging and helping members to do that is a major goal.

*Mary Philpott*

*Board President, CTSB*



Tri-Town Health District (Lee, Lenox Stockbridge) Boards of Health Remote Meeting – May 19, 2020



Town of Stockbridge Traffic Study – May 18, 2020

## TREASURER'S REPORT

The financial information has been formally audited thru December 2019. The audit for 2020 is not yet started. However, the information here is accurate as of January 2021 and is available at the station for those who are interested. We continue to be in very good financial condition.

### Assets

The building is valued at \$630,000. The solar installation is paid for and we received just over \$10,000 in income in 2021, together with reductions in our monthly electric bills based on our solar generation.

We have continued to improve the recording studio and related equipment, the camera and other recording devices, and the editing environment for all of our members.

We have a reserve fund for future needs. We received the TW/Spectrum/Comcast franchise fee and have sufficient cash on hand to operate through all of 2021.

### Liabilities

The mortgage is the only liability. The balance is now \$100,450 (and may be completely paid off by the end of 2022).

### 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 balance sheet and as of 12/31/2020 is available anytime at the station. The audited financial statement will be available when completed by our accounting firm.

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*

*Board Treasurer, CTSB*

## OPERATIONS MANAGER'S REPORT

As with the rest of the world, Community Television for the Southern Berkshires had to shift our paradigm to best serve the members of our communities during the COVID-19 crisis. Working in conjunction with the town halls and administrations, we created the technical workflow to continue airing selectboard meetings, as well as additional subcommittee meetings that normally would not have aired on CTSB. The solution for most of the towns was to adopt a meeting style exclusively on videoconference, while some towns utilized a hybrid model of in-person with virtual components. At CTSB, I installed several pieces of equipment to allow us to go live on our channels with a videoconference if a town needed such capacity. The staff also has the capability to work remotely as needed due to advanced firewall and VPN installations completed by myself and IT consultant Jon Charow.

On another note - Steven Borns has been a critical component of the relationship between the town offices and CTSB for a long time, and this was never more apparent than over the last twelve months.

### Archive Server and Office Servers

One of the needs I identified within the first few months at CTSB was the lack of long-term archival storage of our legacy content. Collaborating with programming coordinator Steve Borns and IT consultant Jon Charow, we put together a solution that would not only solve the archive problem, but also would allow us to partition part of the server for day-to-day edit room storage. The challenge was to future-proof our storage capabilities; with the end product we selected we started with 144TB of storage, and that is expandable in the future at a fraction of the cost of replacing the system as a whole. Other traditional solutions would not have afforded us this flexibility. The final install took place just before Christmas of last year. In conjunction with the archive server install, Jon Charow and I also replaced our aging domain control office servers. This allowed us to rectify a few issues we had with the domain for our internal site access as well as our external website access. We also used this time to upgrade our internal IP network, leaving us room for expansion in the always-growing IP-based world of media technology.

### Streaming

After last April's streaming server install, all three of CTSB's channels are streaming on our website. Unfortunately, it was determined later in the year that the aging SX Live server, which was handling the government channel, would not be maintainable for much longer. It was also not capable of outputting a high-definition stream. In October I replaced the old SX Live streaming encoder with a new Cablecast Live HD streaming encoder. With this installation, all three of our channels are streaming in high definition on our website, [ctsbtv.org](http://ctsbtv.org).

In addition to the Cablecast infrastructure, we also added a separate streaming encoder that gives us the ability to stream to Facebook and Youtube. This additional equipment not only improved the quality of our streams, but also expanded our reach on social media platforms and our newly designed website.



The new archive server

### Graduations and Sports in the COVID era

With COVID-19 limiting or eliminating attendance for the general public at most events, we had to find a solution to reach as many of our community members as possible. Starting with the four high schools, we collaborated to stream the graduation ceremonies live. All four graduations were broadcast on our channels and Facebook with positive feedback from community members in our five towns and across the region.

Working in partnership with Lee High School, CTSB was able to show live basketball games on our channels as well as on Facebook. These events garnered a positive response from everyone who watched, even from the families of the visiting teams who do not necessarily live in the five towns CTSB serves. Matt Filio of Lee High School spearheaded the project and recruited several students to aid in the production. CTSB member Zach Bianco directed the game broadcasts and an assortment of students operated camera and provided play-by-play commentary for the events.



## New Equipment

At CTSB, we have been adding new equipment to improve the quality of our content, and also to streamline and simplify the process of creating content for the members. Here are just a few of the additions we have made to our equipment line-up.

- Studio Audio – Sennheiser wireless audio equipment was purchased to replace our analog wireless system. This new wireless system is an upgrade in audio quality, and also makes us FCC compliant.
- Canon XA45 cameras – We have begun replacing our older Canon Vixia cameras with newer, easier to use units from Canon. These new Canon cameras allow a more solid audio connection than the Vixia and provide a better image with new 4k technology.
- GoPro HERO8 camera – A HERO8 camera was purchased for member use. The GoPro is a well-known camera for capturing shots that would be too difficult for a traditional camera to capture, such as action shots.
- DJI Pocket 2 camera – The Pocket camera is a camera unit that contains an integral gimbal unit that stabilizes your shot.

## The Future

Looking forward to what's next, we at CTSB will continue to find ways to better serve our community through the ever-changing media climate. The goal is to draw in new members by making top-quality equipment and facilities available, as well as offer training for people to best utilize this equipment.

In the next few years there are plans in place to upgrade the core broadcast infrastructure of the building. Upgrading our Tightrope system will allow us to ingest and broadcast a variety of sources including NDI and various types of streaming signals. Upgrading our router system will also allow us to greater expand CTSB's media network.

As operations manager, I will continue to maintain and upgrade our equipment cache. I am also continually looking at ways to improve our workflow and find the best means of delivering content to the members of our communities.

*Nathan Haney*

*Operations Manager, CTSB*

## ADMINISTRATIVE COORDINATOR'S REPORT

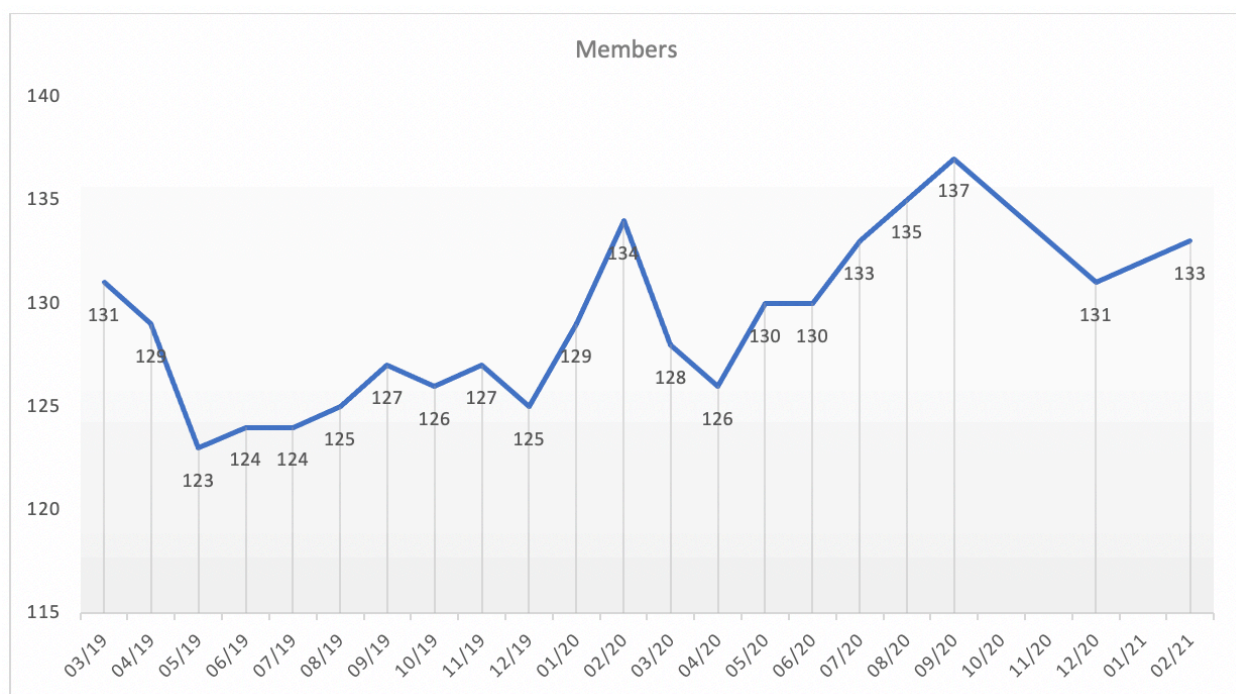
### Intro

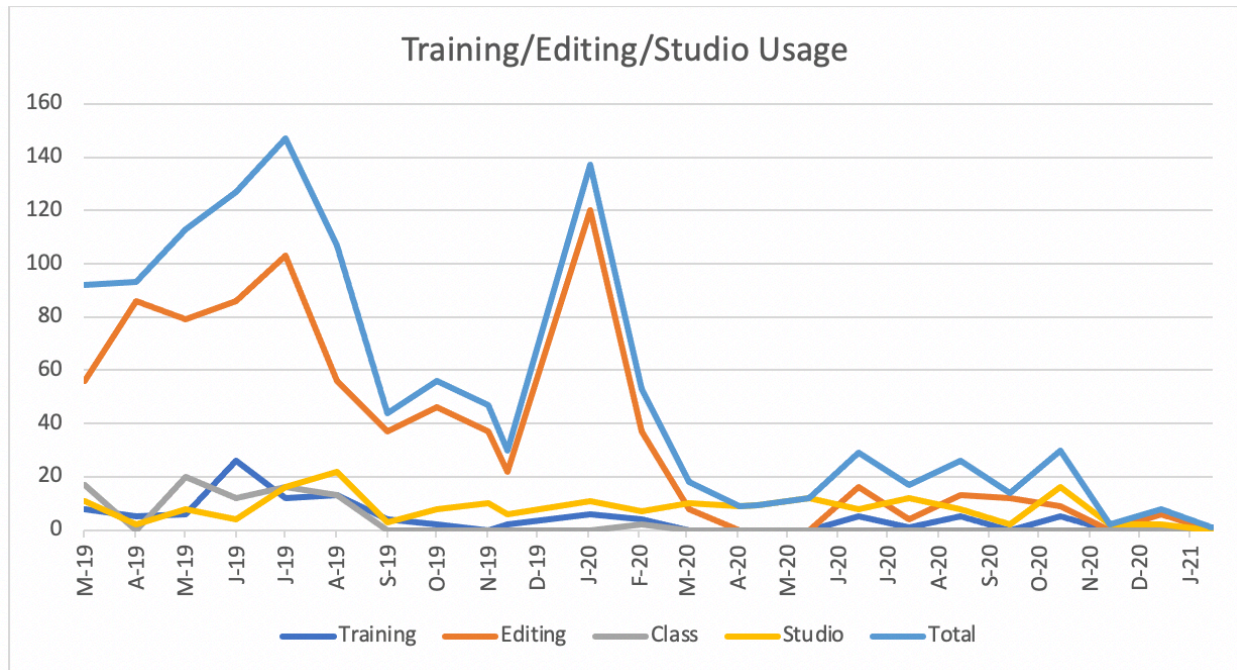
As is likely to be the case everywhere, 2020-21 has been a very unusual year for us here at CTSB. After a brief adjustment period, we have spent much of the year working from home in response to the ongoing COVID-19 pandemic. This is not to say it hasn't been eventful – we have been receiving and broadcasting more content than ever, now that the majority of meetings and events are virtual and don't require the physical presence of a videographer to record.

Since this time last year, we have rebuilt our website to include live streaming of all 3 channels, installed a streaming encoder that allows us to broadcast live to the channels and Facebook or YouTube simultaneously, and greatly expanded our reach on social media. We've also purchased some new equipment, and are undergoing an overhaul of our studio so that when the time comes to reopen in full we will be ready to meet our members' needs.

### Membership

Our current membership sits at 133, which is slightly above previous years. An increase in visibility over the past year has led to a few more new sign-ups than usual, but the majority of this is our current members continuing to renew and use our facilities.





As in-person events have dropped off, our cameras have seen less use than in previous years, but overall equipment usage has been steady among our membership. We have not offered any classes since the start of the pandemic, however training is available to any member who wants it on an as-needed basis.

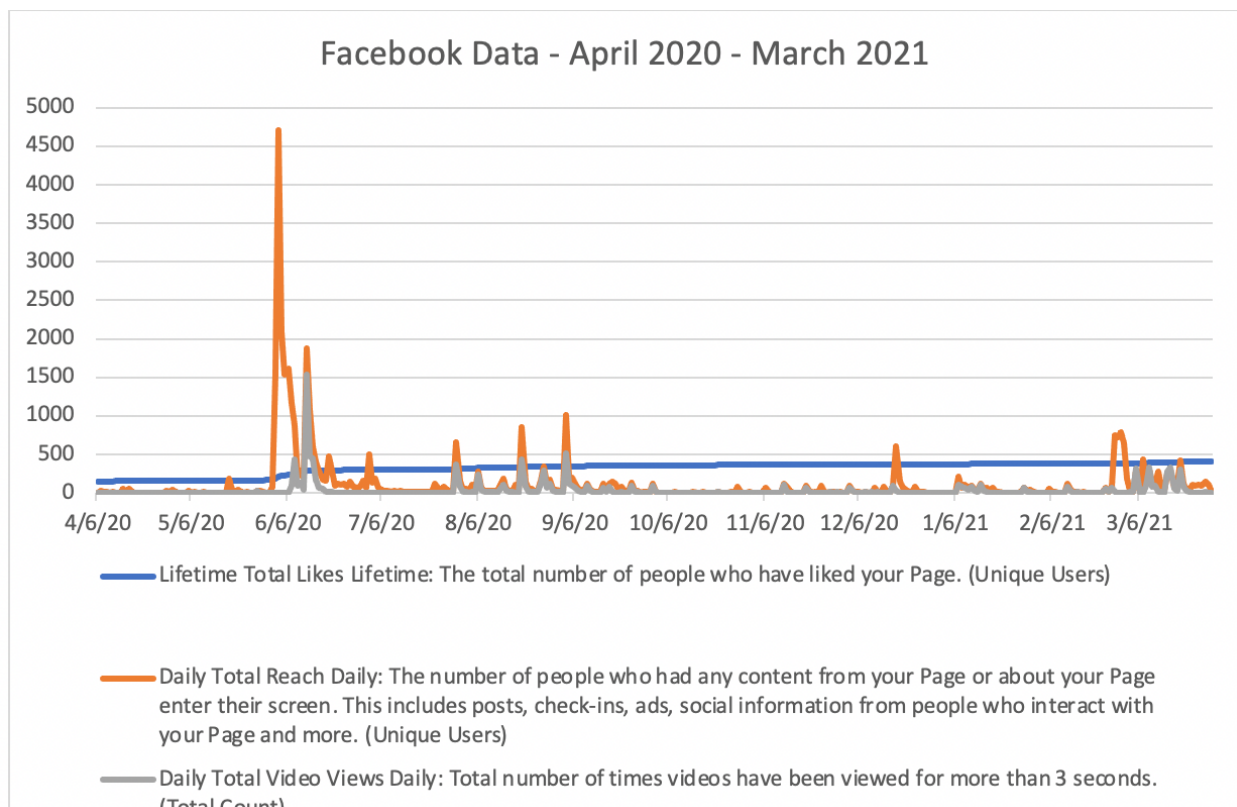
Usage of our facilities is down overall from the previous year, as is expected, but is not negligible. Our most active members continue to come to CTSB to edit and to use the studio, although studio productions have been scaled back until recently. Notable studio shows that have continued throughout the past year include Bob Balogh's "In The Slammer," "Titanic: The Life and Times...," "Sessions," and Barbara Allen's 4-part holiday series "Santa's Good Deed," among others. Many other shows have been produced remotely and submitted to us, including "Conversations," "LitNet Presents," "In Words Out Words," and "Berkshire Education Now."



"Sessions," March 2021

## Outreach

While an early plan for an ad campaign was delayed as a result of the pandemic, we have still expanded our outreach over the past year, mainly through live broadcasts and the engagement they generate on social media. Here is some data on the reach of our Facebook page:



Engagement peaked on June 12, 2020, with a total reach of 1,880 people and 1,534 individual video views. This was the day of Lee Middle & High School's graduation. Our live coverage of the 4 high school graduations brought in an influx of new viewers online. Since that time, we've streamed live to Facebook various government and school committee meetings, special events, and high school sports.

Of course, Facebook isn't our only means of outreach. I still continue to send out newsletters to our membership via Mailchimp with information about new equipment, studio availability, and general updates about what's happening at CTSB.

Overall, it's been a unique year, to say the least, but one in which we handled unexpected challenges well and positioned ourselves for future opportunities. I look forward to working hands-on with our membership again when the pandemic is behind us, but until then we will keep on pushing forward.

*Shane Bruno*

*Administrative Coordinator, CTSB*



**PPE & remote meetings on all three channels**



## REPORT FROM THE PRODUCTION COORDINATOR

The great energy of the 2019 Fall Festival of Shakespeare and the holiday season drained away with the New Year's ominous reports of disease rapidly evolving into pandemic proportions. By mid-February of 2020, local lodgings were canceling guests from New York and Boston and we were stocking up on personal protective equipment and house and food staples. Our state and towns mandated public health measures with sheltering in place and quarantines. We were horrified by hearing first-hand accounts of rampaging deaths, sirens day and night, and coffins filling her church from our neighbor down the street with a home in Bergamo, Italy. News reports of surging mortality soon followed in New York City with body bags filling refrigerated trucks in the Queens neighborhood where I went regularly to buy yerba mate and facturas argentinas. The Berkshires became a refuge for many with second homes. COVID-19 hijacked our lives and our lifestyles.

I am grateful that CTSB took health precautions seriously to protect our staff, members, and the public. Adapting to this 100-year crisis demanded a quick response and a steep learning curve as we moved within a couple of weeks from in-person location meetings to Zoom application remote meetings. Our Board was quick to support the staff with Zoom accounts, remote work schedules, stipends for videographers, laptops and VPN (Virtual Private Network). Jon Charow, our IT professional, and Operations Manager Nathan Haney, worked diligently to smooth our workflow, and a special thanks to Shane Bruno for speedy post-production of recorded meetings.

All of our towns moved to remote meetings for at least part of the year, with some hanging on to in-person meetings longer than others. This usually depended on pandemic ebbs and surges. With fewer meetings to cover, our regular videographers were encouraged to do remote stories on the pandemic. CTSB offered the service of Zoom application meeting hosting to our five towns, and Stockbridge and Berkshire Hills Regional School District took us up on it. Others used town staff. Working remotely and without a commute to Lee, I found it more efficient to host Zoom meetings myself rather than to schedule and assign others. Even accounting for my usual commute, the time required to host meetings did make for longer work days but the tradeoff in a streamlined workflow was worth it. In 2020, 148 Stockbridge meetings were shown on CTSB, three or four times that of any other town. Because of the inconsistency of receiving recordings from town boards and committees on a regular basis, I assigned a number of remote and the occasional in-person meetings to videographers and staff, among them Erica Spizz, Elias Keiderling, Mitchell Kruszyna, and Rich Frederick. Stockbridge has been so pleased with the resulting efficiency of their town meetings that they are considering using Zoom on a regular basis even after everyone is fully vaccinated.

My experience this year is evidence that the worst public health crisis in a century is a catalyst for digital transformation.\* Citizens figured out that a camera and microphone on their home device, besides showing their cat on social media, could add to the safety and health of their community and potentially save lives. The business of the town could be accomplished as

smoothly as when meetings were held in person. With more of the population vaccinated, and with variants and surges at bay, I am frequently asked if CTSB will continue hosting remote meetings — and if meetings can be hybrid (in-person and remote). Remote saves travel time, gas money, and eliminates the risk of driving in difficult weather conditions. The ability to record and show more meetings also increases institutional transparency, both our own and the transparency of town operations. Public access to recorded meetings promotes better oversight, and provides a safe and accessible way for everyone to participate in town business. In this way, we are helping to build community, town by town. Remote meetings also eliminate problems of sight lines and misinterpretation since documents, plans, and designs can easily be displayed to all participants and viewers of the recorded meeting. If a community member is watching a meeting on Youtube or Facebook, there is also the option of closed captioning, which brings those with difficulty hearing into the discussion.

Over the past 12 months, I have noticed appreciation for CTSB has grown in all five towns we serve. We are a trusted, neutral, non-partisan source for local news and information. CTSB posts gavel-to-gavel meetings to our website with Video On Demand (VOD), to our Youtube channel, and to Facebook and other social media without editing, editorializing, propagandizing or, what is becoming known on the Internet as a Cyber Influence Operation (CIO).

While the pandemic was a stressful time for everyone, a year of remote connection highlighted many of the strengths of our organization.

I foresee CTSB becoming an information hub, with increased partnership with local media (radio, online, and print) and towns.

Thank you, all

*Steven Borns*

*Production Coordinator, CTSB*

*April, 2021*

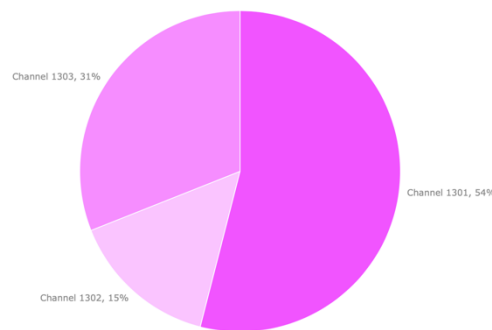


\*Armano, D. (2020), 'COVID-19 Will Be Remembered As The 'Great Accelerator' Of Digital Transformation', Forbes, 9 September 2020, <https://www.forbes.com/sites/davidarmano/2020/09/09/covid-19-will-be-remembered-as-the-great-accelerator-of-digital-transformation/?sh=4f50677c3cb2>.

## 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.

Channel Breakdown



## 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 2019, 2018, 2017, and 2016 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, in columns by calendar year**

	<b>01/01/2020 to 12/31/2020</b>	<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>
CHANNEL 1301_PUB (Shows // Hours)	<b>1,119 Shows // 748 Hrs</b>	890 Shows // 613 Hrs	959 Shows // 667 Hrs	927 Shows // 629 Hrs	945 Shows // 626 Hrs
CHANNEL 1302_EDU (Shows // Hours)	<b>308 Shows // 369 Hrs</b>	322 Shows // 381 Hrs	254 Shows // 304 Hrs	285 Shows // 325 Hrs	351 Shows // 372 Hrs
CHANNEL 1303_GOV (Shows // Hours)	<b>651 Shows // 707 Hrs</b>	366 Shows // 529 Hrs	334 Shows // 420 Hrs	295 Shows // 347 Hrs.	231 Shows // 292 Hrs.
<b>Total Shows</b>	<b>2,078 Shows</b>	1,578 Shows	1,545 Shows	1,507 Shows	1,523 Shows
<b>Total Hours</b>	<b>1,824 Hours</b>	1,523 Hours	1,389 Hours	1,313 Hours	1,286 Hours
CHANNEL 1301_PUB (Shows //Hours)	<b>2 Shows // 3 Hrs</b>	2 Shows // 3 Hrs	2 Shows // 3 Hrs	3 Shows // 4 Hrs	
CHANNEL 1302_EDU (Shows // Hours)	<b>7 Shows // 11 Hrs</b>	144 Shows // 77 Hrs	37 Shows // 43 Hrs	34 Shows // 30 Hrs	26 Shows // 16 Hrs

CHANNEL 1303_GOV (Shows // Hours)	<b>61 Shows</b> // <b>77 Hrs**</b>	87 Shows // 90 Hrs**	83 Shows // 84 Hrs**	83 Shows // 88 Hrs**	49 Shows // 61 Hrs**
<b>Live Shows</b>	<b>70 Shows</b>	233 Shows	122 Shows	120 Shows	75 Shows
<b>Live Hours</b>	<b>91 Hrs**</b>	170 Hrs**	130 Hrs**	122 Hrs**	77 Hrs**
CHANNEL 1301_PUB (Shows // Hours)	<b>13,347 Shows</b> // <b>8,027 Hrs</b>	13,050 Shows // 8,073 Hrs	12,603 Shows // 8,020 Hrs	12,479 Shows // 7,841 Hrs	13,459 Shows // 8,049 Hrs
CHANNEL 1302_EDU (Shows // Hours)	<b>6,552 Shows</b> // <b>8,003 Hrs</b>	7,003 Shows // 7,649 Hrs	6,205 Shows // 7,587 Hrs	6,129 Shows // 7,311 Hrs	6,955 Shows // 7,579 Hrs
CHANNEL 1303_GOV (Shows //Hours)	<b>7,603 Shows</b> // <b>8,068 Hrs</b>	6,558 Shows // 7,922 Hrs	7,183 Shows // 7,859 Hrs	7,211 Shows // 7,412 Hrs	7,005 Shows // 7,937 Hrs
<b>Total Shows, inc/Replays</b>	<b>27,502</b>	26,611	25,991	25,819	27,419
<b>Total Hours, inc/Replays</b>	<b>24,098</b>	23,644	23,470	22,564	23,565
<b>% of 24/7 airtime</b>	<b>91.6% ***</b>	90% ***	89% ***	86% ***	90% ***

\*\* 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 select board 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>01/01/2020 to 12/31/2020</b>	<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>
PUBLIC ACCESS (Shows // Hours)	<b>416 Shows // 273 Hrs</b>	282 Shows // 190 Hrs	322 Shows // 204 Hrs	298 Shows // 186 Hrs	334 Shows // 218 Hrs
EDUCATION (Shows // Hours)	<b>239 Shows // 296 Hrs</b>	279 Shows // 332 Hrs	207 Shows // 242 Hrs	196 Shows // 231 Hrs	247 Shows // 281 Hrs
GOVERNMENT (Shows // Hours)	<b>352 Shows // 408 Hrs</b>	237 Shows // 278 Hrs	246 Shows // 276 Hrs	230 Shows // 253 Hrs	226 Shows // 281 Hrs
<b>First-Run Shows</b>	<b>1,007 Shows</b>	864 Shows	775 Shows	724 Shows	807 Shows
<b>First-Run Hours</b>	<b>977 Hours</b>	945 Hours	903 Hours	670 Hours	780 Hours
PUBLIC ACCESS (Shows // Hours)	<b>2 Shows // 3 Hrs</b>		1 Show // 1 Hr		
EDUCATION (Shows // Hours)	<b>6 Shows // 9 Hrs</b>	144 Shows // 77 Hrs	37 Shows // 43 Hrs	34 Shows // 35 Hrs	26 Shows // 16 Hrs
GOVERNMENT (Shows // Hours)	<b>56 Shows // 58 Hrs</b>	87 Shows // 90 Hrs	83 Shows // 84 Hrs	83 Shows // 88 Hrs	49 Shows // 61 Hrs

<b>Live Shows</b>	<b>64 Shows</b>	231 Shows	121 Shows	117 Shows	75 Shows
<b>Live Hours</b>	<b>70 Hrs**</b>	167 Hrs**	128 Hrs**	123 Hrs**	77 Hrs**
PUBLIC ACCESS (Shows // Hours)	<b>5,461 Shows</b> // <b>3,375 Hrs</b>	5,363 Shows // 3,324 Hrs	5,217 Shows // 3,293 Hrs	4,918 Shows // 2,861 Hrs	5,682 Shows // 3,452 Hrs
EDUCATION (Shows // Hours)	<b>5,145 Shows</b> // <b>6,583 Hrs</b>	5,977 Shows // 6,551 Hrs	5,194 Shows // 6,296 Hrs	5,058 Shows // 6,125 Hrs	5,165 Shows // 6,258 Hrs
GOVERNMENT (Shows // Hours)	<b>6,335 Shows</b> // <b>6,859 Hrs**</b>	5,682 Shows // 6,072 Hrs**	6,354 Shows // 6,470 Hrs**	6,765 Shows // 6,633 Hrs**	6,791 Shows // 7,589 Hrs**
<b>Total Shows, including Replays</b>	<b>16,981 Shows</b>	18,046 Shows	16,765 Shows	16,741 Shows	17,638 Shows
<b>Total Hours, including Replays</b>	<b>16,817 Hours</b>	17,078 Hours	18,898 Hours	15,619 Hours	17,299 Hours

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

#### **A. i. Select Board, Committee & Town Meetings / GOVERNMENT Channel 1303**

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

	<b>01/01/2020 to 12/31/2020</b>	<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>First-Run Shows</b>	<b>323 Shows</b>	160 Shows	142 Shows	237 Shows	153 Shows
<b>First-Run Hours</b>	<b>353 Hrs**</b>	190 Hrs**	149 Hrs**	251 Hrs**	195 Hrs**

<b>Live Shows</b>	<b>56 Shows</b>	87 Shows	82 Shows	83 Shows	49 Shows
<b>Live Hours</b>	<b>59 Hrs**</b>	90 Hrs**	81 Hrs**	88 Hrs**	61 Hrs**
<b>Total Shows, including Replays</b>	<b>5,821 Shows</b>	5,474 Shows	6,001 Shows	6,539 Shows	6,481 Shows
<b>Total Hours, including Replays</b>	<b>6,303 Hours</b>	5,785 Hours	5,797 Hours	6,236 Hours	7,139 Hours

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

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

	<b>01/01/2020 to 12/31/2020</b>	<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>First-Run Shows</b>	<b>119 Shows</b>	69 Shows	68 Shows	74 Shows	71 Shows
<b>First-Run Hours</b>	<b>160 Hours</b>	89 Hours	103 Hours	115 Hours	113 Hours
<b>Live Shows</b>	<b>7 Shows</b>	14 Shows	13 Shows	10 Shows	
<b>Live Hours</b>	<b>11 Hrs**</b>	15 Hrs**	21 Hrs**	17 Hrs**	
<b>Total Shows, including Replays</b>	<b>3,956 Shows</b>	2,986 Shows	2,724 Shows	2,819 Shows	2,645 Shows

<b>Total Hours, including Replays</b>	<b>5,463 Hours</b>	3,704 Hours	3,798 Hours	4,129 Hours	4,191 Hours
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\*\* Actual Meeting Hours [not Scheduled hours (3 hours per meeting)].

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

	<b>01/01/2020 to 12/31/2020</b>	<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>First-Run Shows</b>	<b>8** Shows</b>	4 Shows	14* Shows	5 Shows	
<b>First-Run Hours</b>	<b>10 Hours</b>	7 Hours	17 Hours	9 Hours	
<b>Total Shows, including Replays</b>	<b>67 Shows</b>	45 Shows	179 Shows	71 Shows	
<b>Total Hours, including Replays</b>	<b>68 Hours</b>	80 Hours	196 Hours	127 Hours	

\*\*Five (5) shows rebranded from Pittsfield Community Television sports;  
Three (3) replays from Fall 2019.

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

**A. iv\_2020. School TV Shows / EDUCATION Channel 1302**

<b>01/01/2020 to 12/31/2020</b>	<b>Lee Middle &amp; High School “Lee Live!”</b>	<b>Monument Mountain HS “MMTV”</b>	<b>Mt. Everett “The Morning Show” plus clock</b>	<b>St. Mary’s School “The St. Mary’s School TV Show” plus Graduation</b>
<b>First-Run Shows</b>		<b>7 Shows</b>		<b>2 Shows</b>
<b>First-Run Hours</b>		<b>4.25 Hours</b>		<b>1 Hours</b>
<b>Live Shows</b>		<b>7 Shows</b>		
<b>Live Hours</b>		<b>4.25 Hours</b>		
<b>Total Shows, Inc. Replays</b>		<b>224 Shows</b>		<b>17 Shows</b>
<b>Total Hours, inc. Replays</b>		<b>132 Hours</b>		<b>11 Hours</b>

**A. iv\_2019. School TV Shows / EDUCATION Channel 1302**

<b>01/01/2019 to 12/31/2019</b>	<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>	3 Shows	26 Shows	104	5 Shows
<b>First-Run Hours</b>	3 Hours	12.5 Hours	43	2 Hours

<b>Live Shows</b>		24 Shows	104	
<b>Live Hours</b>		11.5 Hours	43	
<b>Total Shows, Inc. Replays</b>	158 Shows	720 Shows	104 Shows	123 Shows
<b>Total Hours, inc. Replays</b>	159 Hours	348 Hours	43 Hours	45 Hours

**A. iv\_2018. School TV Shows / EDUCATION Channel 1302**

<b>01/01/2018 to 12/31/2018</b>	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**

<b>01/01/2017 to 12/31/2017</b>	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)**

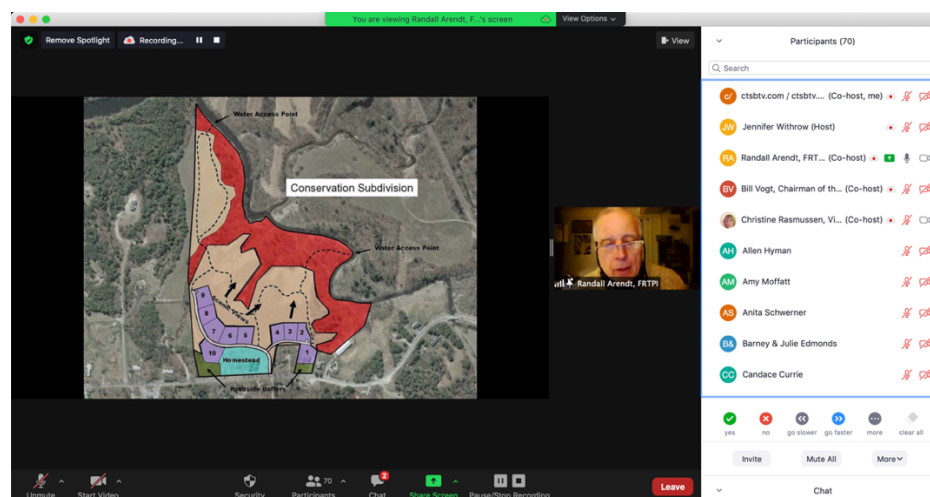
<b>01/01/2016 to 12/31/2016</b>	Lee High School's "Lee Live!"	Monument Mountain's "MMTV"	St. Mary's School "The St. Mary's School TV Show"
First-Run Shows	2 Shows	29 Shows	6 Shows
First-Run Hours	0.75 Hour	18 Hours	2.37 Hours
Live Shows		26 Shows	
Live Hours		16 Hours	
Total Shows, including Replays	117 Shows	598 Shows	162 Shows
Total Hours, including Replays	84 Hours	370 Hours	62 Hours

## B. Berkshire County Produced Programming

	<b>01/01/2020 to 12/31/2020</b>	<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>
CHANNEL 1301_PUB (Shows // Hours)				397 Shows // 304 Hrs	406 Shows // 299 Hrs
CHANNEL 1302_EDU (Shows // Hours)				88 Shows // 94 Hrs	97 Shows // 85 Hrs
CHANNEL 1303_GOV (Shows // Hours)				4 Shows // 7 Hrs	3 Shows // 4 Hrs
<b>Total Shows</b>	<b>511 Shows</b>	437 Shows	462 Shows	489 Shows	506 Shows
<b>Show Hours</b>	<b>391 Hours</b>	353 Hours	401 Hours	405 Hours	388 Hours
CHANNEL 1301_PUB (Shows // Hours)		2 Shows* // 3 Hours	2 Shows* // 3 Hours	2 Shows* // 2.5 Hours	
CHANNEL 1302_EDU (Shows // Hours)					
CHANNEL 1303_GOV (Shows // Hours)					
<b>Live Shows</b>		2 Shows*	2 Shows*	2 Shows*	
<b>Live Hours</b>		3 Hours	3 Hours	2.5 Hours	

CHANNEL 1301_PUB (Shows// Hours)				5,424 Shows // 3,640 Hrs	5,430 Shows // 3,513 Hrs
CHANNEL 1302_EDU (Shows // Hours)				1,046 Shows // 1,161 Hrs	1,750 Shows // 1,299 Hrs
CHANNEL 1303_GOV (Shows // Hours)				35 Shows // 59 Hrs	102 Shows // 143 Hrs
<b>Total Shows, including Replay</b>	<b>7,128 Shows</b>	6,829 Shows	6,465 Shows	6,505 Shows	7,282 Shows
<b>Total Hours, including Replay</b>	<b>4,770 Hours</b>	4,752 Hours	4,877 Hours	4,860 Hours	4,955 Hours

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



"Open Space Residential Development: Preserving Networks of Conservation Lands in a Density-Neutral Way," a remote presentation by Randall Arendt, co-hosted by the Stockbridge Planning Board, November 5, 2020.

**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>01/01/2020 to 12/31/2020</b>	<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>
CHANNEL 1301_PUB (Shows // Hours)				226 Shows // 135 Hrs	207 Shows // 121 Hrs
*CHANNEL 1303_GOV (Shows // Hours)				37 Shows // 64 Hr	1 Program // 1 Hr
<b>Total Shows</b>	<b>555 Shows</b>	341 Shows	304 Shows	263 Shows	208 Shows
<b>Show Hours</b>	<b>454 Hours</b>	369 Hours	266 Hours	199 Hours	122 Hours
CHANNEL 1301_PUB (Shows // Hours)				2,034 Shows // 1,307 Hrs	1,952 Shows // 1,245 Hrs
*CHANNEL 1303_GOV (Shows // Hours)				340 Shows // 614 Hrs	13 Shows // 12 Hrs
<b>Total Shows, including Replays</b>	<b>3,372 Shows*</b>	2,699 Shows*	2,687 Shows*	2,374 Shows*	1,965 Shows
<b>Total Hours, including Replays</b>	<b>2,488 Hours*</b>	2,926 Hours*	2,509 Hours*	1,921 Hours*	1,257 Hours

\*Includes Commonwealth of Massachusetts State House Shows.  
 2020: 301 Shows // 301 Hours. 1,369 Replays // 1,213 Replay Hours.  
 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>01/01/2020 to 12/31/2020</b>	<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>
CHANNEL 1301_PUB (Shows // Hours)	<b>5 Shows // 1.25 Hr</b>	2 Shows // 1 Hr	4 Shows // 1 Hr	4 Shows // 1.4 Hrs	7 Shows // 1.5 Hrs
<b>Total Shows</b>	<b>5 Shows</b>	2 Shows	4 Shows	4 Shows	7 Shows
<b>Show Hours</b>	<b>1.25 Hour</b>	1 Hour	1 Hour	1.4 Hours	1.5 Hours
CHANNEL 1301_PUB (Shows // Hours)	<b>5 Shows // 1.25 Hr</b>	2 Shows // 1 Hr	4 Shows // 1 Hr	101 Shows // 31 Hrs	547 Shows // 67 Hrs
<b>Total Shows, including Replays</b>	<b>61 Shows</b>	61 Shows	69 Shows	101 Shows	547 Shows
<b>Total Hours, including Replays</b>	<b>21 Hours</b>	21 Hours	18 Hours	31 Hours	67 Hours
	<b>01/01/2020 to 12/31/2020</b>	<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>

### Summary of Show percentages per Category of Programming

	01/01/2020 to 12/31/2020	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
<b>CTSB Public</b>	<b>20% 416</b>	18% 282	21% 322	20.5% 309	22% 334
<b>CTSB Education</b>	<b>12% 239</b>	18% 279	13% 207	14% 211	16% 247
<b>CTSB Government</b>	<b>17% 352</b>	15% 237	16% 246	15% 230	15% 226
<b>Berkshire County</b>	<b>25% 511</b>	28% 437	30% 462	32.4% 489	33% 506
<b>Outside</b>	<b>27% 555</b>	22% 341	20% 304	17.5% 264	14% 207
<b>PSA</b>	<b>0.0% 5</b>	0.0% 2	0.0% 6	0.27% 4	0.45% 7
<b>Total Shows</b>	<b>100% 2,078 Shows</b>	100% 1,578 Shows	100% 1,547 Shows	100% 1,507 Shows	100% 1,527 Shows

Category Breakdown

