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CTSB ANNUAL REPORT

SERVING THE TOWNS OF LEE, LENOX, STOCKBRIDGE, GREAT BARRINGTON,
AND SHEFFIELD, MASSACHUSETTS



Ted Phelps at IWOW (In Words Out Words) monthly open mic night in Housatonic.

OUR MISSION

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

BOARD OF

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AT LARGE

- Michael Flower
- Stephen Radin
- Al Saldarini, Vice President
- Paul Tepper

LEE

- Gary Allen, Treasurer
- Virginia P'an
- Mary Philpott, President

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- Benjamin Finley

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- Jonathan Williams

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- Sherry Steiner

SHEFFIELD

- Ben Hillman

STAFF

Executive Director

- Richard Frederick

Operations Manager

- Erica Spizz

Production Coordinator

- Steven Borns

Administrative & Communications Coordinator

- Shane Bruno

Videographer

- Joe Futia

Meeting Videographers

- Rob Balogh
- Quinn Butler-Carlson
- Jac Cowell
- Diego Salinetti



Mary Philpott
CTSB Board President

PRESIDENT'S REPORT

CTSB has completed another year as an outstanding resource for the community.

For the towns served by CTSB, the three channels are a vital source for local information on topics important to the towns; entertainment by the many talented individuals in our area, and educational programming. A greater number of people are now aware of and appreciate what CTSB offers. We have made significant strides in increasing our visibility in the community by expanding the coverage of town meetings and events, providing a wealth of new programming, and promoting the station through various media. The exceptional coverage of many special events, including the annual Fall Festival of Shakespeare (which brings together high school students from many areas in the state), highlighted the high quality of work by the CTSB staff and volunteers.

This past year, CTSB continued its outreach to organizations and individuals, benefitting the

organizations, CTSB, and ultimately, the viewers. The workshops, classes and internships at the station provided opportunities students might not find elsewhere. CTSB also continued its tradition of awarding scholarships to graduating high school students.

I would like to express my gratitude Board for their dedication, continued support and assistance in promoting and overseeing the work of the station. We encourage the community to learn more about us, join us, and contribute to our important mission. This year has presented challenges regarding funding for the future and rapidly changing technologies. The Board is thankful to Rich Frederick and the staff for keeping us informed in these matters so that we can make informed decisions for the continued success and future of CTSB.

On behalf of the Board, I would like to express our thanks to the Staff for the excellent job this past year. We frequently receive comments

“I look forward to continuing to collaborate with the CTSB Board and Staff to provide the valuable services the communities depend on.”

about the Staff's willingness to help and implement new ideas and projects. Regardless of the level of experience a person has when seeking assistance, the Staff members are there to help. This is greatly appreciated.

As I complete my final term as President, I am immensely proud to be part of this organization. I look forward to continuing to collaborate with the CTSB Board and Staff to provide the valuable services the communities depend on.

I want to encourage the community to come and learn more about CTSB, become a member, and take advantage of our resources. That great idea that you have could be turned into a very exciting experience as you create a new program. If you are interested in serving on our Board, please get in touch with us. CTSB is an amazing organization and you could be part of this!



2023 Lee Library Quilt Show, *Quilts by Cyndi Smith*, sponsored by the Lee Library.



Thaddeus B. Kubis of Sheffield talks to Executive Director Rich Frederick about his autobiographical book, *Photographs I Could Have Taken But Did NOT!* for CTSB's *Conversations*.



Richard Frederick
Executive Director

EXECUTIVE DIRECTOR'S REPORT

Twenty twenty-four marks my fifth year as Executive Director at CTSB. One of the things I'm most proud of are the member experiences our community have here. CTSB is a great place to share nostalgia, start a conversation and learn from what others are sharing. I often hear guests featured on our many television programs say things like, "I did not know you offered all of this" or "This is so fun." One of our goals here is community awareness of CTSB. Many people in our community are unaware they have full access to a professionally staffed TV station. "What does it cost?" Our small membership fee (\$20) for a full year (free if you are a student) offers members access to training, high-definition video cameras, Apple computers with the latest Adobe and Apple editing software and a huge green screen studio.

Not everyone that comes to CTSB is a member; many are guests here to share their art, music, knowledge and creativity. CTSB is also a great place

to collaborate, a lot of connections are made with others who share the same enthusiasm, obstacles and dreams. Ultimately the human experience outweighs the hype of new cameras and computers. People have such a positive experience here because it is a place of meaning. A place of meaning for our community, for creativity, for collaboration and that is our most important asset.

For students, CTSB is the perfect place to push buttons and learn. We welcome students from every grade and work closely with students with disabilities. There are no mistakes here, only learning opportunities. The kids get so excited to create a short film, movie review or public service announcement.

"Community Highlights", where CTSB comes to your community event. "How much do you charge to send a videographer to a community event?" There is no charge, staff scours local event calendars and newspapers looking for community events; many times, event organizers call and

"...so many connections are made [here] with others who share the same enthusiasm, obstacles and dreams."

request a videographer. Once that event is posted online it can then be shared by all on social media.

If you have a busy lifestyle and can't always attend a town meeting live, the videos are available online so the busiest of people feel connected to their community. "Which town meetings do you cover?" The simple answer is, all. Thanks in part to Zoom, CTSB can receive self-recorded Zoom meetings from all five towns. We would normally not have the staff to cover so many meetings, but technology has made recording and e-mailing videos so easy we are able to offer all public meetings.

How do we keep Community Television vibrant? Advocacy! With cable subscriptions moving over to streaming boxes like the Spectrum Xumo, CTSB faces a loss of funding. I have asked our town leaders and community to send letters asking our elected officials to support legislation that makes video providers like Spectrum and Netflix pay for their use of town infrastructure and our public rights of way of which they are profiting billions from. These monies would fund CTSB and provide more to local municipalities. Please stop by 40 Limestone Road to sign a letter or call or we can email one out to you.

I hope you too can stop by CTSB and catch up with others, share your passion and leave here feeling inspired. The best of CTSB is yet to come. This summer we will have a big announcement about additional ways of broadcasting your message to our community, stay tuned!

“A Celebration of Soul with
Ursula Rucker” recorded
by CTSB’s Joe Futia at Bard
College at Simon’s Rock.





Gary Allen
CT SB Board Treasurer

TREASURER'S REPORT

The graph on the next page is the story of CT SB finances (thanks to Shane). Spectrum pays a fee for their franchise in our 5 towns. This fee has sustained the station over the past 15 years and allowed us to build our building and install solar. The franchise contract was re-negotiated for 2024 to 2033. If the franchise income remains over \$400,000 during the next contract period, we will be in very good financial shape.

We are using RBC Wealth Management as our financial advisor. Funds that are not currently needed are invested. Based on a suggestion from a Board member, we recently moved our operating funds to an account with a higher return. The staff, our largest expense, has grown and we believe we can sustain this for the foreseeable future.

Assets: The building is valued at \$630,000 and the land at \$150,000 and we paid off the mortgage during 2021. We have studio, editing, and

broadcasting equipment valued at more than \$250,000 which provide us with excellent facilities for recording and editing programs, conducting training, and holding meetings. The solar installation cost \$175,000 and was paid for in 2020. Our solar panels reduce our electric bills and will provide "SREC" income through 2031.

We have received the 2024 franchise income from Spectrum and have \$620,000 on hand, which is more than enough to pay our operating expenses for 2024. We have an investment fund of \$150,000 for future emergencies.

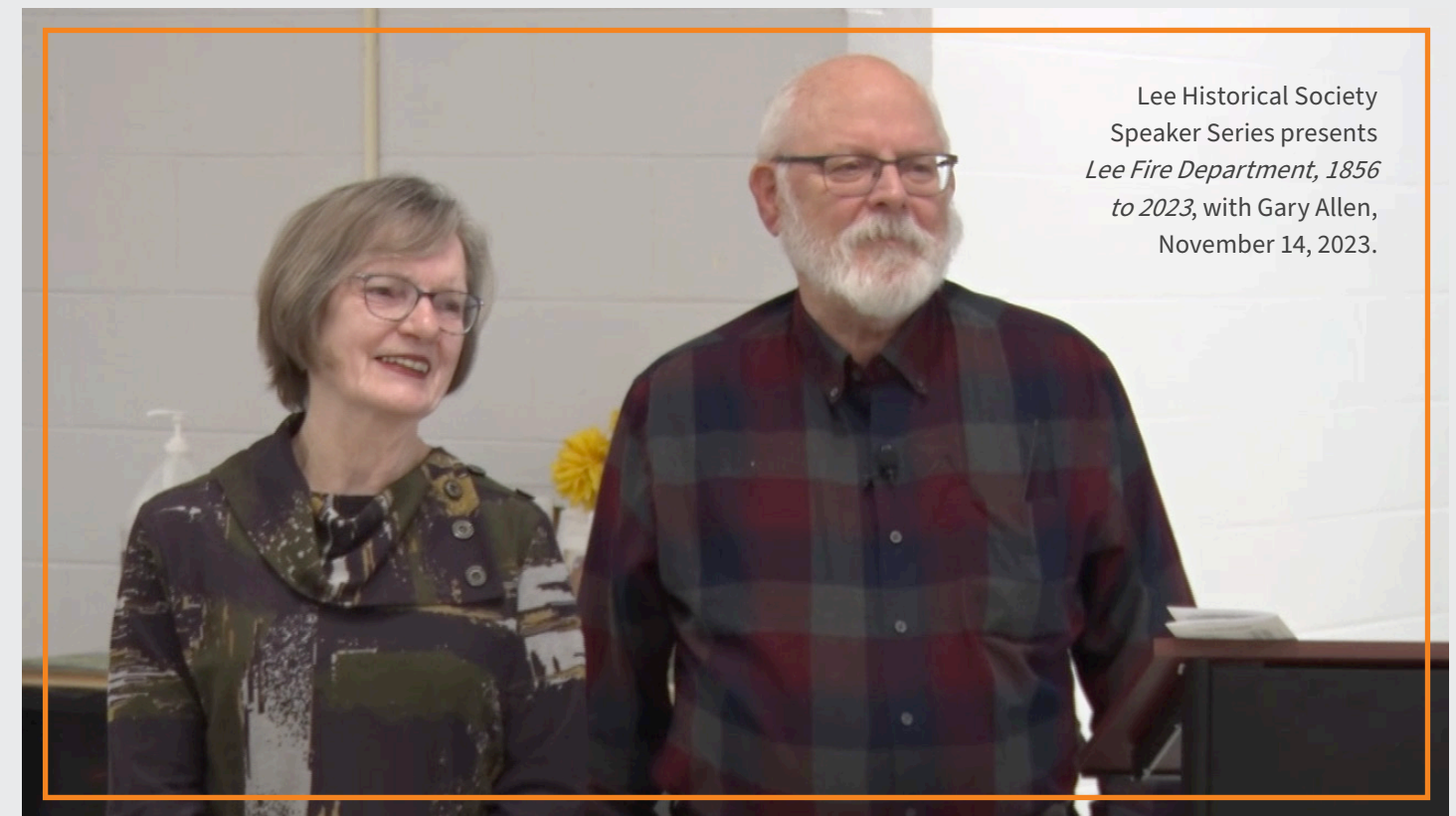
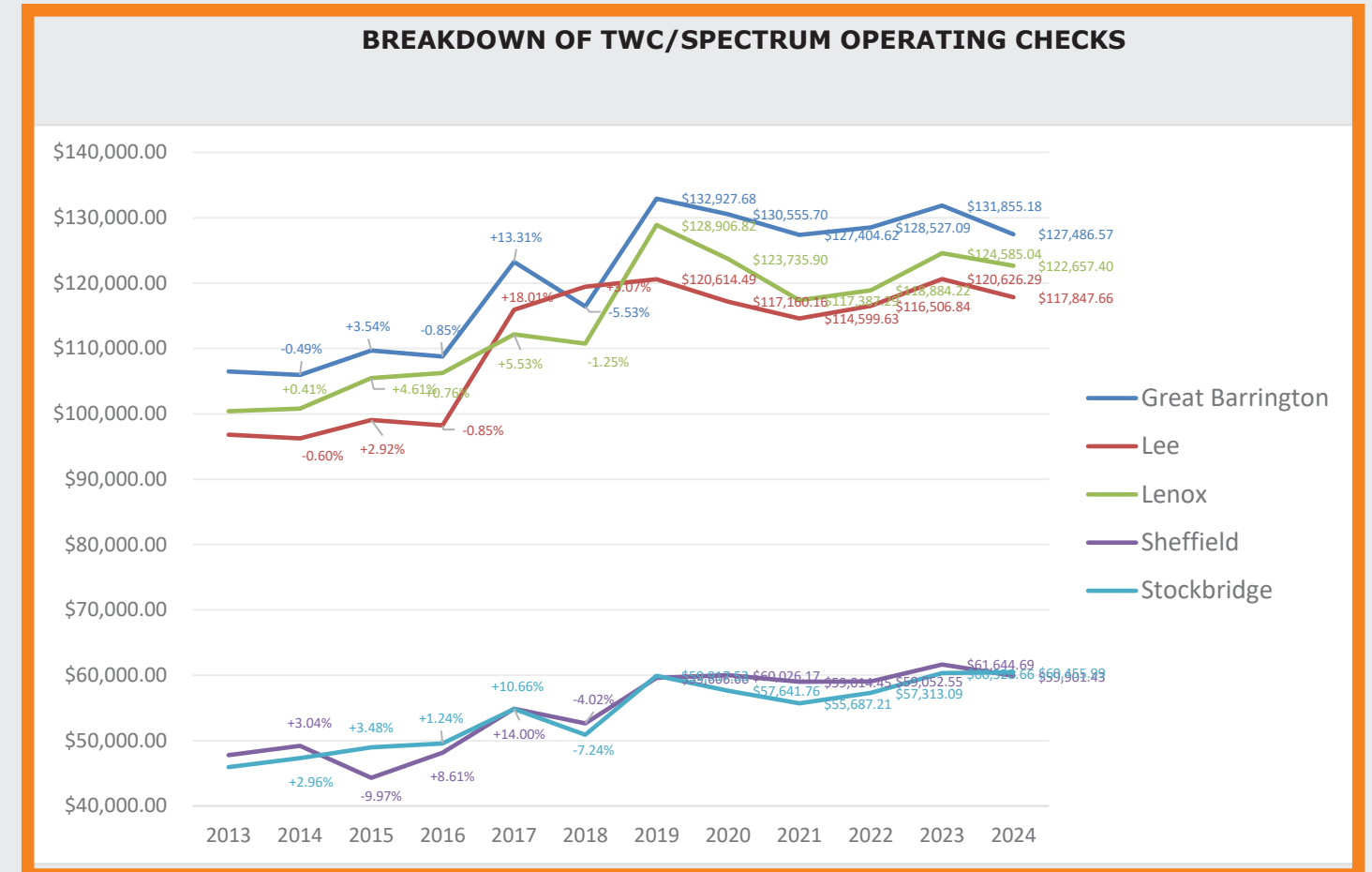
Liabilities: The mortgages on the building and the solar array were both paid off by the end of 2021. We have no significant outstanding bills.

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 to keep expenses below the approved budget.

The current balance sheet and the income statement (un-audited) are available anytime to the public at the station. The 2023 reports are the latest audited statement available.

Please e-mail me (Gary@CTS BT V.org) or Rich (Rich@CTS BT V.org) if there are any questions on CT SB's finances.

CT SB FINANCES



Lee Historical Society Speaker Series presents
Lee Fire Department, 1856 to 2023, with Gary Allen, November 14, 2023.



Shane Bruno
Administrative & Communications Coordinator

“In recent weeks, the studio has been booked almost every day of the week.”

ADMINISTRATIVE & COMMUNICATIONS COORDINATOR

In the ever-evolving landscape of community media, CTSB continues to thrive thanks to our dedicated staff and board, as well as our continually growing and ever-changing membership. Our members continue to bring new ideas and perspectives to our viewers in the form of new television programs and community partnerships.

In last year’s report, I noted that use of our studio was at an all-time high. This remains true today—our studio has seen an influx of use from our members and a number of new studio shows have made their way to CTSB’s airwaves. In recent weeks, the studio has been booked almost every day of the week.

Ongoing partnerships with Berkshire CIP and CATA have been a great success. CIP interns come to CTSB once a week developing projects of their own. A CATA class with Thad Kubis and CTSB staff has been underway for a few months, with a group of students visiting once a week as well.

Government and education meetings continue to be a mixture of in-person and remote. CTSB, per our contract, continues to cover and broadcast all Selectboard and School Committee meetings in the five-town area we serve.

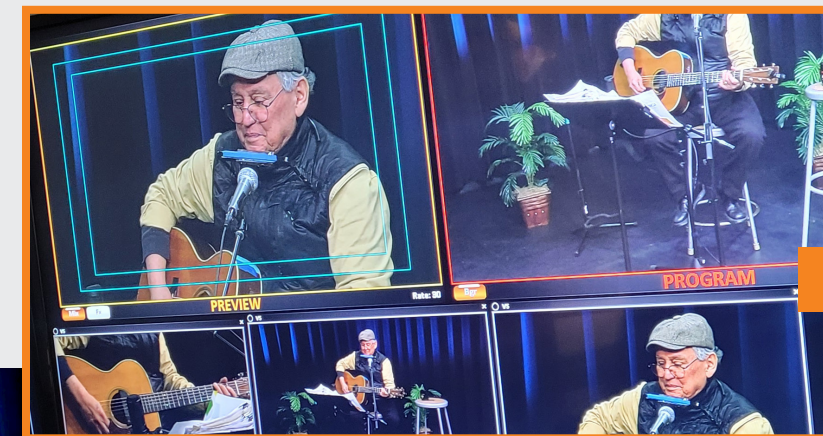
What’s New?

I distribute a monthly newsletter, “What’s New on CTSB,” which keeps our members informed about new public programming on CTSB. Some new studio shows we have seen this year include Thad Kubis’ “Berkshire Light,” Jeanne Bassis’ “In the Spirit of Play,” Howard Lieberman’s “Harvesting Infinity,” and Sherry Steiner’s “Solo Entrepreneurs of the Berkshires.”

Sherry Steiner was recently inducted into CTSB’s “100+ Club,” a list of producers who have created over 100 episodes of programming for CTSB (Sherry is shown on the next page receiving her well-earned spot on our 100+ Club plaque).



Solo Entrepreneurs of the Berkshires Sherry Steiner was recently inducted into CTSB’s 100+ Club, a list of producers who have created over 100 episodes of programming for CTSB.



Roger Salloom for *Solo Creatives*.



Howard Lieberman interviews Ron Ronan and Terry A La Berry on his show, *Harvesting Infinity*.



Last June, Erica and I attended the Alliance for Community Media's annual conference in Brooklyn, NY.

This was a great opportunity to connect with other media professionals from around the country and I gained a lot of valuable insight about some unique ways other access centers are making an impact in their communities. I have applied much of what I learned to the way I interact and work with our membership today.

- Shane Bruno

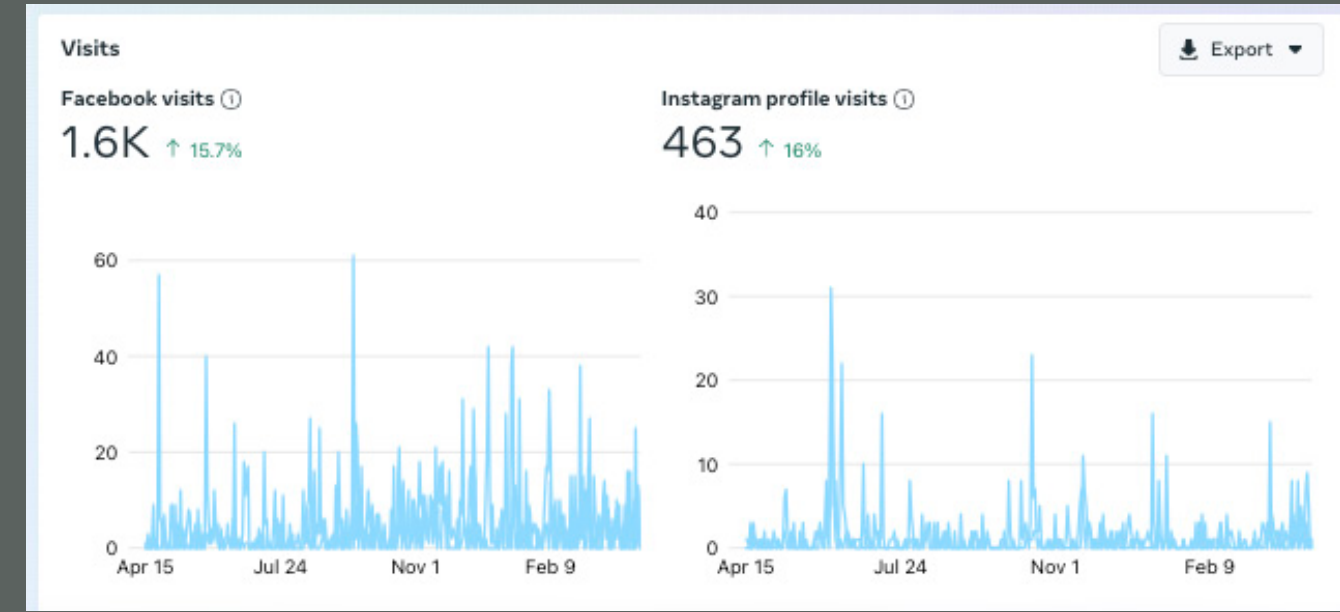
148 MEMBERSHIP

OUR CURRENT MEMBERSHIP IS 148 MEMBERS, WHICH INCLUDES 22 ORGANIZATIONS.

Outreach

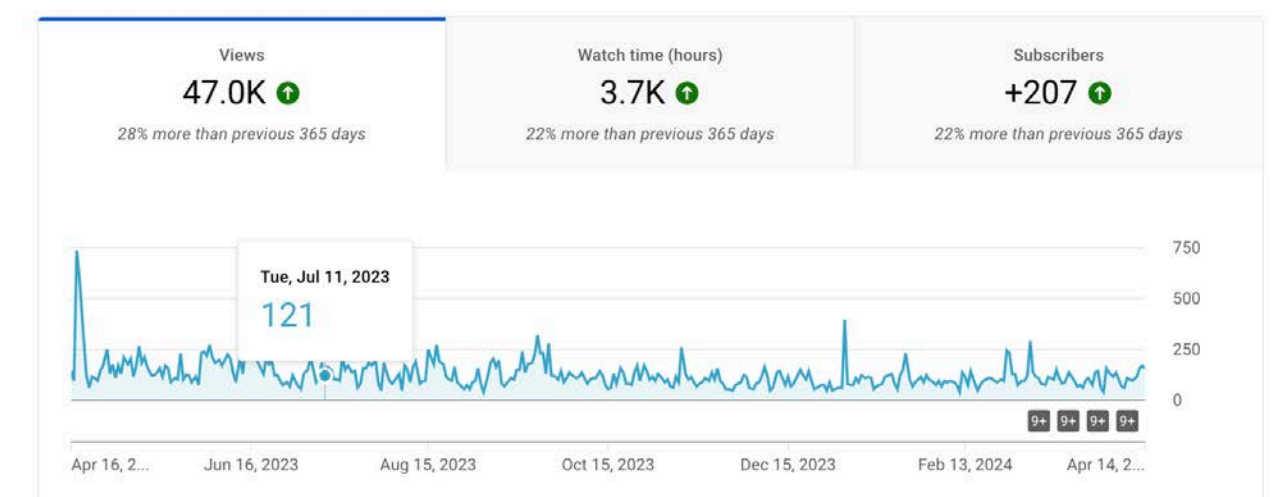
All of CTSB's original programming is uploaded to YouTube and cross-posted to Facebook and/or Instagram in addition to being available on-demand on our website, on the Cablecast app, and of course, on cable on Spectrum channels 1301, 1302, and 1303.

Facebook and Instagram saw a slight increase in visitors over the past year.



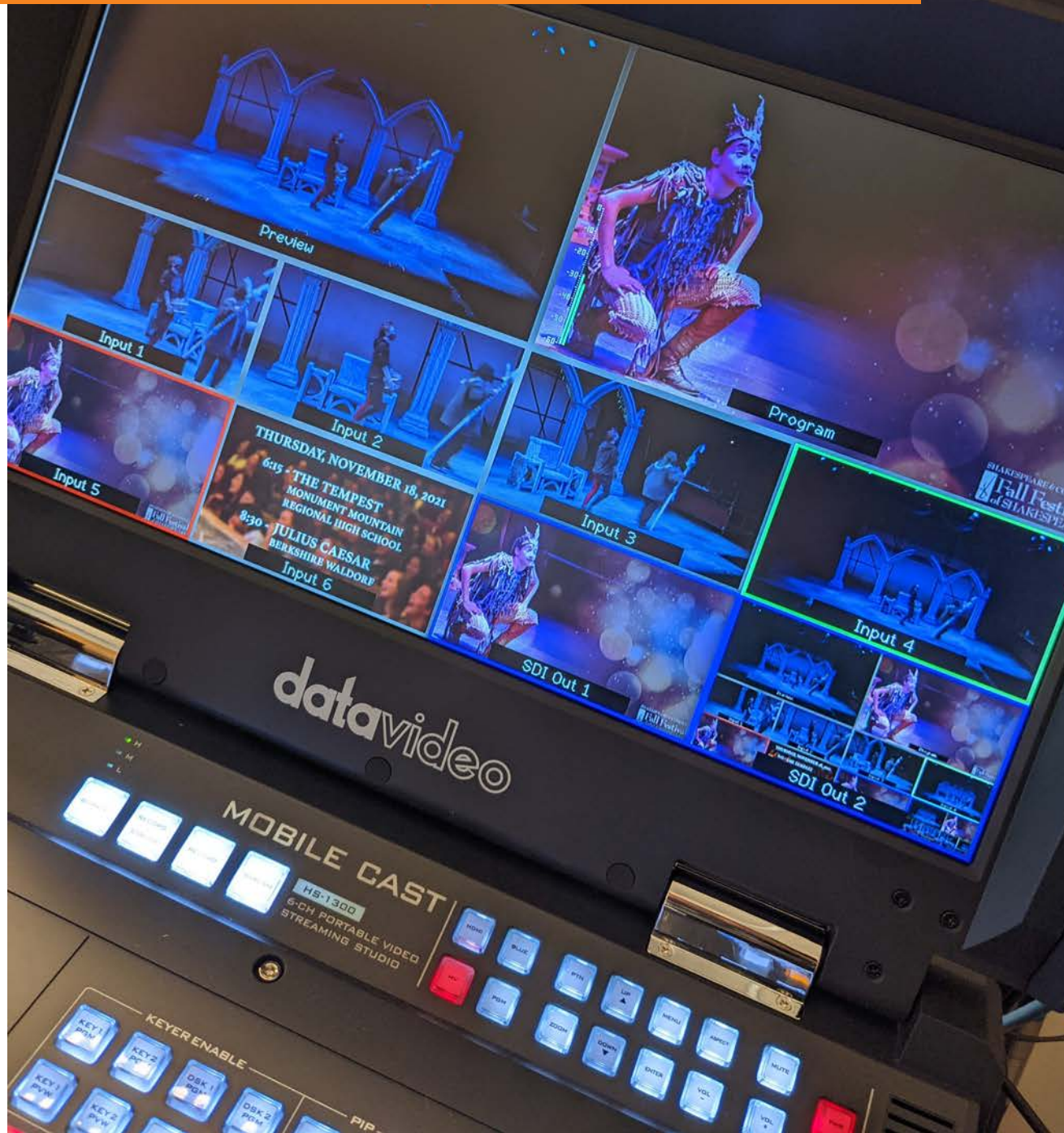
Community Television for The Southern Berkshires
 @ctsbtv 241 subscribers 1.3K videos
 CTSB is a 501(c)(3) membership organization formed to facilitate, encour...

Your channel got 46,984 views in the last 365 days



Fall Festival of Shakespeare

For the third year in a row, we streamed the entire 4-day Fall Festival of Shakespeare live to our education channel, and to our website. This was a great success, and both we and Shakespeare & Co received a lot of feedback from viewers all over the world who were thrilled to be able to watch the performances live from home. As of April 1, 2024, we have raised a total of \$1,837.16 from sales of Fall Festival DVDs, Blu-rays, and streaming links. This is down slightly from last year's total of \$2,070.49. And of course, thank you to all the dedicated volunteers who generously contribute their time and efforts to the festival every year.



Erica Spizz
Operations Manager

OPERATIONS MANAGER REPORT

“I am proud of the amazing resources CTSB has to offer individuals and organizations in the community.”

This year in addition to upgrading our internal network to 10GbE and replacing a number of end of life Windows machines, we are also grateful to be the beneficiaries of donations of a tremendous amount of gear that we have been able to put to excellent use:

- Tina Bardwell gave us a large assortment of video and audio equipment that belonged to our beloved former board member and colleague Mati Kiin.
- Leo Mahoney's generous contributions have seriously leveled up both the quality and the quantity of our microphone selection and attendant audio gear.
- Paul Tepper's largess brought us a literal truckload of light fixtures and accessories for use in our studio and the field.
- Jonathan Williams added a Betacam deck to our legacy media digitization rack.

We are available and happy to provide hands-on, personalized instruction, and all are welcome to explore our extensive inventory of production gear. I am proud of the amazing resources CTSB has to offer individuals and organizations in the community. Our facilities, equipment, and training help our members to plan, create, and distribute imaginative and purpose-driven projects.





Member Spotlight:

One project by our members Marina Dominguez (co-host), Carolina Hernandez (co-host) and David Melchor (producer), is *El Viaje*, an interview program with a pending corresponding podcast.



Joe Futia
Videographer

VIDEOGRAPHER'S REPORT

I have enjoyed working on the stories that I produce in our community on our website and CTSB YouTube channel for a little over two years.

Solo Creatives and Solo Entrepreneurs are just two of the interesting show I participate in. The other is Community Highlights. This past year involved many small business and creative artist visits at their place of production. Some of the artists I visited used music and other forms to enhance their work. I enjoy going to our many local artists homes or studios to record their projects and hear their interesting ideas for future projects.

Solo Entrepreneurs is a unique blend of talent and products that reflect the way of life in southern Berkshire county. One such business was teaching kids how to Irish dance and the kids even went to Ireland to demonstrate their talents. Another story saw a local resident invited to participate in a television show,

'Lego Masters'. Erin Laundry owns and operates a Lego store in Pittsfield. Please make sure you view some of the interesting business and artists we feature here on CTSB on our Solo series .

Community Highlights is another story feature we produce here at CTSB, and I really enjoy filming and editing these local events and special interest stories. A pie making competition at Dewey Hall in Sheffield sparked my interest. Oh what a day it was meeting all the participants tasting and judging all the delectable pies. Another event MMRHS Project Connection in Great Barrington, had high school aged students engage in building and racing their model car projects learning the new age of autonomous car projects.

It has been a special year here at CTSB and I'm looking forward to meeting the new artists, business people and event holders in the

coming months. Please take a gander at all our special stories we produce here at the station and most importantly:

Please contact me here at CTSB to record your special community event or art exhibit.



PRODUCTION COORDINATOR'S REPORT



Steven Borns
Production Coordinator

“We’re a busy station and I am pleased to be able to say we are fulfilling our mandate.”

Production Coordinator

Amid the bustle of every day at the station I’m happy to report, the quantity of 2023 programming remained steady at 91% capacity.

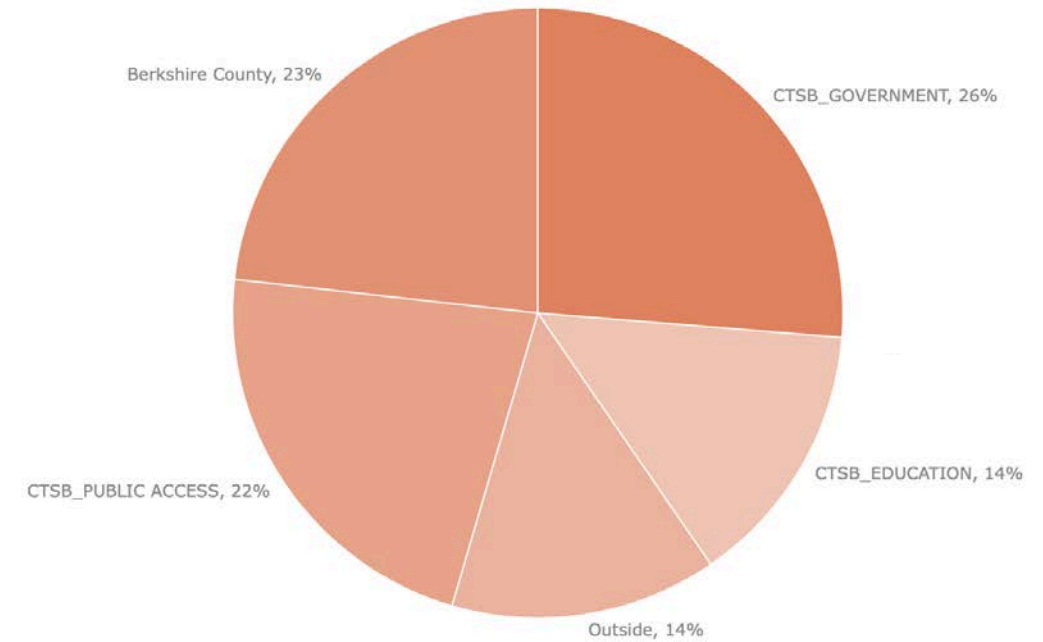
In-house productions and live shows represent a majority of our programming with 62% being CTSB produced shows. This means we are embodying our role as a community builder and only a little room for further growth on our conventional TV channels. In theory, we can add on to our Video On Demand (VOD) and Youtube [CamelCase] streaming libraries as much as the community demands. We’re a busy station and I am pleased to be able to say we are fulfilling our mandate. There’s a small, but healthy, space for continued growth. Production standards are good and getting better.

Our biggest increase in demand and production has been in the areas of Education and Government shows, with more live shows than the previous couple of years.

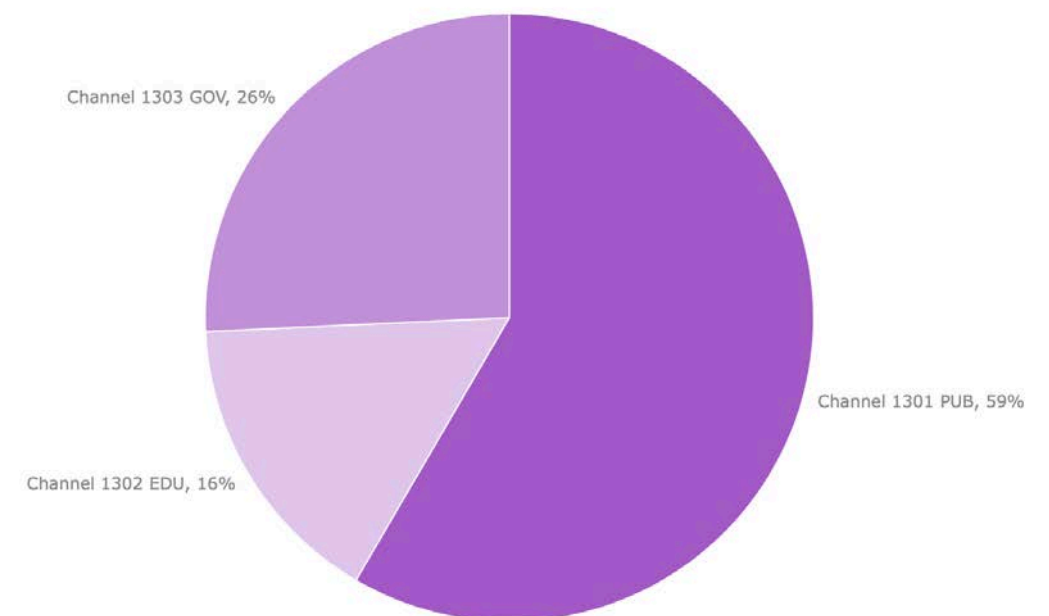
We are able to meet this increased demand thanks to our investment in an upgrade for our Tightrope scheduling software.

I want to acknowledge the support of our Board, fellow staff members, videographers, volunteers and interns, and our broader five town community of town and school administrators and their staff who have been so helpful in all that they do. We are a community service and it’s good to know we can rely on the participation and support of our community at every level.

Category Breakdown



Channel Breakdown



CATA (Community Access to the Arts)

CATA artists spend time at CTSB learning studio production during their *Through the Lens: Photography & Video* workshop with Thad Kubis.



Shane Bruno training a CATA artist on the sound board.



Tessa experimenting with "light painting" in the CTSB studio.

It's your community. **watch**



Michael Flower is a local educator and music teacher at the Farmington River Elementary School, and one of our newest board members at CTSB. Michael's passion is to get more school-aged students to be involved in the opportunities we have here at CTSB.

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