

**QUARTERLY REPORT**

FOR CABLE TELEVISION  
PUBLIC, EDUCATIONAL, AND GOVERNMENTAL  
ACCESS SERVICES  
IN BEDFORD, MASSACHUSETTS

FY 2015 QUARTER 2

Period of Performance: October 1, 2014 – December 30, 2014

SUBMITTED TO:

The Town of Bedford, Massachusetts

SUBMITTED BY:

Bedford Community Access Television, Inc.

**Contents of Quarterly Report**

Statement of account balances, funds expended and received  
(compared with amounts previously budgeted)..... 3-6

FY 2015 Q2 equipment purchased or acquired [9.1(b)(iv)] .....7

Summary of activities.....8-10

Explanation of difficulties that have interfered with BCAT, Inc.'s  
performance or obligations under contract agreement..... 11

**Bedford Community Access Television  
FY 2015 Peg Access P&L vs. Budget  
July 2014 through June 2015**

	<u>Q1 P&amp;L</u> <u>Jul/14 - Sep/14</u>	<u>Q2 P&amp;L</u> <u>Oct/14 - Dec/14</u>	<u>YTD</u> <u>Jul/14 - Dec/14</u>	<u>Budget</u> <u>Jul/14 - Jun/15</u>
<b><u>Income</u></b>				
Town PEG support revenue	44,250.00	44,250.00	88,500.00	177,000.00
Program Revenue	457.50	250.00	707.50	
DVD Sales	164.00	214.19	378.19	
Bank Interest (Note 1)	16.03		16.03	
<b>TOTAL REVENUE</b>	<b>44,887.53</b>	<b>44,714.19</b>	<b>89,601.72</b>	<b>177,000.00</b>
<b><u>Expenses</u></b>				
<b>Labor</b>				
Employee Wages	21,714.75	30,358.00	52,072.75	110,320.00
Employee Health Insurance	1,171.55	1,046.55	2,218.10	5,500.00
Payroll Taxes	1,742.86	2,432.10	4,174.96	11,000.00
Payroll Service Charges	286.36	438.20	724.56	1,000.00
Contract/Freelance Labor	2,090.50	4,005.00	6,095.50	16,000.00
Sub total	27,006.02	38,279.85	65,285.87	143,820.00
<b>Equipment</b>				
Non-capital equipment purchases	753.73	225.26	978.99	2,500.00
Equipment repair	0.00	513.13	513.13	4,000.00
Sub total	753.73	738.39	1,492.12	6,500.00
<b>Facility</b>				
Internet/phone	805.17	805.28	1,610.45	3,300.00
Custodial/Cleaning	400.00	300.00	700.00	1,700.00
Studio & Sets Maintenance	105.69	0.00	105.69	1,000.00
Sub total	1,310.86	1,105.28	2,416.14	6,000.00
<b>Insurance</b>				
Worker's Comp Insurance	0.00	0.00	0.00	600.00
Commercial General Liability Ins.	0.00	0.00	0.00	3,600.00
Media Directors, Officers	0.00	0.00	0.00	3,000.00
Sub total	0.00	0.00	0.00	7,200.00

<b>Government Fees</b>				
MA form PC	70.00	18.50	88.50	70.00
Sub total	70.00	18.50	88.50	70.00
<b>Organizational Expenses</b>				
Volunteers and Interns	253.50	178.80	432.30	1,800.00
P.O. Box Fee	0.00	0.00	0.00	120.00
Community Outreach	525.11	686.92	1,212.03	2,000.00
Web Hosting	0.00	0.00	0.00	120.00
Miscellaneous	75.00	17.73	92.73	
Sub total	853.61	883.45	1,737.06	4,040.00
<b>Professional Development</b>				
Conference Fees	800.00	0.00	800.00	1,000.00
Dues and Subscriptions	125.00	183.00	308.00	500.00
Training			0.00	
Travel	1,602.20	0.00	1,602.20	1,500.00
Sub total	2,527.20	183.00	2,710.20	3,000.00
<b>Professional Services</b>				
Certified Public Accountant	0.00	0.00	0.00	2,500.00
Bookkeeping	175.00	0.00	175.00	1,200.00
Sub total	175.00	0.00	175.00	3,700.00
<b>Supplies</b>				
I.T. Supplies	83.94	26.80	110.74	700.00
Office Supplies	121.34	200.79	322.13	700.00
Postage	4.64	26.42	31.06	350.00
Production Supplies	106.87	141.02	247.89	920.00
Sub total	316.79	395.03	711.82	2,670.00
<b>TOTAL EXPENSES</b>	<b>33,013.21</b>	<b>41,603.50</b>	<b>74,616.71</b>	<b>177,000.00</b>
<b>Amount of net gain or deficit</b>	<b>11,874.32</b>	<b>3,110.69</b>	<b>14,985.01</b>	<b>0.00</b>

Note 1 -June 2014 interest posted to savings account after June 30th

**Bedford Community Access Television  
 FY 2015 Reserve Fund P&L  
 July 2014 through June 2015**

	<u>Q1 P&amp;L</u> <u>Jul/14 - Sep/14</u>	<u>Q2 P&amp;L</u> <u>Oct/14 - Dec/14</u>	<u>YTD</u> <u>Jul/14 - Dec/14</u>
<b><u>Income</u></b>			
Fundraising - Donations	325.00	1,125.00	1,450.00
Bank Interest	4.35	2.56	6.91
<b>TOTAL REVENUE</b>	<u>329.35</u>	<u>1,127.56</u>	<u>1,456.91</u>
<b><u>Expenses</u></b>			
Miscellaneous			
Scholarships	1,000.00	0.00	1,000.00
<b>TOTAL EXPENSES</b>	<u>1,000.00</u>	<u>0.00</u>	<u>1,000.00</u>
Amount of net gain or deficit	-670.65	1,127.56	456.91

## BCAT FY 2015 Cash Accounts

	<u>Sep 30, 2014</u>	<u>Dec 31, 2014</u>
<b>BCAT Cash Account Balances</b>		
<b>Current Cash Assets</b>		
<b>Checking/Savings</b>		
1001 · Middlesex Checking	11,787.68	14,872.58
1011 · Middlesex Savings	24,499.38	25,629.12
1020 · BCAT Petty Cash	57.10	82.89
<b>Total Cash Assets</b>	<u>36,344.16</u>	<u>40,584.59</u>
<b>Allocation of BCAT Cash Balance Total</b>		
<b>BTV Operations - Bedford PEG   Access Contract</b>	11,860.81	14,973.68
<b>BCAT Reserve from Donations &amp;   Other Income</b>	24,483.35	<u>25,610.91</u>
<b>TOTAL</b>	<u>36,344.16</u>	<u>40,584.59</u>

Figure 1 – FY 2015 Q2 equipment purchased or acquired [9.1(b)(iv)]

**The following equipment purchases were made during Q2 of FY 2015 and added to the  
Town-owned Equipment List  
[Section 9.1(b)(iv) of contract]**

10/31/14 – B & H Photo - Rode NT1-A Complete Vocal Recording Solution (microphone system) -  
\$224.39

12/15/14 – Access A/V Switcher (Purchased by the Town with funds from capital account.)

- Broadcast Pix Slate to Mica Upgrade (Ser. # BPM8061;  
Item Code – 940) - *\$13,350.00*
- HP S230TM 23” EliteDisplay LED Touchscreen Monitor - *\$299.00*
- 2 x Black Magic Mini Converter – Analog to SDI (Ser. # 1862593, 2068661;  
Item Code – CONVMAAS2) - *\$289.00 each*
- Decimator SDI to HDMI w/DeEmbedded Analog Audio (Ser. #DHB06506; Item  
Code – DECIMATOR-2) - *\$488.00*

## **Q2 – Summary of Activities**

In the second quarter of fiscal year 2015, Bedford Community Access Television continued to provide PEG services as well as offer training to those who live, work or study in Bedford.

In this quarter, BCAT cablecast 162 new shows, representing 140 hours of new content. Of these programs 129 of them were locally produced for a total of 114 hours of content. Additionally, 29 of these shows originally aired live before being rebroadcast. Many locally produced shows were also hosted online on BCAT’s YouTube channel “bedfordtvma.” In Q2 of FY 15, the Bedford TV YouTube channel had 56,719 views representing a total of 258,703 minutes of programming watched. The channel also gained 287 subscribers, bringing the total number of subscribers to 1,195.

BCAT also provided training for a variety of groups in the Bedford community this quarter. As a new program, the station began a video club at Bedford High School that takes place every third day during X-Block and produces a new show, “The Blue Review,” to be aired both within the school’s closed circuit cable system and on Bedford TV. For the first month, the club had 15 members. That number is anticipated to grow as more students become aware of its offering. Bedford TV also listed an adult education class, “Introduction to Documentary Filmmaking” as part of the Bedford Recreation Department’s winter class catalogue and that six-session course will run in Q3.

In addition, Bedford TV upgraded its production switcher to a Broadcast Pix MICA system. This switcher offers a host of new technical and creative options for users. On the technical side, the switcher can now intake high definition footage while simultaneously creating multiple high definition and standard definition feeds for recording. What this means to the user is that they can create a high quality standard definition feed for live broadcast on the PEG stations while also recording a high definition recording for post-production and archival purposes.

Finally during this quarter, Bedford TV held a series of focus groups in October and November with Bedford residents. Three focus groups were held, one at the Council On Aging and two at the Bedford TV studio. Participants were asked a number of questions regarding their television viewing habits and about items of local interest. The goal of the focus groups was to see what people knew about Bedford TV and to see what they were interested in watching.

### **Focus Group Participant Demographics:**

- Eleven women
- Ages ranged from 35-50 (10) , 70 (1)
- Have lived in Bedford: less than 1 year (1), less than 10 years (1), 10-20 (6), 20+ (3)
- Cable Provider: Verizon (7), Comcast (4)



## Q2 – Summary of Activities (cont.)

### Focus Groups Questions/Results:

- *Do you watch Bedford TV?* Many (9) reported that they did not watch Bedford TV regularly - they did watch it on YouTube (mostly via Facebook). Most people reported that they would watch more if the cable channel guide showed what was currently playing instead of listing a generic “local programming”.
- *Which shows have you seen, which are your favorite?* The Fancy Kind, Let’s Get Fit, committee meetings, Culinary Kid/Munch
- Most reported that they watch Bedford TV only when promoted via a link on Facebook.
- *What types of programming would you like to see added to Bedford TV?* Restaurant reviews like Phantom Gourmet, Health Department review/report, kitchens of Bedford, trash to treasure/DIY shows, more Arts/Music shows, shows highlighting businesses in Bedford, more kid shows (presented by children) perhaps involving the children’s librarian; one person requested that we get a teleprompter for the news.
- When asked about watching local government meetings, most reported that they were satisfied with the number of meetings covered at the moment (Board of Selectmen, School Committee, Planning Board). The issue of sound quality at the meetings was raised - one participant noted that even if you attend the meetings that it is difficult to hear, and this doesn’t help when they are recorded.
- There were no additional town government meetings that they would like to see on Bedford TV.
- There was no reported interest in watching town government meetings on television live. Interest was expressed in having summaries of the meetings or a synopsis presented (I told them about the local government segment on Bedford Common and Bedford TV news).
- *Do you ever watch television on the Internet (computer, tablet or mobile device)?* Not really but a few use iPads
- *Do you watch TV programming on televisions without using a cable box (Apple TV, Roku, etc.)? Which services?* Apple TV (1) Roku (1)
- *How often do you watch non-HD channels and would you like to see Bedford TV have more HD offerings?* No interest in HD channels.
- *Have you read about Bedford TV in the Bedford Minuteman or the Bedford Citizen?* Other media sources were also suggested: Sunday Globe (NorthWest section), Friday newsletters from the schools.

## **Q2 - Summary of Activities (cont.)**

### **Focus Groups Conclusion:**

Despite efforts to boost Bedford TV's profile among Bedford residents, there is still a lot of work to do. Facebook seems to be the most popular of the social media outlets and it gets a lot of traffic for YouTube. The participants provided suggestions for how to get more exposure: Action Unlimited, Sunday Boston Globe (North West), PTO mailings, school mailing, Council On Aging newsletter, and Library newsletter.

People were happy with what they have seen on Bedford TV, suggesting a few ideas for new shows. Overall the message from the focus groups was that we need to make people more aware of Bedford TV.

**Q2 - Explanation of difficulties that have interfered with BCAT, Inc.'s performance or obligations under contract agreement**

On November 10<sup>th</sup>, 2014 the BCAT video broadcast server, a Tightrope Media Systems (TRMS) SX-4, experienced simultaneous drive failures on the RAID hard drive that controls video playback. Due to this problem, the SX-4 needed to be sent to TRMS's headquarters in St Paul, Minnesota for repair. Since the server that was sent back held most of the video content that BCAT plays, BCAT needed to run a limited schedule until the server came back repaired.

The server was repaired under a service contract, but TRMS indicated that due to the age and old technology of the server, they could no longer cover it under a service contract, and may not be able to repair it in the future. Due to this fact, BCAT anticipates including a new broadcast video server to the FY 16 capital budget request to the town. The approximate cost will be approximately \$30,000 to upgrade the server and back end architecture needed to support it. BCAT will begin the process of securing bids for a new TRMS video server as well as explore options from competing manufacturers.