

Bedford Community Access Television

ANNUAL REPORT

Fiscal Year 2016 July 1, 2016 – June 30, 2016

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Overview

Bedford Community Access Television Inc. (BCAT), doing business as Bedford TV, is the contracted PEG service provider for the town of Bedford, MA. Bedford TV operates three channels on Comcast and Verizon cable systems and also provides programming through new media outlets such as Youtube and Facebook. As the media landscape changes, and cable subscriber numbers flatten, Bedford TV is committed to addressing and planning for these changes in order to continue to provide high level services to the town and build our audience across platforms.

During FY 2016 Bedford TV saw growth across all key metrics: programming, membership, training, facilities usage, and social media. The following report details our growth.

11.3.1 Programming and Membership Report

In FY16 Bedford TV broadcasted 24/7 on Comcast channels 8, 9, and 99 and Verizon Channels 38, 39, and 40. Channels 8/38 broadcasted a combination of public access and educational access programming, channels 9/39 broadcasted our electronic bulletin board, and channels 99/40 broadcasted governmental programming.

In FY16 Bedford TV produced 825 total shows for a total of 645 hours of content. Of these shows 718 were locally produced, 64 were government meetings and 157 were originally aired live. This compares with FY15 where Bedford TV produced 782 total shows for a total of 634 hours of content. Of those shows 650 were locally produced, 63 were government meetings, and 135 were originally aired live. For more information on programming trend see Appendix A.

Our programming growth would not be possible without an active membership base. Membership numbers and engagement are critical to the operations of Bedford TV and in FY 2016 Bedford TV saw growth in both areas, with 50 new members representing a 38% increase to our total membership as well as training provided to 26 previously untrained members.

11.3.1.a Membership Growth, Training, & Activity

Bedford TV membership is free and available to all those who live, work, attend school, or belong to an organization in Bedford. Bedford TV's members are as diverse as the programming they bring to the station. Our members range in age from school aged to active members of senior groups such as the Council on Aging. A complete list of members is included in Appendix B.

This year Bedford TV had a number of training options for our members. For younger members we offered three courses for middle school students through Bedford Youth and Family Services. This is up from two classes for FY15 and we are projecting four classes for FY17. These classes meet after school on Wednesdays for four weeks and students learn the basics of field production, studio production, and post-production. There is also an advanced production course for students who have already taken the basic class but want to continue to build their production knowledge.

For high school aged students Bedford TV offered students community service for filming and editing local town and school events. These students were trained in field production and post-production and then went out to cover events in town. BCAT also continued to train students to produce the daily announcements show "BHS Live" each morning before school. This program airs live both within the school and on BCAT every school day at 7:45.

For non-school aged members we offered a number of different training options for members. Much of our field production training consists of one-on-one instruction from a Bedford TV staff member and is both project specific and catered to the needs of the individual member. Rather than having one size fits all training, we have found it more effective to train members specifically for project they are working on. For some members this means just learning the basics of running a camera so they can cover a once a year event while for others it means in depth field production training that covers more complex shooting situations.

While most of our field production instruction is one-to-one, we also hold group classes for post-production and studio production. This year we trained 23_ members in post-production using Final Cut Pro X. These members were taught in classes of two students and learned the basics of editing using archival footage so they could start working on their own projects. For studio production, we trained 15 members. Many of these members were trained over the course of several weeks while working on different productions, but we also held group classes for students who wanted to learn more in a single session. These classes were held leading up to a live news broadcast and the students ended the class by helping out on a live show.

In FY16 we also held a class, "Intro to Documentary Production." This class was open to students who had previously completed our intro to post-production and intro to field production courses. Due to their prior training this class was able to get into more detail about documentary styles and the class worked together to produce a "Day in the Life of Lane School" video as a culminating project. With more and more members completing our introductory classes our goal is to offer more advanced classes in FY17.

In addition to training for our members, Bedford TV also offers internships to BHS students and local college students. In FY16 Bedford TV had four summer interns. One was a student entering his junior year at BHS, two were incoming seniors, and one was a Bedford student attending Boston University. The interns helped with the day-to-day operations of the station, but also worked to produce their own original content. One of these videos, a promotional video for Bedford TV, won an award from the National Alliance for Community Media, for the best Access Promo in the student category.

To keep members up to date on news and events at the studio, Outreach Manager Paula Gilarde sent monthly email "blasts" which highlighted what was going on at the studio. For an example ***{SEE ATTACHED EMAIL BLAST}. We also kept in touch with our members through social media outlets such as Facebook, Twitter, Instagram and YouTube. Whenever we post a new video online it is automatically tweeted out, posted on Facebook, and posted on our website. The increase in Bedford TV's online presence is evident when looking at the statistics provided by YouTube. In FY15 Bedford TV had 238,135 views, 1,143,055 estimated minutes watched, and 1,198 new subscribers. In FY16 those numbers increased dramatically to 264,589 views, 1,299,588 estimated minutes watched, and 1,231 new subscribers. For more detail on our social media statistic see figure 1 ahead.

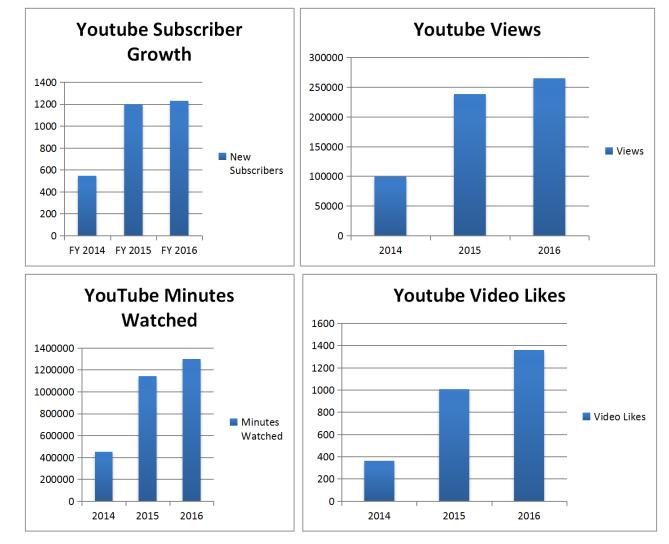


Figure 1: Social Media Statistics

11.3.1.b Equipment Use

Our field cameras were used for a total of 425 hours in FY16, of those hours, a microphone kit was used for 397 hours. Additionally, we had 286 hours of studio time used at Old Town Hall, 370 hours of editing time, and 68 hours of time recording audio in our studio. We also had 127 hours of equipment usage in the Selectmen's Meeting Room.

These numbers show growth across the board with the one exception of audio recording in studio. In FY 15 Our field cameras were used for a total of 406 hours in FY15, with a microphone kit used for 305 of those hours. Additionally in FY15, we had 276 hours of studio time used at Old Town Hall, 237 hours of editing time, and 100 hours of time recording audio in our studio. We also had 126 hours of equipment usage in the Selectmen's Meeting Room.

The increases derive from our increase in membership and the decline in audio recording in the studio is due to members using the Shure X2u XLR to audio adapter to do more sound work within the edit suite, rather than booking separate time to record audio in the studio.

11.3.1.c List of Projects Completed

The programming that was put together by Bedford TV members and staff varies widely in content and our programming growth has increased the variety of programming options for our viewers. For a complete list of our programs see below:

PUBLIC

33rd Birthday H.H. Trajang Rinpoche **Advent Fair Promo** Autumn Leaves of Bedford **Bedford Backstage Bedford Common Bedford Day Host Roundtables Bedford Dav Parade Bedford Historical Society Presentations Bedford Memories Bedford Multicultural Festival Bedford TV Open House Presentation Bedford's Neighbor Lexington** Benjamin Patton at the VA **BEST Color Run BHS** Live **BHS Sports Report BHS Spotlight Breakfast with Santa BTV Throwback BYFS** Lectures **CC Clowsbee & Company Chamber Connections Chinese New Year Celebration** Chuck Frate's COA Tappers **Citizen of the Year Interview Combat Veterans Motorcycle Association Community Conversations** Dalai Lama 80th Birthday Celebration **Dan Breen Lecture Series Diamondz Ink TV** Dr. Joseph Warren Early American Revolutionary War Hero Dr. Nora Shine Lecture: The Talk Fantasv 15 Fourth of July Fireworks Friends for Matty Gold Ribbon Gala **Holiday Greetings Holiday House Tour** Hopeful Aging Kalimist: Change Like Money Katrina Gustafson Concert Mental Fitness 101 **Nature Sounds Physician Focus**

Pole Capping 2016 Pool with Penpa Prescription Drug Addiction Special Pretty. Simple. Gardens. **Professor John Kienzle History Lectures PTSD Demvstified** Recreation Dance Recital **Restless Atlantic** Rotary Run 2016 Video Game Fight Club Smedley's Veterans for Peace Story Behind the Story Supervise Me The Chef's Table The Consumer Toolbox The Legal Edition The Sports Scholars **Tibet Parliament Speech** Tick and Mosquito Diseases (A-Z) **Trunk or Treat Unintelligent Design** Veterans Day Ceremonies Watch City Steampunk Festival Zumba at COA

Music

Allen Zhou: TIE Music Video Armen Paul Music Videos Armen Paul, Music Videos Bedford Backstage Bucapella Live Chuck Reunion Concert Concerts on the Common Flatbread Concert Lane School Concert at the COA Mike Kelly Music Videos Penpa Tsering – Tibetan Music in the BTV Studio Pretentious Fools Concerts Ricky Ratpack Wizard Music with John Kienzle

Live

BTV News The Wrestling Kennection

Churches

First Church of Christ First Parish Hancock Church Interfaith Services International Church of God St. Paul's Temple Shalom Emeth Special Events Trinity Covenant Church

PSAs

Addiction PSA Applefest Promo BTV News Promo BTV Promos Community Partners Feeding America Guys Night Out Mass Respite PSA Mind Your Meds The List

EDUCATION

Best Buddies BHS Captain Leadership BHS Live Citizen's Scholarship Foundation Awards Ceremony JGMS Moving On Lane School Talent Show Middlesex Community College Concerts Teacher Appreciation Ted X Conference at BHS

BHS Extracurricular Actitivies

Basketball Games BHS Fashion Show Festival of Plays Football Games LABBB Special Olympics Vertical Concerts Graduation Women of Science Competition

GOVERNMENT

Consumer Affairs All Politics is Local - Peter Koutoujian Bedford VA: Veterans Stand Down Beyond the Badge CMS & You Hanscom Homecoming VA Hospital Innovation Fair Middlesex Update Rappin with the Rep Sound Off The Mass Factor VA Creative Arts Festival Vettes for Vets Your Federal Government

Government Meetings

Bedford Citizens' Caucus Bedford Selectmen Meetings Planning Board Meetings Safe Routes to School Meeting School Committee Meetings Town Meetings

11.3.1.d Summary of Activities from PEG programming

PUBLIC

In FY16 Bedford TV's public programming was mostly derived from locally produced content and was supplemented by bicycled programming from other towns and a limited amount of public domain archival programing. The sources of our locally produced programming ranged from individual producers young and old to town organizations whose events our members and staff covered. Programs ranged greatly in thematic content; there were music shows, political shows, shows about local business, a weekly live news show, and much more. Our public programming was as diverse as the community it serves and the locally originated shows from the last year reflect that. For a complete list of Public shows from FY16 see section 11.3.1.c.

Bedford TV strives to make the show submission process as easy as possible for volunteers. In FY16 we accepted programming from members in a variety of forms. Members edited their projects at the BTV studio and submitted them directly, they mailed or dropped off DVD's, they submitted programming through Dropbox and Google Drive, they uploaded programming to shared servers such as the Mass Media Exchange, and they submitted videos through our website using the sendthisfile application.

EDUCATION

In FY16 Bedford TV maintained strong relationships with all of the public schools in Bedford as well as Middlesex Community College and the LABBB program. We covered all major events at Bedford Schools from the Talent Show at the Lane School through Bedford High Graduation as well as every School Committee meeting. We also collaborated with Middlesex Community College to air programming from the college including their World of Music Concert Series.

Bedford TV continued to work with high school students by training them to work on the daily live morning announcements show BHS Live, and offering community service hours for event coverage. Students who used BCAT for community service hours filmed a number of school events such as sports games, and one student also produced a video on leadership that will be used to train sports captains on best practices.

Bedford TV also continued its internship program. This program has been running for the last eight years and traditionally has four interns each summer. Three current BHS students and one alumni took advantage of the summer internship program at the station and worked 20 hours a week for five weeks. As part of the internship, the students produced a number of videos including a promotional video for the station that won a national award from the Alliance for Community Media for best student production in the Access Program Promo category. This is the second consecutive year that Bedford TV interns have received national recognition for their work. For a complete list of Education shows from FY16 see section 11.3.1.c.

GOVERNMENT

A significant portion of Bedford TV's government programming is derived from the coverage of town governmental boards. Currently, Bedford TV covers every Selectmen, Planning Board, and School Committee meeting as well as major town governmental meetings such as Annual Town Meeting and public hearings. In FY16 Bedford TV covered 64 government meetings, which represented 127 hours of programming.

In addition to government meetings, Bedford TV works with other local government organizations to produce and share programming. In FY16 Bedford TV worked with the Edith Norse Rodgers Memorial Veterans Hospital, Hanscom Air Force Base, Bedford Youth and Family Services, the Bedford DPW, and local elected officials. Additionally, we aired programs that featured elected officials that represent Bedford that are filmed in other towns such as Rappin' with the Rep which features Ken Gordon, and Beyond the Badge with Sheriff Peter Koutoujian. For a complete list of Government shows from FY16 see section 11.3.1.c.

11.3.1.e Complaints and Public Comments

In Q3 of FY16 we received complaints about intermittent issues with the Comcast modulators resulting in small periods of downtime. These modulators have since been replaced and the new digital modulator has not caused any signal issues.

In Q4 we had audio issues with Verizon channel 38, audio was silent at times and distorted at others. We received a number of complaints about this issue. After determining that the problem was likely downstream from the control room at Old Town Hall we contacted Verizon and had difficulty getting a technician to look at the problem due to the strike of Verizon workers. The problem was fixed after a week and we did receive a follow up call from Verizon technicians after the end of the strike, but while the issue was being resolved we received many calls from our viewers who were disappointed with the outage.

We do however, track social media engagement and that can be a useful metric of viewer interest and engagement. In FY16 we received 1,359 likes on youtube, a 35% increase from FY15 and 1,216 shares, a 114% increase from FY15. Likewise on Facebook we saw a 22% increase in page "likes," putting our total at 433 at the end of the fiscal year.

11.3.2 Fiscal Report

11.3.2.a Income received and sources, including a schedule of rates and charges

Bedford Community Access Television FY 2016 PEG Access Income vs. Budget

July, 2015 through June, 2016

	YTD Jul/15 - Jun/16	Budget Jul/15 - Jun/16
Income		
Town PEG support revenue	179,572.50	180,430.00
Program Revenue	1,100.00	500.00
DVD Sales	2,586.27	500.00
TOTAL REVENUE	183,258.77	181,430.00

11.3.2.b Comprehensive expense information to include operations, equipment and capital expenses

Bedford Community Access Television FY 2016 PEG Access Expenses vs. Budget July, 2015 through June, 2016

	VTD	Dudget
	YTD Jul/15 - Jun/16	Budget Jul/15 - Jun/16
	Jul/15 - Juli/16	Jul/15 - Juli/16
<u>Expenses</u> Labor		
Employee Wages	116,409.20	117,670.00
Employee Health Insurance	3,538.06	4,600.00
Payroll Taxes	16,500.12	11,500.00
Payroll Service Charges	1,460.54	1,500.00
Contract/Freelance Labor	23,913.50	16,500.0
Sub total	161,821.42	151,770.00
Equipment		
Non-capital equipment purchases	830.48	3,500.00
Equipment repair	135.00	2,000.0
Sub total	965.48	5,500.0
Facility		
Internet/phone	3,113.83	3,300.00
Custodial/Cleaning	1,300.00	1,700.0
Studio & Sets Maintenance	153.04	300.0
Sub total	4,566.87	5,300.0
Insurance		
Worker's Comp Insurance	615.00	500.00
Commercial General Liability Ins.	2,365.00	3,000.0
Media Directors, Officers	3,880.00	3,600.0
Sub total	6,860.00	7,100.0
Government Fees		
MA form PC	53.50	90.00
Sub total	53.50	90.00
Organizational Expenses		
Volunteers and Interns	1,041.00	1,000.00
Community Outreach	1,528.08	2,000.0
Web Hosting	194.36	120.00
Miscellaneous	300.00	0.00
Sub total	3,063.44	3,120.00

Bedford Community Access Television FY 2016 PEG Access Expenses vs. Budget (Page 2)

July, 2015 through June, 2016

	YTD	Budget
	Jul/15 - Jun/16	Jul/15 - Jun/16
	501/15 - 5011/16	Jul/13 - Juli/10
Professional Development		
Conference Fees	47.00	1,000.00
Dues and Subscriptions	140.00	500.00
Training	0.00	1,000.00
Travel	0.00	250.00
Sub total	187.00	2,750.00
Professional Services		
Certified Public Accountant	3,500.00	2,500.00
Bookkeeping	674.00	1,000.00
Sub total	4,174.00	3,500.00
Supplies		
I.T. Supplies	274.18	600.00
Office Supplies	555.18	600.00
Postage	115.74	100.00
Production Supplies	3,021.16	1,000.00
Sub total	3,966.26	2,300.00
TOTAL EXPENSES	185,657.97	181,430.00
Amount of net gain or deficit	-2,399.20	0.00

11.3.2.c List of all equipment purchased including its type and cost

- 8/4/2015 Panasonic Link2Cell Bluetooth Enabled Phone KX-TG7875S \$123.71
- 8/11/2015 Apple LaCie 3 TB d2 Thunderbolt 2/USB 3.0 Hard Drive \$318.70
- 11/12/2015 Adorama Inc. LED Bicolor on Camera Light \$50.00
- 12/3/2015 Auray Telescoping Table Mic Stand \$12.00
- 12/3/2015 Shure MX-183 Omnidirectional Wired Lavalier Mic \$185.00
- 12/3/2015 Auray MS-5220T Tripod Mic Stand with Boom \$29.99
- 1/26/2016 Shure X2U XLR-to-USB Signal Adapter \$111.08

11.3.2.d Assets, acquired and/or disposed

In addition to assets added to the equipment list (11.3.2 c), capital assets were acquired from the Town through the Capital Equipment purchase request process as outlined in Section 11.5 of the Agreement between The Town of Bedford, Massachusetts AND Bedford Community Access Television, Inc. These assets have been added to our equipment list.

The following purchases were made by the Town, using the capital fund that is administered by the Town and The Cable Committee, for capital items which BCAT, Inc. requested:

- Tightrope CBL-SX2HD-530 two channel HD server \$25,295
- Tightrope Carousel CBL-CG330-SDI \$3,295
- Aspen 1616HD-3G 16x16 HD-SDI Router \$2,495
- 3x Blackmagic Design CONVMAAS2 Analog to HD-SDI converter with embed audio \$269 each
- 2x Blackmagic Design CONVMASA4K HD-SDI to Analog with de-embed audio \$269 each

Bedford TV did not dispose of any assets in FY 2016. We are currently reviewing our inventory to compile a list of potentially disposable assets.

11.3.2.e Fundraising activities

Bedford TV raised \$1,100in FY 2016 in program revenue from middle school classes offered through Bedford Youth and Family Services. Bedford TV also sells DVDs at our studio and through our website. This year, we sold \$2,586 worth of DVDs with \$598 of that sold through our website, bedford.tv.

We also raised funds in FY 2016 for BCAT's reserve fund through the Community Partnership program, fundraising events at Flatbread of Bedford and Ken's NY Deli, and donations. Our fundraising total for FY 2016 was \$3,949 and our community partners were the Higgins Group Realtors, Suzzane and Company, the Goddard School, and Red Heat Tavern. We gave a portion of our funds raised (\$500) to Bedford High School student Danae Bucci as a Bedford TV scholarship this fiscal year.

11.3.2.f Reserve Fund and bank account balances

Bedford Community Access Television FY 2016 Reserve Fund P&L July 2015 through June 2016

	YTD
	Jul/15 - Jun/16
Income	
Fundraising - Donations	3,949.74
Bank Interest	34.35
TOTAL REVENUE	3,984.09
Expenses	
Miscellaneous	
Scholarships	500.00
TOTAL EXPENSES	500.00
IUIAL EAPENSES	
Amount of net gain or deficit	3,484.09

Bedford Community Access Television FY 2016 Cash Accounts

	YTD
	June 30, 2016
BCAT Cash Account Balances	
Current Cash Assets	
Checking/Savings	
1001 · Middlesex Checking	1,950.12
1011 · Middlesex Savings	24,871.55
1020 · BCAT Petty Cash	150.68
Total Cash Assets	26,972.35
Allocation of BCAT Cash Balance Total	
BTV Operations - Bedford PEG Access Contract	
	-2,339.20
BCAT Reserve from Donations &	
Other Income	29,371.55
TOTAL	26,972.35

11.3.2.g Auditor's Review Report from an independent certified public accountant on a date to be specified by the Town, but no sooner than August 15, 2016

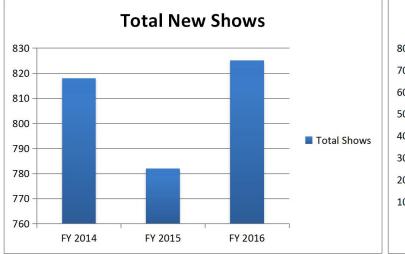
Report to be provided in FY 2017, dependent upon date specified by the Town.

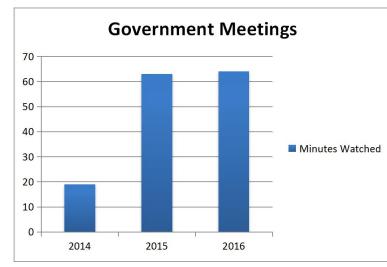
11.3.2.h Certificates of Insurance

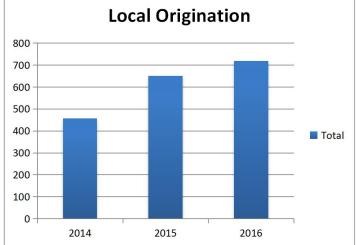
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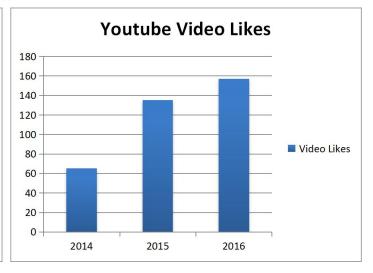
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					PERSONAL & ADV INJURY \$	2,000,00
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CERTIFICATE HOLDER			CANCELLATION			
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ACORD 25 (2014/01)	The	ACORD name and logo a			ORD CORPORATION. All	rights reserved
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Appendix A: Programming Trends









Appendix B: Member List

Carol Amick Dan Anderson Julie Antriasian Meghan Avery Michael Barkan Joe Barmashi **Bob Bass Bob Batt** Sharon Bauer Beth Bean Tvler Billouin **Reginald Blanchard** Ben Bosco Julie Braschler Wayne Braverman Fionna Brennan Dan Brosgol **Robert Brown** Pam Bruno Becki Buchman Justin Buchman Jennifer Bucklev Laura Bullock Halsev Burgund Chris Campbell Erin Campbell Gretchen Carey Kevin Carev Susan Caulie Leo Cierpial Sean Clasby Andrea Cleghorn Matt Clement Amv Coffev Mitch Cohen Matt Coughlin Scott Counsell Jaime Craven Tom Crowther Joey Cruz Alison Cservenschi Chris Culitty Monika Cziria Joe Damerv Larry Davis Marko Deperalta Karen Derosas Kyle Draper Sam Duchman Aidan Duncan **Robert Dutton**

Arthur Fllis Mary Kay Elloian Carrie Endicott Sultan Ennab Kathrvn Eskandarian Al Fav Joey Ficara Kate Ford Leslie Gabriel Andrea Garraway John Giaquinto Nick Giglio Daisy Girifalco Maxwell Goldman Ken Gordon Jason Gould Prakhar Gupta Mark Gustafson Janel Halupowski Singe Hanson Jano Heikmann Jackie Heller Lawrence Herz Lvnne Hickox Ken Hill Fric Hon-Anderson Ali Hon-Anderson Robert Isenbera Dan Johnson-Carter Kerri Judge Ben Kaplan Avery Kaplan Michael Kelley Craig Kelly Eleni Kent Harry Keohan Marty Kiel **Richard Killkelly** Gretchen Kind Lea Ann Knight Dawn Kociubes Debbie Kostas Don Koundakiian Joe Kovaks Terri Kramer Judv Kravitz David Lance Tina Langone Penny Leslie Pat Levan Hongyan Lin

Adeline I u Michael Mahonev Shiv Mandkur Lata Mandkur Sasha Manocha Paul Marcus Zach Martinkus Marissa Masek Nancy Masek **Robin Mason** Sue McCombs Sharon McDonald Mark McLeod Devin McMahon Steve McMahon Justin Medoff **Devon Messecar** James Millar Henry Miranda Emily Mitchell Melina Morris Sandv Morvillo John Niles **Colleen Nugent** Maureen Oates Rvan Oullette Eyasha Pandi Josh Parrella Carmen Peralta **Robert** Pespisa Christine Pinnev Ted Poe Helen Pulizzi Anita Rai Joe Ramage Jey Ramasamy Karthikeyan Ramu Jared Rennich **Ron Revnolds Ryan Richard** Joe Richard Alex Rosier Lisa Ruben Jared Rushanan Sarah Rvals Steve Schmitz Ann Seamans Jim Seaton Ariana Sevmourian Dana Shahar Daniel Skorupka

Art Smith Janelle Smith Carlton Soohoo Spencer Stevens Maureen Sullivan Leah Sullivan Victor Tom Matthew Tomasicek Penpa Tsering Julie Turner Jan van Steenwiik Rocco Vasile Monica Viafiades Candace Walsh Lee Walus Lisa Warhover Marla Wellford John Wiedey Jessica Wildfong Maria Wilson Alex Winkler Elizabeth Wirth Leslie Wittman Lee Yates Jun Yin Allen 7hou John Zupkus

Appendix C: E-Mail Blast



Bedford Community Access Television

Open House Thursday, April 14th, 5:30-7:30pm



- Are you curious about what goes on behind the scenes at a TV station?
- Do you have a good idea for a television show?
- Would you like to learn more about film theory?
- Do you ever watch TV and think, I could do that!?
- Would you like to play with our state-ofthe-art, high-def recording equipment?
- Do you make videos at home?
- Are you interested in volunteering or interning with us?

If you answered yes to any of these questions, you should come to the Bedford TV Open House on Thursday, April 14th at 5:30 p.m. There will be a Special Presentation on Film History & Theory by Greg Dolan at 6:30 p.m.



April, 2016

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RSVP NOW

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