

BCTV—Celebrate our Winning Team!



Brattleboro Community Television

Annual Report to Members
Fiscal Year July 1, 2014 – June 30, 2015

BCTV Board of Directors

Board Members

Wendy Mason, President *At-large: 2016*
Joe Bushey, Vice President *At-large: 2016*
Martin Langeveld, Treasurer *At-large: 2015*
Lynn Barrett, Secretary *At-large: 2017*
Steve Cormier *At-large: 2017 (resigned 3/15)*
Pauline Dean *Appointee: 2017*
Tom D'Errico *Appointee: 2016*
Beatriz Fantini *At-large: 2016 (resigned 9/15)*
Chris Lenois *At-large: appointed to Cormier seat*
Jim Verzino *Appointee: 2015*

**Brattleboro Community
Television, Inc.**
203 Main Street, Suite 201
Brattleboro, VT 05301
802-257-0888
BrattleboroTV.org

BCTV provides public access services to 5,000 Comcast subscriber households in Brattleboro, Guilford and Vernon; and to 2,000 Southern VT Cable subscribers in Putney, Dummerston, Jamaica, Townshend, and Newfane.

BCTV Staff

Cor Trowbridge
Executive Director

Roland Boyden
Production Manager

Jeff Mastroianni
Content Manager

Vlasta Popelka
Operations Manager

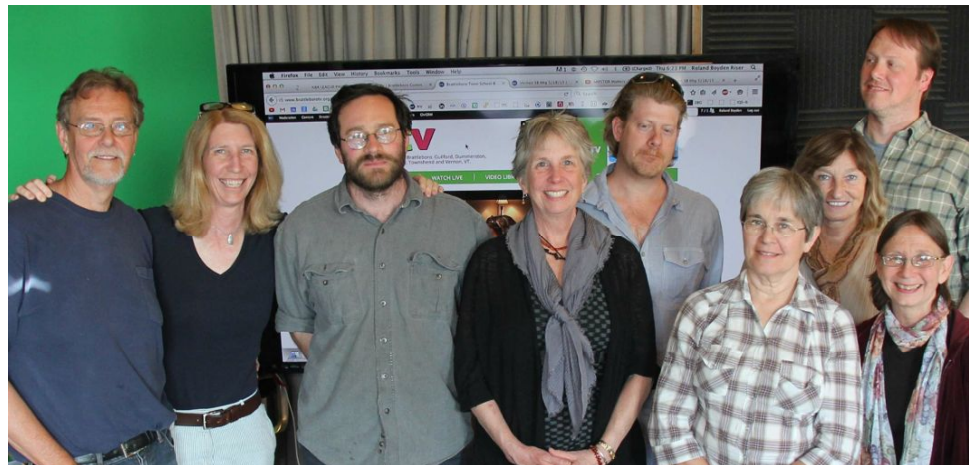
Field Producers:

Janis Chaillou
Nolan Edgar
Ian Kiehle
Deborah Lazar
Rich Melanson
Robin Mide
Frederic Noyes
Emily Richards

5:45 Live Interns/Camp Staff:

Kia Bailey-de Bruijn
Adam Hinckley
Frederic Noyes
Isaiah Palmeri

Right: Production Manager Roland Boyden on the green screen with "5:45 Live" intern Kia Bailey-de Bruijn.



BCTV field staff gathered in May for production training. L to R: Rich Melanson, Cor Trowbridge, Ian Kiehle, Debbie Lazar, Frederic Noyes, Janis Chaillou, Vlasta Popelka, Em Richards, Jeff Mastroianni.



Report of the Board President Wendy Mason

Having been an active member of BCTV as a volunteer since 2008 and a member of our board of directors since 2011, I have had the pleasure of seeing various sides of Brattleboro Community Television. Over the years faces have changed behind the cameras or behind staff desks, and the website and studio have received much-needed overhauls, but I've noticed one thing remains the same; the communities in Windham County know the importance of having a local public access television station at their finger tips. They use it and support it.



Above: Wendy in the control room for Let's Talk about Mental Health, for which she's one of the directors.

This has never been more evident to me than over this year as we prepare for our contract negotiations with Comcast in 2016. We surveyed your needs online and in person, held Strategic Planning meetings with our constituents, and visited local municipal and organization meetings to ask for public input and support. We want to know what's important to YOU in order to better serve our community. Fortunately, you had a lot to say! From this feedback, I can say that the current state of BCTV is strong, and we know what we have to do to continue growing in viewership and community outreach.

I look forward to continuing my work with BCTV over the course of this next year, and the bright future that it holds. I encourage you to support BCTV as a viewer, a volunteer, a donor, a content creator, or an advocate. This is your community, and your BCTV.

--Wendy Mason

Below: Wendy surveys a Town Meeting Member in Brattleboro. BCTV collected over 500 survey responses this spring.



Message from the Executive Director Cor Trowbridge

This August, I traveled to Pasadena, California, to attend the Hometown Media Awards ceremony on behalf of BCTV at the Alliance for Community Media annual conference. Along with our Content Manager, Jeff Mastroianni, I watched producer Emily Richards walk across the stage while a clip of her video, “The Rescue of the Whetstone Brook,” played on the screen. As one of the smallest stations represented at this national conference, I was especially proud to have BCTV receive two awards, one for “The Rescue” and another for Production Manager Roland Boyden’s annual highlight reel of BCTV programming from the year, an award he’s won three times in the category “About Access and Empowerment.”



The conference followed another event in which BCTV took a leadership role while being a relatively small player. In May, BCTV hosted the annual meeting of Vermont Access Network (VAN) here at the Municipal Center, for the first time ever (as far as I know). VAN is the association of 25 public access stations in Vermont. We hosted over 50 staff and board members, along with vendors and sponsors, for a full day of member business, break-out groups, equipment review, and networking. This brought statewide attention to BCTV as a resource for high quality content, and to our recent studio renovation as an example of a relatively low-cost, high-use facility. While we won’t host this event again soon, being far from the northern hub, it was worth the effort.

Last year, BCTV celebrated the launch of the all-new **brattleborotv.org**. This March, we switched our video hosting entirely to YouTube, which has the benefits of being adaptive (changes resolution depending on viewing speed), universally accessible, and we added the start time of agenda items so viewers can scroll or click through long meetings. We purchased a portable HD switcher for easier live, multi-camera productions.

The big organizational push of the year was conducting a Community Needs Assessment in anticipation of BCTV’s impending contract renewal with Comcast in March 2016. The feedback we’ve received from our strategic planning and outreach efforts is inspiring, and reflects an engaged community. I look forward to sharing it with you at the annual meeting! – *Cor Trowbridge*

Below: BCTV hosted the Annual Meeting of Vermont Access Network in May 2015.



Financial Statement

This year's financial report reflects increased production services income while expenses were as budgeted. Professional fees included community needs assessment and our annual required audit. Subscription-based technology services are increasingly the norm and add to operating expenses. Capital funds are being set aside for purchase of an HD broadcast server, in anticipation of having HD channels in the near future.

BCTV Statement of Activities 7/1/14 – 6/30/15

	FY 2015	FY 2014	\$ change	% change
<u>Revenue</u>				
Franchise fees - Comcast - Operating	231,646	218,361	13,285	6.1
Franchise fees - Southern VT Cable	16,980	16,458	522	3.2
Contributions and grants	12,365	11,400	965	8.5
Investment income	780	663	117	17.6
Other income	24,682	14,974	9,708	64.8
Total revenue	286,453	261,856	24,597	9.4
<u>Expenses</u>				
Salaries and wages	173,440	174,275	-835	-0.5
Payroll taxes	15,614	15,257	357	2.3
Employee benefits	15,250	13,079	2,171	16.6
Professional fees	4,720	10,995	-6,275	-57.1
Rent	4,800	5,200	-400	-7.7
Equipment Rental	0	0	0	
Insurance	3,594	4,538	-944	-20.8
Office expenses	2,008	1,900	108	5.7
Repairs and maintenance	4,366	4,469	-103	-2.3
Technical Equipment & Supplies*	3,465	7,871	-4,406	-56.0
Telephone/Bandwidth/Hosting	11,234	9,265	1,969	21.3
Hospitality	1,809	1,653	156	9.4
Printing and promotion	1,804	2,402	-598	-24.9
Postage & shipping	446	495	-49	-9.9
Dues and subscriptions	4,922	4,092	830	20.3
Studio supplies	184	182	2	1.1
Travel/Mileage	2,801	2,263	538	23.8
Conferences	830	115	715	621.7
Other/Misc.	598	85	513	603.5
Total expenses	251,885	258,136	-6,251	-2.4
Change in net assets	34,568	3,720	30,848	829.2
Depreciation	23,204	22,039	1,165	5.3
Franchise fees - Comcast - Capital	23,165	21,836	1,329	6.1
Capital Expenditures (plus * above)	10,300	11,316	-1,016	-9.0

Donors

BCTV Underwriters:

Support for programming through the year.

- *Ultra-Local Programming & Streaming:*

The Brattleboro Savings & Loan Association
Sovernet Communications

- *Local Government Programming:*

Brattleboro Food Coop

- *BCTV Studio Programming:*

The Brattleboro Retreat

- *Free Speech TV & Democracy Now!*

Shoshana Rihn

Individual Donations of \$20 or more:

Lynn Barrett
Carolyn Blake-Deyo
Karen Davis
Beatriz Fantini
Martin Langeveld
Kate Lampel Link
Wendy Mason
Shoshana Rihn
Cheryl Wilfong

In-kind Donations:

Deer Ridge Farm: *flowers for Annual Meeting*
The Marina Restaurant: *volunteer hospitality*
Sam's Outdoor Outfitters: *popcorn for camp*
Vermont Country Deli: *volunteer hospitality*

Production Sponsors:

Support for live broadcast of events:

Brattleboro Area Chamber of Commerce
Brattleboro Food Coop
Brattleboro Memorial Hospital
The Brattleboro Savings and Loan Association
Crispe & Crispe Law Offices
D&K's Jamaica Grocery
Robert S. Fagelson, MD
GPI Construction
Newfane Café & Creamery
Phillips Dunn Shriver & Carroll, P.C.
Putney General Store & Pharmacy
The Richards Group
Sam's Outdoor Outfitters
Sovernet Communications
Trust Company of Vermont
West Townshend Country Store
Windsor & Windham Housing Trust



Above: Donors sponsor BCTV's live broadcast of Brattleboro Representative Town Meeting.

Members

BCTV had 91 individual members in FY15. This number decreased from last year as BCTV’s nonprofit membership program increased the participation of individuals on behalf of organizations. Anyone who resides, works, attends school, or volunteers for a nonprofit in Windham County may become a member of BCTV.



Nonprofit Members

Nonprofit organizations having an office in Windham County and serving Windham County residents may join BCTV as an organizational, non-voting member. Benefits include one staff-produced studio or on-site production per year, as well as access to BCTV’s equipment and training resources.

AIDS Project of Southern Vermont
Brattleboro American Legion Post 5
Brattleboro Area Prevention Coalition
Brattleboro Film Festival
Brattleboro Music Center
Brattleboro Retreat
Brattleboro Senior Meals
Brooks Memorial Library
Community of Vermont Elders (COVE)
Dummerston Conservation Commission
First Baptist Church
Girls on the Run Vermont
Hilltop Montessori School
Landmark College

League of Women Voters
Mahalo Art Center
Rescue Inc. Alumni
River Gallery School
Rock River Artists Tour
Southern Vermont Dance Festival
Strolling of the Heifers
Transition Dummerston
Vermont Dept. of Health
Windham Child Care Association
Windham World Affairs Council
The Winston Prouty Center
Youth Services

BCTV Open Studio: BCTV’s Open Studio gives nonprofit organizations the opportunity to promote events or campaigns, and to raise awareness about the organization and its mission. The following nonprofit members participated in an “Open Studio” production this year.

BCTV 'Open Studio' 2014-15	
Brattleboro Area Drop In Center: Project Feed the 1000s	River Gallery School of Art 25 th Benefit Auction
Brattleboro Film Festival 2014 Roundtable	Strolling of the Heifers: 2014 Annual Parade
Brattleboro Retreat: Boston Gay Men’s Chorus @ Latchis	Town of Brattleboro: Pay as You Throw
Brattleboro Senior Meals Benefit Concert	Vermont Department of Health
Putney Craft Tour	Windham Child Care’s Fall Into Art
Rescue Inc. Alumni	

Municipal & Educational Partners

Town of Brattleboro
Town of Dummerston
Town of Guilford
Town of Jamaica
Town of Newfane

Town of Putney
Town of Townshend
Town of Vernon

Brattleboro Town School District
Brattleboro Union High School
Leland and Gray Union High School

Producers & Editors

BCTV had 58 active volunteer producers who submitted local programming in 2014-15. This list includes online submission via the website. Producers are listed below, followed by the number of programs they worked on or submitted.

(*BCTV staff – number listed for volunteer productions only)

Molly Alderson-Peterson (1)
Mike Auerbach (1)
James Banslaben (5)
Ben Barry (1)
Laisa Bellomo-Johnson (12)
Joe Bushey (4)
Allison Cram & Toby Moore
(BUHS-TV)
Janis Chaillou* (1)
Javed Chaudhri (5)
Ren Chock (2)
Rebecca Coffey (5)
Martin Cohn (3)
Jeff Coulter (1)
Scott Daneau (21)
Karen Davis (42)
Maria Dominguez (49)
Andrika Donovan (33)
Merry Elder (12)
Tom Finnell (1)
Michael & Bryan Gantt (49)
Giannina Gaspero-
Beckstrom (1)
Clark Glennon (2)
Russ Grabiec (21)

Janice Hall (1)
Michael Hamish (1)
George Harvey &
Tom Finnell (58)
Bill Holiday & Reggie
Martell (3)
Cassandra Holloway (4)
Ian Kiehle* (2)
Landmark College: Geoff
Burgess & Ellen Wood (8)
Liz Johndrow (1)
Deborah Lazar* (9)
Andray Lee (8)
Katheryn Lloyd (1)
Greg McAllister (6)
Luz Elena Morey (1)
Michel Moyses (1)
Mike Mrowicki (14)
Alfred New & St. Michael's
crew (54)
Frederic Noyes* (3)
Ezlerh Oreste (4)
Emily Peyton (1)
Karen Reardon (1)



Above: Joe Bushey is ready for anything, anywhere, anytime.

Andy Reichsman (2)
Judith Reichsman (1)
Em Richards* (1)
Mark Rouleau (20)
Ray Sebold (1)
Juliette Sutherland (1)
Kip Tewksbury (21)
Dakota Thomas (1)
Kathryn Turnas II (13)
Kathy Urffer (1)



Left: Landmark College Broadcast Journalism students operate the Studio control room.



Right: Gay Maxwell learns Adobe Premiere in BCTV's editing class.

Volunteers

The volunteers listed below contributed to BCTV by serving on the board or a committee, being a crew member, moderating roundtable discussions or providing commentary for live events. BCTV relies heavily on this active group of skilled volunteers throughout the year. The list also includes interns who choose to spend their apprenticeship or community service hours with BCTV.



James Banslaben

Lynn Barrett

Saskia Bailey-de Bruijn

Laisa Bellomo-Johnson

Mieke Blaushild

Joe Bushey

Peter "Fish" Case

Janis Chaillou

Yada Claassen

Steve Cormier

Scott Daneau

Karen Davis

Pauline Dean

Tom D'Errico

Maria Dominguez

Nolan Edgar

Merry Elder

Larry Farkas

Beatriz Fantini

Thomas Finnell

Clark Glennon

Russ Grabiec

George Harvey

Adam Hinckley

Tim Johnson

Ian Kiehle

Martin Langeveld

Deborah Lazar

Andray Lee

Chris Lenois

Katheryn Lloyd

Wendy Mason

Jim Maxwell

Greg McAllister

Rich Melanson

Robin Mide

Alfred New

Ezlerh Oreste

Austin Rice

Em Richards

Mark Rouleau

Kip Tewksbury

Kathryn Turnas

Francine Vallario

Tim Wessel

Above: Katheryn Lloyd on Camera 3 at a Brattleboro Selectboard meeting.

Volunteer Hours:

BCTV tracks volunteer hours to measure the organization's overall contribution to the community. Producers' time to create local programming is estimated below.

Type of Volunteering	# Hours
Crewing for BCTV productions	270
Board of Directors	400
Producing: Field Work	1360
Producing: Editing	2540
Producing: Studio	800
Total Hours	5,370



Right: Laisa Bellomo-Johnson leaves BCTV with two cameras, two tripods, and an umbrella to record a Transition Dummerston presentation.

Training

Fiscal Year	Group Trainings	Individual Certification	Total Attendees	# Certified
13-14	6	14	43	34
14-15	14	22	54	54

Video Production Training - BCTV offers a training series generally in the Fall and Spring. This year, BCTV changed editing software from Final Cut Pro to Adobe Premiere. Editors were trained in small groups of two or three, to accommodate different learning styles.

- Flash certification: An hour-long individual orientation to camera controls or digital editing software, scheduled at the member's convenience. This is our most popular training format.
- Camera Fundamentals: How to operate a video camera and capture adequate audio.
- Studio Production: How to use BCTV's studio and control room.
- Video for Any Device: How to create and edit video using your cell phone or tablet.



Left: Production Manager Roland Boyden gives hands-on camera training to members of the Hilltop Montessori Video Club. BCTV has a new classroom, Room 305.

Youth Video Camp

During this year's week-long "Young Broadcasters" Summer Video Camp, 16 campers aged 9-13 created their own commercials, PSAs, interviews and parodies, while learning camera skills, video editing, audio, special effects, stop-motion animation and green screening. They premiered their collection of video shorts, "The Rise and Fall of Johnny Failin," before a packed house of parents and fans.



Above: Amelia and Daniel put finishing touches on their soundtrack. Photo credit: Brattleboro Reformer

Equipment Use

BCTV's camera kits feature the Canon Vixia, the Canon XA10 and its newer version, the Canon XA20, which has a 20x zoom and additional audio controls. This is the last year to check out the Sony Z5U.

Camera Kit Checkouts	2014-15			2013-14	Notes
	Total	Volunteer	Staff	Total	
Field kits #1 & #2: Canon Vixia	190	123	67	175	Small camera with shotgun accessory mic
Field kits #3 & # 4 & FP*: Canon XA10	405	153	252	492	Small camera with two XLR audio inputs
Field kits #5 & #6: Sony Z5U	74	55	19	108	Declining in popularity due to size and weight.
Field kit #20 Canon XA20	112	30	82	n/a	New camera
Studio cameras: Canon XF105 (3)	277	92	185	272	Dedicated HD Studio cameras and tripods
Canon 60D					DSLR - Staff use only
Total Uses	1058	453	605	1047	

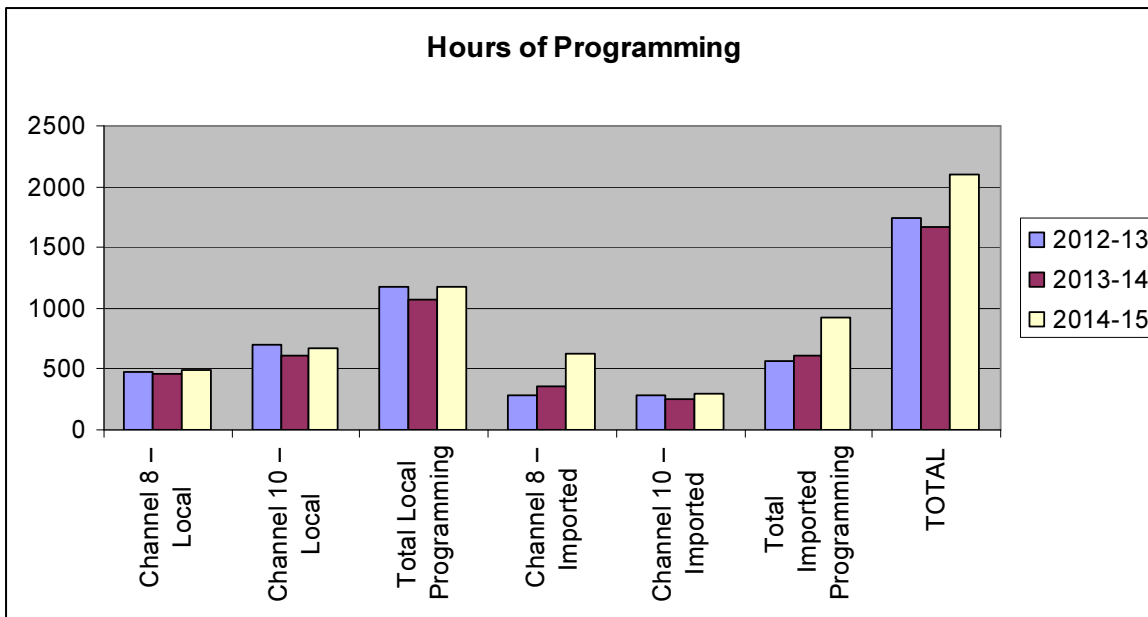
Facilities Use - Hours	14-15	13-14	Change %
Editing Stations	2541	2348	8.2
BCTV Studio	1108	984	12.6

Below: Staff uses BCTV's new portable field switcher and gaming device to record Landmark College's commencement ceremony while streaming it live to YouTube.



Programming

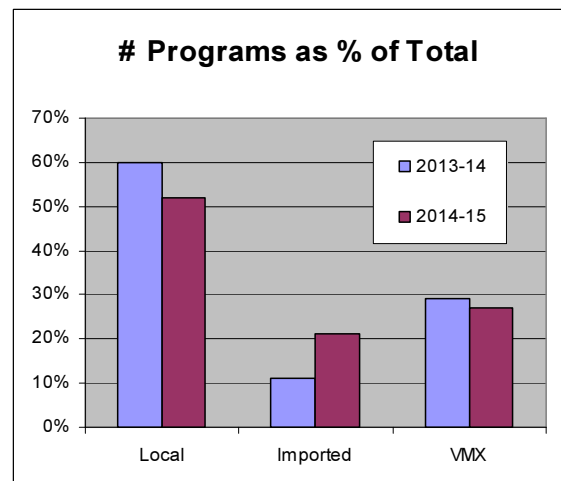
Locally-created programs constitute the majority of what you see on BCTV, with annual fluctuations. The Vermont Media Exchange is BCTV's main source of imported programming, all of which is local to Vermont and produced by public access stations.



Hours of First Run Programming	2014-15 Hours: Mins: Secs	Change from 13-14	% Total
Channel 8 – Local	495:35:46	9.3%	23.7
Channel 10 – Local	677:01:04	11.0%	32.3
Total Local Programming	1172:36:50	10.2%	56.0
Channel 8 – Imported	629:25:15	79.0%	30.1
Channel 10 – Imported	290:46:34	15.5%	13.9
Total Imported Programming	920:11:49	52.5%	44.0
TOTAL	2092:48:39	25.5%	100.0

Type of Programming: The number of local programs increased slightly. Imported programming is almost 100% downloaded, rather than submitted by DVD. BCTV no longer subscribes to FSTV via satellite, so Democracy Now! is downloaded and accounts for the increase in imported programming.

Number of Programs	2014-15	2013-14	Change from 13-14
Channel 8 - Local	568	555	2%
Channel 8 - Imported	395	174	127%
Channel 8 - VMX	379	329	15%
Channel 10 - Local	555	549	1%
Channel 10 - Imported	67	25	168%
Channel 10 - VMX	199	193	3%
Total	2163	1825	19%



Local & Imported Series

Locally-produced series: Series programs are produced and submitted regularly throughout the year. Local series are given priority in scheduling over imported series. “BCTV” indicates staff production.

5:45 Live, BCTV/Roland Boyden
Agape Christian Fellowship, Michael & Bryan Gantt
Artists à la Mode, Kathryn Turnas II
BCTV Open Studio, BCTV
Brattleboro Citizens’ Breakfast, Kathryn Turnas II
Brattleboro Development Review Board Meeting,
BCTV/Frederic Noyes
Brattleboro Historical Society Presents, Bill Holiday
Brattleboro Housing Partnerships Bd, Merry Elder
Brattleboro Literary Festival, Maria Dominguez,
James Banslaben,
Brattleboro Planning Commission Meeting, BCTV/
Janis Chaillou
Brattleboro Selectboard Meeting, BCTV
Brattleboro Town School District Meeting,
BCTV/Emily Richards
Brooks Memorial Library Lectures/ Author Talks,
Maria Dominguez
BUHS School Board Meeting, BCTV/Debbie Lazar
BUHS-TV News, Allison Cram & Toby Moore
Calvary Chapel West River Valley, Mark Rouleau,
Scott Daneau
Dummerston Conservation Commission Presents,
BCTV/Emily Richards
Dummerston Selectboard Meeting,
BCTV/Rich Melanson
Energy Week, George Harvey & Tom Finnell
First Baptist Church, Karen Davis
First Wednesdays Presents, Maria Dominguez
Guilford Selectboard Meeting, BCTV/Ian Kiehle
Jamaica Selectboard Meeting, BCTV/Rich Melanson

Keep Talking: A Community Dialogue on Mental Health, Jill Terrell-Ouazanni and Gay Maxwell for the Brattleboro Retreat
Landmark Broadcasters, Landmark College/BCTV
Landmark College Presents, BCTV/Em Richards
Leland & Gray School Board Meeting,
BCTV/Rich Melanson
Let’s Talk About Mental Health and Addictions,
Andrika Donovan
Living & Dying with Brattleboro Area Hospice,
Greg McAllister
Montpelier Connection, BCTV/ Rep. Mike Mrowicki
Newfane Selectboard Meeting, BCTV/Em Richards
Putney Selectboard Meeting, BCTV/Debbie Lazar
Rivergarden Brown Bag Lunch Series, BCTV/SOTH
SAFSTOR Matters, Martin Cohn
Slow Living Summit, BCTV
Southern VT Dance Festival, Maria Dominguez
Sustainable Energy Outreach Network (SEON), Kip Tewksbury
St. Michael’s Catholic Mass, Alfred New
Townshend Selectboard Meeting, BCTV/Rich Melanson
Windham World Affairs Council, Javed Chaudri
Vernon Selectboard Meeting, BCTV/Ian Kiehle
Veterans Events, Russ Grabiec
VT Nuclear Decommissioning Citizen Advisory Panel, BCTV/Em Richards
Windham Regional Commission: 50 Years of Planning & Service, BCTV/Em Richards
Winston Prouty’s Family Matters, Frederic Noyes

Imported series: These are programs produced regularly outside of BCTV’s service territory and sponsored by a local resident. The local sponsor or producing station from VT Media Exchange is listed.

Ask the Experts, MMCTV
Bernie Sanders Reports
Common Good Vermont, CCTV
Coop+Kitchen videos, Strongertogether.coop
Cuban Bridge: Music Showcase, MMCTV
Dartmouth - Hitchcock Medical School
The David Pakman Show, Robin Rieske
Democracy Now! Shoshana Rihn
Ethan Allen Homestead Lecture Series, CCTV
The Folklorist, NewTV
For The Animals, CATV
Gov. Shumlin Press Conferences
Green Mountain Veterans for Peace, VCAM
Hunger Free VT, CCTV
New England Cooks, CVTV
Nuclear Free Future, CCTV
Organic Politics, FACTV

Rep. Peter Welch Press Conference
Rep. Pat Leahy Reports
Spotlight on Vermont Issues, ORCA
TED Talks, archive.org
That was the Week that Was, LPCTV
The Rhema Word, FACTV
Road to Recovery, Robin Rieske
True North Reports, CCTV
Under the Dome, CCTV
Under the Golden Dome, RSM Distribution
UVM Community Medical School
Valley Homegrown, GCTV (Greenfield, MA)
Vermont Institute of Technology public hearings
VT State Board of Education
VT State House Coverage, ORCA
VT Workers Center, CCTV
Words of Peace, Karen Reardon

