



Comcast 13  
Verizon 43



Comcast 15  
Verizon 39



Comcast 14  
Verizon 41



Comcast 14



Comcast 15



Comcast 15  
Verizon 47

# *Annual Activities Report*

*Fiscal Year 2014*





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*Photos for this report were provided by Libby Bates, Tonia Evans, Walter Hawkes, and PACTV staff.*

*This report is dedicated to the memory of community producer and friend of PACTV, David "Gilly" Gilbert.*





# Mission Statement

PACTV, a not-for-profit membership-based organization provides P.E.G. (Public, Educational, and Government) Access services and a public forum for its communities. We provide media training, facility and channel access to promote media literacy so that the communities may exercise their First Amendment Right to free speech.



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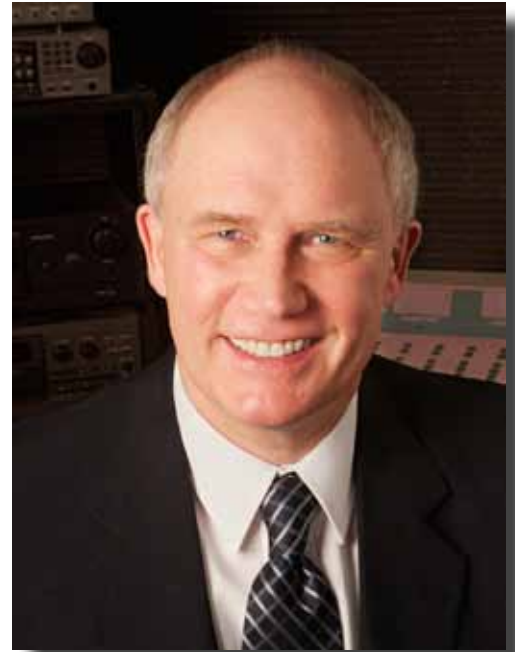


# From the Board President

Larry King

As PACTV's president, I invite you to take a look at all of the exciting things we've done in 2014.

PACTV provides outstanding public access programming and services to the citizens of Duxbury, Kingston, Pembroke and Plymouth. We manage government access channels in each town, with gavel-to-gavel coverage of important municipal meetings, and work collaboratively with municipal, county and state departments to focus on the many issues that affect our communities. We offer educational access programs to the students and staff of Silver Lake Regional Middle and High School, and to the Pembroke Public Schools.



Our PACTV Community News program grew this year in reach, scope and size. We added more new segments of interest to our viewers, and started a second program, "PCN InDepth," to handle the demand for more information about our communities. We also began production of a new talk show and community service project, "Building Community," that focuses on the building blocks of vibrant, healthy, and nurturing communities.

We started an annual PACTV scholarship program, and in 2014, we awarded one \$1,000 scholarship to a graduating Pembroke High School student, and two \$500 scholarships to graduating seniors at Silver Lake Regional High School.

In 2014, we began a strategic planning process that will determine the course of PACTV's future development and goals, and address potential growth and change. We feel this re-evaluation is a critical step to maintaining the services our communities want and need while protecting community media and our citizens' right to freedom of speech on television.

I am excited to be a part of helping PACTV and the communities we serve to plan for the future of community media in our towns. We look forward to seeing you at our center, and hope to hear from you with your comments and suggestions as we look for ways to continue to improve our services.



# From the Executive Director & CEO

Nancy Richard

All of us at PACTV are pleased to share with you our annual activities report for fiscal year 2014.

In this age of hyper-interconnectivity and information overload, public access is unique because we provide a first amendment forum for free speech - the only one on television. I hope you'll agree from reading this report that PACTV is also unique and an important community resource.

I'm privileged to work with a highly professional, talented, creative, team-oriented staff. Because of their work, and that of our volunteers, community producers, viewers, government officials, and board members, past and present, PACTV is far greater than the sum of its parts.

As the FCC and Congress consider reform to the current telecommunications legislation that allows public, educational, and government access channels, and organizations like PACTV to operate, we continue to evaluate our relevance to our communities and our viewers. Questions being debated now in Washington regarding telecommunications policies include whether public, educational and government access cable channels are still necessary in this Internet-based age of constant information streams. Based on the number and value of services PACTV provides, we hope you agree that PACTV remains a valued and integral part of our communities.

Thank you for being a part of PACTV, an organization that strives every day to "Build Community Through Media." We look forward to continuing to serve you for many years to come.





# PACTV 2014 Highlights

PACTV has been a standout among its professional peers. Since its inception in 1997, we've become a community resource and a vital part of the fabric of our communities.

Here are some of our 2014 highlights:

- 50 Public Access Series
- 45 Public Access Specials
- 1301 Community Bulletin Announcements
- 283 Members, 71 New Members
- 41 Attendees at First Mini-Conference
- 93 Production Classes
- New PACTV Community News (PCN) Studio Set
- Upgraded Studio Lighting
- New HD Switcher in Studio A
- New 48 Terabyte Production Server
- Upgraded IT Infrastructure
- New IP-Based Phone System
- Upgraded Security System
- 100th Episode of PCN, 45 New Episodes
- New PCN Segment, "Doctor's Orders"
- Premiere of PCN InDepth Series
- \$1000 Scholarships Awarded in Two School Districts
- Two-Week Summer Kids Program
- 28 New PSA's Produced for 21 Organizations
- Premiere of "Building Community"
- Coverage of 5 Large Community Events
- Huge Growth of Social Media for PACTV, PCN and PACTV Government Access
- 2 New Government Committees Covered
- 4 New Original Government Programs



# PACTV Public Access Programming

Programming on PACTV's Public Access channel (Comcast channel 13/ Verizon channel 43) provides a wide range of diverse topics: from spiritual programming such as "Practical Theology" and "The Time is Now," sports talk with "Fireside Chat" and local youth sports coverage and the "Video Sports Page," topics important to our communities with "Seniority 2" and "What's the Plan," and hobbies and interests with "Mini Rails" and "Melissa's Menu." There are also several live talk shows, which allow viewers to participate in the conversation.



Most shows and series are created by members/producers with equipment and facilities provided by PACTV. We also cablecast programs that are sponsored by community members, but come from producers and/or access centers outside our area that our residents find interesting and want to share with others.

Turn to the channel at any point during the day, and you could see local youth performing in a theatre production, a discussion with local leaders on town issues, or how to install screen doors - local information, with local

## Public Access Programming

	Series	Specials
Duxbury	1	5
Kingston	4	2
Pembroke	0	4
Plymouth	29	15
Out-of-Area	13	5
PACTV	3	14
Total	50	45

people, on your local channel.

## Original First Run Programming

Weekly/Monthly Series	
In-Area	34
Out-of-Area	13
PACTV Produced	3
Specials	
In-Area	26
Out-of-Area	5
PACTV Produced	14





# PACTV Membership

PACTV is a membership-based organization. In 2014, we had 283 members. Our membership is comprised of students, seniors, residents, interns, nonprofit organizations, business and lifetime members.

A nominal annual membership provides access to

- High-quality digital video production equipment
- Access to training to operate the equipment effectively
- Use of PACTV's equipment at no charge
- Use of PACTV's studio, equipment and editing facilities at no charge
- Invitations to PACTV special events and trainings



## Total Membership in 2014

### Demographics

- 17 live in Duxbury
- 45 live in Kingston
- 37 live in Pembroke
- 145 live in Plymouth
- 39 live in other towns from Bourne to Winthrop

### Membership Types

- 3 business members
- 3 Pembroke Educational members
- 12 Kingston Educational members
- 38 lifetime members
- 37 junior members
- 57 non profit members
- 108 individual members
- 4 interns
- 21 seniors



### Interns at PACTV

PACTV had four interns in 2014 from Quincy College's Plymouth campus. We provided the interns with training, and the interns assisted us with taping PACTV Community News in PACTV's Studio A. Interns also created promos, worked on station ID videos and assisted on PACTV produced productions such as town meetings and parades.



## Volunteering at PACTV

PACTV is fortunate to have members that choose to augment their television production training by volunteering for PACTV and Public Access productions. Volunteers get hands-on training outside the classroom and experience with live productions. Volunteers are creative and talented individuals who gave thousands of hours of their time last year to support a variety of PACTV's events and projects.

## Classes Offered in 2014

PACTV offers a variety of video production classes for members at a nominal cost. Our professional and creative staff teach members to create videos, whether they are two-minute shorts, half-hour talk shows or a two-hour film or documentary.

PACTV provides both one-on-one classes and scheduled classes for their members. In 2014, 97 members attended a total of 93 classes.

### Classes taught in 2014

- Adobe After Effects Series
- Adobe Photoshop for Video Series
- Adobe Premiere Pro Editing Series
- Advanced Camcorder (Canon XF-100)
- Introductory Camcorder (Canon Vixia)
- On-Camera Techniques
- Orientation
- Studio A Full-Service Studio Series
- Studio B Robotic Studio Series



## Special Membership Events

### Fall Conference

PACTV was excited to hold its first conference at our facility at 4 Collins Avenue in Plymouth. The conference was free for PACTV members. The teaching staff wanted to provide classes that were outside of PACTV's typical training held during each year.

The 7 1/2 hour conference was a great success and 41 people were in attendance. PACTV staff and two outside presenters provided ten workshops to choose from. Attendees could attend three sessions and chose from the following workshops:

- Advanced Editing
- Audio
- Digital Distribution
- Field Production Tools
- Graphics and Titles in Adobe Premiere and Photoshop
- Narrative Filmmaking
- On-Camera Techniques
- Storyboarding
- Tricaster Demonstration
- TV News Packages

### PACTV's December Food Drive

PACTV members, staff and visitors collected 89 pounds of non-perishable food items for local food pantries. The food was delivered to the Greater Plymouth Food Warehouse by a few staff members and their children. The staff at the food warehouse were amazing and gave us a tour afterwards.

### PACTV Holiday Party

PACTV ended the year on a wonderful note by gathering together with members, board members, and town officials.





# Technology Upgrades

## Production Equipment

### PCN Studio Set Construction

In February of 2014 PCN got a facelift. The new news set instantly raised PCN's aesthetic to new heights. Previously recorded in segments and assembled during editing, shooting PCN on a practical set allowed the team to establish a dedicated weekly crew and real-time production workflow that produces affiliate level results. Taking this broadcast approach to producing the show has also established a vehicle for media and broadcasting interns to gain professional, on-set experience.



### Studio A LED Lighting Upgrade

In April of 2014, Studio A received a long-overdue lighting upgrade to replace the original lighting package purchased in 1999. Camera Company's, Jonathan Lipsy worked with Director of Operations Dan Rodriguez to design an all-LED, lighting solution to accommodate our Public Access set with 22 fixtures and our PCN set with 16 fixtures. Controlled by a programmable lighting panel, each set can have multiple combinations of lighting plots to accommodate any type of presentation. Special, color controlled fixtures allow users to accent their set with fixed colors or cycling color schemes for set accents and mood control. The LED technology requires less energy, produces little heat and has a dramatically longer life span than conventional lamps. As an incentive for our efforts to be as energy efficient as possible, NSTAR awarded

PACTV with an \$18,600 check which was used to offset the cost of the purchase.

### Control Room A Switcher Replacement/ Upgrade

In August of 2014, our switcher in Control Room A required replacement. We had anticipated a switcher upgrade in 2015 as the last phase of updating Control Room A and Studio A. However, the unexpected failure of the old switcher accelerated our plans. PACTV changed hardware platforms to a TriCaster 860. This system accommodates four HD studio cameras, up



to two additional cameras when needed, a patch for integrating Studio B, simultaneous screen capture from multiple laptops and desktops, two character generators for titles, two video playback channels for roll in clips and two still-image channels for photos and other graphics display. The TriCaster also offers true virtual studio features allowing us to expand the style of programming we offer without the expense of building additional physical sets. The TriCaster also allows onboard recording and live streaming capability. The video files recorded on the TriCaster are edit ready for immediate editing on any of our workstations. Another benefit to the new switcher is that our Government and School installations use various TriCaster products which all use a similar interface. This has been a great help with training members and keeping a common workflow across all of our facilities.

### **Facilis TeraBlock Edit-Share Server**

Last year PACTV invested in a Facilis TeraBlock shared video server. Facilis, located in Massachusetts, builds systems for hundreds of high-end production houses all over the world. Our 48-terabyte TeraBlock server allows editors to access their video footage over a dedicated, high-speed data network. Staff can manage files from any connected workstation, and track progress of any project at any time. Multiple users can also access the same footage from multiple machines simultaneously for time-sensitive, collaborative projects. Another benefit is redundant RAID protection and tape backup of media and projects stored on the TeraBlock. The system is also scalable in the event that more storage is needed down the road.

## **Facility**

### **I.T. Infrastructure**

Rapid growth and changing technology platforms over the last several years demanded facility-wide improvements to our computer network, phone system, security, monitoring and access control. To improve on the backbone of all of these systems PCR (Personal Computer Resources) of Braintree was hired to upgrade and re-design our Domain and I.T. network. A

new domain server, high-end firewall and secure wireless access points were installed to replace our existing solution. Redundant backup and remote disaster recovery for our data storage were also implemented. In addition, PCR was also contracted to monitor our office systems for security and basic system maintenance and configuration as needed.



### **I.P. Based Phone System**

In March of 2014, we replaced our 15-year-old phone system with an IP-based phone system. The new system improved PACTV internal communications and enhanced our ability to share and forward voice mails to portable devices. After-hours callers with support questions or technical problems can leave a message on our tech support extension, which is then distributed to all technical staff via email and voicemail. Dedicated IP phones turn remote locations into virtual extensions, allowing staff working off-site to receive calls as though they were in their offices at PACTV.

### **ADT/Brivo Security And Controlled Access System**

In 2014, we enhanced our security monitoring system with external IP cameras and key card access control. This web-based system allows real-time access to security cameras with 48-hour recording. Controlled access to sensitive areas such as IT and engineering and our external entrances has significantly minimized our risk of damage or theft. Using assigned key cards, access to the facility and specific areas of the building are now monitored around the clock. This system also allows secured access for vendors and emergency personnel requiring access during hours when we are closed.



# PACTV Community News - PCN



Now in its third year, the PACTV Community News team continues to produce a weekly show highlighting community stories from Duxbury, Kingston, Pembroke and Plymouth. Every week we bring viewers stories showcasing our residents, organizations, businesses and community events. PCN is featured on countless websites locally and beyond. Social media helps connect PCN even further through Twitter feeds and Facebook postings. PCN produced 45 new episodes this year with over 350 local stories.

*"When you sent me the link to the jazz concert coverage last May, the pianist Sung Baek was in Korea visiting his parents, just after graduation from Berklee. I was able to forward the link to him and he played the video for his parents, who were absolutely thrilled. It was an important moment for them to see that he was thriving in the US. His mother, herself a musician, had worked so very hard to further his studies and his career. Sadly, she passed away from cancer at the beginning of August. Sung is very near and dear to all of us at Pilgrim Church and I just wanted you thank you for your help in bringing a moment of joy to his family."*

*Thank you, Carol Cybulska Pilgrim Church  
Duxbury*

In the fall of 2014, PCN celebrated its 100th episode. We've grown to include many popular and informative regular segments. In 2014, these included over a dozen Health & Wellness segments with topics from nutrition to physical motivation, a restaurant review, "Local Eats," and design tips from "Design Corner." The "Arts & Entertainment" segments took us to local venues for a behind the scenes look at local events. We also added a new regular segment, "Doctors Orders," partnering with Beth Israel-Deaconess Hospital in Plymouth to provide information from doctors about many current health topics. And our very popular "Town Talk" continued with weekly updates from our Town Managers and Administrators, set either in the field or live on the PCN set.





PCN also began production of a monthly show, "PCN In-Depth," which features more detail on special topics of interest. In 2014, "PCN In-Depth" topics included preparing for college, the drug epidemic on the south shore, and emergency management for the region as well as large community events.

PACTV Community News continues to be a valuable conduit of information about our communities. We promote awareness of and non-commercial promotion to local organizations and businesses. Our positive informational stories deliver countless benefits to the community, and provide our area with exceptional local television coverage. We're excited about our continued growth, and the opportunity to serve our viewers and our communities in the coming years.



*"I wanted say a huge BRAVO for both stories on the WRTC and the AOPA event that you folks did over the past couple weeks. Great reporting job! The WRTC was especially tough because it's a complex story that's laden with details. PACTV did an excellent job getting it 'just right' in my opinion."*

*Tom Hurley President Airport*

*"I want to thank you for your interest in Probation. Your story was very comprehensive and informative. It really captured the essence of the work being performed to address addiction in the community. I shared your story with the judge and Probation officials. Everyone I spoke with thinks your story is right on the mark."*

*Thank you.*

*Coria Holland, Communications Director  
Office of the Commissioner of Probation*



# The Gallery at PACTV

For fifteen years, PACTV has showcased local art by artists in our communities for individual and collaborative shows in our community gallery. Since our move to the Plymouth Industrial Park in 2008, we realized that the gallery was not getting the amount of foot traffic we experienced during our years at 130 Court Street in Plymouth. Our use of the conference room, which housed the Gallery, has also increased exponentially. So it is with a heavy heart that we officially closed the Gallery at PACTV at the end of 2014.

Thank you to the wonderful artists that have displayed their work and inspired so many with their talents. Thanks also to the PACTV staff and especially to Dustin Fleming, producer of "Gallery Spotlight," which featured the artists' work and helped to promote their shows in the Gallery.

## Artists in Gallery 2014

January through March:

The artists of the Waterworks Building:

Linda Vopat

Thomas Vacchino

Andy Driscoll

Gretchen Almy

Judy Quinn

Susan B Lefevere

April through May:

The students of Heidi Mayo

May through June:

Rita Quinn

September:

Gail Sullivan

Carol Pedi





# Educational Access

PACTV provides Educational Access for the towns of Kingston and Pembroke. We manage and program the educational channels for both towns and collaborate with the school systems and their personnel to provide media education in the schools, based on the stated needs and preferences of each school.

Each program works with the schools to educate and empower students and faculty, giving them tools to develop valuable technical skills that can become stepping stones to college acceptance and/or career paths. The programs also provide students opportunities to express themselves and explore their creativity. We provide equipment, training and support at each school as described below.

In 2014, PACTV offered \$1,000.00 in scholarships to graduates of both Silver Lake Regional High School and Pembroke High School for their college needs.

## Kingston Educational Access Laker TV

In 2014, we worked with Silver Lake Regional High School and Regional Middle School to provide Educational Access for the town of Kingston. In May 2014, PACTV increased the number of staff hours for Kingston Educational Access to 20 hours per week within the Silver Lake Schools. This led to a renewed interest and



commitment by students and staff in the Laker TV program, including increased support at events coverage and outreach work within the schools.

## Silver Lake Regional High School

In 2014, PACTV upgraded the high school studio control room with an equipment donation. The TV studio is operational for the first time in years, resulting in increased interest (23 students by fall, 2014) in the after-school A/V program. PACTV also purchased two new Canon XA-10 field cameras and accompanying field kits for the students and staff. This equipment is stored in the school, and signed out by students and staff who have been trained in its use. School staff and administration support Laker TV, and have assisted outreach efforts by including studio tours during Step Up Day, Freshmen Orientation, Teacher Advisory Day and Parent Teacher Conferences.





## Silver Lake Regional Middle School (SLRMS)

PACTV staff continues to provide production support and training to Vicky Wright, SLRMS Librarian and her staff. At Vicky's request and to allow more students simultaneous access to video editing software, PACTV bought an annual subscription "We Video," an online editing software solution.

In 2014, Silver Lake Middle School and Silver Lake High School produced 38 unique programs that were shown on the Kingston Educational and Government channel including

- 7 Concerts
- 13 PSAs
- Silver Lake Idol Competition
- Thanksgiving Football Game
- 5 additional sporting events
- Launching School-Based Green Initiatives
- Teacher Karaoke
- Pep Rally
- 2 short documentaries
- Mr. Silver Lake
- SLRHS Graduation

## Pembroke Educational Access

### Titan TV

Pembroke Educational Access continued to grow in 2014. PACTV provided staff support for twenty hours a week, with an average of two days per week in the high school. In addition to running the



after-school A/V program, producing two ongoing television series, and coordinating and producing event coverage for a variety of school programs, the ED Access Assistant Caroline Garrett also managed an independent study program at the high school, educating students on a more in-depth level in film and video production. Independent Study includes academic studies, participating as a crew member during event coverage, and producing an individual film and video project. Each independent study student focuses on an aspect of video production including Documentary, News and Broadcasting, and Short Films.

In 2014, three students participated in the Independent Study program, one in Academic year 2013 – 2014 and two in Academic Year 2014 – 2015). Ten students regularly participated in Titan TV during 2014, producing, hosting and editing segments of Titan TV News and Pembroke Sports Network, acting as crew for events and sports coverage, and producing their own content based on personal interests.

In 2014, 78 unique programs were produced for the Pembroke Educational Channel including

- Titan TV News- 10 episodes
- Pembroke Sports Network- 7 episodes
- Concerts- 21 shows
- Sports- 21 shows (Hockey, Football and Soccer)
- Award Nights- 3 shows
- Guidance Info Nights- 6 shows
- Student Projects- 5 shows
- Performing Arts- 5 shows
- Pembroke HS Graduation



## Summer Program

In the summer of 2014, PACTV ran a two-week documentary filmmaking program for middle school aged students from our four towns. Seven students participated in the workshop and one student from Pembroke High School's A/V program recorded the entire program and produced a short documentary about the students experience.

The curriculum was developed by the Educational Access staff throughout the spring and focused not only on developing technical skills, but also on documentary styles, research, storytelling and interviewing techniques. The students chose to produce a documentary about a study done in Duxbury Bay about Sand Tiger Sharks. They shot the entire documentary over 2 days on Duxbury Beach and Powder Point Bridge. The students were responsible for every aspect of the production process and had input into every decision about the film.

Their film "Within the Bay; Shark tagging in Duxbury", was screened at Plimoth Cinema on August 14, 2014. Over 90 people attended the screening which also featured a behind the scenes documentary produced by a Pembroke High School student and a Q&A session with the filmmakers.

"Within the Bay" was also cablecast on PACTV's Public and Educational channels and uploaded to PACTV's You Tube Channel, "PACTV Video Share."





# Community Service and Events

PACTV is committed to supporting local non-profit and service organizations in our towns. We offer a variety of services to these organizations to assist in their outreach efforts. Our services include our Community Bulletin Boards, non-profit support and media training, PSA Days, "Building Community," community event coverage, PACTV Community News (PCN), and many other special programs.



## Community Bulletin Board

PACTV's longest running community service projects are our Community Bulletin Boards (CBB), which run between programming on all six of our channels. Each channel has its own bulletin board.

The Public Access CBB is reserved for non-profit or service organizations and community events. Whether it's chili cook-offs, summer camps, fundraisers or town festivals, residents can find information on what's happening in their town and the surrounding communities. This free

service gives local organizations another means of promoting their services and events to a wide audience.

PACTV's Education bulletin boards feature notices specific to the school departments that we serve (school events, school closings, important dates and information for parents and families). We offer direct access to identified members of school faculty to post messages on the bulletin board as well, and provide training for these faculty members.

PACTV's Government channels feature bulletin board notices related to town government, emergency messages and events sponsored by town departments. This focused messaging allows residents to access information specific to their town quickly. We offer training to town officials and direct access to posting messages in the event of emergencies.

We are also able to upload and cablecast Public Service Announcements on each of our Community Bulletin Boards.

In 2014, 1,301 bulletin board messages were created and cablecast on our six channels, and posted on our website, [www.pactv.org](http://www.pactv.org).

## Tours, Training and Support

In our ongoing effort to educate non-profit and service organizations to better utilize PACTV's services to communicate their message, we offer tours of our facility and presentations when requested. After evaluating an organization's interests or needs, our outreach staff assists organizations to register for production classes, or to connect with one of PACTV's services.

Some of the organizations that used PACTV's services in 2014 include

- Whale & Dolphin Society
- Polaris Foundation
- New England Villages



- Plymouth South Technical Studies
- Plymouth Area Chamber of Commerce
- Plymouth Industrial Development Council
- Sacred Heart
- Plymouth 400
- Southeastern MA Pine Barren Association
- Pembroke Chamber of Commerce
- Scout Tours (8 tours in 2014)
- Plimoth Plantation staff

We continue to make our conference room available for meetings. The Tidepool Poets, Nuclear Matters Committee and the Plymouth Digital Photography Club use our conference room regularly.

### **PSA Days**

PACTV hosts quarterly Public Service Announcement (PSA) Days, where we produce PSAs for local organizations free of charge. These PSAs are cablecast on PACTV's Public Access channel, uploaded onto PACTV's YouTube Page, and given to the organizations to use in their own marketing and outreach efforts. In 2014, PACTV produced 28 announcements for 21 organizations, including

- Tourism Cares
- Plymouth 400
- Duxbury Education Foundation
- The Plymouth Rotary Auction
- The Plymouth Area Chamber of Commerce
- The ARC of Greater Plymouth
- Pembroke Titans Against Drugs
- Duxbury Free Library
- Southeastern MA Pine Barren Association
- Whale & Dolphin Society
- Polaris Foundation
- Thrifty Pilgrim
- Duxbury Online Historic Archive
- Pilgrim Hall Museum
- Cape Cod Community College
- South Shore Early Education

### **Building Community**

PACTV strives to provide quality programming that examines issues impacting our communities. In 2014, we provided an additional outlet for communicating their services and information

with a new half-hour talk show, "Building Community." "Building Community" focuses on the building blocks of a vibrant, nurturing, healthy community, and how we can access the tools that improve the lives of everyone in our community.



"Building Community," which premiered in October, is produced by PACTV with a permanent crew of PACTV volunteers, and is shown on PACTV's Public Access channel. The show is also available on PACTV's website, YouTube page and the "Healthy Plymouth" website. Three episodes were produced in 2014.

### **Event Coverage**

In addition to PCN's in-field productions, PACTV covered a variety of community events in 2014 in each of our towns. Our coverage included multi-camera field shoots that were shown LIVE whenever possible.

### **2014 Large Event Productions**

- Plymouth Rotary Club's 19th Annual Auction - March 21 – March 23, 2014.
- Memorial Day Parades in Kingston and Pembroke
- 4th of July Celebrations in Duxbury and Plymouth
- Illuminate 400 - a collaboration with Plymouth 400, Plymouth, England (BBC) and PACTV, LIVE on the Plymouth Waterfront on November 21, 2014.



Murray, Representative-elect Mathew Muratore, America's Hometown Thanksgiving Celebration, Plymouth 400 and the Eye Opener Team at Channel 5. Impressions on Twitter were up by 7186%, and Impressions on Facebook were up by 69%.

In 2015, we will evaluate the need for expanded services to non-profit organizations by conducting a focus group. We also plan to conduct a time study for a potential new non-profit service, "NPTV" (Non Profit TV).

- America's Hometown Thanksgiving Celebration - 18th Annual America's Hometown Thanksgiving Parade LIVE on the Public Access Channel from the Plymouth waterfront on November 22, 2014.

The Rotary Auction was streamed LIVE on PACTV's website. PACTV staff and eighteen PACTV volunteers provided approximately 317 hours of support during the auction and assisted the Rotary Club to raise over \$40,000 for area non-profit and service organizations.

In 2014, the America's Hometown Thanksgiving Celebration emcees went back to the waterfront and a set was built for them at the top of Cole's Hill. The parade was streamed and viewed by approximately 600 people online. PACTV also made the coverage available to Community Television stations around the country. In 2014, the parade was downloaded by community television stations from Maine to Hawaii, and shown over the Thanksgiving holiday.

For the second year in a row, we engaged people using Social Media during the Thanksgiving parade. Our volunteer in the field and staff member at the studio sent photos and information about the parade to PACTV's Facebook page and Twitter feed. Approximately 400 people retweeted our images and information including Senate President Therese





# PACTV Government Access

Government meeting coverage in all four PACTV towns continues to expand. By the end of 2014, we were regularly covering three committee meetings in Duxbury, five in Kingston, two in Pembroke, and seven in Plymouth, with the Plymouth Charter Review Committee joining the list in November of 2014.

In 2014, we added several new government studio shows. One long-running show, "Commonwealth Update," hosted by Massachusetts Senate President Therese Murray retired in 2014. Several shows, including Plymouth County Registry of Deeds John Buckley's "Register's Report," continues active production monthly, and completed sixteen episodes by the end of 2014. County District Attorney Tim Cruz produced four episodes of "Scales of Justice." Government Bulletin Board Announcements come in regularly from all four communities from organizations and town departments including the Councils on Aging, libraries, Departments of Public Works, and Town Clerks.



## Duxbury

Duxbury's Senior Center produced seven episodes of "Prime Time at the Duxbury Senior Center" in 2014 and achieved a 25-episode milestone. The Duxbury Online Historic Archives Committee produced a half-hour special, highlighting and profiling their work with information about their activities in town. PACTV covered its fourth Duxbury Town Meeting in 2014. We worked with the Duxbury Public Schools Instructional Technology, the Performing Arts Center staff, and Comcast to ensure Town Meeting went out live and uninterrupted. PACTV also produced a Duxbury

Candidates Spotlight at our studio. Every year, more candidates participate. In 2014, Duxbury Government Access provided live meeting coverage of the Board of Selectmen, Zoning Board of Appeals and Board of Health from the Mural Room. State Representative Josh Cutler has produced sixteen episodes of "Cutler's Corner" with six episodes produced for 2014.

## Kingston

In 2014, Tammy Murray, newly-hired director of the Kingston Council on Aging, began "Young at Heart," with four episodes produced since August. PACTV continued coverage of the Senior Center's monthly meetings. Twelve meetings have been covered live and replayed since the show's premiere in August of 2013. PACTV covered one meeting of the Rent Control Board in 2014. We also covered a presentation by PAL Archaeological, and a special forum hosted by the Renewable Energy Grant/ Loan Opportunities Committee, Spring Town



Meeting and a Special Town Meeting held in June and the attendant Town Meeting Previews. One of our volunteers covered a mock setup of Town Meeting on a Saturday afternoon in anticipation of the Spring Town Meeting. In 2014, PACTV regularly covered six government boards and committees



including the Board of Selectmen, Town Meeting, Planning Board, Board of Health, Zoning Board of Appeals and the Council on Aging Board. We also covered meetings of the Silver Lake School District every other month in partnership with the Halifax-Plympton cable access station, and replayed all of those meeting on the Government Access channel.



### **Pembroke**

Pembroke Government Access programming expanded in late 2014 to include three new Pembroke Council on Aging, "Elder Savvy" shows. PACTV Executive Director Nancy Richard and Government Access Coordinator Dave Antoine met with Selectman Bill Boulter to explore ways of expanding government meeting coverage, which we hope to increase in 2015. Thanks to the Pembroke Educational Access for their assistance with the April and October Town Meetings, and a special thank you to the Pembroke Comcast Head End staff, who worked diligently to help us ensure uninterrupted live coverage. Candidates running for office participated in our annual Pembroke "Candidate Statements," with participation continuing to increase every year. Town Administrator Ed Thorne produced four episodes of "Pembroke

Today", a show focused on town issues assisted by Government Access Coordinator Dave Antoine. State representative Josh Cutler continues to produce "Cutler Corner," taking a brief respite during election season in November. Representative Cutler produced six episodes in 2014. Pembroke Council on Aging Director Mary Willis taped five episodes of "Elder Savvy" at the Council on Aging in 2014. 94 bulletin board announcements posted in 2014. The Council on Aging, Public Library, Town Clerk and Recreation Department are among some of the departments and organizations using the Government Bulletin Board.

### **Plymouth**

There has been a remarkable technical improvement in government meeting coverage, thanks to the upgraded equipment at Town Hall. In 2014, Plymouth Government Access covered six committees both in the Mayflower II Room at Plymouth Town Hall and the Plymouth North High School Auditorium. Meetings covered included the Board of Selectmen, Town Meeting, Planning Board, Advisory & Finance, Zoning Board of Appeals, Committee of Precinct Chairs and now the Charter Review Committee, a newly-created nine person committee examining the town charter. Plymouth Government



Access also covered its fifth Town Meeting at the new Plymouth North High School. PACTV collaborated with Plymouth EdTV on Town Meeting coverage. Selectman Matt Muratore retired his show "Today in Plymouth" after 41 episodes when he was elected as state representative, and will introduce a new show in 2015 called "State Matters." In honor of late PACTV Board member Ric Cone, Mr. Muratore dedicated one episode of "Today in Plymouth" to Ric's memory.



### **PACTV Government Access on Twitter**

PACTV's Government Access Twitter feed, @PACTVGovtAccess informs followers of upcoming meetings and important weather alerts, and shares town happenings as well as behind the scenes photos of government access productions. Since its creation in May, 2011, the number of followers of this feed has grown steadily. As of December 31, 2014, @PACTVGovtAccess had 555 followers. @PACTVGovtAccess has produced a total of 4,104 tweets over the years with 884 during 2014.

Our Twitter followers include a cross-section of local businesses, non-profit organizations, news organizations, reporters, schools, other access centers, state officials and state departments such as the Massachusetts Red Cross, National Park Service, Department of the Interior, Massachusetts Department of Conservation and Recreation, Goldenrod Foundation and South Shore Chamber of Commerce. Among notable followers also include Barbara Anthony, Massachusetts Undersecretary of the Office of Consumer Affairs, Suzanne Bump, Massachusetts State Auditor, Steve Grossman, Massachusetts State Treasurer and Martha Coakley, Massachusetts Attorney General.

### **Looking Ahead**

The PACTV Government Access videographer pool is increasing to accommodate expanding government meeting coverage. Meeting coverage continues to expand. Kingston Town Administrator Bob Fennessy will host a new show, "Kingston Coffee and Conversation" starting in April 2015. With the retirement of Pembroke's long-time Council on Aging Director, we're look forward to welcoming the new director and hope to start a new regular COA series.



# PACTV Government Access Statistics by Town



## DUXBURY

### Government Meetings

Board of Selectmen: 30  
Zoning Board of Appeals: 20  
Board of Health: 10 (Began on 3/20/14)  
Spring Town Meeting: 1

**Total Meetings Covered: 61**

### Original Programming

Cutler Corner  
Episodes Produced: 6  
January – July 2014

Issues of the Day with Tom Calter  
Episodes Produced: 4  
January - December 2014

Safe Communities with County Sheriff Joseph McDonald  
Episodes Produced: 3  
April - December 2014

Register's Report  
Episodes Produced: 13  
January - December 2014

Primetime at the Duxbury Senior Center  
Episodes Produced: 7  
January - December 2014

Scales of Justice  
Episodes Produced: 4  
August - December 2014  
**Total Original Shows: 37**

### Specials

Duxbury Candidates Spotlight 2014  
The Launching of the Town of Duxbury Online Historic  
Archives  
Total: 2

**Total Number of Locally Produced Programs on  
Duxbury Government Channel: 100**

### Bulletin Board Announcements

Total - 58  
January - December 2014



## KINGSTON

### Government Meetings

Board of Selectmen: 27  
Zoning Board of Appeals: 15  
Planning Board: 15  
Board of Health: 13

Silver Lake School Committee: 5  
Council on Aging Board: 12  
Town Meeting Preview: 1  
Town Meeting: 2  
**Total Meetings Covered: 88**

### Original Programming

Issues of the Day with Tom Calter  
Episodes Produced: 4  
January - December 2014

Safe Communities with County Sheriff Joseph McDonald  
Episodes Produced: 3  
April - December 2014

Register's Report  
Episodes Produced: 13  
January - December 2014

Scales of Justice  
Episodes Produced: 4  
August - December 2014

Young at Heart  
Episodes Produced: 3  
August - December 2014  
**Total Original Shows: 27**

### Specials

Kingston Candidates Spotlight 2014  
Kingston Town Meeting Educational Forum, March 2014  
Community Preservation Committee PAL Archaeological  
Presentation, March 2014  
Renewable Energy Grant/Loan Opportunities Committee  
Public Hearing, June 2014  
**Total Specials Covered: 4**

**Total Number of Locally Produced Programs on  
Kingston Government Channel: 111**

### Bulletin Board Announcements

Total - 54  
January - December 2014





## PEMBROKE

### Government Meetings

Board of Selectmen: 35

Town Meeting: 2

**Total Meetings Covered: 37**

### Original Programming

Cutler Corner

Episodes Produced: 6

January – July 2014

Elder Savvy

Episodes Produced: 3

February - October 2014

Pembroke Today

Episodes Produced: 3

August - October 2014

Safe Communities with County Sheriff Joseph McDonald

Episodes Produced: 3

April - December 2014

Register's Report

Episodes Produced: 13

January - December 2014

Scales of Justice

Episodes Produced: 4

August - December 2014

**Total Original Shows: 32**

### Specials

Pembroke Candidates Spotlight 2014

**Total Specials Covered: 1**

### Total Number of Locally Produced Programs on

**Pembroke Government Channel: 68**

### Bulletin Board Announcements

Total - 94

January - December 2014

### Regional Programming - All Government Channels

Recon: Department of Defense, Episodes: 10

Your Federal Government: National Archives, Episodes: 10

Senior Scene: Mass. Dept. of Elder Affairs, Episodes: 7

**Consumer Affairs, Episodes: 3**

**Total Regional Programming: 30**

## PLYMOUTH

### Government Meetings

Board of Selectmen: 37

Planning Board: 28

Advisory & Finance: 16

Zoning Board of Appeals: 9

Committee of Precinct Chairs: 9

Charter Review Committee: 2

Town Meeting Preview: 2

Town Meetings: 2

**Total Meetings Covered: 105**

### Original Programming

Cafe COA

Episodes Produced: 3

January - June 2014

Issues of the Day with Tom Calter

Episodes Produced: 4

January - December 2014

Safe Communities with County Sheriff Joseph McDonald

Episodes Produced: 3

April - December 2014

Register's Report

Episodes Produced: 13

January - December 2014

Scales of Justice

Episodes Produced: 4

August - December 2014

Today in Plymouth

Episodes Produced: 11

January - December 2014

**Total Original Shows: 37**

### Specials

Pembroke Candidates Spotlight 2014

**Total Specials Covered: 1**

### Total Number of Locally Produced Programs on

**Plymouth Government Channel: 143**

### Bulletin Board Announcements

Total - 127

January - December 2014