

FCTV

ANNUAL REPORT





Falmouth Community Television (FCTV) is a nonprofit community media center that fosters the production and distribution of local information. FCTV provides access to training, technology and content to encourage community dialogue, awareness and expression.

Relevance Meets Technology

Our 2015 fiscal year saw major progress in bringing exciting programs and experiences to our community, continuing efforts to build long-term financial capacity and planning for the future.

Under the mentorship of Cape Cod SCORE, we began the process of strategic planning, implementing a new framework for sustainable growth. This endeavor resulted in the creation of a new Mission Statement as well as identifying areas of focus over the next few years. This new Mission Statement which recognizes changing technology and FCTV's growing use of multiple distribution sources appears above.



Over the next few years of rollout, we will target four priorities: space; relevance to the community; maintaining technology edge; and expanding the organization's opportunities.

With growing needs and limited space, we are committed to seeking opportunities to increase our footprint. Our commitment to maintaining relevance has us continually evaluating services, technology and reaching out to all populations within our community. Our goal is to situate FCTV as a vital information source. Some highlights include co-managing the town Local Emergency Preparedness social media sites, expanding Live Election Coverage with real time multi-location reporting, and the creation of a public affairs program "Falmouth in Focus", FCTV's informational, magazine-style program.

Our financials are strong and as a result we continue to invest in technology and resources. The first community media center on Cape Cod to acquire a Mobile Production Vehicle, the unveiling took place at the Annual Meeting of Members in May 2015. In 2015, the van was used on 40 productions across Falmouth. Our control room has been updated with the purchase of a Tricaster multi-camera production system, offering high definition (HD) multi-camera switching, live streaming, virtual sets, integrated titling, and video effects. Training at FCTV has never been more robust, with 37 different classes attended by 460 participants.

The achievements we have seen throughout 2015 could not have been possible without the dedication and commitment of our members, staff, Board of Directors, donors, and partners. You make it possible for FCTV to provide quality programs and staff.

Like us, you believe in *Building Community through Media*. Thank you for being a part of Falmouth Community Television.

Debra Rogers
Executive Director/CEO



Membership in 2015

268 Individuals

149 Organizational Members
Representing 61 Organizations

49 Family Members

466 Members



Falmouth Community Television

Board of Directors

Ahmed Mustafa, President
Kevin K. Lynch, Treasurer
Pat Thatcher, Secretary
Linda Davis
Michael Duffany
Jeffrey Oppenheim
Michael Palmer

Advisory Council

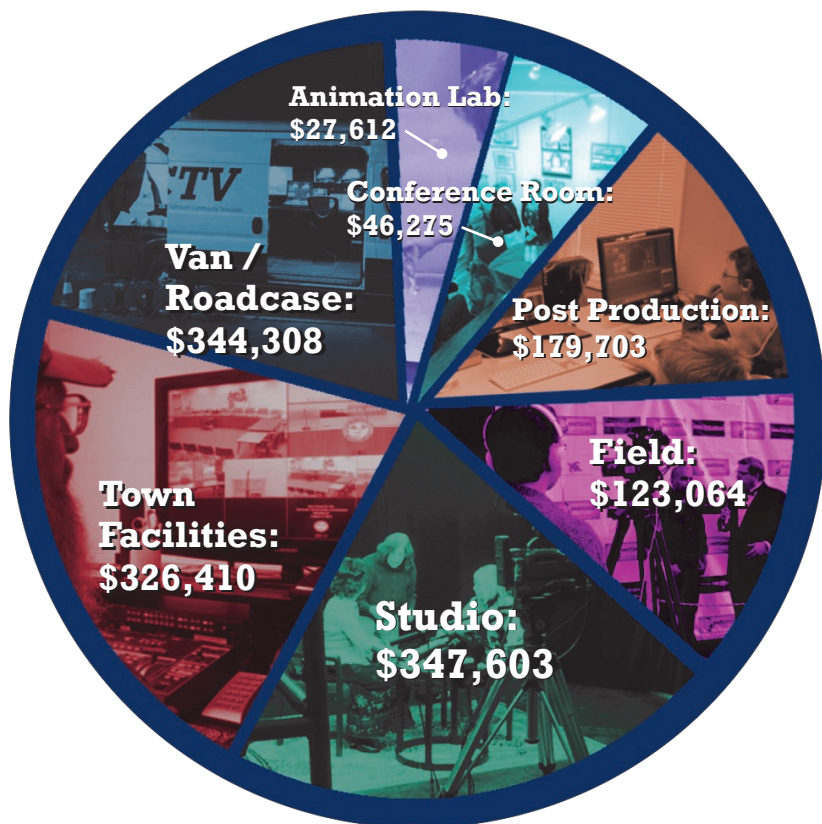
Lisa Deyo Asendorf
Carl Cavossa, Carl F. Cavossa, Jr. Excavating, Inc.
Dick Kendall, Falmouth Housing Authority
Brenda Swain, Falmouth Service Center
Eric Turkington, Attorney
B. Grant Wills, Attorney
Jay Zavala

Staff

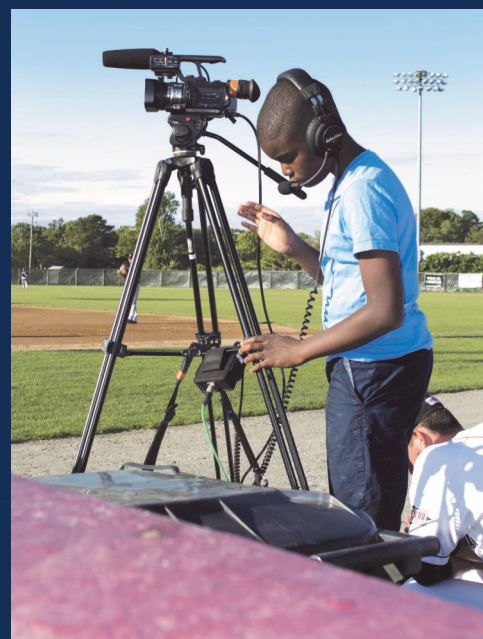
Debra Rogers, Executive Director/CEO
Bob Fenstermaker, Director of Operations
Betty Bock, Office Manager
Anthony Sadera, Program Coordinator
Liz Lerner, Membership and Outreach Coordinator
Allen Russell, Production and Education Coordinator
Geoff Wyman, Government Channel 15 Coordinator
Michael Spurling, Government Channel 15 Assistant
Ryan Webber, Educational Channel 14 Coordinator
Marcia Huyette, Facility Assistant and Gallery Coordinator

The Value of Access

The Fair Market Value of Equipment and Facility Utilization



Total: \$1,394,975



“Our EdTV Channel 14 provides programming as diverse as the community itself. We have expanded our community outreach, teaching Arts literacy and showcasing our students’ work with the help of our Educational Channel.”

- Steve Edwards, Fine Arts Dept.
Head, Falmouth Public Schools





“FCTV not only helps tell the story of who we are as a community, it has become an integral part of that story – its own shining tile in the mosaic of Falmouth.”

- Troy Clarkson, FCTV Member,
Columnist, *Falmouth Enterprise*



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The Hyperlocal Source

Working to strengthen relationships with local officials, town employees, schools, citizens, businesses, nonprofit organizations and community groups, FCTV is plugged into every aspect of life in Falmouth. Programming produced is relevant and hyperlocal, disseminated via multiple platforms, including our three channels, website, popular social media outlets, weekly e-bulletin, video on demand, and live streaming. By diversifying our distribution methods, our content appears wherever the public congregates, bringing issues to light, be it municipal alerts, street closings, government deliberations, natural disaster warnings, and more. FCTV's updates on the town's multi-million dollar water filtration plant and sewer installation projects provide the public a glimpse into how these major investments are progressing and what the impact is and will be on their lives. Our collaboration with the Local Emergency Preparedness Committee, which includes creating and co-managing a social media presence on Facebook and Twitter, provides vital emergency information.

Collaborations and Connections

PSA Day is one of several first steps toward building community relationships. Twice a year, FCTV provides studio time, teleprompter and crew to nonprofit organizations and government entities to create their own PSA. These relationships often blossom as participants get more involved in empowering themselves or those they serve by taking advantage of the many FCTV workshops, and ultimately through the production of their own programs. We give these groups a voice to communicate their message and inform about the services they offer. One such organization is The Cape Cod Center for Women, their PSA highlighted the critical services offered to victims of domestic violence. Our partnership with the League of Women Voters of Falmouth is a connection that results in creating a more informed electorate. Candidate forums and other programs by candidates, political groups and concerned citizens advance community dialogue using FCTV.

FCTV On Location

Thanks to tremendous community support, including generous grants from the Falmouth Road Race and The Cape Cod Foundation's Falmouth Fund, FCTV was able to realize its goal of acquiring and outfitting a new mobile production vehicle. In 2015, the vehicle was used to cover a broad spectrum of Falmouth events; from critical municipal meetings and town forums, to sporting events like Falmouth Commodore games and the Falmouth Road Race, to cultural events such as weekly Town Band concerts at Marina Park. From May through December of 2015, 40 events were brought to Falmouth viewers thanks to our high-profile fully-equipped Dodge Promaster.

Falmouth's Future

In addition to our EdTV programs and volunteer opportunities through Educational Channel 14, FCTV manages several youth programs throughout the year. Our Youth Producer group meets weekly during the school year, learning production techniques in field, studio, animation and editing. Vacation Animation Workshops offer students an opportunity to script, storyboard, and make puppets to create animation projects using both time-honored and high-tech techniques. Through our partnership with the Falmouth Recreation Department Summer Kids Camp, youth attend twice-weekly video workshops here at our studios. Many of our young participants go on to produce their own programs, work on volunteer crews and pursue careers in communications as a result of their experience at FCTV.



Programming

Public Channel 13 Programming

TYPE OF PROGRAMMING:	Hours:
First-Run Local Programs	449.24
First-Run Outside Programs	386.68
Total Hours First-Run Programs:	835.92
Repeat Local Programs	5813.22
Repeat Outside Programs	1407.44
Total Hours Repeat Programs:	7220.66
TOTAL HOURS PROGRAMMING:	8056.58

Educational Channel 14 Programming

TYPE OF PROGRAMMING:	Hours:
First-Run Local Programs	173.19
First-Run Outside Programs	0.00
Total Hours First-Run Programming:	173.19
Repeat Local Programs	5213.12
Repeat Outside Programs	116.84
Total Hours Repeat Programming:	5329.96
TOTAL HOURS PROGRAMMING:	5503.15

Government Channel 15 Programming

TYPE OF PROGRAMMING:	Hours:
First-Run Local Programs	588.11
First-Run Outside Programs	155.89
Total Hours First-Run Programming:	744.00
Repeat Local Programs	6271.99
Repeat Outside Programs	1571.55
Total Hours Repeat Programming:	7842.54
TOTAL HOURS PROGRAMMING:	8586.54



Maser Gallery

The Maser Gallery supports the visual arts by hosting a variety of artists from around the Cape. In 2015, visitors and members alike were treated to the work of:

Gayle Kiley	Marie E. Syverson
David C. Etler	Harriet Stone
Falmouth Public Schools	Ej Mills Brennan
Mashpee Senior Center Painters	Kathleen Hall
Cricket George	Christine Weisiger
Harvey H. Slansky, MD	Cecilia Capitanio
Mary H. McCormick	Lisa Horton
Judith Burnett	Kim Cragin
Betty J. Lewandowski	Ann DesRoches
Evelyn Lynch	David and Gary Mutti
Christine O'Neill	San Lyman



Training

Workshop:	Participants:	Sessions:
Orientation	44	13
Government	47	47
Basic Field	22	15
Advanced Field	6	4
Audio For Field	3	3
Light Kit	2	2
Studio 1	18	12
Control Room Switcher	16	13
Teleprompter	7	4
Final Cut Pro	43	25
Stop Motion Animation	10	17
I-Animation	2	1
I-Premiere	9	7
I-DVD	6	6
Kickstarter	4	6
Digital Drawing	1	1
Planning Your Production	23	12
Storyboard	4	4
GoPro	15	8
JVC Minicam	11	6
Voice Over	5	5
Interview Techniques	1	1
Photoshop	14	8
I-Computer	2	2
I-Report	7	2
Carousel	6	3
Youth Producers	84	19
Summer Rec Camp	32	4
Google For Nonprofits	8	2
Social Media for Promotion	1	2
Lynda.com	7	1
TOTAL	460	255





Financial Position as of December 31, 2015

ASSETS

Current Assets:	
Cash	\$1,472,077
Prepaid Expenditures	8,292
Total Current Assets	<u>1,480,369</u>
Property and Equipment:	
Buildings	612,280
Building Improvement	73,298
Furniture and Fixtures	62,727
Production Equipment	403,769
Vehicles	65,211
Less: accumulated depreciation	(845,439)
Total Property and Equipment	<u>371,846</u>
Total Assets:	<u>\$1,852,215</u>

LIABILITIES AND NET ASSETS

Current Liabilities:	
Accounts Payable	\$1,635
Accrued payroll	7,139
Property Taxes Payable	1,610
Rental Deposits	3,000
Total Current Liabilities	<u>13,384</u>
Net Assets:	
Unrestricted:	
Undesignated	839,737
Fixed Assets	371,846
Total Unrestricted	<u>1,211,583</u>
Restricted:	
Temporarily restricted	627,248
Total Net Assets	<u>1,838,831</u>
Total Liabilities and Net Assets	<u>\$1,852,215</u>

~ In Memoriam ~

We dedicate this report to the memory of those members who passed in 2015:

Helen Erickson
Michael Freeman
George Hampson

Principal Underwriters

A & A Paving, LLC
Meganet Communications
CapeNet
Carlson Printing
Falmouth Chamber of Commerce
Falmouth Fish Market, Inc.
Margaret Gifford,
Sotheby's International Realty
Green Harbor Waterfront Lodging
Rebecca Putnam Real Estate
Sea Crest Beach Hotel
Shoreway Acres Inn
Pat Thatcher,
Sotheby's International Realty

Supporting Underwriters

Andy's Barber Shop
Bank of Cape Cod
Cape Cod Beer
Cape Cod Cleaning, Inc.
Carl F. Cavossa, Jr. Excavating, Inc.
Chapman, Cole & Gleason
Danny's Barber Shop
David Rogers Electric
Engel & Volkers Falmouth
Falmouth Chimney Sweep
Falmouth Flag Day 5K
Hannoush Jewelers
Annie Hart Cool,
Sotheby's International Realty
M. Duffany Builders, Inc.
Mahoney's Garden Center
Martha's Vineyard Savings Bank
Murray & MacDonald Insurance
Services, Inc.
Neighborhood Falmouth, Inc.

Associate Underwriters

Arthur D. Calfee
Insurance Agency, Inc.
Atria Woodbriar
Bayside Kitchen & Bath
BSS Design, Inc.
Carpet Barn Inc.
Cavossa Disposal Corporation
Troy Clarkson, *Succanessett Snapshot*
Eastman's Hardware
Falmouth Enterprise
Green Shuttle of Cape Cod
Jeffrey S. Hamilton
Tree and Landscape, Inc.
Liam Maguire's Irish Pub
Wild Harbor General Store

Oppenheim & Nickerson LLP
Paul's Precision
Automotive Repair, LLC
Soares Flower Garden Nursery
Steve's Pizzeria & More
The Cape Cod Five Cents Savings Bank
The Cooperative Bank of Cape Cod
The Davey Tree Expert Company
The Wood Lumber Company
Turning Pointe Dance Studio
Vincent Associates Real Estate Inc.
Vital Nutrition

Additional Support Provided By

Roche Bros., Inc.
Shaw's Supermarket
Stop & Shop
Walmart



Alliance for Community Media Hometown Media Award

Marilyn Rowland was awarded a national Hometown Media Award from the Alliance for Community Media for her program "Restoring My African Soul with Robin Joyce Miller" in the "Cultural Perspectives - Independent Producer" category.

The award was officially presented in August of 2015 at the ACM National Conference in Pasadena, California.

Donors

Grants

Falmouth Road Race, Inc.
The Falmouth Fund -
The Cape Cod Foundation

Falmouth Road Race Underwriting

The Steve Clay Team

Benefactors (\$500+)

Linda Davis
Kevin & Betty Lynch

Partners (\$250 - \$499)

Caroline Bacon
St. Elizabeth Seton Parish

Patrons (\$100 - \$249)

Richard & Alice Batchelor
Friends of the Falmouth Public Library
Richard & Cynthia Kendall
Alison Leschen
Ronald Liebis
J.A. Martinho Electric, Inc.
Partners Technology Voice & Data
Nicole Silverman
Noah & Janet Totten
Jay & Susan Zavala

Sponsors (\$50 - \$99)

Deborah Coulombe
Joann & Michael Fishbein
Betsy King
Debra & David Rogers
Edward & Diane Sullivan
Mary Swope
Sandra & Daniel Trainor

Supporters (\$0 - \$49)

American Automotive Aftermarket, Inc.
Thomas J. Brannelly
Troy Clarkson
Frank Cocuzzo
Kevin Doyle
Good Will Chapter No. 123 O.E.S.
Alice & Edward Grayson
Nancy Hayward
Annie Hart Cool
Bob Hinrichs
Barbara Kanellopoulos
Stephanie & Leonard Miele
Morse Group-Promotional Products
Richard & Kathleen Sherman
Anne & Louis Tessier
Sandra & Daniel Trainor
Four Guys In Tuxes

Silent Auction Contributors

A Stitch in Time
A Whole Lotta Crunch
Anejo Mexican Bistro & Tequila Bar
Anne Preisig Personal Training
Athletic Performance Training
Auto Zone
Bear and Boots
Bobby Byrne's
Janet Bridges-Clancy
Cape Cod Bagel Company
Cape Cod Beach Tables
CapePhotos and CapeBeads
Captain Kidd Restaurant
Troy Clarkson, *Succanessett Snapshot*
Consider It Done Cleaning
Coonamesett Farm
Dana's Kitchen, Inc.
Dean's Market
DJ's Famous Wings
Lee Drescher
Falmouth British Beer Company
Falmouth Jewelry Shop
Falmouth Pet Center
Falmouth Water Stewards
Flowers by Anna
Ghelfi's Candies of Cape Cod
Mary Louise Gitlitz
Glow Sunless Tanning & Nail Bar
Heritage Museum & Gardens
Historic Highfield, Inc.
Homespun Garden

Hy-Line Cruises
in the pink
Island Queen
Jack in the Beanstalk
Jacks Restaurant & Bar
John's Liquor Store
John's Shoe Store
Kappy's Liquors
David F. Kelley
Leroux Kitchen
Leslie Lichtenstein
San Lyman
Mutti Artography
Panton Plumbing & Heating, Inc.
Partner Projects
Pies A La Mode Café
Port Cargo
Quicks Hole Tavern
Red Pen Crafts
Reflections by Robin
Marilyn Rowland
Silver Lounge Restaurant and
Uncle Bill's Country Store & Flower Shop
Stylish 10 Nails & Spa
Taylor Rental
The Daily Brew Coffee House
The Lanes Bowl & Bistro
The Printmakers of Cape Cod
Uptown Dog Cape Cod
West Falmouth Market
Woods Hole Steamship Authority

Priscilla "Pucky" Roslansky Memorial Fund

Margaret Borden
Dan H. Fenn
Paul & Kimberlee Fenn
Louise & Ronald Grosslein
Clara & David Hulburt
Judith Stetson

Priscilla "Pucky" Roslansky Memorial Fund Award



Erika Hahn was awarded the fourth annual Priscilla "Pucky" Roslansky Memorial Award for

her program "Green Center Website Relaunch." The annual award is given to an FCTV member whose submission embodies the values **Pucky** held dear: improving political discourse by educating, building and connecting the community.



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