



# Annual Report **2017**

*The stations that  
bring Falmouth  
home.*



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## Our Mission



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.

# A Word From Our Executive Director / CEO ...



Thank you for making 2017 another remarkable year for Falmouth Community Television. We are pleased to present this report detailing our accomplishments, services, partnerships and plans for the future.

*Some of our highlights include;*

- Installation of a direct fiber feed from the Falmouth Public Library to FCTV, including an A/V panel to allow seamless connectivity between the Library and our mobile production vehicle;
- Support for our Cable Committee and Selectmen to ensure cable license compliance, and awareness of state and federal legislation impacting community television;
- With our members, the creation and dissemination of programs that highlight our community, ensure transparency in government, provide vital and timely information, serve as a

forum for new ideas, community dialogue and foster a more informed citizenry;

- Production of a popular, twice-monthly public affairs magazine program *Falmouth in Focus*;
- Provide frequent opportunities to over 150 local nonprofits, community groups, government departments and elected officials through local programs, biannual PSA Day, community bulletin boards, and social media platforms;
- Acquisition of the remaining equipment needed to make FCTV a fully functional HD facility with four new digital studio cameras;
- Technical support to town management in the design and bid process for an update to the Town Hall Selectmen Meeting Room with a new HD system to be complete in the summer of 2018;
- Adoption of newer technologies with the acquisition of a transmitter/receiver which allows for wireless camera transmission, a new video switcher, and field cameras;
- Advocacy to ensure local media is preserved and strengthened into the future by supporting legislation that will ensure technical parity for our channels by placing them on the HD tier and inclusion on the electronic program guide.



When FCTV began in 1992 in a small second floor room with one studio, we never could have imagined what we would become. Over the years we have expanded, yet never with quite enough space.

2018 will undoubtedly be our most exciting year yet as we begin construction on a new larger facility.

We are committed to our mission of encouraging community dialogue, awareness and expression, growing our curriculum and disseminating programs on multiple platforms. This new modern facility will enable us to create a media center that will meet our community's needs now and into the future.

We are enormously grateful to everyone who has contributed to FCTV's success through their participation and generosity. We look forward to an exciting 2018.

*Dan A. Rogers*



## OUR TEAM

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### BOARD OF DIRECTORS

AHMED MUSTAFA, PRESIDENT  
KEVIN K. LYNCH, TREASURER  
PAT THATCHER, SECRETARY  
LINDA DAVIS  
MICHAEL DUFFANY  
MICHAEL FINEGOLD  
JEFFREY OPPENHEIM  
MICHAEL PALMER

### ADVISORY COUNCIL

LISA DEYO ASENDORF  
DONNA BUCKLEY  
CARL CAVOSSA  
BARBARA KANELLOPOULOS  
BRENDA SWAIN  
ERIC TURKINGTON  
DAVID VIEIRA  
B. GRANT WILLIS  
JAY ZAVALA

### STAFF

DEBRA ROGERS: CEO/EXECUTIVE DIRECTOR  
BOB FENSTERMAKER: DIRECTOR OF OPERATIONS  
LORRE-JO JOYCE: OFFICE MANAGER  
ANTHONY SADERA: PROGRAMMING COORDINATOR  
ALLEN RUSSELL: PRODUCTION AND EDUCATION COORDINATOR  
GEOFF WYMAN: GOVERNMENT ACCESS COORDINATOR  
ANDREW RICHARDS: GOVERNMENT ACCESS ASSISTANT  
RYAN WEBBER: EDUCATIONAL ACCESS COORDINATOR  
MARCIA HUYETTE: FACILITY ASSISTANT/GALLERY COORDINATOR



# Changing Technology

FCTV continued to invest in its mobile production vehicle with the addition of the NewTek TriCaster TC1 video switcher, EarTec wireless communications system, and SWIT wireless video transmission system. These acquisitions were particularly exciting to on-location crews who cover everything from Falmouth Commodores, Falmouth



Clippers sports, the Falmouth Road Race, the Falmouth Christmas Parade, to important community forums and events throughout town.

FCTV upgraded its studio equipment to provide for 100% full HD productions and simplified virtual set technology as seen on *Falmouth In Focus*.

Our inventory of professional quality field cameras used by member producers throughout the community was enhanced with the addition of three HD JVC 200 field kits.

These and other investments reflect one of our strategic goals to keep pace with changing technology.



## 42

Van Productions

Public: 13  
Government: 22  
Education: 7

## 393

Members

Individuals: 239  
Organizational Members: 112  
(representing 50 organizations)  
Family Members: 42



# Training



IN 2017, FCTV OFFERED A TOTAL OF **137** WORKSHOPS TO **271** PARTICIPANTS, INCLUDING:

GOVERNMENT MEETINGS *YOUTH PRODUCERS*  
**BASIC STUDIO** *FINAL CUT X* ORIENTATION **RUESHARE**  
*VACATION ANIMATION CAMP* **ADVANCED EDITING** *BASIC FIELD* **SMART PHONE**  
**ADVANCED STUDIO** **PLANNING YOUR PRODUCTION** *SUMMER ANIMATION CAMP* **DSLR CAMERA**  
**I-DVD** **STOP MOTION ANIMATION** MEDIA LITERACY *DIGITAL DRAWING* **TECHNICAL DIRECTING** *JVC MINI CAMERA*  
**WIRELESS AUDIO** *AUDIO FOR VIDEO* **PHOTO EDITING** *APPLE MOTION* **EVENT CAMERA** **VR GLASSES** *FIELD CAMERA*  
**SOCIAL MEDIA FOR MODERN PROMOTION** *STUDIO CAMERA OPERATOR* **CAROUSEL COMMUNITY BULLETIN BOARD**

# PROGRAMMING



## PUBLIC CHANNEL 13

FIRST-RUN LOCAL:	REPEAT LOCAL:
396.90 HOURS	6,254.04 HOURS
FIRST-RUN OUTSIDE:	REPEAT OUTSIDE:
297.73 HOURS	1,463.80 HOURS
<b>TOTAL FIRST-RUN:</b>	<b>TOTAL REPEAT:</b>
<b>694.63 HOURS</b>	<b>7,717.84 HOURS</b>

**TOTAL: 8,412.47 HOURS**



## EDUCATION CHANNEL 14

FIRST-RUN LOCAL:	REPEAT LOCAL:
258.73 HOURS	6,664.61 HOURS
FIRST-RUN OUTSIDE:	REPEAT OUTSIDE:
77.97 HOURS	246.10 HOURS
<b>TOTAL FIRST-RUN:</b>	<b>TOTAL REPEAT:</b>
<b>336.70 HOURS</b>	<b>6,910.71 HOURS</b>

**TOTAL: 7,247.41 HOURS**



## GOVERNMENT CHANNEL 15

FIRST-RUN LOCAL:	REPEAT LOCAL:
411.31 HOURS	4,401.22 HOURS
FIRST-RUN OUTSIDE:	REPEAT OUTSIDE:
120.54 HOURS	1,213.16 HOURS
<b>TOTAL FIRST-RUN:</b>	<b>TOTAL REPEAT:</b>
<b>531.85 HOURS</b>	<b>5,614.38 HOURS</b>

**TOTAL: 6,146.23 HOURS**



## TOTAL PROGRAMMING HOURS

**21,806.11 HOURS**



# The Value of Access

The Fair Market Value of Equipment  
and Facility Utilization



<b>Municipal Locations</b>	<b>\$405,259</b>
<b>Field Production</b>	<b>\$119,619</b>
<b>Animation Lab</b>	<b>\$56,462</b>
<b>Conference Room</b>	<b>\$58,343</b>
<b>Post Production</b>	<b>\$237,000</b>
<b>Studio</b>	<b>\$239,161</b>
<b>Van Production</b>	<b>\$373,782</b>

**Total Utilization:**  
**\$1,489,626**

*"Community television is at the heart of community dialogue. From cooking to conversing, from teaching to preaching, it offers a forum and an opportunity for citizens representing all tiles in the mosaic of humanity to shine."*

- Troy Clarkson, FCTV Member

# Financial Position

As of December 31, 2017

## ASSETS

### Current Assets:

Cash	\$1,984,870
Prepaid expenditures	8,381
Total Current Assets	<u>1,993,251</u>

### Property and Equipment:

Buildings	612,280
Building improvement	73,298
Furniture and fixtures	67,645
Production equipment	502,937
Vehicles	66,549
Construction in progress	28,370
Less: accumulated depreciation	<u>(1,024,484)</u>
Total Property and Equipment	<u>326,595</u>

**Total Assets** **\$2,319,846**

## LIABILITIES AND NET ASSETS

### Current Liabilities:

Accounts payable	\$1,024
Payroll withholding	451
Accrued payroll	8,764
Property taxes payable	1,580
Rental deposits	<u>3,000</u>
Total Current Liabilities	<u>14,819</u>

### Net Assets:

Unrestricted:	
Undesignated	1,253,587
Fixed assets	<u>326,595</u>
Total Unrestricted	<u>1,580,182</u>

### Restricted:

Temporarily restricted	<u>724,845</u>
Total Net Assets	<u>2,305,027</u>

**Total Liabilities and Net Assets** **\$2,319,846**



## Impact

FCTV's role in the life of our community was reflected in many ways. Here are just a few of the highlights of 2017:

Through active participation in the Local and Regional Emergency Planning Committees, FCTV disseminated timely updates to help our citizens and visitors prepare, act and remain informed about weather-related events, power outages, road closings, and other local conditions through our cable channels, website, and popular social media outlets.

In October, FCTV hosted the annual Alliance for Community Media Northeast Region conference. Over 300 media professionals, activists, and vendors converged on Falmouth to attend workshops, demonstrations, a trade show and hear from nationally renowned experts.

FCTV's Community Bulletin Boards were redesigned as multi-zoned infochannels to provide more content including news, posts from local agencies, weather alerts, and hyperlocal calendar events.

FCTV continued to offer new, state-of-the-art equipment and training, expanding our core curriculum with emerging techniques and tools such as virtual reality production, smart phone citizen journalism tools, and social media strategies.

Our youth workshops, including animation and afterschool programs continue to evolve, offering new opportunities for our young people to learn teamwork, storytelling skills, media literacy, and a chance to explore their creativity.

In 2017, FCTV members and staff produced 887 programs that reflect Falmouth: candlelights vigils, political dialogue on local and global issues, live election coverage, discoveries from our scientific community, sports, concerts, lectures, our government in action, conversations with Cape Cod newsmakers, holiday celebrations, school events and more. Throughout the year, FCTV documented the people, activities, and changes that impacted our lives.

FCTV, more than ever, as an open forum and center of transparency in government, serves as a clearinghouse of ideas, information and open discussion of global topics such as diversity and the health of our planet, to debates on the direction of our town and its future.

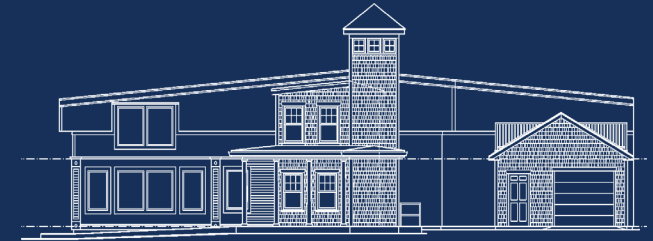


*"FCTV has given me a greater connection to my community and taught me new skills."*

- Gunnar Kinat, FCTV Member

## BUILDING ON A LEGACY

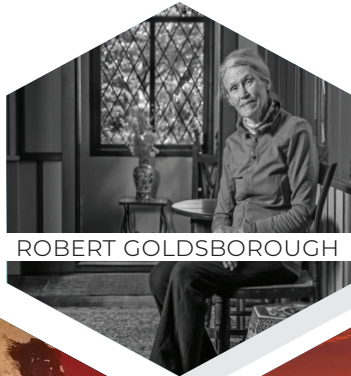
Since our inception in 1992, Falmouth Community Television has grown to a full-service community media center providing a broad range of services including access to multimedia equipment and training as well as production facilities for our membership. FCTV is now planning a facility expansion that will bring our media center into the 21st century and provide Falmouth with the state-of-the-art resource it needs, moving to a larger space within our current location at 310 Dillingham Ave. This project will allow us to increase the space of our studios, gallery, community meeting rooms, teaching labs, and post-production facilities - providing the people of Falmouth with more space and resources to educate and express themselves as well as participate in the dialogue that makes up the vibrant fabric of our community. In preparation, FCTV has worked hard to raise our earned income, and will need to fundraise and acquire financing to complete this project. Together we can ensure that the people of Falmouth have the kind of facility that adequately meets our needs for years to come. This is the next step to protect the future of community media in Falmouth.



### FEATURES:

- Two state-of-the-art HD studios, with energy-efficient lighting systems, multiple set locations and virtual sets.
- A full working kitchen in the main studio to serve as a set for culinary programs, a space to host local events, and as a rental space; augmenting FCTV's sustainability through additional revenue sources.
- A compact, easy-to-use robotic camera studio to allow members to quickly produce HD programs without a large crew.
- A garage to secure FCTV's mobile production vehicle.
- An elevator and ramps for a fully accessible building.
- An expanded post-production lab to accommodate more community producers of all ages to create, communicate, and learn new skills.
- A larger animation lab to promote media literacy, spur creativity and teamwork, and inspire storytelling skills.
- Additional, larger conference spaces, which also expands our community art gallery
- Additional storage space for our growing inventory of production equipment.





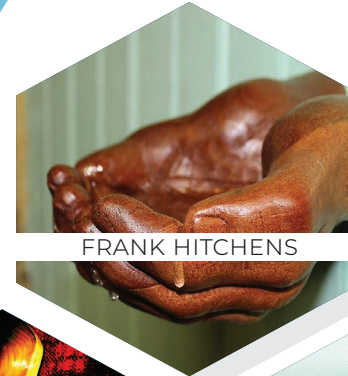
ROBERT GOLDSBOROUGH



THE MUTTI BROTHERS



THE TEATICKET SCHOOL



FRANK HITCHENS



"SPEAK MY LANGUAGE"



DON PARKINSON



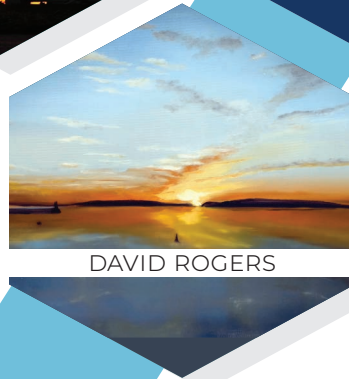
SUSAN BEARDSLEY



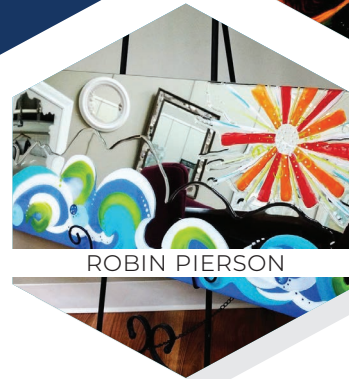
MICHAEL MARRINAN



MASHPEE SENIOR CENTER



DAVID ROGERS



ROBIN PIERSON



SAN LYMAN

The Maser Gallery at FCTV is open to the public and hosts a variety of emerging and established artists from Falmouth and Cape Cod. Our accompanying program *This Month at the Maser* highlights each exhibition on our public channel and website.

# Donors

## **Benefactors (\$500+)**

Linda Davis

## **Partners (\$250 - \$499)**

Caroline Bacon\*

Kevin and Betty Lynch

## **Patrons (\$100 - \$249)**

Ann Brownell

Cape Cod Surgeons P.C.

Richard Castleberry

Crabapples Restaurant

Michael Finegold

Mary Harris

Alison Leschen

Rabbi Elias Lieberman

Ronald Liebis

Christopher Smallis

Slade Mortgage

Noah and Janet Totten

Jay and Susan Zavala

## **Sponsor (\$50 - \$99)**

Peter Bergstrom

William Brackett

Richard Chase

Robert Fenstermaker

JoAnn Fishbein

Gates Foundation

Larry Gray

Annie Hart Cool

Anna Holmes

Richard Kendall

David and Debra Rogers\*

Brenda Swain

Stanton and Cynthia Terrell

## **Supporter (\$0 - \$49)**

Amazon Smile

Falmouth VFW Post 2569

Susan Fleischmann\*

Marvin and Avis Grosslein

Fred and Mary Lou Gitlitz

James Hain

Daniel Krawczyk

Leonard and Stephanie Miele

Dan and Elaine Moore

Andrew Richards

Glenn and Marilyn Rowland

Judith Shapiro

Ellen and Mike Sullivan

Jackie Sadera

## **Priscilla "Pucky" Roslansky Memorial Fund**

Clara and David Hulburt

## **Falmouth Road Race Underwriters**

The Clay Realty Group

Bear In Boots Gastropub

## **Silent Auction Contributors**

Anejo Mexican Bistro & Tequila Bar

Alexandra Speck

Anne Torry-Ballou

Anthony Sadera

Art by Mindy

Barbara Hampson

Barbara Kanellopoulos

Ben & Bills Chocolate Imporium

Bonnie Papineau

British Beer Company, Falmouth

Caline for Kids

Cape Clasp

Cape Cod Bagel Company

Cape Gallery Framer

Casa Vallarta Mexican Restaurant

Consignment Classics

Coonamessett Farm

Coonamessett Inn

Corner Cycle

Crepe Cod

David Rogers, Artist

Dean's Market

DJ's Famous Wings

Eight Cousins, Inc.

Ellen Brodsky Ballroom Dancing

Falmouth Commodores

Falmouth Jewelry Shop

Falmouth Pet Center

Falmouth Public Library

Falmouth Water Stewards

Fitness Elevations

Friends of Nobska Light

Ghelfi's Candies of Cape Cod

Grace Hopkins

Heritage Museums & Gardens

Historic Highfield, Inc.

Intergas

Island Queen

Jack in the Beanstalk

Jack's Restaurant & Bar

James Joyce

Jane Parhiala

John's Liquor Store

Kappy's Fine Wine & Spirits

Kevin Friel Photographer

LeRoux Kitchen

Liam Maguire's Irish Pub

Lorre-jo Joyce

Martha's Vineyard Savings Bank

Marilyn Rowland

Mary Joyce

Mary Lou Gitlitz

\* In Memory of Michael Shuman



Michael Stone Portraits  
 Molly's Tea Room  
 My Fishing Cape Cod  
 Nobska Farms  
 North Falmouth Cheese Shop  
 Parkside Market  
 Pies A La Mode Café  
 Popular Palette  
 Reflections By Robin  
 Representative David T. Vieira  
 San Lyman  
 Seven Stars Martial Arts Academy  
 Simply Divine Pizza Co.  
 Slice of Italy  
 Soares Flower Garden Nursery  
 Spice Merchants  
 Sue Beardsley  
 Thai Kitchen  
 The Black Dog General Store  
 The Steamship Authority  
 The Yoga Collaborative  
 View Photography  
 Troy Clarkson  
 Vicky Cullen, Red Pen Crafts  
 Valerie Leri  
 Waquoit Bay National Estuarine Research Reserve  
 WCAI  
 Windfall Market  
 Woods Hole Market & Provisions

## **TOWN MEETING UNDERWRITERS:**

### **Principal Underwriters**

Carlson Printing  
 Falmouth Chamber of Commerce  
 Green Harbor Waterfront Lodging  
 Holiday Inn Falmouth  
 Margaret Gifford, Sotheby's  
 International Realty  
 Meganet Communications  
 Pat Thatcher, Sotheby's  
 International Realty  
 ShoreWay Acres Inn  
 Sea Crest Beach Hotel

### **Associate Underwriters**

A & A Paving, LLC  
 Arthur D. Calfee Insurance Agency, Inc.  
 Barrett Plumbing & Heating  
 Bayside Kitchen and Bath  
 BSS Design, Inc.  
 Carpet Barn, Inc.  
 Cavossa Disposal Corporation  
 Compassionate Care ALS  
 Doggz & Hoggz  
 Eastman's Hardware  
 Falmouth Fish Market  
 Green Shuttle of Cape Cod  
 Hamilton Tree and Landscape

Inn on the Sound  
 Liam Maguire's Irish Pub  
 Oppenheim & Nickerson, LLP  
 Puritan Cape Cod  
 RJ's Variety & Liquors  
 Seven Stars Academy of Martial Arts  
 Walmart Foundation  
 Wild Harbor General Store

### **Supporting Underwriters**

Andy's Barber Shop  
 Annie Hart Cool, Sotheby's International Realty  
 Barnes Custom Builders  
 Cape Cod Cleaning, Inc.  
 Cape Cod Five Cents Savings Bank  
 Carl F. Cavossa, Jr. Excavating, Inc.  
 Chapman, Cole & Gleason Funeral Homes  
 Cranberry Nail Spa  
 Danny's Barber Shop  
 David Rogers Electric  
 Falmouth Chimney Sweep  
 Falmouth Flag Day 5K Race  
 Falmouth VIPS  
 Hannoush Jewelers  
 M. Duffany Builders  
 Mahoney's Garden Center  
 Martha's Vineyard Savings Bank  
 Murray & MacDonald Insurance Services

Neighborhood Falmouth  
 Partners Technology  
 Paul's Precision Automotive Repair  
 Soares Flower Garden Nursery  
 St. Elizabeth Seton Church  
 Steve's Pizzeria & More  
 The Cooperative Bank of Cape Cod  
 The Davey Tree Expert Company  
 Turning Pointe Dance Studio  
 Vincent Associates Real Estate  
 Waquoit Congregational Church  
 Wood Lumber Company

### **Additional Town Meeting Support**

Roche Bros.  
 Shaw's Supermarket  
 Stop & Shop  
 Walmart

***"With the encouragement and support of FCTV's staff and volunteers, I am able to showcase people who have concerns to share and stories to tell. I feel honored to be part of FCTV's effort to stimulate community dialogue."***

**- Barbara Kanellopoulos, FCTV Member**



**FALMOUTH COMMUNITY TELEVISION**



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FCTVMedia



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/FalmouthCommunityTelevision

