



ANNUAL REPORT

Falmouth Community Television
2018



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OUR MISSION

Falmouth Community Television 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.





OUR TEAM

Board of Directors

Ahmed Mustafa, President
 Michael Finegold, Treasurer
 Pat Thatcher, Secretary
 Linda Davis
 Michael Duffany
 Barbara Kanellopoulos
 Jeffrey Oppenheim
 Michael Palmer

Advisory Council

Lisa Deyo Asendorf
 Donna DeSimone Buckley
 Carl Cavossa
 Kevin K. Lynch
 Brenda Swain
 Eric Turkington
 David Vieira
 B. Grant Willis
 Jay Zavala

Staff

Debra Rogers: Executive Director / CEO
 Bob Fenstermaker: Director of Operations
 Lorre-Jo Joyce: Office Manager
 Anthony Sadera: Communications Manager
 Allen Russell: Production and Education Coordinator
 Geoff Wyman: Government Access Coordinator
 Andrew Richards: Membership and Outreach Coordinator
 Ryan Webber: Educational Access Coordinator
 Marcia Huyette: Facility Assistant/Gallery Coordinator

A WORD FROM OUR EXECUTIVE DIRECTOR/CEO



Debra Rogers
Executive Director/CEO

Thank you for making 2018 one of the most memorable years in the history of Falmouth Community Television. We are pleased to present our annual report, detailing our accomplishments during the year and what we have planned for the future.

Here are just a few of our highlights from 2018:

- With our members, provided more than 1,400 hours of first-run programming to reflect the unique character of our town, educate and enlighten the community, ensure transparency in government, serve as a forum for free expression and a bridge for open dialogue;
- Partnering with Falmouth Academy and the Falmouth Recreation Department, and through our own FCTV Youth Initiatives, provided popular vacation and after school workshops for area youth to teach valuable media literacy, animation, storytelling, teamwork and production skills;
- Produced twenty-four episodes of our twice-a-month public affairs magazine program Falmouth In Focus, featuring the people, places, and events that reflect the fabric of our community;
- Provided valuable technical support to the Town of Falmouth as they successfully completed their upgrade of the Town Hall Selectmen's Meeting Room to a new completely digital HD system. FCTV also provided consultation to the Falmouth School Department as they developed the broadcast systems for their new playing field, press box, and the Antonucci Field House. FCTV also provided expertise to the Senior Center Building Committee to provide for broadcast capabilities in their new facility.
- Supported our Cable Advisory Committee and Board of Selectmen to ensure cable license compliance and awareness of legislation and regulations impacting community television. FCTV also worked hand-in-hand with Falmouth's lawmakers to provide advocacy and educate political leaders and the general public about issues affecting the future of local media;
- Assisted more than 190 local nonprofit organizations, community groups, government departments and elected officials communicate their mission and services through locally-produced programming, program underwriting, our biannual PSA Day, community bulletin boards, and social media platforms;
- Upgraded our inventory of field cameras with the addition of three new JVC GY-HM200U Camera kits and acquired two JVC KY-PZ100BU remote-controlled robotic cameras.
- Offered live election coverage, referendum education, and an unbiased, open platform for candidates for local office, town meeting article petitioners, and engaged citizens. To encourage a

more informed electorate, FCTV provided unedited coverage of meetings, public hearings and forums connecting residents to the many key issues facing Falmouth.

Whether it is television or the Internet, having the skills to tell authentic stories, the knowledge to use technical tools such as cameras and editing equipment and the ability to transmit information through multiple transmission platforms remains at the forefront of what we have to offer. As technology changes, as community needs change, we are committed to changing, too, and ensuring our neighbors have all they need to interact with each other.

The most significant highlight from 2018 is the creation of the new Falmouth Community Media Center. This project had its origins in 2015 when FCTV embarked on a series of strategic planning sessions that included our Board of Directors, staff, and many of our members and community leaders.

Through these sessions, it became clear that FCTV would need to find more space as the demand for its services grew. We began the process of envisioning a new facility, designed from the ground up to be the kind

of sustainable and accessible community resource Falmouth deserves. The vision incorporated more teaching space for our workshops, including workforce development and youth programs, a larger studio with a built-in working kitchen for culinary programs and special events, a second studio with robotic cameras to reduce the need for a large production crew, conference rooms for artists to display their work and for organizations to use for meetings, a garage for the FCTV mobile production vehicle, and many other enhancements.

And now, through a tremendous amount of hard work, planning, and community support, that vision has become a reality.

On October 25 of 2018, we broke ground on the new Falmouth Community Media Center. The day marked a new beginning for FCTV and the future of community media in the Town of Falmouth. We are exceptionally grateful to everyone who contributed to this project and supported our mission throughout the year. We hope you'll join us for an exciting 2019.

Debra A. Rogers



THE FUTURE IS NOW

From our humble beginnings in a single second floor office and ground floor studio/control room, FCTV began by offering coverage of some of the town's meetings and providing training and access to video equipment to members of the community for non-commercial television programs to be cablecast on Public Channel 13.

As the community's need to access information, technology and distribution platforms grew, FCTV kept pace. In 2011, the town of Falmouth successfully negotiated its third 10-year cable license with the cable operator. The town also developed its first Memorandum Of Understanding (MOU) with FCTV. Included in the MOU is a requirement to manage increased channel capacity, to expand the production and cablecasts of government meeting coverage, municipal informational programming, and provide media training and channel time to community producers.

FCTV was now responsible for three channels: public, education and government. With increased channel capacity, and additional training and production requirements, FCTV had to expand to be able to successfully provide the services included in our new MOU. In 2015, under the mentorship of Cape Cod and Islands SCORE, we began the process of strategic planning, implementing a new framework for sustainable growth. It was through these sessions that FCTV targeted increasing our space as a top priority.

In 2018, FCTV was able to acquire the remainder of the building on Dillingham Avenue and the Falmouth Community Media Center was born. The new facility will allow us the proper storage for equipment, including a secure indoor space for our production vehicle, increased studio space, teaching and animation labs, additional community meeting spaces, and more. FCTV will also be able to satisfy the demand for more training and popular youth programs, which are currently selling out due to limitations on space.

We ask for your support now as we transition into the media center the community has guided us to create. FCTV is excited about expanding the community resource we have developed together over the last 27 years. This is truly a new beginning for the people of Falmouth.

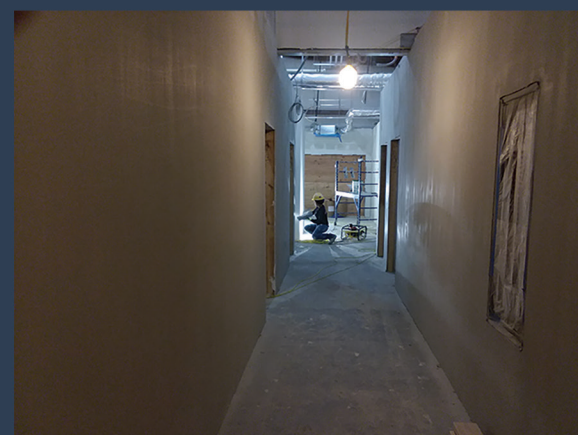




A NEW BEGINNING

"The Falmouth Community Media Center is the first facility in Falmouth designed from the ground up to be a state-of-the-art, fully equipped media center able to serve the needs of the Falmouth community in the 21st century."

- Debra Rogers
Executive Director/CEO



IMPACT

In 2018, FCTV members and staff provided more than 1,400 hours of programming that reflect Falmouth: political dialogue on issues that affect each of us, live election coverage, discoveries from our scientific community, sports, concerts, lectures, our government in action, conversations with local newsmakers, school events and more. FCTV is the community's only source for non-commercial hyperlocal programming focused on Falmouth.



When Falmouth was faced with controversial issues in 2018, such as the impending widening of the Route 28 Corridor or proposed relocation of Gosnold's treatment facility, citizens relied on FCTV for live, real-time open dialogue and debate. Through its unfiltered coverage of the matters that concern our town the most, FCTV offers a crucial platform for the essential components of democracy and dialogue, having a transformative effect on how Falmouth builds its future. From major issues like the Steamship Authority Terminal project, WHOI's plans for its Village Campus, the Wind Turbine debate, Senior Center Building plans or perennial live local election coverage, candidate forums, legislative updates from elected officials, gavel-to-gavel meeting coverage, referendum education and more. If it matters to Falmouth, FCTV is there.



FCTV's mobile production vehicle provided coverage of dozens of events, meetings and forums, from the Selectmen's Listening Sessions and the School Superintendent Search to Falmouth Commodore games and live coverage of the Falmouth Road Race and the Falmouth Christmas Parade.



In 2018, FCTV assisted over 190 nonprofits, community groups, and government entities through video productions, our biannual PSA Day, community bulletin board, social media platforms and our public affairs program *Falmouth in Focus*.



Through its active coordination and partnership with the Local and Regional Emergency Planning Committees, FCTV provided updates and information to citizens and visitors about weather-related events, power outages, road closings, and other advisories through our cable channels, website, and popular social media outlets.



FCTV's youth initiatives, afterschool and vacation workshops impart valuable media literacy, storytelling, teamwork and production skills. In 2018, 108 participants took part in FCTV's Youth Programs.



TRAINING

FCTV offered 115 classes to 301 participants in 2018.

Subjects Included:

Advanced Final Cut
Advanced Studio
Animation Vacation Camp
Apple Motion
Audio For Video
Camera Composition
Digital Tablet Drawing
Digital Effects
DSLR Camera
Event Camera
GoPro Camera
Government Meeting
Internships
Intro to Field

Intro to Final Cut
Intro to Studio
JVC Camera
JVC Mini Camera
Lighting Techniques
NewTek Live Text
Oral History
Orientation
Planning Your Production
Producers Roundtable
RueShare Reservation System
Stop Motion Animation
Summer Recreation Camp
Video Studio Camp
Youth Producers Group



"I rely on FCTV to bring me stories of the Falmouth community... often in real time..."

- Rev. Nell Fields, Waquoit



"Without FCTV our community loses some of its shine."

- Susan Zavala, Hatchville



"It is the 'Voice of Falmouth.'"

- B. Grant Willis, East Falmouth

PROGRAMMING

FCTV broadcast 22,020 hours of programming in 2018



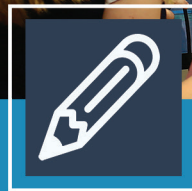
PUBLIC

Public Channel 13

First-Run Local Programs	313.46
First-Run Outside Programs	<u>355.36</u>
Total Hours First-Run:	668.82

Repeat Locally Programs	5780.41
Repeat Outside Programs	<u>2053.24</u>
Total Hours Repeat Programs:	7833.65

TOTAL HOURS: 8502.47



EDUCATION

Education Channel 14

First-Run Local Programs	162.19
First-Run Outside Programs	<u>37.43</u>
Total Hours First-Run:	199.62

Repeat Locally Programs	6660.91
Repeat Outside Programs	<u>199.75</u>
Total Hours Repeat Programs:	6860.66

TOTAL HOURS: 7060.28



GOVERNMENT

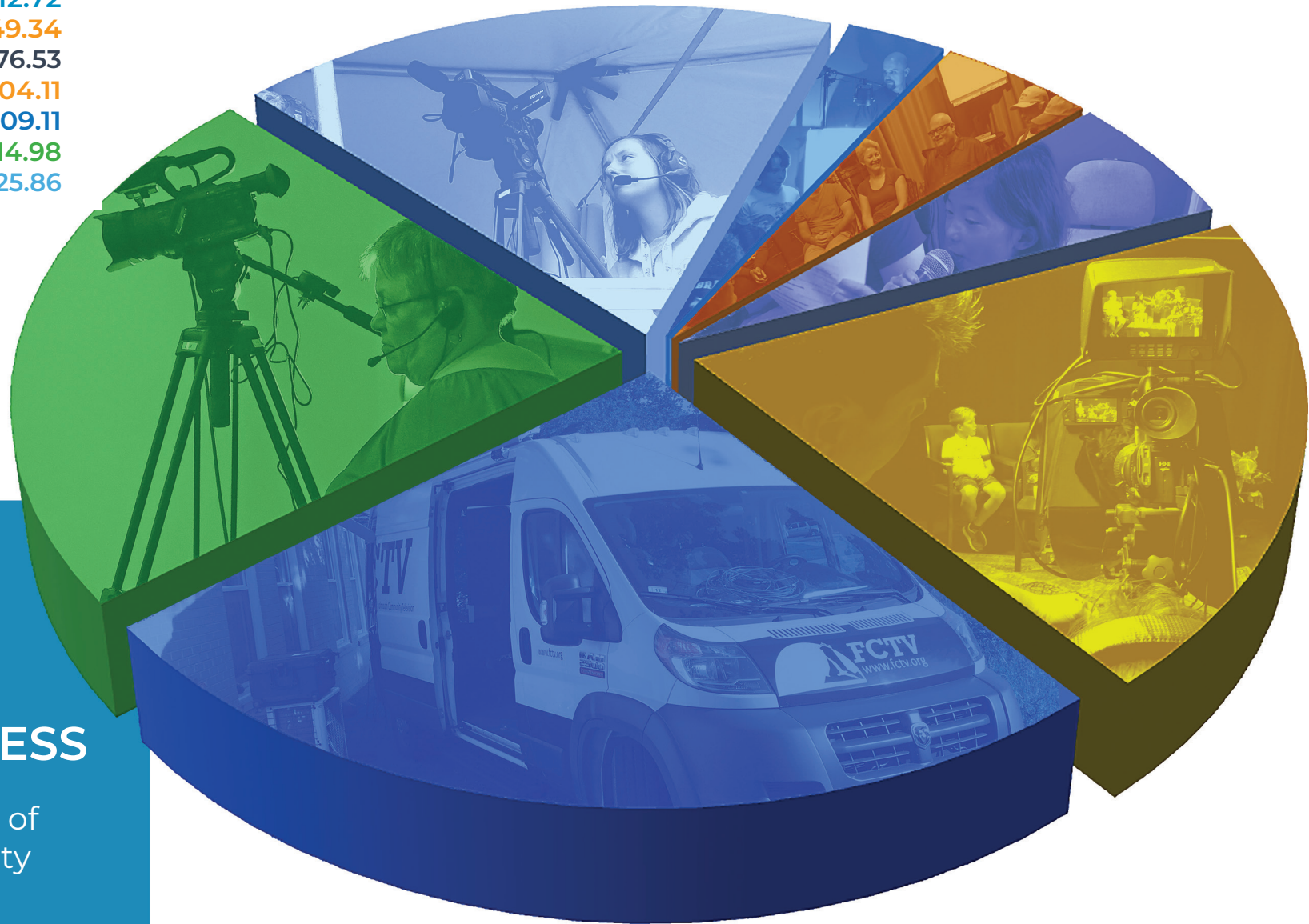
Government Channel 15

First-Run Local Programs	429.27
First-Run Outside Programs	<u>107.79</u>
Total Hours First-Run:	537.06

Repeat Locally Programs	4581.14
Repeat Outside Programs	<u>1339.72</u>
Total Hours Repeat Programs:	5920.86

TOTAL HOURS: 6457.92

Animation Lab	\$44,012.72
Conference Room	\$67,749.34
Post Production	\$80,876.53
Studio	\$291,204.11
Van Production	\$366,109.11
Town Facilities	\$333,114.98
Field Production	\$261,025.86



VALUE OF ACCESS

The Fair Market value of
Equipment and Facility
Utilization in 2018:

\$1,444,092.65

DONORS

BENEFACTOR (\$500+)

Linda Davis
Barbara Kanellopoulos
Carol McKeon

PARTNER (\$250 - \$499)

Caroline Bacon
Eva Reed
Nicole Silverman

PATRON (\$100 - \$249)

Richard & Alice Batchelor
Bayside Kitchen & Bath
Courtney Bird
Annie Hart Cool
Jim Newman & Deb Coulombe
Mary Fouser
Avis & Marvin Grosslein
Kevin & Betty Lynch
Christopher Smallis
Nancy Stafford
Brenda Swain
Jay & Susan Zavala

IN MEMORY OF MICHAEL G. SHUMAN

Debra & David Rogers

SPONSOR (\$50 - \$99)

William Brackett
Joan Burstyn
Ethel "Yang" Conley
Deborah Hart-Klein
Julia Henken
Richard Kendall
Ronald Liebis
Sherry Martin
Michael & Marie Palmer
Gerald Potamis
Michael & Rachel Rosen
Anthony Sadera

SUPPORTER (UNDER \$50)

Andrew Ashton
Alice Carey
Peter Clark & Ellen Barol
Frank Cocuzzo
Robert & Mindy Fenstermaker
Alfred Gitlitz
Alice Grayson
S Malissa Hallenbeck
Kinlin Grover Real Estate
Louise Luckenbill
Beth Macdonald
Laura Moynihan
Jackie Sadera
Judith Shapiro
Maria Soares

SILENT AUCTION CONTRIBUTORS

241 Fitness
Andrew Richards
Anejo Mexican Bistro & Tequila Bar
Ben and Bills Chocolate Emporium
Board Stiff Surf and Skate
British Beer Company
Cape Clasp
Cape Cod Bagel
Cape Cod Dance Center
Cape Cod Winery
Carrie Fradkin
Casa Vallarta
Christopher Smallis
Coffee Obsession
Coonamessett Inn
Corner Cycle
Crepe Cod
Cricket George
Cupcake Charlies
David Rogers, Artist
Debra Rogers
DJ's Famous Wings
Eat Your Heart Out Catering
Eight Cousins Books
Falmouth Florist
Falmouth Pet Center
Fitness Elevations
Flynnie's Bar 3
Friend of FCTV
Ghelfi's
Harvest of Barnstable
Headlines
Heritage Museums & Gardens
Intergas
Island Queen
Jack in the Beanstalk
Jane Parhiala
Jennifer Roggiolani
John's Liquor Store
Kappy's Fine Wine and Spirits
Landfall Restaurant
Lorre-jo Joyce
Marilyn Rowland
Martha's
Mary Fouser
My Fishing Cape Cod
Osteria LaCivetta
Pies a la Mode
Quarterdeck Restaurant
Quicks Hole Tavern
Rising Tide Artworks
Rita Pacheco
Scott Crago
Seven Stars Martial Arts Academy
Simply Divine Pizza Co
Shelly McDermott
Slice of Italy
Soprano's Ristorante
Spice Merchants
State Representative David Vieira
Susan Beardsley
Supreme Pizza
Teirney Roggiolani
The Yoga Collaborative
Touché
Under The Sun
Valerie Belcher
Vicky Cullen, Red Pen Crafts
WCAI Radio
Windfall Market
Woods Hole Market and Provisions
Woods Hole, Martha's Vineyard and
Nantucket Steamship Authority

TOWN MEETING UNDERWRITERS

PRINCIPAL UNDERWRITERS

Carlson Printing
Falmouth Chamber of Commerce
Margaret Gifford, Sotheby's
International Realty
MegaNet Communications
Pat Thatcher, Sotheby's
International Realty
Sea Crest Beach Hotel

ASSOCIATE UNDERWRITERS

A & A Paving
Arthur D. Calfee Insurance Agency
Barrett Plumbing & Heating
Bayside Kitchen & Bath
BSS Design
Carpet One Floor and Home.
Cavossa Disposal Corporation
Eastman's Hardware
Falmouth Fish Market, Inc.
Green Shuttle of Cape Cod
Inn on the Sound
Hamilton Tree and Landscape
Liam Maguire's Irish Pub
Oppenheim and Nickerson LLP
RJ's Variety & Liquor
Seven Stars Academy of Martial Arts
Wild Harbor General Store

SUPPORTING UNDERWRITERS

Andy's Barber Shop
Annie Hart Cool, Sotheby's
International Realty
Barnes Custom Builders

Cape Cod Cleaning
Cape Cod Five Cents Savings Bank
Carl F. Cavossa, Jr. Excavating, Inc.
Chapman Cole & Gleason
Cranberry Nail Spa
Danny's Barber Shop
David Rogers Electric
Falmouth Chimney Sweep
Falmouth EDIC
Falmouth Flag Day 5K
Falmouth Volunteers in Public Schools
Friends of Nobska Light
Hannoush Jewelers
Highfield Hall and Gardens
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, LLC
Soares Flower Garden Nursery
St. Elizabeth Seton Church
Steve's Pizzeria & More
The Cooperative Bank of Cape Cod
The Davey Tree Expert Company
Vincent Associates Real Estate
Waquoit Congregational Church

ADDITIONAL SUPPORT PROVIDED BY:

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

PRINTED BY POWDERHORN PRESS

PRISCILLA "PUCKY" ROSLANSKY MEMORIAL FUND

Clara & David Hulburt
Pamela Polloni

FALMOUTH ROAD RACE UNDERWRITERS

Clay Realty Group
Innerglow Yoga

FALMOUTH COMMUNITY MEDIA CENTER IN-KIND DONORS

Bayside Kitchen and Bath
Crane Appliance
David Rogers Electric
M. Duffany Builders
Waypoint Living Spaces

IN MEMORIAM:

ROBERT C. HINRICHS
1923 - 2019

CHRISTOS G. KANELLOPOULOS
1932 - 2019

RICHARD E. BATCHELOR
1935 - 2019

FINANCIAL POSITION

Statement of Financial Position as of December 31, 2018

ASSETS

Current Assets:

Cash	\$1,198,346
Prepaid expenditures	<u>11,937</u>
Total Current Assets	<u>1,210,283</u>

Property and Equipment:

Buildings	845,390
Building Improvement	73,298
Furniture and fixtures	67,645
Production equipment	505,766
Vehicles	66,549
Construction in progress	853,731
Less: accumulated depreciator	<u>(1,118,496)</u>
Total Property and Equipment	<u>1,293,883</u>

Total Assets \$2,504,166

LIABILITIES AND NET ASSETS

Current Liabilities:

Accounts payable	\$ 130
Accrued payroll	<u>10,255</u>
Total Current Liabilities	<u>10,385</u>

Net Assets:

Unrestricted:	
Undesignated	519,292
Fixed assets	<u>1,293,883</u>
Total Unrestricted	<u>1,813,175</u>

Restricted:

Temporarily restricted	<u>680,606</u>
Total Net Assets	<u>2,493,781</u>

Total Liabilities and Net Assets \$2,504,166

"FCTV has been a wonderful source of information, technical assistance, and equipment for me for over 20 years. With the help of FCTV's knowledgeable, friendly, and supportive staff, I have learned a lot about producing and directing television shows and have been able to provide a service to the community by sharing concerts, talks, and other events."

- Marilyn Rowland, East Falmouth



"This is a fabulous resource for our community. I enjoy the classes in films, working on my show 'Solutions', I like 'Conversations with Barbara', 'Falmouth in Focus' and of course the chats with political leaders."

- Eileen Preston, East Falmouth



MEMBERSHIP

Individual Members: 229

Organizational Members: 127
(Representing 53 Organizations)

Family Members: 33

TOTAL MEMBERS

389

As part of its support for the creative economy, FCTV's Gallery featured the work of the following artists in 2018:

Bob Beardsley
 Susan Beardsley
 Valerie Belcher
 Emma Brennan
 Vicky Cullen
 Jen Clark
 Sue Colozzi
 Joyce Ewing
 Anne DesRoches
 Linda Dias
 Manuel Dias
 East Falmouth Elementary Students
 Jason Eldredge
 David Etler
 Carrie Fradkin
 Dante Gandini
 Cricket George
 Michael Grady
 Muriel Henault-Locklin
 Frank Hitchens
 Suzanne Kuffler
 Leo Lechtenberg
 Valerie Leri
 Toby Lorenzen
 Robert Manz
 Robin McIntyre
 Michelle McDermott
 Ed Norton
 Jane Parhiala
 Don Parkinson
 David Rogers
 Marilyn Rowland
 Nancy Shadyac
 Gary Tabor
 Anne Torry-Ballou
 Joan Vaughn
 Debbie Watson

THE MASER GALLERY





Falmouth Community Television

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Falmouth, Massachusetts 02540

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www.fctv.org

 /FalmouthCommunityTelevision

 @FCTVMedia

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