

PRESS RELEASE

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PITTSFIELD COMMUNITY TELEVISION RE-LAUNCHES WEBSITE

Pittsfield, MA, January 17, 2023 - Pittsfield Community Television is thrilled to announce the re-launch of its website at www.pittsfieldtv.org. The new site has been completely revamped with a fresh modern look and many design improvements and delivers easy access to all of the local video content provided by PCTV. Visitors will get to explore the re-imagined website beginning on Tuesday, January 17.

“These improvements to our main website were long overdue,” according to Shawn Serre, Executive Director of PCTV. “We know that our audience needs quick online access to the local programming we provide, and the old design was really no longer up to that task.” Serre went on to say that the redesign was brought about due to feedback from a recent strategic planning process. “The strategic planning gave us some great direction, and then our viewers spoke up to let us know they are watching,” said Serre.

In addition to the new design and layout, the site makes it easier to become a member of the organization, quickly find popular PCTV programming on demand, and easily access the organization's live-streaming programming.

Both live and on-demand video programming are available through the PCTV website. In April 2020, Pittsfield Community Television launched its PCTV Select App, which provides access to thousands of hours of video content on popular streaming hardware such as Roku, FireTV, AppleTV, and also on iOS and Android mobile devices. The new pittsfieldtv.org website now offers a consistent level of access to this programming.

The website was designed by Gemini Creative, a local branding, website design, and digital marketing agency located in Stockbridge MA. Matthew Tucker, PCTV's Engagement and Experience Coordinator, coordinated the year-long re-design efforts and transition for the organization.

PCTV invites members of the community to explore the new website at www.pittsfieldtv.org and explore the ease of access to view community conversations, sports, city council meetings, and other programming. Community members can also learn more about the upcoming training series that the organization will be hosting later in January.

Pittsfield Community Television is Pittsfield's Public, Education and Government (“PEG”) Access Television Station. A 501(c)(3) non-profit charitable organization, PCTV's mission is to provide access to the medium of television and related technologies, including training, production facilities, and cablecast time, and to provide the Pittsfield community with local television programming. It has served this vital role to the community since its inception in 1986. PCTV also manages and operates WTBR-FM, also known as Pittsfield Community Radio, a non-commercial educational radio station broadcasting on 89.7 FM. Information on PCTV and WTBR-FM can be found at PittsfieldTV.org and at WTBRFM.com.