**OUR MISSION**

Empower our community to create media, and amplify diverse voices through the best technology and wide-reaching platforms.

**OUR VISION**

Everyone in our area should have access to shared media experiences which inform, educate, engage, and entertain; foster civic and community engagement; and promote transparency in local government.

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OUR STAFF

SHAWN SERRE
EXECUTIVE DIRECTOR

DAVID CACHAT
OPERATIONS MANAGER

MATTHEW TUCKER
ENGAGEMENT & EXPERIENCE COORDINATOR

BOB HECK
ADVANCEMENT & COMMUNITY PROGRAMMING COORDINATOR

JODY SPIELMANN
OFFICE MANAGER

DAVID WYATT
PRODUCTION TECHNICIAN

JEFFREY VECCELLIO
PRODUCTION TECHNICIAN

PCCB, INC.

BOARD OF DIRECTORS

SUSETTA DOUCETTE, President
JONAH SYKES, Vice-President
BRIAN ANDREWS, Asst. Vice-President
CINDY SHOGRY-RAIMER, Treasurer
ANDREW McKEEVER, Clerk
PATRICK GORMALLEY

AUDREY HARTLEY
LORRAINE JONES-DAVIS
PETER MARCHETTI
CONSTANCE SCOTT
WILLIAM STURGEON
KAREN WINSLOW
CAROL ZELEK-GERWITZ
OUR STRENGTH COMES FROM YOU!

PCTV & WTBR-FM

MEMBERSHIP

AS OF AUGUST 31, 2023

69  |  19  |  148  |  168
INDIVIDUAL  |  FAMILY  |  THROUGH  |  VOTING  
MEMBERS     | MEMBERS  | ORGANIZATIONS & GROUPS |

TOTAL MEMBERS: 236

PCTV and WTBR-FM members get to learn television and radio production from our professional staff, use a wide variety of production gear, and create some great local programming that is appreciated throughout our community. Membership is always affordable, and available to anyone in Berkshire County.

OUR ORGANIZATIONAL MEMBERS: 2022 - 2023

NONPROFIT ORGANIZATIONS

1Berkshire  
18 Degrees Family Services For Western MA  
Ad-Lib Center for Independent Living  
Berkshire Area Health Education Center (AHEC)  
Berkshire Coalition for Suicide Prevention  
Berkshire Community College  
Berkshire County ARC  
Berkshire County District Attorney's Office  
Berkshire Democratic Brigades  
Berkshire Family & Individual Resources (BFAIR)  
Berkshire Health Systems / Berkshire Medical Center  
Berkshire Museum  
Berkshire Regional Planning Commission  
Berkshire United Way  
Berkshires Jazz  
Christian Assembly Berkshires  
Civitan Club of Pittsfield  
First Baptist Church of Pittsfield  
First United Methodist Church of Pittsfield  
Gladys Allen Brigham Center / Girls Inc.  
Central Berkshire Habitat for Humanity  
Elder Services of Berkshire County Inc.  
Lt. John N. Truden VFW Post 448

MCLA STEM Network  
Miss Hall's School  
National Alliance on Mental Illness (NAMI) Berkshire County  
Osher Lifelong Learning Institute @ BCC  
Pittsfield Lions Club  
Pittsfield Police  
Pittsfield Public Schools  
Racial Fairness Berkshires  
ServiceNet  
United Cerebral Palsy of Western Massachusetts  
United Fellowship Church of Berkshire County

GROUP MEMBERS

Berkshire Family History Association  
The Eagles Band  
Italian & Irish Heritage Committee  
Rites of Passage & Empowerment (ROPE)  
Office of Representative Tricia Farley-Bouvier  
What Was I Thinking Production Crew  
Wheeling The Pathways of Life Production Team  
Youth Initiative Program
DUTY NOW FOR THE FUTURE

Let’s talk about the weather. Everyone’s got an opinion on the weather. “It’s so hot!” “Enough with the rain!” “We haven’t seen the sun in, like, two weeks!” “The snow was up to here!” “How about that wind last night??”

What is undeniable is that our climate, at least the one we grew up with, is changing. We’re getting longer heatwaves, more severe rain and wind events, and warmer winters. We are all adjusting to the gradual (and sudden) changes, in our own ways. But we know that the only way to counteract these changes long term, and preserve our ability to exist on this planet, is by pulling fossil fuels and more renewable energy, eat less meat. Plant more trees and don’t FOHDFUXW KHULDQIRHUW 7QG KROI8XU H0FHWHFHRJFR responsible to set policy that makes these changes stick.

What does that have to do with community media? As we gather again as an organization to celebrate another tremendously successful year of community media LQ 3LWWV 4H0G ZH VHH VRPH GDUN FORX GV RQ WKK KRULR7KH TXHVLWRQ LV ZLOO WKL VWRUP SDV RY HXKHE DXK Berkshire hills, or cause some real damage on its way through?

I have followed closely the evolution of traditional, linear television, including what’s known as the “cable bundle.” It’s truly remarkable how quickly the experience of making and watching TV is changing. Some of this is SRVLWLYH FKDOHQJ RUGLQDU VSHROH KDY DFFHVVS RZHU IXWQRWV FRDJUHD WHF RQ WQHOH PRRWIKHP4QD pockets. People have instant access to streaming video content anywhere with a decent internet connection. It’s WKHVZXHFRXOGRQGUDPDERXWHDVUDJR

But other developments are concerning. Take for example the recent dispute between Spectrum and Disney, which resulted in the loss of many popular TV channels from the cable lineup for almost two weeks. Disney was demanding higher carriage costs from Spectrum, the number two cable company in the nation, in order to keep their channels on their cable lineup.

Spectrum said the cost was too high and dropped the channels during the dispute. Spectrum was ready to walk away from the Disney channels completely, as they had nothing to lose (they have been losing cable subscribers for some time into the future, by offering streaming models. ).

Some of the great things PCTV accomplished in the ODVWHDU

• 236 members helped create and broadcast thousands of hours of programming of all kinds;
• Added closed captioning to many programs for accessibility by our hearing-impaired viewers, thanks to funding from the Feigenbaum Foundation and the Commission on Disabilities;
• 29 local shows produced by members every week on WTBR-FM;
• Three series of member workshops delivered, on WUXGLR4HOGDQGPRELOHSGRF XLWQRQWHFKQLTXHV
• Coverage of important community events, such as the Fourth of July Parade, Halloween Parade, several “veterans” ceremonies, commencements, concerts, award ceremonies, press conferences, and the list goes on;
• Produced the Babe Ruth New England Regional 13-15 Tournament and streamed 16 games over 4YHGDIV
• %URXJKW D0O 3LWWV 4H0G 6XQV EDVHEDDOJDPHVW LR local listeners on WTBR-FM;
• SDWLRG HRXU 3LWWV 4H0G 89URJ ZHEVLWH WR PDNH LW HDVWR4QDOWKLV SURJUDPLQGROLQLH
• Won two national programming awards for WTBR-FM radio shows.

How can we keep serving the community into the future? Some reports say the cable bundle will survive IRR YRFR WLPLH LQWR WKG XWUXH EI1RRJULQ VVWHDPLQJ WBRDFH. Will that provide funding to PCTV? Unclear. We need to act now instead.

“We must advocate for new and more modern funding models.”
Mobile production includes creating local programming outside of the studio setting, using single cameras, the PCTV multi-camera flypack setup, and of course, the PCTV production vehicle! This makes all kinds of programming possible. It’s completely fueled by your interests and creativity.
Cindy Shogry-Raimer
REPORT OF THE TREASURER

7Kinh HqueQ 4QDQFLDQ DXGLW VKRZV D YHUUHVDW

I am very pleased to serve the same great organization that has been providing our community with outstanding service via event and meeting coverage, creative and informative programming, and use of technology/platforms. The staff continue to amaze me with their ‘can do’ attitude. Thank you, Jody, Dave, David, Matt, Jeff, Bob and Shawn.

We continue to follow along the Strategic Plan that has been developed. What we do has a clear purpose. Thank you, fellow Board members who volunteer to serve our organization in various ways. Our Board consists of people with a variety of interests, knowledge and experiences that complement each other.

This organization is truly committed to its mission. Each committee has a clear purpose and is focused. There is a system of checks and balances that carefully watches the income and expenses. The audit stated that we are “very careful stewards of the money”.

Some things change. Some things remain the same. After more than a decade, PCTV has a new Board President. I am honored to be the President of the Board of PCTV.

Sue Doucette, PCTV Board President

I don’t think I have ever heard, “We can’t do that”. What I hear is, “We haven’t done that...YET.”

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The programming awards given at this time every year honor some amazing people and programs.

Again, many thanks for being you.

Sue Doucette, PCTV Board President

REPORT OF THE PRESIDENT

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First-run programming indicates the number of hours of programming that has played for the first time during the reporting period. Repeat programming indicates runs of programming that has already played at least once on one of our channels.

Pittsfield programming consists of shows that were produced at PCTV, with PCTV facilities, or by Pittsfield members or residents.

Berkshire programming is created by individuals in Berkshire County but outside of Pittsfield.

Outside programming consists of shows created outside of Berkshire County and played on the channels.

PUBLIC ACCESS
CHANNEL 1301
|LUVW5XQ3URJUDPPLQJ|
3LWWW4HOGKRXUV
%HUNVKLUGHKRXUV
2XWVLGHKRXUV
TOTAL: 1,326 HOURS

|LUVW5XQ3URJUDPPLQJ|
3LWWW4HOGKRXUV
%HUNVKLUGHKRXUV
2XWVLGHKRXUV
TOTAL: 8,160 HOURS

EDUCATION ACCESS
CHANNEL 1302
|LUVW5XQ3URJUDPPLQJ|
3LWWW4HOGKRXUV
%HUNVKLUGHKRXUV
2XWVLGHKRXUV
TOTAL: 342 HOURS

|LUVW5XQ3URJUDPPLQJ|
3LWWW4HOGKRXUV
%HUNVKLUGHKRXUV
2XWVLGHKRXUV
TOTAL: 5,680 HOURS

GOVERNMENT ACCESS
CHANNEL 1303
|LUVW5XQ3URJUDPPLQJ|
3LWWW4HOGKRXUV
%HUNVKLUGHKRXUV
2XWVLGHKRXUV
TOTAL: 434 HOURS

|LUVW5XQ3URJUDPPLQJ|
3LWWW4HOGKRXUV
%HUNVKLUGHKRXUV
2XWVLGHKRXUV
TOTAL: 6,629 HOURS

**PROGRAMMING HOURS EXPLAINED**

- Indicates the number of hours of programming that has played for the first time during the reporting period. Repeat programming indicates runs of programming that has already played at least once on one of our channels.

- Pittsfield programming consists of shows produced at PCTV, with PCTV facilities, or by Pittsfield members or residents. %HUNVKLUSHURJUDPPLQJ is created by individuals in Berkshire County but outside of Pittsfield.

- Outside programming consists of shows created outside of Berkshire County and played on the channels.
Programming highlights from $FFHV53LWWW4HOGLOQFOXG


• Religious programs including: Chalice of Salvation, Real to Reel, Abundant Life, New Life Church, Berkshire Community Church, Price Memorial, Unity Fellowship, First Baptist, First United Methodist, St. Agnes, Until Ministries, Chalice of Salvation, Music and the Spoken Word, St. Elizabeth of Hungary Parish, Berkshire Dream Center, Bread of Life program, hosted by Bill Sturgeon - 243 simulcasts!

• 25 Motorsport programs produced by member Rick Foulkrod, including drifting, drag racing, and truck pulls.

• Our signature coverage of the Pittsfield July 4th Parade, road race coverage, and Parade in Preview show at Third Thursday, live from the First Street Common.

• More Highlights: Live, in-person coverage of the Halloween parade and Christmas Tree Lighting Ceremony ‘Healthy Eating Matters’ by Operation Better Start & ‘You CAN Cook’

• Return of ‘The Natural Cook’ to our studios

• ‘BFHA Presents’ produced by Berkshire Family History

• Shakespeare in the Park

• R.O.P.E. Kwanzaa celebration live from Tyler St. Lab

• BCAC Community Conversation Forum live from Athenaeum

• Westside Legends Soapbox Derby races and event

• WTBR Simulcasts of Mundo Latino, The Talk & NOMADAS Radio

• Berkshire Recognition Ceremony for Service to the Immigrant Community.

Pittsfield ETV

Programming highlights from 3LWWW4HOG(79LQFOXG

• 3LWWW4HOG6FKRRO&RRPLWWHHDOQO subcommittee meetings

• 50 OLLI programs, including classes, special programs, and studio-produced “Hello OLLI”

• 3LWWW4HOG3XEOLF6FKRROFPXLFDOD concerts including elementary strings and band, middle school and high school orchestras

• 12 episodes of “Taconic TV News” & “The Thunder Report”, produced by students at Taconic High School

• GLQUOJOWSBURJUDDPVLOWVSSRURER17670:HHN 2021, with participation from MCLA, BCC, and schools throughout the county

• 19 Berkshires Jazz concerts

• 5 BCC Board of Trustees meetings

• Commencements, Pinnings, Awards Nights, Graduations, and Moving Up Ceremonies - important events in the lives of students and families

• 3LWWW4HOGLOGGOH6FKRRO6H0LQ%HH

• Outside programming from NASA, the Smithsonian and Library of Congress

36 7965RUWV

• 90 (!) PCTV Sports productions including high school football, soccer, volleyball, basketball, hockey, baseball, softball, lacrosse, country running, swimming, NCAA Letter of Intent Signings and Highlight Reels

• Exclusive live coverage of our “High School Football Game of the Week” series, county-wide.

• Live transmissions from PHS, Taconic, Berkshire Community College, Boys & Girls Club, Wahconah, Monument Mountain, McCann Tech, Holyoke High, and Sci-Tech in 65ULQ4H0G

• 30DRIERYHUJ4LH0%DVNHWEDO0 Football, Volleyball, and Soccer

• Streamed coverage of the New England Regional Babe Ruth 13-15 Tournament, which featured a 4QDOLVW3LWWW4HOGWHDPZDFKJHGFWRXVDQGVRIYLYHZHSV region-wide.
TELEVISION CHANNELS

CITYLINK

2XUJRF Y HUQPHQWFKDQHODQHEHRIROGRQWLVRXUIRJRWRSODFHWWRZDWFKOLYHORFDOPHWLQVHYSVHHFQRIUHHQHFFQWHQWURIHYHGUDQHQWDDQJHQFLHVDDQWHKPRVFRP5USUK1809LYHVXRUFHRHOFHLQRQSUJRUDPLQJGHEDWVFDOQLGDWHVVDWHPHQWVDQHOFWHLRQQLJKWFRYHUDJH

INTERNET CHANNELS

PCTV SELECT

2XUVWUHDPLOQVHUYLFHDOORZVXRQXSUHFHGQWHDFFHVWRIDOOWKFHFRQWHDQJ
SURGXFHGE\3677KDWLOFOXGVXXYQGUGHVRIRXVURVIOLYHHSURJRUDPLQJDQGWKRXVDGQVRIKRUXVRIYLGHRQGHGPDQOSURJRUDPVVSDQOLOQPRUHKWDQHDUDRIFRHYUDJHSHYDLDEOHRQ5RXPSDJROJLUH7OSSOH79L26DQG6QGURLG

Live Program Streams
3LWV4HGQVKHZV
%HUNVKLHVHHRKZV
2XWVLGHVRKZV
TOTAL: 661 SHOWS

Hours of Programming
3LWV4HGQKRXUV
%HUNVKLHVHHRKZV
2XWVLGHVRKZV
TOTAL: 885 HOURS

PCTV AND WTBR FACEBOOK PAGES

0DQIRRXOUYLHSURJUDPQVUHDQVIRHDUXUHGRQXRUXJDFHERRNSDJHVWRHQQXUHWKDOWKCHJUHDWVQXPEHUWRXULHYZHUVUDHHEDOHWRYLHZWHKFRQWHOWKWZH3D1WKHI2XQGDOLH3679KDQLHVHDQGQI0ORZHVU75%OKDVOLNYHDQGIORQ2HV30HDVQLHNRXUSDJHDQGVKDUHRXUS5VW7KDKWHOSVJHWHKHSURJRUDPLQJWRDQHYNQZLGHUDXGLHQFERNNIRUWKKHPDWSLWV4HGQWYDQGZWEUIP

Programming highlights from CITYLINK

• Where our community watches live municipal meetings!
  :HFRYHUQPHQWHLQVIRUKRXUVR14UVWUXO
  SURJRUDPLQJ7KDWWWPHWKLQJRXFDQW4QDQJ2KNUH else!
• 8 City press conferences
• 78 Formal or informal sessions of the Mass. House of Representatives & joint committee hearings
• 9HWWHUDQVSURJUDPLOQ9HWWHUDQVD1OHPRULDO
  Service, Pearl Harbor Day, Memorial Day, Korean War Armistice Anniversary, Vietnam Memorial

Dave Cachat hosts state election night results live from Studio-A

Korean War Memorial Service
RXVLRGHL3LWWW4HGQ5LWJDQO and State Rep, coverage included candidate statements, debates and election night coverage.
• Wahconah Park Public Input sessions
• NAACP Candidate Boot Camp Panel Discussion
• :HVW6UHWHQDG4ROPHV5RQGDWDJFFDOPLQJXEOFL meetings
• New coverage of Charter Review, Ordinance Review and 35UGDEOD4RXVLRQJUXW%RDQG
• “Climate Incentives for All” panel discussion at the BIC
• 7KHDQDOHRI2Q3DWUROQD01DZGULQQLQJLVPXOFDVW

Programming highlights from PCTV SELECT

• Special
  JRUXPV+(SL/LQ)
  Communities Panel Discussion, and Housing & Homelessness Forum – Produced through the Mayor’s
  JFHDQGKVWQHE\Shawn Serre
  • State Election FRYHUDJH6KHLUC
  DA, State Senator

Live Program Streams
3LWV4HGQVKHZV
%HUNVKLHVHHRKZV
2XWVLGHVRKZV
TOTAL: 661 SHOWS

Hours of Programming
3LWV4HGQKRXUV
%HUNVKLHVHHRKZV
2XWVLGHVRKZV
TOTAL: 885 HOURS

Video On Demand
16,162 PROGRAMS AVAILABLE
and more added every day

SEPTEMBER 1, 2022-- AUGUST 31, 2023
SLWV4HOGWYRUJ_ZWEUIPFRP
THE MEMBER EXPERIENCE

PCTV ENGAGING THE COMMUNITY

by Matthew Tucker, Engagement & Experience Coordinator

One of the most fascinating challenges about community media, both at PCTV and throughout the industry, is how the community has changed how it engages with it. In just 30 years, personalized video production has gone from being a unique and rare “wild west” of creativity to an era of TikToks and YouTubes as close as your wallet and keys. However, in that same 30 years, radio has gone from a medium that is fading into “inevitable” obscurity into being recognized as the “original generation of podcasting” and seeing a surprising rate of growth and desire for variety.

We see the above rhythms at PCTV and WTBR-FM in miniature, as radio and audio content is on the rise while the creation traditional video and television content settles into a bit of a quiescence. What has been key at seeing both continue to grow has been finding the community where they are – a strategy that I’ve been using a lot over the SDVW|HDU

- PCTVs new website has vastly expanded our ability for viewers to access our video content, with impressive metrics to provide that being able to watch our shows anywhere matters to our users;
- 6WDQGYROXQHWHVUDKYHDWHPGHDWZDROXJDLUVKRUVEH%HUNKLUHBJOLWHGDIDQGRQ3U4W Center of The Berkshires, connecting with both interested individual volunteers and educating RWKRUQORSU4WVRKXRZXRURUDQJ|DWRQRZRUNV
- Our seasonal Training Series has encouraged members both old and new to deepen their skills, with 15 sessions focusing on three GLHJUHQLWISHVRIISRUGXFWLRQ1UHHRUPRSHQVWXGLRHYVLVRQVDGRUXUYHUV4UVWSYGDQFHGQDVVPDQVPROVIDINGINSTRUCTIONONOURCAMERAJIB;
  - A focus on visiting at least one organization a month, to learn about their needs, see their facilities and encourage using PCTV and WTBR-FM facilities to extend these organization’s missions. Amongst WKH4UWRIWKHYHVLWHYLVWKLVDHLQFOXGHG%HUNV Dream Center and The Berkshire Museum;
  - The development of our internship programs, which have included two participants from <RXWKRUNV>DORQZELOWKRXUYH4YH students from our long-term collaboration with the Miss Hall’s Horizons program;
  - And developing new ways for members to use and engage with our facilities. A great example of an out-of-the-box solution was when the scholars of the Rites Of Passage + Empowerment toured major civil rights sites throughout the American south and brought our education orders to document the experience.

Finding our community where it is, it is my hope that we can find the stories that the community wants to tell – needs to tell – and we can continue to fulfill our mission to “empower our community to create media and amplify diverse voices.”

MORE OPTIONS FOR COMMUNITY PROGRAMMING

PRODUCTION SERVICES

PARKSQUARE PRODUCTIONS

Parksquare Productions provides high-quality video and audio productions for businesses and non-profit organizations throughout the Berkshires. We have the experience to produce a virtual event, corporate video, content for your website, social media pages, and much more!

MORE OPTIONS FOR COMMUNITY PROGRAMMING

PARKSQUARE PRODUCTIONS

3DUNVXTDUNH3URGFXFWLRQSVYRLGHVLKJLKTDDOLWYLGHRDQGDQLGRPSURYLGHVRQXFWLRQINVIRX VLOHVHYHDGQRQOSUR4WRUJJDQLDJDDLQWIRKXJXKRWKH%HUNV ANHUV :KYDHWHKWHHSHULHQFHWRUGFXFDYLYUWDOHYHQWRUROVRUDWHLGHRFQWHDRI <RXUKZHEVWLHRVFDOPHGLDSDJHVQ5GXPFKPRUH

ParksquareProductions.com

3DUN6TXDBIRGXFWLRQFROQLQHXRWHSHULHQFHJURZWK66LQFRHXRUDVW annual meeting. ParkSquare Productions has drilled down on Google to become WKhWRSOVLQVRQPRWIRXUYHLHVHDB:HDRVRFWOLQHWREULQQLQHZFOLHQ ZKLOHUWDLQQJHDDUODORIXUFHOLQWVIURPSUHYLRLXSVSURGFXFWLR Q3DUN6TXDUH3URGFXFWLRQJUDEEHHQDJQFOLHQWLQWKHXLFWW4HOG (Q)QDQG5HLQROQDU7RXUQDHPQWO:BKOHWKLVLVRQROHLPWLYHQWWKR Vexpressedinterestinbringingmoreeventstotheareaisoftereceived Park in the Pittsfield Babe Ruth New England Regional Tournament. While this is a one-time event, the group has expressed interest in bringing more events to the area once the Wahconah Park restoration is completed. Our broadcasts were widely complemented by similar organizations expressing interest in our services.

This year, we served Berkshire Community College with several comprehensive SURJUDP66BKWH4UVWTVXDUNHURI<3DUN6TXDUH3URGFXFWLRQKVDVFgoal for the entire year and outpaced our successful FY23 performance.

3LWWW4HOG&RPPXQLW&DOH%URDFDVWLOQQF5QSD05HSHRUW
PROGRAMMING HIGHLIGHTS
Quality Community Television and Radio Programming
Produced by PCTV and WTBR-FM Members

WOODY'S WORLD
Longtime producer Woody Printz has brought his musical program to our community for over 20 years!

BERKSHIRES JAZZ
Dedicated to jazz education and quality programming, we're fortunate to have this program on PCTV!

MOTORSPORTS PROGRAMS
Producer Rick Foulkrod brings new action throughout the year with his motorsport programming.

WTBR SPECIALS
Between the great music and informational shows, there is fun original content that ties everything together.

PITTSFIELD SUNS ON WTBR-FM
Pittsfield Community Radio is proud to be the broadcast home of Pittsfield Suns Baseball.

FOURTH OF JULY PARADE
Sound is half the picture! Behind the scenes of our annual production are some talented and dedicated folks.

OUR AWARDS

EXCELLENCE IN TV PRODUCTION: SERIES
Demonstrated excellence in television production, of a regular series of programs produced through the facilities of PCTV.

EXCELLENCE IN TV PRODUCTION: SPECIAL
Demonstrated excellence in television production, of a single or special program, or mini-series produced through the facilities of PCTV.

EXCELLENCE IN RADIO PRODUCTION: SERIES
Demonstrated excellence in radio production, of a regular series of programs produced through the facilities of WTBR-FM.

OUTSTANDING MEMBER SERVICE
Selfless service and consistent effort above and beyond, to assist PCTV or WTBR-FM, other members of the organization, and the community.

COMMUNITY SERVICE THROUGH MEDIA
Exhibited excellence in the use of television or radio programming to advance the mission of our organization and improve the quality of life in Pittsfield.

DANIEL C. DILLON BOARD SERVICE AWARD
Dedicated significant time and effort to board service and has contributed to enhancing the mission of the corporation to serve the community.

SEPTEMBER 1, 2022 -- AUGUST 31, 2023
Why become an underwriter of Pittsfield Community Television and WTBR-FM?

Because it shows you support the mission of our stations: promoting access to local media time, training and education, and transparency in government. Funding from businesses and individual donors is absolutely critical to ensure we can continue what we do in the future.

Contact us to learn how you can donate and support this important programming today.

SUSTAINING UNDERWRITERS
Berkshire Community Action Council
Berkshire Community College
BFAIR
Feigenbaum Foundation
Greylock Federal Credit Union
Haddad Auto
Hillcrest Education Centers
Interprint
Lee Bank
Pittsfield Co-Operative Bank

ASSOCIATE UNDERWRITERS
Berkshire Bank
Berkshire Museum
County Ambulance
Pittsfield Commission on Disabilities
Thunderdome Strength & Conditioning

SUPPORTING UNDERWRITERS
Berkshire Coalition for Suicide Prevention
Bob Heck Entertainment
Brien Center
The Funky Phoenix
H&S Investigations
Judy DiCicco Mem. Scholarship

KB Accounting
Lauryens United
1RQ5UR4W&HOWHURIWKH%HUNVKLUV
People of Yoruba
Sondrini Enterprises
WTBR-FM
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WTBR-FM
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ANDREW MckEEVER, Board Liaison

WTBR-FM
COMMUNITY ADVISORY BOARD

SEPTEMBER 1, 2022 -- AUGUST 31, 2023
pittsfieldtv.org  |  wtbrfm.com

Pittsfield Suns 2023 Season (Home & Away)
Broadcast on WTBR-FM

WSUN-FM

Mike's Amazing Music
Sunday Sounds of Ireland
On Patrol with the PPD
Morning Drive w/Bill Sturgeon
Bringing Country Back
Mundo Latino

WTBR-FM
PROGRAMMING COMMITTEE

SHEILA IRVIN, Chair
JOANNE BILLOW
SCOTT KIRCHNER
ERICA SPIZZ
IVAN VICTORIANO
MATTHEW TUCKER, Staff Liaison
ANDREW MckEEVER, Board Liaison

SEPTEMBER 1, 2022 -- AUGUST 31, 2023
SLWWV4HOGWYRUJ_ZWEUIPFRP
WTBR-FM is a continued source of pride for PCTV, and one of the areas of community media that shows consistent and impressive growth.

Our programming committee has approved a total of 10 new shows since the last annual meeting, a 67% increase in proposals since last year. On a normal broadcast week, WTBR features 29 original programs (a net gain of one show since last year) created by community producers, airing for a total of 48 hours (an increase of six hours since last year).

Notable additions to the WTBR lineup include "Jazz Collector Live," featuring jazz vinyl expert Al Perlman as he explores the history of the music in his extensive collection; "New Music Alliance Radio Hour," a regional program which highlights new artists throughout New England and features content from Berkshire County; and "Make Me Happy," an upbeat pop-powered program hosted by Tricia McKenzie designed to make you grove.

This year also brought an unexpected and exciting addition through the work of volunteer Mark O'Clair. O'Clair wanted to contribute to the fabric of the WTBR listener experience, but wasn't drawn to creating a traditional radio program. Working with WTBR staff, he developed "This Day In Music," an interstitial segment that outlines what happens in music history on a particular day. These fascinating segments play as a part of our regular station breaks and add a level of depth to the schedule. Based on the success of these segments, O'Clair will be developing additional content like this, including a community calendar.

Augmenting our regular programming was a robust collection of specialty programming. Front and center are the "WTBR Morning Drive program on Opioid Use Disorder, Feat. the Brien Center" and "3LWWV4HOG&RPPXQLW&DEOH%URDGFDWVLQJQFSQXDO5HSRUW" -- thanks to the dedication of Suns President and General Manager Sander Stotland, home announcer Billy Madewell, and away announcer Zack Bianco, WTBR was able to broadcast all 65 scheduled games live from around New England. WTBR also featured several seasonal programs, including the WTBR Halloween Spooktacular and Holiday Eve Celebration (two holiday-centered musical presentations headlined by "Beatles4Ever" producer Peter Mattice), and the WTBR Pittsfield 4th of July Parade (anchored this year by Berkshire Week editor Ellen Spear, with support from Taconic High students Jack Bradway and Brendan Bayles).

WTBR continued as an award-winning station with "Berkshire Sports Now" and producer Robby Zucker took best Entertainment & Arts Series, and "Backstory - Let's Hear It" and producer Roberta Escobar also received additional recognition for their award-winning "Mundo Latino" with a First Place Award for Radio Personality as part of the 2022 Rural Intelligence Readers’ Choice Awards.