



PITTSFIELD COMMUNITY CABLE BROADCASTING INC.

# ANNUAL REPORT 2023

Presented at the PCTV Annual Meeting | September 21, 2023



4 Federico Drive Ste 2, Pittsfield, MA 01201 | 413.445.4234 | [www.PittsfieldTV.org](http://www.PittsfieldTV.org)

## 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



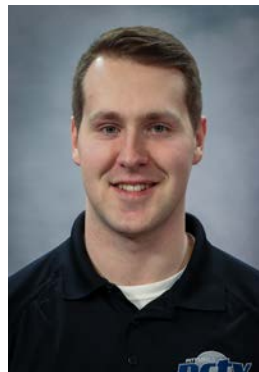
**MATTHEW TUCKER**  
ENGAGEMENT &  
EXPERIENCE  
COORDINATOR



**BOB HECK**  
ADVANCEMENT  
& COMMUNITY  
PROGRAMMING  
COORDINATOR



**JODY SPIELMANN**  
OFFICE MANAGER



**DAVID WYATT**  
PRODUCTION  
TECHNICIAN



**JEFFREY VECELLIO**  
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



INDIVIDUAL  
MEMBERS

19



FAMILY MEMBERS

148



THROUGH  
ORGANIZATIONS &  
GROUPS

168



VOTING MEMBERS

**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

# REPORT OF THE EXECUTIVE DIRECTOR

Shawn T. Serre



## 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 together a concerted effort to change our habits: Use less fossil fuels and more renewable energy. Reuse, reduce, and recycle. Eat less meat. Plant more trees and don't clear-cut the rainforest. And hold our elected officials 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 in Pittsfield, we see some dark clouds on the horizon. The question is: will this storm pass over the beautiful 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 is truly remarkable how quickly the experience of making and watching TV is changing. Some of this is positive change: ordinary people have access to very powerful tools to create content. Some of them fit in their pockets. People have instant access to streaming video content anywhere with a decent internet connection. It's the stuff we could only dream about years ago.

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 to streaming for years now). Cable subscribers were the ultimate losers of course, as they couldn't watch ESPN's US Open tennis coverage, college football games, and many other programs.

Disney blinked—right before the first NFL Monday Night Football game. They agreed to Spectrum's demands. Long term, this dispute could mean even more streaming and less traditional "linear" television. Fewer cable channels. Fewer cable subscribers. Less money that supports PEG access on a local basis—the largest source of funding for PCTV.



Some of the great things PCTV accomplished in the last year:

- 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 studio, field, and mobile production techniques;
- 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 five days;
- Brought all 66 Pittsfield Suns baseball games to local listeners on WTBR-FM;
- Updated our PittsfieldTV.org website to make it easy to find all this programming online;
- 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 for some time into the future, by offering streaming bundles. Will that provide funding to PCTV? Unclear. But we can continue to diversify our funding sources. We've been hard at work on that in the past six years. We must advocate for new and more modern funding

## **"We must advocate for new and more modern funding models."**

models. There is currently a bill in the Massachusetts legislature, H. Bill 74, ***An Act to Modernize Funding for Community Media Programming***. The legislation would attach a fee to streaming services which use the same infrastructure as cable TV to deliver their products to viewers. The fee would be shared among community media organizations like PCTV, local cities and towns, and the Commonwealth. I testified remotely to a joint committee to advocate for the passage of this legislation.

It's a fair and equitable method of providing support for the critical local news and programming that PCTV and similar organizations around the state provide. We need to act together, right now, to preserve and promote the services that PCTV has been providing our community for almost 40 years. Full stop. Because if we fail to act together, in a concerted effort to preserve the services we have come to depend upon and expect, we may find ourselves wishing for the good old days. Let's act now instead.



# MOBILE PRODUCTION

SPOTLIGHT



PCTV: ON THE ROAD WITH YOU

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.



## REPORT OF THE PRESIDENT

Sue Doucette

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.

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 and fit with our mission.

**I don't think I have ever heard,  
"We can't do that". What I hear is,  
"We haven't done that...YET."**

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 recent financial audit shows a very well managed budget. The auditor stated that we are "very careful stewards of the money".

PCTV Board and staff remember the past and look to the future. We, they, you wonder, plan, create, and DO. I don't think I have ever heard, "We can't do that". What I hear is, "We haven't done that...YET."

Thanks to all the folks who keep WTBR up and running on a daily, weekly, and monthly basis. It is heartwarming to see this long standing institution flourishing in Pittsfield and beyond.

The annual meeting is a celebration of all of the efforts of YOU---the staff, the Board, and all the members of WTBR and PCTV. Each of you plays an important role in our community. Some of you make programs. Some of you advocate for us and others. Some of you watch and/or listen to shows. Some of you support us financially. Time. Talent. Treasure. All of these roles are crucial to our success. Thank you, for whatever you do to support us.

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 TREASURER

Cindy Shogry-Raimer

Our fiscal year runs July 1st through June 30th. With every annual budget, projections are based on numerous assumptions about how external, as well as internal factors can impact our financials and our ability to deliver quality service via our programming at PCTV and our sister radio station, WTBR.

I am pleased to share with all of you that PCTV had another successful year. The Board and PCTV Management continued to focus on income streams from different sources to lessen the dependence on the cable franchise money. This is a long-term goal that is integral to our future and is noted below.

Here are some key financial results from the year end financials:

- Our total income for FY23 was 5.3% higher than budget expectations



Eatza Pizza Fundraiser,  
May 2023

- Our total expenses were 9.7% less than budgeted

- Our earned income was positively impacted by increases in the following categories, grants, fundraising, interest income and underwriting, which directly supports our income diversification goal.

- Our earned income (everything except the franchise money) represented 10.7% of our total income, whereas the cable franchise money represented

89.3% in 2023 and 92.2% in 2022.

- Compare this to 2017, when our earned income efforts equaled 1.6% of our budget, and the cable franchise was 98.4%.

Our organization's financial strength is due to the leadership of our Executive Director, Shawn Serre, the dedicated staff at PCTV, the support of the board and the loyalty of the volunteers and the community. We stay current

**"The Board and PCTV Management continued to focus on income streams from different sources to lessen the dependence on the cable franchise money."**

with technology and strive to use multiple media platforms to keep our local community informed. Over the last few years, the communication commitment to our community made PCTV and WTBR become more even well known, as a trusted news source for what is happening locally.

As a non-profit organization, we have many checks and balances in place to remain fiscally viable. One key event that happens annually, is a full audit performed by CPA, Barry Clairmont from the firm Lombardi, Clairmont & Keegan. It is noted that PCTV received a clean audit opinion.

Respectfully submitted,  
Cindy A. Shogry-Raimer  
Treasurer, PCTV





# PUBLIC, EDUCATION, AND GOVERNMENT TELEVISION

## PROGRAMMING



### PUBLIC ACCESS CHANNEL 1301

First-Run Programming:

Pittsfield: 1,044 hours

Berkshire: 175 hours

Outside: 107 hours

**TOTAL: 1,326 HOURS**

Repeat Programming:

Pittsfield: 6,281 Hours

Berkshire: 1,236 Hours

Outside: 643 Hours

**TOTAL: 8,160 HOURS**



### EDUCATION ACCESS CHANNEL 1302

First-Run Programming:

Pittsfield: 262 hours

Berkshire: 40 hours

Outside: 40 hours

**TOTAL: 342 HOURS**

Repeat Programming:

Pittsfield: 5,058 hours

Berkshire: 204 hours

Outside: 418 hours

**TOTAL: 5,680 HOURS**



### GOVERNMENT ACCESS CHANNEL 1303

First-Run Programming:

Pittsfield: 306 hours

Berkshire: 2 hours

Outside: 126 hours

**TOTAL: 434 HOURS**

Repeat Programming:

Pittsfield: 5,785 hours

Berkshire: 16 hours

Outside: 828 hours

**TOTAL: 6,629 HOURS**

## PROGRAMMING HOURS EXPLAINED



**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 which 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.



## TELEVISION CHANNELS



### ACCESS PITTSFIELD

*Our public access television channel can be found on 1301. It features programming produced by our individual members and nonprofit organizations, religious services, as well as community programming like the July 4th Parade and Third Thursday broadcasts.*

Programming highlights from **Access Pittsfield** include:

- **Member-produced programs:** Wehry Weekly Entertainment News, Lion's Den, FYI, Berkshire Matters, Berkshire Senior TV, Gaetani News Hour, Wheeling the Pathways of Life, Berkshire Health Program, The Kathaleen Show, Woody's World, Eagles Band concerts, Our Furry Friends, Know Your Berkshires, Family Action Network, Your Italian & Irish Heritage, and more.

- **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



Carol Zelek-Gerwitz and Peter Mattice in the control room for Civitan's 'Know Your Berkshires'

Ministries, Chalice of Salvation, Music and the Spoken Word, St. Elizabeth of Hungary Parish, Berkshire Dream Center, Bread of Life

- **WTBR's Morning Drive:** our weekday morning radio 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

*Our education channel can be found on 1302. It features programming from our local educational institutions, including the Pittsfield Public Schools and Berkshire Community College. It's also the home of PCTV Sports, with hours of live game coverage!*

Programming highlights from **Pittsfield ETV** include:

- 40 Pittsfield School Committee and subcommittee meetings
- 50 OLLI programs, including classes, special programs, and studio-produced "Hello OLLI"
- 17 Pittsfield Public Schools musical 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
- 26 different programs in support of STEM Week 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
- Pittsfield Middle School Spelling Bee
- District Programs like Battle of the Books, Middle School Science Fair, CTE Community Presentation, Pre-K Lottery and others



Commencement ceremonies at PHS, Taconic, and Berkshire Community College

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

#### PCTV Sports

- 90 (!) PCTV Sports productions including high school football, soccer, volleyball, basketball, hockey, baseball, softball, lacrosse, cross 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 Springfield
- Playoff coverage in Basketball, Football, Volleyball, and Soccer
- Streamed coverage of the New England Regional Babe Ruth 13-15 Tournament, which featured a

finalist Pittsfield team--watched by thousands of viewers region-wide.

## PROGRAMMING REPORTS

# TELEVISION CHANNELS

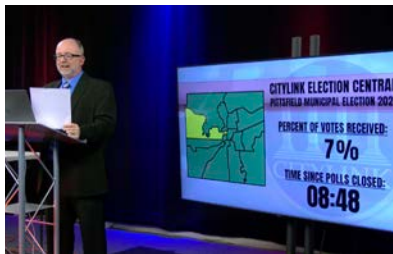


## CITYLINK

*Our government channel can be found on 1303. It is your go-to place to watch live local meetings, press conferences, content from governmental agencies, and the most comprehensive source of election programming: debates, candidate statements, and election night coverage.*

Programming highlights from **Citylink** include:

- Where our community watches live municipal meetings! We covered 221 meetings for 265 hours of first-run programming. That's something you can't find anywhere else!
- 8 City press conferences
- 78 Formal or informal sessions of the Mass. House of Representatives & joint committee hearings
- Veterans programming: Veterans Day, 9/11 Memorial Service, Pearl Harbor Day, Memorial Day, Korean War Armistice Anniversary, Vietnam Memorial



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

- Special Forums: HEALing Communities Panel Discussion, and Housing & Homelessness Forum – Produced through the Mayor's office and hosted by Shawn Serre
- State Election coverage: Sheriff, DA, State Senator



Korean War Memorial Service, outside Pittsfield City Hall.

and State Rep, coverage included candidate statements, debates and election night coverage.

- Wahconah Park Public Input sessions
- NAACP Candidate Boot Camp Panel Discussion
- West Street and Holmes Road traffic calming public meetings
- New coverage of Charter Review, Ordinance Review and Affordable Housing Trust Board
- "Climate Incentives for All" panel discussion at the BIC
- The finale of "On Patrol," an award winning simulcast

# INTERNET CHANNELS



## PCTV SELECT

*Our streaming service allows you unprecedented access to all the content produced by PCTV. That includes hundreds of hours of live programming, and thousands of hours of video-on-demand programs spanning more than 20 years of coverage. Available on Roku, Amazon FireTV, AppleTV, iOS and Android*



### Live Program Streams

Pittsfield: 609 shows

Berkshire: 52 shows

Outside: 0 shows

**TOTAL: 661 SHOWS**

### Hours of Programming

Pittsfield: 833 hours

Berkshire: 52 hours

Outside: 0 hours

**TOTAL: 885 HOURS**

### Video On Demand

**16,162 PROGRAMS AVAILABLE**

and more added every day

## PCTV AND WTBR FACEBOOK PAGES



*Many of our live programs are also featured on our Facebook pages, to ensure that the greatest number of our viewers are able to view the content the way they would like. PCTV has 4,665 likes and 6,552 followers. WTBR-FM has 1,513 likes and 1,690 followers. Please like our pages and share our posts! That helps get the programming to an even wider audience. Look for them at /pittsfieldtv and /wtbrfm.*

## 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 past year:

- PCTV’s 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;
- Staff and volunteers have attended two Volunteer Fairs hosts by Berkshire United Way and Non-Profit Center of The Berkshires, connecting with both interested individual volunteers and educating other non-profits of how our organization works;
- Our seasonal Training Series has encouraged members both old and new to deepen their skills,

with 15 sessions focusing on three different types of production, 2 free form “open studio” sessions, and our very first “Advanced Class” providing instruction on our camera jib;

- 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 the first of these site visits have included Berkshire Dream Center and The Berkshire Museum;

### “To Grow Our Media Production Community, We’re Meeting Them Where They’re At”

- The development of our internship programs, which have included two participants from YouthWorks along with our five 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 camcorders 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 fulfil 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!*

[ParkSquareProductions.com](https://ParkSquareProductions.com)

ParkSquare Productions continues to experience growth. Since our last annual meeting, ParkSquare Productions has drilled down on Google to become the top listing on most of our services. We also continue to bring in new clients, while retaining nearly all of our clients from previous productions. ParkSquare Productions grabbed a new client 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 programs. In the first quarter of FY24, ParkSquare Productions has exceeded its goal for the entire year and outpaced our successful FY23 performance.



Backstage at the Colonial Theater in Pittsfield for the Berkshire Opera Festival's performance of La Boheme



# 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!



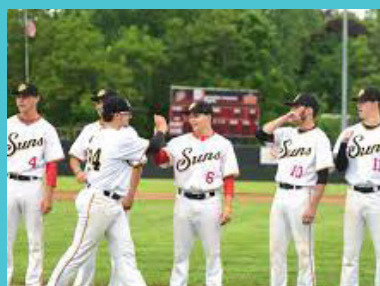
## MOTORSPORTS PROGRAMS

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.

# UNDERWRITERS



## **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

**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.

## **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  
Nonprofit Center of the Berkshires  
People of Yoruba  
Sondrini Enterprises



# WTBR-FM

## COMMUNITY ADVISORY BOARD

JOSEPH CURTIS  
DANIEL ELIAS  
DAVID GLODT  
ANTHONY LEPORE  
SHAWN T. SERRE  
WILL SINGLETON  
WILLIAM STURGEON



# WTBR-FM

## PROGRAMMING COMMITTEE



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

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



# PITTSFIELD COMMUNITY RADIO

# WTBR-FM

## 2022-2023

### ANNUAL REPORT

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 groove.

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 was our second broadcast season with the Pittsfield Suns – 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 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 through the efforts of its producers. Two of our shows were recognized at the Alliance For Community Media's Hometown Media Awards in Community Radio categories - "Berkshire Sports Now" and producer Robby Zucker took best Entertainment & Arts Series, and "Backstory - Let's Hear It" and producer Roberta McCulloch-Dews won for Government Profiles. Community favorite producers Martha and Deisy 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.



The WTBR On-Air Studio has room for live musical performances!



Morning Drive program on Opioid Use Disorder, Feat. the Brien Center

# CONTACT US

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