

PITTSFIELD COMMUNITY TELEVISION



ASCERTAINMENT REPORT

Delivered to the Pittsfield Cable Advisory Committee

for

Charter Spectrum Pittsfield License Renewal – October 1, 2024

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Introduction & Overview

This document contains the future needs, funding and services prepared by Pittsfield Community Cable Broadcasting, Inc. (PCTV) to the City of Pittsfield, Massachusetts. It is intended as a basis for discussion with Charter (Spectrum) Communications relative to the renewal contract to provide public, education and government access television services within the City of Pittsfield, Massachusetts. The current 10-year contract expires on September 30, 2024.

This report is presented in three sections:

1. Background and overview of Pittsfield Community Television, the designated PEG access provider for the City of Pittsfield, as well as some demographic information about the city. This section will provide a comprehensive picture of the services provided to the community by PCTV.
2. Programming data of the PEG channels from the past ten years, categorized by channel and detailed by program.
3. Assessment of future needs and a detailed 10-year capital funding plan.

Executive Summary & Goals

The following is a summary of our goals for these negotiations, all of which are essential to fulfill the communications needs of our community:

- Continued operational support at the federal maximum level of 5% of gross annual revenues per year from Charter Spectrum, which will allow PCTV to continue to operate PEG access television in Pittsfield at the high-quality level it currently provides.
- Secure capital funding sufficient and appropriate for upgrades and maintenance to the PCTV production and transmission equipment over the next ten-year period, which is essential to provide the many programs and services offered by PCTV.
- Provide all three PEG channels in High-Definition quality on the Charter Spectrum cable system in Pittsfield.
- Carriage of all PEG channels on every video service offered by Charter Spectrum, as required by the Cable Act of 1984, regardless of the hardware or mode of transmission utilized.
- Maintain all existing remote origination points throughout the buildings in Pittsfield.

- Return the PEG channels to a more convenient place on the dial, to allow viewers greater access to finding and watching them.
- Ensure that connections between the PEG facility and the cable headend are preserved under any future circumstances and make available a process to address maintenance issues in a timely manner.

Overview

The City of Pittsfield

As a basis for understanding the need for PEG access in Pittsfield, here are some facts about the City of Pittsfield.

Geography

Pittsfield is the largest city and the county seat of Berkshire County, Massachusetts, which is the furthest west county in the state. It is the principal city of the Pittsfield, Massachusetts Metropolitan Statistical Area which encompasses all of Berkshire County. Pittsfield is located approximately 40 miles from Albany, New York; 55 miles from Springfield, Massachusetts; 140 miles from Boston; and 152 miles from New York City.

Details from Wikipedia's entry for Pittsfield:

Total Area: 42.46 sq mi
Land Area: 40.47 sq mi
Water Area: 1.99 sq mi
Population: 43,927 (2020)
Density: 1,085.47/sq mi

Demographics

Pittsfield's population was 43,927 at the 2020 census. According to census.gov, approximately 20% of the population is 65 years of age or older. About 82% of the population is white; 8.4% Hispanic or Latino; 5.9% is African American or Black; and 1.3% Asian. It is the third-largest municipality in Western Massachusetts, behind Springfield and Chicopee. It has a Mayor and Council form of government. The mayor serves as the franchising authority for the city.

Schools

There are two public high schools, two middle schools, and eight elementary schools in the Pittsfield Public Schools. Pittsfield is also the home to Berkshire Community College, and Miss Hall's School, a private high school / preparatory school.

History

Pittsfield, designated as a Gateway City in the Commonwealth of Massachusetts, has a long and rich history as an industrial center, featuring many textile and paper mills in the 19th century. It grew to include William Stanley's Electric Manufacturing Company, later becoming the General Electric Company, in the 20th century. GE's main businesses included production of large electrical transformers, ordnance systems, and the worldwide headquarters of GE Plastics. At one time, GE employed over 13,000 people in Pittsfield. Many plastics and mold-making businesses sprung up due to the influence of GE.

Economy

After GE largely left the area in the 1990s, the city found itself at a crossroads, and going forward, has embraced the creative economy, including arts, theater, and culture, as well as tourism and hospitality. Barrington Stage and the Berkshire Theater Group, both located in Pittsfield, feature Broadway-quality productions. These industries complement other activity in the cultural Berkshires, where Tanglewood, Mass MoCA, Norman Rockwell Museum, Williamstown Theater Festival, Jacob's Pillow, and many others are located.

New and innovative exploits such as the Berkshire Innovation Center at the William Stanley Business Park, on the site of the old, sprawling GE plant campus, are the green shoots emerging in the local economy.

Natural and Historic Assets

Pittsfield is also the earliest location in the United States where baseball was known to be played, in 1791. This evidence was found in 2005 on an early by-law archived at the Berkshire Athenaeum. Likewise, Wahconah Park is on the state register of historic places, having been built in 1912, and continuously in use since then. Herman Melville wrote *Moby Dick* while living at Arrowhead in the mid-1800s.

Pittsfield has significant natural attractions and assets, including Pontoosuc and Onota lakes, Bousquet Ski Area, and the Pittsfield State Forest. The confluence of the east and west branches of the Housatonic River, which flows to Long Island Sound, is located in Pittsfield.

Television Market

Pittsfield is in the Albany-Schenectady-Troy, NY DMA. Geographically, due to the mountain ranges bordering Albany, NY to the west, and Springfield, MA to the east, it is difficult for most residents to receive over-the-air (OTA) broadcast signals from television stations in the region. Hence, historically most residents have relied on cable television to get their news, information, and entertainment.

There are no broadcast television stations licensed to Pittsfield that serve the city with local programming. The must-carry television channels on the cable system are all from Albany, NY, which creates frustration for residents, who wish to receive news and information from Massachusetts. And since Berkshire County is considered an "orphan" area for television (an area of one state belonging to the television DMA from another state), there is a dearth of coverage of local issues on any must-carry television station.

Other Media

Pittsfield is served by a daily (published 5 days a week) newspaper, the *Berkshire Eagle*, in addition to internet-only news sources such as *iBerkshires.com*. There are several radio stations that can be received in the city, including commercial and non-commercial outlets.

PCTV Background

PCTV has served as the PEG provider for the City of Pittsfield for over 35 years. Here are some facts about our organization:

History

Pittsfield Community Cable Broadcasting Inc., also known as Pittsfield Community Television and PCTV, was founded in 1986 as a Massachusetts charitable, nonprofit organization under IRS section 501 (c) (3). PCTV was designated the Public, Education, and Government (“PEG”) access provider by action of the Pittsfield City Council. Notable founding members include former Pittsfield mayor Edward M. Reilly, Daniel Dillon, former Berkshire Athenaeum director John Fuchs, and longtime PCTV Executive Director Bernard Avalle.

PCTV hired its first Executive Director, Garrett McCarey, in 1988, and established studio and office facilities on Fourth Street in 1989, operating a single PEG channel on TimeWarner Cable for eleven years. In 1999, under Avalle’s leadership, PCTV moved its facilities to 4 Federico Drive, where it is currently located. In 2000, under the tenets of the cable television license signed in 1997, PCTV began operating two additional access channels, one each for Education and Government access.

Mission

The mission of Pittsfield Community Television is: 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.

Staff & Board

Board of Directors

- Susetta Doucette, President
- Brian Andrews, Vice-President
- Cindy Shogry-Raimer, Treasurer
- Andrew McKeever, Clerk
- Joshua Cutler
- Dennis Egan, Esq.
- Patrick Gormalley
- Jacqueline Sadera
- Constance Scott
- William Sturgeon
- Charles Walker
- Karen Winslow
- Carol Zelek-Gerwitz

Board members are volunteers who must be full members of the corporation; they hold three-year terms and are elected by the membership.

Staff (Full Time)

- Shawn T. Serre, Executive Director
- David Cachat, Operations Manager
- Jody Spielmann, Office Manager
- Matthew Tucker, Engagement & Experience Coordinator
- Robert Heck, Development & Community Production Coordinator
- David Wyatt, Production Technician
- Jeffrey Vecellio, Production Technician

Our staff has a wide variety of media production and communication skills, and as a testament to the culture of the organization, we have long-serving employees with very low turnover.

PCTV also employs part-time staff and paid interns from time to time. In addition, we offer a variety of internships to college students and high school students depending on programs available at their respective schools.

Fiscal Responsibility

Pittsfield Community Cable Broadcasting Inc. consistently receives positive financial audits from an independent auditor and is a good steward with the operational and capital funding it is entrusted with.

Programs & Functions

As a community media center, PCTV performs two vital functions: first, to offer Pittsfield residents a means to create and broadcast local programming that is meaningful to them and their neighbors; and second, to be a source of programming for viewers, which includes local information, news, and entertainment.

To perform these functions, the organization must have resources of funding to provide the necessary paid professional staff, and to have an effective facility to enable these productions to be created and broadcast.

To that end, PCTV regularly offers these benefits to the community:

- Programs three PEG cable channels, 24/7/365, with primarily local Pittsfield content.
- Provides live streaming and video-on-demand platforms for PCTV programming on the Pittsfieldtv.org website, on the PCTV Select App (Roku, FireTV, AppleTV, iOS and Android), and through social media sites such as Facebook.
- Broadcasts 2,102 hours* of first-run video programming annually.

- Broadcasts a total of 20,469 hours* of video programming annually across three channels.
- Offers regular and specialized video production training opportunities to members.
- Helps members to produce and air their local programs.
- Produces and broadcasts live coverage of over 250 municipal meetings annually, which include City Council and committee meetings, School Committee and subcommittees, commissions, press conferences, and other special events.
- Produces comprehensive, non-partisan election-related programming, including debate coverage; offering free production and airtime for candidates for office; live election returns programming; and more.
- Produces special programming for the Mayor of Pittsfield.
- Partners with schools and educational institutions in the city to provide educational opportunities for students and staff.
- Offers the “PSA Days” annual event, which helps nonprofit organizations produce video and radio public service announcements, for their own uses, completely free of charge.
- Produces and broadcasts live coverage of important community events including the Pittsfield Fourth of July Parade, the Halloween Parade, the Christmas Tree Lighting, and many others.
- Produces over 80 high school sporting events annually, mostly live, which include football, basketball, baseball, softball, soccer, hockey, volleyball, swimming, lacrosse, cross-country running, and more.
- Offers internship opportunities for college-age and high school students in media production and operations.
- Archives, and makes available online, years of locally produced community television programs on the website and PCTV Select App. The video-on-demand service serves as an electronic history for the city.
- Provides the City Clerk’s office with physical copies of governmental meetings for their archives.

- Specifies, installs, and maintains all capital facilities needed for consistent operation of the organization.
- Manages and operates WTBR-FM, a non-commercial educational radio station, for the Pittsfield Public School Committee, which is the licensee of the station.
- Builds relationships and provides outreach to community institutions and nonprofits, to understand the media and promotional needs of these groups and to offer our support.
- Provides a platform for broadcast of religious services from all faiths.
- Played a critical role during the COVID-19 pandemic by providing vital communications between local officials, city departments, the school department, and Pittsfield residents. Program examples are regular COVID update programs from the mayor; special health forums featuring local medical experts and virologists; Health Board meeting coverage; and more.

*Source: PCTV Annual Report, 2023

Membership

Per the by-laws of the corporation, PCTV is a membership organization. We currently have over 268 members who are involved as individuals, families, groups, and through nonprofit organizations. Annual membership dues are kept exceptionally low in order to mitigate barriers to entry. PCTV offers two classes of membership: full membership, which is available to people who live, work, or are retired from working in the City of Pittsfield; and an associate membership, which is available to all residents of Berkshire County. While governed by the board of directors, it is the membership which elects the board, and decides important changes to the organization at annual and special membership meetings.

Interns

PCTV has been fortunate to offer many paid and unpaid internships to college and high school students over its years of operation. Interns perform important production and operational functions for PCTV; and they take with them valuable real-world experience with which to base their future careers in electronic media. Our interns have gone on to rewarding employment locally, region-wide, and in other parts of the country.

One significant partnership over the years has been with a local private school, Miss Hall's School. PCTV has participated in their Horizons internship program since 1997, and trained dozens of high school students in television and radio production techniques. The students in turn help produce several programs that are aired on our channels.

Studios & Facilities

Main Facility

The main PCTV studios, offices, and facilities are located at 4 Federico Drive in Pittsfield. This location includes two television studios, each with its own production control room; a master control/broadcast core room; four seats of video editing using Final Cut Pro; a field equipment sign-out room; an on-air radio studio for WTBR-FM, outfitted for television as a multi-camera studio; an audio production room; and several office and support areas.

Production Vehicles

To facilitate outside broadcast events, PCTV owns and operates two mobile production vehicles: a 15' television production truck, outfitted to enable up to eight remote cameras, and a 15' "grip" box truck used to support the main vehicle in larger productions, and to deliver smaller mobile production equipment to various remote locations. These trucks allow us to televise large live events, such as the Pittsfield Fourth of July Parade, high school football games, school graduations, and many other community events throughout the year.

Government and Educational Installations

PCTV has two other permanent television installations in the city.

City Hall: The main city council chamber is outfitted with five pan/tilt/zoom (PTZ) cameras and 14 microphones; the smaller Room 203 is outfitted with four PTZ cameras and eight microphones; and the Mayor's office is wired for multicamera production. All of these rooms tie back to a central production control room located on the second floor, where operators produce hundreds of municipal meetings every year. The facility is connected by video and data back to the PCTV master control room. Many meetings are produced and controlled remotely at the PCTV facility.

Pittsfield High School: At Pittsfield High School, PCTV maintains an older set of equipment in the school library on the second floor, and in an adjacent production control room. This equipment, including five standard-definition PTZ cameras, was mainly used when the Pittsfield Public School Committee held all of its meetings in this location. While the committee transitioned to using the City Hall facilities, the PHS control room remains capable of producing meetings at the high school and is connected directly back to PCTV's master control room.

Other installations: PCTV has stationed equipment at many of the remote origination sites throughout the city, making them always ready to connect and produce live events on short notice. In regular use are the Berkshire Athenaeum, Taconic High School, the Holiday Inn Hotel, Berkshire Community College, Herberg and Reid Middle Schools, and Morningside Community School.

Training

In service of its mission, PCTV regularly offers video and audio production training to our membership free of charge. Regular classes that are offered include:

- Studio television production
- Portable (“Electronic Field Production”) acquisition and operation (camcorders & related equipment)
- Audio for television and radio
- Non-Linear Editing (Final Cut Pro)
- Television graphics design and execution
- Mobile and truck production
- Producing a television program

PCTV also offers individual training to any member who requests it.

PEG Channels

Since 2000, PCTV has managed and operated the three PEG access channels provided for in the cable television license. They are currently located on channels 1301 (“Access Pittsfield”), 1302 (“Pittsfield ETV”), and 1303 (“Citylink”). Full programming data and charts are contained later in this report, but the following is a summary of the local video programming produced for and broadcast on these channels.

Public Access Channel: ‘Access Pittsfield’

The Public Access channel is named Access Pittsfield. It is home to both public access and community programming, of which the vast majority is locally produced by members and volunteers.

Member-Produced Programming

This channel is home to most member-produced programming, most of which is produced locally by volunteers, using PCTV facilities, and made possible by the help of expert staff and available training. This consists of studio talk shows, musical and dance programs; remotely recorded content that is edited onsite and broadcast; and more.

Nonprofit Organizations

Nonprofit organizations and fraternal groups benefit from the airtime they get on this channel. This includes regular programming from Berkshire Health Systems, Elder Services of Berkshire County, Civitan Club of the Berkshires, The Pittsfield Lions Club, The Eagles Band, the Berkshire Humane Society, Berkshire Family History Association, and others.

Religious and Faith-Based Programming

This channel is also home to many faith-based and religious service programs, which are either produced with PCTV facilities, or delivered, uploaded, or streamed by the respective institutions.

Community Programming and Specials

In addition, community programming produced by the organization in conjunction with its members is often shown on this channel. Some of the most well-known programming includes the annual Pittsfield Fourth of July Parade coverage; the Pittsfield Halloween Parade; the Christmas Tree Lighting; Shakespeare in the Park performances, and many more.

TV/Radio Simulcasts

There are several TV/Radio simulcast programs that appear on Access Pittsfield, including the popular and informative “Morning Drive,” presented every weekday and featuring elected and appointed officials, nonprofit organizations, arts and culture, education, economic development, and many more current affairs topics. Also of note is a multilingual Spanish and English program entitled “Mundo Latino,” and several others.

Wednesday Night Productions

One programming initiative of note is Wednesday Night Productions, where PCTV members as a group come together to learn and produce programs of importance to the community. Shows delivered from this initiative include one about local nonprofit organizations (“Giving Voices”); a sports conversation program (“The Locker Room”); and a musical performance program (“WTBR’s In The Key Of”).

Education Access Channel: ‘Pittsfield ETV’

The Education Access channel is named Pittsfield ETV. It is home to a variety of locally produced educational programming by and about the public schools and local educational institutions.

Pittsfield Public Schools Meetings

All Pittsfield Public Schools meetings can be viewed on this channel, including School Committee and subcommittee meetings; School Building Needs Commission meetings; and the annual Joint School Committee-City Council meetings. Meetings of the Trustees of Berkshire Community College are also broadcast on this channel. Most meeting coverage is provided live.

High School Sports

One community need that PCTV satisfies on the Education Channel is live coverage of local high school sporting events. In the Berkshires, there is no television coverage of local teams or games from affiliates in Albany or Springfield. PCTV makes a significant effort to cover and broadcast games from both Taconic and Pittsfield High Schools in most sports throughout the fall, winter, and spring seasons. We also provide a Berkshire County High School Football Game of the Week program in the fall season, featuring teams from around the county in a live weekly

broadcast. These efforts have real meaning for the student athletes and families who get to watch their students compete in their sport of choice.

Other Education Programming

Other educational programming available on Pittsfield ETV includes Taconic High School's Thunder Report, a weekly program produced by students in the school's vocational Video and Performing Arts program; classroom instruction from the Osher Lifelong Learning Institute (OLLI) at Berkshire Community College; STEM Week programming provided by Massachusetts College of Liberal Arts and the Berkshire Innovation Center; Monument Mountain Television; and NASA and Smithsonian Institution programming.

Government Access Channel: 'Citylink'

The Government Access channel is named Citylink. This channel includes all municipal meeting coverage, and other programming related to governmental functions, departments, and elections.

Pittsfield City Council Meetings & Committees

This channel is home to all coverage, mostly live, of city municipal meetings. This includes the widely viewed Pittsfield City Council Meetings, but also includes all subcommittees of the City Council, many boards, commissions, and authorities which meet and have decision making within the city.

The Pittsfield City Clerk utilizes PCTV coverage of these meetings for official record keeping purposes. PCTV provides the Clerk's office with physical copies of these meetings, and digital links where minutes are taken and reviewed.

Mayor's Programming

No matter who the Pittsfield mayor is, PCTV is there to provide government access programming based on that Mayor's preference. Currently PCTV is producing 'One Pittsfield with Mayor Marchetti,' a twice-monthly program featuring important information for constituents, and discussions with department heads. Former mayor's programming has included 'Mayor Bianchi Reports,' with Mayor Daniel Bianchi, and 'From the Corner Office' with Mayor Edward M. Reilly. Also provided in the past are live press conferences, both at City Hall and on location; a State of the City address to residents; weekly COVID updates; and video tours of city facilities and buildings.

Election Programming

PCTV provides comprehensive programming about and around municipal elections, and of state elections that directly concern Pittsfield. This coverage includes providing candidates for office free studio time to record a statement, to speak directly to future constituents about their priorities and positions. Candidates are also welcome to take advantage of member benefits to produce their own full-length programming if they so wish. PCTV, further, covers and organizes several candidate debates throughout the political seasons. Many of these events are carried

live on the government channel. Finally, PCTV provides a live election night results program for most elections with local races.

Veterans' Ceremonies and Programming

PCTV annually broadcasts many live parades and ceremonies of local veterans' groups, including the Memorial Day Parade and Ceremony; Korean War Armistice Anniversary Ceremony; Vietnam War Memorial Ceremony; Veterans' Day Parade & Ceremony; and the Pearl Harbor Day Remembrance Ceremony.

Other Government Programming

A wide variety of other city programming is produced and aired by PCTV, including: visits to Pittsfield by the Governor and Lt. Governor, U.S. Senators Elizabeth Warren and Edward Markey, and Congressman Richard Neal; a tribute gathering for a former Mayor; forums on housing, homelessness, and substance abuse; the grand opening of the Berkshire Innovation Center; annual Arbor Day Ceremonies; Irish Sister City Welcome Events; Law Enforcement Memorial Ceremonies; Youth Advisory Board programming; Eversource rate hearings; and programs and PSAs dedicated to the 2020 Census.

Awards

Pittsfield Community Television is an award-winning community media center. Many programs, both television and radio, have received national recognition over the years from the Alliance for Community Media. Programs have won in the categories of Entertainment & Arts – Single Episode; Entertainment & Arts – Series; Underserved Voices; Government Profile; Local Performances – Independent Producer; Documentary Event; Website for Producers; and Short Subject.

In addition, the organization awards its members at each annual meeting for excellence in programming, member service, and community service through community media.

Online presence

Website

PCTV maintains a comprehensive website at pittsfieldtv.org, which features access to our extensive archive of video-on-demand programming and live streams; and provides visitors with cable channel schedules, opportunities for training, instructions on becoming a member, and access to corporate forms and documents.

Over-The-Top (“OTT”) App “PCTV Select”

Available for free to any online visitor, the PCTV Select App provides access to all PCTV content on certain popular digital devices, such as Roku, Amazon Fire Stick, and AppleTV, as well as mobile apps for iOS and Android devices. While we do not duplicate the “linear television” experience of the PEG channels online, we offer viewers a unique experience to view

programming they desire to watch, whether it is happening live, or is available to view at any time after publication.

Digital Archives

One significant offering from PCTV is the maintenance of a large library of historical local video programming from nearly the beginning of the organization's activity in 1988. This digital archive numbers more than 17,000 programs and is constantly expanding. It is a true historical repository which chronicles the history of the city. The archive includes all manner of local programs, including meetings, special events, sporting events, graduation ceremonies, concerts, studio programs, and much more. The archive is viewable publicly through the website and on the OTT and mobile apps, described above.

Captioning & Translations

Since 2023, PCTV has provided closed captioning on hundreds of hours of locally produced programming, including municipal and school meetings, sporting events, informational studio programs, and morning interview programs, among others. We added Spanish-language translations in 2024. The intent of these services, supported financially by several local grantors and foundations, is to boost accessibility of our programming to constituencies in need, such as the hearing-impaired and viewers with English as a second language.

Live origination points

These 17 dedicated, private, two-fiber circuits, first installed in city buildings by the cable provider through the cable TV license signed in 1996, are essential to the successful transmission of live video programming to the community. We have found them to be the most dependable means to transport video and audio for live programming. Recently we have supplemented this with IP-based transports, but being connected over the public internet, these methods are susceptible to poor network conditions, and can lead to undependable connections, at exactly the time that viewers are depending on watching important programming.

On-location impact

In the current era of television viewing habits, while viewers have many options to watch what they desire, we have found that the programming that has the most significant impact with the community is often live on-location events and programming that happens outside of the normal studio environment. That is why we have dedicated significant resources to being able to produce these events when and where they happen. Examples of these resources include the mobile production trucks, the flypack and related mobile equipment, and other smaller facilities that make on-location productions possible.

Community Relationships

Pittsfield Community Television is woven into the fabric of the community. For many years we have developed and nurtured partnerships with our local nonprofit organizations, educational institutions, and governmental departments. In turn, they have produced content which has aired locally on our channels. Guest appearances on PCTV and WTBR-FM programs are known to be a reliable and valuable means to publicize events, recruit volunteers, and familiarize the audience with an organization's mission and vision. WTBR's Morning Drive program serves up an hour every weekday dedicated to conversations with local organizations, education, and government representatives.

COVID Pandemic & Our Response

It should not be overlooked that PCTV and WTBR-FM played a critical role during the COVID-19 pandemic by providing vital communications between local officials, city departments, the school department, and Pittsfield residents. This was a time when offices were closed, residents were largely operating from home, and elected officials needed a way to communicate with residents. PCTV stepped up and into that role by staying on the air, both on television and radio; by launching the PCTV Select online service; and by never closing our offices and studios. We adapted as necessary as an essential service, keeping our employees safe in the office, while continuing to broadcast all regular local meetings and keep other information flowing. In addition, we provided regular video updates from the Mayor, special press conferences, health board meetings, and notably, produced programming in conjunction with Berkshire Medical Center that allowed healthcare and infectious disease specialists to inform the residents directly about ways to prevent the spread of COVID, and the availability of vaccines.

WTBR-FM

In 2018 PCTV was approached by the Pittsfield Public Schools to partner with them to manage and operate 89.7 WTBR-FM, a non-commercial educational radio station which was then located in Taconic High School. That building was being replaced by a new high school, and there were no plans to include the radio station in the new building. Without PCTV's partnership, the station's license would have been sold or rescinded, and a community media outlet for Pittsfield would have been lost.

In short order, PCTV built new studios, a transmitter and antenna, and moved the remaining facilities of the station to our building. The station changed from a student-run operation to a community radio station, but still maintains a strong connection to the Pittsfield Public Schools. Students regularly produce programs that air on the station. The inclusion of WTBR-FM has also strengthened the volunteer base of PCTV, while preserving this asset for the community. PCTV conducts regular fundraising efforts to support the radio station's operations.

Programming Data Charts

First-run Original Local Programming 2014—2024 (Hours)

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Public	711	702	799	841	834	647	688	928	994	1,044
Education	271	210	215	258	234	204	228	357	301	262
Government	379	372	444	388	414	405	272	403	316	306
Total	1,361	1,284	1,458	1,487	1,482	1,256	1,188	1,688	1,611	1,612

Public Channel Programming 2014—2024: Detail

Title	Description	Number of Episodes 2014-24
Morning Drive	Live one-hour talk show simulcast on Access Pittsfield and WTBR-FM every weekday. Features elected and appointed officials, nonprofit organizations, arts and culture, education, economic development, and many more current affairs topics.	1,250
Berkshire Matters	Monthly Talk show hosted by Bob Dean, featuring discussion of a variety of community topics and events.	153
Wehry Weekly	Bi-Weekly news program produced by local resident Robert Wehry.	112
Lion's Den	Monthly program produced by the Pittsfield Lions, on a variety of community and benevolent topics.	165
Berkshire Senior TV	Monthly program produced by Elder Services of Berkshire County, for and about the senior population of the area.	105
Wheeling The Pathways	Weekly program hosted by Brian Fitzpatrick, himself affected by Cerebral Palsy, discussing accessibility and daily life.	109
Berkshire Health Program	Monthly program produced by Berkshire Health Systems, featuring medical professionals discussing health topics across multiple disciplines.	94

The Kathaleen Show	Episodic program produced by community member Kathaleen Mogul, featuring outdoor videography and music.	98
Woody's World	Episodic music performance program, recorded in the PCTV studio, produced and edited by community member Woody Printz.	70
Our Furry Friends	Monthly program about the care and love of pets, produced by community member Julia Hannigan.	48
Know Your Berkshires	Monthly program produced by Civitan Club of the Berkshires, featuring local guests and a variety of community topics and issues.	110
For Your Information	Monthly program produced by community member Patrick Gormalley. Features a variety of local guests and topics, and occasionally features musical performances and Irish step dancing.	171
Mundo Latino	Weekly	132
The Talk	Weekly	63
Your Italian & Irish Heritage	Monthly	99
Berkshire Family Historical	Monthly	10
Family Action Network	Weekly	249
Natural Cook	Cooking program produced and hosted by Anna Gershenson	76
You CAN Cook / Food & Families / Zoomin' Foodies	Grant funded program produced in Studio-K involving students of the PPS	49
Eagles Band	Concerts around the area produced by Eagles Band member Diane Chicoine	47
Backfocus	PCTV produced program highlighting various services and members of PCTV	23
Legacy Programming Below		0
Gaetani Pittsfield News Hour	Weekly program hosted by Craig Gaetani	255

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Backstage Live	Produced by Bronte Roman	3
Planet Valenti	Weekly show hosted by Dan Valenti	118
Berkshire Writers Room	Monthly produced show spotlighting local writers and literary trends	40
Ignite A Light	Produced by Theresa Sprague	37
Be Well Berkshires	Health based program produced by Pittsfield Health Director Jim Wilusz	13
Discussions from the Berkshires	Local interest studio talk show hosted by Bill Sturgeon	162
Berkshire Viewpoint	Local interest show hosted by Donna Todd Rivers	40
Music For Your Soul	Music and spiritual program produced by Vladimir Bogomolow	130
George Morrell Show	Program featuring local singer performing at locations around the county	67
BOOM TV	Arts focused program produced in the studio by Peter Laboda	10
The Chris Canning Show	Local interest talk show hosted and produced by Chris Canning	68
Truly Independent Wrestling		89
Berkshire Now	Produced by Bruce Goguen	20
Viral Viking		9
GOAL	Program showcasing responsible gun ownership produced by the Gun Owners Action League	65
Smile with B-Mile	Local interest talk show host by Beverly Milenski	22
Tales of Jemmora	Program involving players playing a D&D style tabletop role playing game	62
XCell: For a Better Tomorrow	Produced by Tariq Pinkston	9
Out Front TV	Program produced to show Republican candidates and ideals	40
Berkshire Brigades	Program produced to show Democratic candidates and ideals	64

Consider This with Lew Markham	Local interest talk show hosted by former city councilor Lew Markham	47
Purr Wag Adopt	Produced through the Berkshire Humane Society to highlight pet adoption and care	46
Infosource	Health based talk show produced through Berkshire Healthcare	59
Creating Health	Produced by Mike Leary, hosted by Dr. Mark Pettus	29
Inspirations By T	Music, prayer and meditation produced by Theresa Sprague	29
Good Morning Pittsfield	Daily simulcast hosted by John Krol, live from Taconic High School	1,166
Poetry, Arts & Music with Jerry		17
Rockin' In The Country	Live music show produced by Paul Durwin	20
TOTAL		5,969

Public Channel Special Programming

- | | |
|---|---|
| <ul style="list-style-type: none"> • 4th of July Parade (premiere in 1988) • Halloween Parade (premiere in 1995) • Christmas Tree Lighting • UCP Telethon • NAACP Freedom Fund • PCTV On the Road | <ul style="list-style-type: none"> • Hinsdale Block Party • Stockbridge Sinfonia Concerts • Shakespeare In the Park Performances • Berkshire Opera Festival Performances • Albany Berkshire Ballet: The Nutcracker • Park of Honor Opening Ceremonies |
|---|---|

Public Channel Local Church Services Broadcasts

Title	Description	Number of Episodes 2014-24
St. Agnes Roman Catholic Church	Weekly mass shown live on Saturday afternoons	576
First Baptist Church	Weekly service shown live on Sunday mornings	643
Berkshire Dream Center	Weekly program	297

Price Memorial AME Zion Church	Weekly service	272
First United Methodist Church	Weekly service	537
Unity Fellowship Church	Weekly service	74
Christian Assembly Church	Weekly service	316
New Life Church	Weekly service	114
Berkshire Community Church	Weekly service	189
Zion Lutheran Church	Weekly service	23
Christian Faith Fellowship Church	Weekly service	86
Roman Catholic Diocese of Springfield: Real to Reel	Weekly program	336
Chalice of Salvation	Weekly program	349
Sunday Street with Rev. James Lumsden	Weekly program	79
TOTAL		3,891

Education Channel Programming 2014—2024 : Detail

Title	Description	Number of Episodes 2014-24
Pittsfield School Committee Meetings	Includes all regular and special meetings of the Pittsfield Public School Committee.	192
School Committee Subcommittees	Coverage of PPS subcommittee meetings.	74
BCC Board of Trustees	Governing body of Berkshire Community College.	69
Reach Out For Education	Produced by the Berkshire Compact for Education; production crew provided by Miss Halls	50

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Hello OLLI	Studio program produced by OLLI to highlight courses offered through their service	61
Berkshire Jazz Presents	Concerts produced by Phil Tierney through the Berkshires Jazz organization.	144
Thunder Report / Taconic TV	Student-produced program based at Taconic High School	53
STEM Week Programming	STEM Week takes place in October and through cooperation with MCLA and others we showcase many programs each year dealing with STEM	76
OLLI @ BCC Classes, Lectures & others	Programs produced by the Osher Lifelong Learning Institute, based at Berkshire Community College. Programs recorded either in person or virtually.	192
PPS Band, String, & Orchestra Concerts	Produced by Senta Brodeur, Juliet Wright	150
Generals Kitchen	Cooking program produced in Studio-K by students of PHS Culinary Arts	28
Our Schools, Our Future	Hosted and produced by School Committee Chair Katherine Yon	18
1350 West St.	Hosted and produced by Rick Christman, adjunct professor at BCC.	24
Access Higher Ed	Program produced by BCC.	55
The School Bell	Produced by Pittsfield Public Schools Early Childhood Coordinator Sue Doucette.	12
Berkshire Music School Presents:	Concerts and recitals produced at the school	10
The Friends of the Berkshire Athenaeum	Variety of entertaining and informative programs produced at the Athenaeum	15
TOTAL		1,284

Education Channel Special Programming

- Berkshire Community College Commencement Ceremonies (Annual)
- High School Graduation Commencements, Taconic and Pittsfield High Schools (Annual)
- Eighth Grade Moving-Up Ceremonies, Reid and Herberg Middle Schools (Annual)
- Nurse Pinning Ceremonies (Annual)
- BCC Awards Night Ceremonies (Annual)
- Herberg & Reid Student Faculty Basketball Games
- Herberg Student / Faculty Floor Hockey
- Taconic High School Groundbreaking
- Taconic High School Ribbon Cutting
- Egremont’s Got Talent!
- Crosby Talent Show
- District Spelling Bee
- Battle of the Books
- Middle School Science Fairs
- Pittsfield Public School Staff Convocations
- Berkshire Athenaeum Presents: Writing Your Grant Proposal
- Elementary, Middle, and High School Instrumental Concerts

Education Channel Sports Programming

Number of Games Broadcast 2014-24	
SPORT (PHS & Taconic High Schools)	
Football	47
Soccer	71
Cross Country Running	21
Volleyball	41
Basketball	167
Hockey	8
Wrestling	3
Alpine Skiing	6
Swimming	6
Baseball	15
Softball	16
Lacrosse	14
TOTAL	415

Education Channel Additional Programming

- NASA Coverage
- Smithsonian Programming
- MMTV: Monument Mountain Television
- MCLA College Roundtable
- Williams College Sports Programming
- Fall Festival of Shakespeare

Government Channel Programming 2014—2024 : Detail

MEETING	Number of Meetings Broadcast 2014-24
Pittsfield City Council (Regular & Special)	246
City Council Committee of the Whole	50
Ordinances & Rules Committee	87
Public Works & Utilities Committee	35
Finance Committee	49
Public Buildings & Maintenance	5
Public Health & Safety	34
Community & Economic Development	28
Park Commission	122
Community Development Board	134
Airport Commission	98
Airport Study Committee	11
Board of Health	111
Conservation Commission	158
Human Services Advisory Council	66
Zoning Board of Appeals	107
Licensing Board	135
Historical Commission	59
Ordinance Review Committee	36
Community Preservation Committee	66
Homelessness Advisory Committee	31
Pittsfield Economic Development Authority (PEDA)	45
Traffic Commission	42
Green Commission	29
Animal Control Commission	66
Affirmative Action Advisory Committee	24
Human Rights Commission	49

School Building Needs Commission	61
Resource Recovery Commission	16
Police Advisory Board	31
Wahconah Park Restoration Committee	15
Berkshire Regional Planning Commission	20
Berkshire Metropolitan Planning Organization	8
Citizens' Coordinating Council	10
TOTAL	2,023

Government Series and Special Programs

Title	Description	Number of Episodes
Election Coverage	Includes preliminary, primary, and general election coverage of results	15
Debates and Candidate Forums	Includes all forums and debates produced or co-produced by PCTV at various locations	50
Candidate Statements	Showcasing 5-minute statements offered to every candidate each election year	280
Memorial Day Parade & Ceremonies	Parade recorded on Wahconah Street and ceremony in Pittsfield Cemetery each year	10
Korean War Armistice Anniversary Ceremony	Annual event takes place in front of Korean War monument in front of City Hall	10
Vietnam War Memorial Ceremony	Annual event takes place in front of Vietnam Monument in Park Square	10
Veterans' Day Parade & Ceremony	Parade is recorded on South Street and ceremony takes place at Veterans' Park each year	10
Pearl Harbor Day Remembrance Ceremony	Annual ceremony held at Veterans' Park	10
Police & Law Enforcement Memorial Day	Event held usually in front of Police Station or the common honoring fallen members of law enforcement	5
Arbor Day Ceremony	Annual event held at various locations each year keeping with a planting or tree theme	9

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Mayor Tyer State of the City Addresses	Held at various locations (Colonial Theatre, Taconic, Zion Lutheran Church & City Hall)	4
STRIVE Youth Conference & Youth Advisory Board Videos	Annual look back at the conference or creation of PSAs with the Youth Advisory Board	12
Irish Sister City Welcome Events	Events held at Pittsfield City Hall welcoming delegates from Ballina, Ireland	6
Downing Award Ceremony	Annual event held at various locations. Discontinued after 2016	3
Census 2020 Programming	PSAs and long form programming centered around the Census 2020. Plans for more were scuttled by COVID	7
From the Council Seat	Produced and hosted by City Councilor Donna Todd Rivers	33
From the Berkshires to Beacon Hill	Hosted and produced by State Rep. Tricia Farley-Bouvier	46
Mayor Bianchi Reports	Program produced bi-weekly by former Mayor Daniel Bianchi	44
CityLink Press Conferences	Produced through PCTV to bring news items to viewers	51
Gov. Baker COVID Press Conferences	Produced through Statehouse Media and shown live when possible during the COVID pandemic	182
Mayor's Showcase	Special programs produced on location by Mayor Linda Tyer	2
Mayor Tyer Update	Weekly updates produced during the COVID pandemic, with updates for citizens of Pittsfield	25
On Patrol with the PPD	Weekly simulcast on WTBR, produced by the Pittsfield Police Department	116
One Pittsfield with Mayor Marchetti	Twice-monthly program produced by the Mayor's office hosted by Mayor Peter Marchetti (ongoing)	5
TOTAL		945

- STRIVE Youth Conference
- Lt. Gov. Polito Visits Pittsfield
- Elizabeth Warren Town Hall Meeting
- Eversource Rate Hearings
- Richard Neal Town Hall Meeting
- Ed Markey Town Hall at Barrington Stage

- BIC Groundbreaking with Gov. Baker
 - BIC Grand Opening
 - Gov. Baker Touring Vaccination Clinic at BCC
 - Mayor Edward M. Reilly Tribute Event
 - HEALing Communities Panel Discussion
 - Housing & Homelessness Forum
- Mayor's Press Conferences
 - Marijuana: What We All Need To Know
 - MA State House Coverage
 - US Department of Health & Human Services programming
 - Today's Air Force

Future Needs

Operational Funding: Keep at 5% of Gross Annual Revenue

Preservation of the maximum PEG franchise fees allowable in the upcoming cable license is the best means to support the current level of services offered by Pittsfield Community Television to the community. Pittsfield's PEG provider is already facing the loss of income due to cable cord-cutting, while enduring higher costs due to inflation. Add to that the FCC Third Order rulemaking, which may allow the cable company to "claw back" franchise fees from "in-kind" services, making a very challenging environment for PCTV to continue to offer the vital services it offers at present.

Upgrade All PEG Cable Channels to High-Definition Quality

- The PEG channels must be available to subscribers on the cable system at comparable quality to the other adjacent local channels carried by Charter Spectrum.
- PCTV has been producing and broadcasting HD quality programming since 2012; yet the cable company requires us to downgrade the output quality to standard definition before delivering it to their headend. The result is a disservice to viewers, who struggle to view smaller details with poorer image quality. It also discriminates against local program producers, as the perception of their programming is seen as "less than" when viewed in lower quality.
- There shall be no ongoing charge or lease necessary for HD circuits. PCTV is willing to shoulder a portion of the cost of the necessary encoding hardware.

Ensure that All PEG Channels are Available to All Subscribers of Video Service

- This must include the Xumo box, the Spectrum App, and all future platforms where video service is offered by Charter Spectrum.

Channel Locations

- Return all PEG cable channels to lower positions in the lineup.
 - Respondents in focus groups and surveys have told us that they find it difficult to find and watch the channels in their current locations at 1301, 1302, and 1303. It would be preferable to return to channels 16, 17, and 18, but any contiguous placement in the lower 50 channels would suffice.

Connection to Headend

- Require the cable company, at their own expense, to extend fiber optic connections to the location of the access provider (PCTV), regardless of where the organization is currently located, for the duration of the license.
 - These would include all live origination circuits, as well as circuits to transport the three PEG channels from the PCTV headend to the cable company headend.
 - If PCTV were to move its main studios and facilities, Charter Spectrum must be responsible, at their own cost, for restoring all connections to the new location. This would also apply if the cable company headend were to move to a new location.

Retain All Live Origination Points in City Buildings

- Retain ALL existing fiber optic return connections, listed below (two fiber circuits per location, except where denoted with a (#) which are single fiber circuits only) and continue to have the circuits accessible at the PCTV headend.
 - These origination points are essential for PCTV to be able to provide live programming to the community. They are by far the most dependable means to make interconnections between remote buildings where events are happening, and the PCTV headend, where programming can be delivered to subscribers and viewers.
 - Subscribers and viewers in Pittsfield expect the consistency that PCTV has delivered over the past decades using this infrastructure.
 - IP-based transmission solutions are prone to failure, depending on the quality of network conditions on the public internet or cellular networks.

Current sites:

1. Berkshire Community College, 1350 West Street
2. Crosby Elementary School, 517 West Street
3. Conte Elementary School, 200 West Union Street
4. Capeless Elementary School, 86 Brooks Avenue
5. Taconic High School, 96 Valentine Road
6. Reid Middle School, 950 North Street
7. City Hall, 70 Allen Street
8. Allendale Elementary School, 180 Connecticut Avenue
9. Morningside Elementary School, 100 Burbank Street
10. Stearns Elementary School, 75 Lebanon Avenue
11. Holiday Inn Hotel (formerly Crowne Plaza), 1 West Street (#)
12. Berkshire Athenaeum (Library), 1 Wendell Avenue
13. Pittsfield High School, 300 East Street
14. Williams Elementary School, 50 Bushey Road

15. Egremont Elementary School, 84 Egremont Avenue
16. Herberg Middle School, 501 Pomeroy Avenue
17. First Baptist Church, South Street (#)

- Update optical transmitters & receivers: many of these units have not been updated since the 1996 cable television license. PCTV has spent money to upgrade them to HD-SDI capable connections (the modern television standard) since 2014.
- Maintenance: Several existing fiber circuits require maintenance, as they no longer pass a signal based on tests conducted by PCTV technical staff. As of this printing, they are:
 - 4. Capeless Elementary School, both circuits faulty
 - 5. Taconic High School, receive circuit faulty
 - 6. Reid Middle School, both circuits faulty
 - 9. Morningside Community School, receive circuit faulty

Technical Contact and Ticketing Process

The franchise authority, and by association the PEG provider, shall be supplied with a current technical contact name, email address, and phone number for the appropriate Charter employee who is empowered to address any technical problems which may arise during the period of the license. Further, a clearly defined ticketing or complaint process must be provided, which can be monitored for progress of any ongoing technical problems reported by the PEG provider.

Co-Operative Advertising Avails

Licensee shall make available, at no cost to the licensor or PEG designee, 30 ad avails per month between the hours of 6:00 AM and 10:00 PM on well-watched cable networks, for the purpose of informing the public about the importance and availability of PEG access television in the community. Spots will also indicate the support given by the licensee as a community partner. Spots will be produced and provided by the PEG provider.

Closed Captioning

- All PEG channels provided on any platform by Charter Spectrum must support and display closed captions, as mandated by federal law.

Ten-Year Capital Funding Needs

Overview

- **Value** - PCTV provides extraordinary value as a broadcast facility. For a fraction of the cost of the larger broadcast affiliates' facilities, PCTV produces hundreds of hours of

high-quality local programming every year. The TV studios, post-production editing, mobile production, and remotely located equipment are in constant use.

- **Efficiency** - PCTV saves money on capital purchases by designing, installing, and maintaining equipment with in-house staff. Older equipment is repurposed for secondary use when possible. We squeeze every dollar out of each purchase. With that in mind, all professional video equipment costs money, and must be maintained and replaced on a regular schedule. No purchase lasts forever, and even functional equipment can become antiquated as we experienced many times over our 35+ years in operation.
- **Accountability** - The PCTV Board of Directors' Equipment and Facilities Committee meets regularly and keeps updated several planning documents including an Equipment Maintenance & Replacement Plan and Five-Year Equipment Action Plan. These planning documents guide our capital purchasing and our outlook for capital budgets.
- **Funding Needs** - We estimate that capital funding of **\$1,991,365** is necessary to continue to provide a level of technical quality, and to replace existing facilities which will have reached end-of-life during the license period. Refer to the Ten-Year Capital Funding Plan below for details on capital needs over the next ten years.
 - Under the previous license agreement, \$313,000.00 in capital funding was granted for PEG access, and received in November 2014. However, over the ten years of the license, PCTV needed to contribute \$656,746.06 in additional funds from its operating budget toward capital expenses. The organization did this by careful spending and saving on the operations side.
 - It is clear that the previous grant, in 2014 dollars, was not nearly enough to keep the facilities operating at a level which supports the many programs and services offered by the organization.
 - The total value of active equipment in the PCTV inventory, based on original purchase price, is approximately \$1,725,941.

Highlights of Capital Funding Needs:

- Update all studio, editing, field, and master control/playout facilities over the 10 years of the license.
- Replace the mobile production truck (20 years old) and grip truck (17 years old).
- Replace computer-based systems every 3-5 years, while replacing other more durable production equipment on a 10-year schedule.
- Update the city hall control room, cameras, and sound equipment in the main council chamber, room 203, and the mayor's office during the next 10 years (last updated 2015)
- Add equipment to support the Taconic High School media arts vocational program.
- Purchase and equip a new studio location by 2029.
- Replace backup generator (will be 20 years old by the end of the 10-year license)

Ten-Year Capital Funding Plan

Expenditure Grid

All capital purchase recommendations shown below are only examples based on technology and specific models available as of this printing date. Actual items and prices, and the underlying technology are certain to change prior to the date of purchase.

	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	TOTAL
Acquisition (EFP Equipment)	0	0	0	0	25,740	0	0	0	0	25,740	51,480
City Hall	0	100,000	0	0	0	66,970	0	0	0	0	166,970
Duplication & Archive	28,720	0	0	0	28,720	0	0	0	0	0	57,440
Editing	95,400	0	0	0	0	20,000	0	0	0	0	115,400
Mobile	0	0	46,533	0	0	46,533	0	0	46,533	0	139,600
Office, Phys Plant, Network	20,310	20,310	20,310	20,310	20,310	20,310	20,310	20,310	20,310	20,310	203,100
Studios & PCR	104,629	0	104,629	0	104,629	0	0	104,629	0	104,629	523,145
Transmission & Payout	0	0	0	95,520	0	0	95,520	0	0	0	191,040
Truck	0	150,000	0	154,535	0	154,535	0	0	154,535	0	463,755
WTBR	0	0	0	0	0	20,795	0	0	0	0	20,795
Taconic & Pittsfield High Schools	0	0	0	0	0	0	58,640	0	0	0	58,640
TOTALS	251,084	272,336	173,499	272,393	181,428	331,173	176,501	126,971	223,411	152,713	1,991,365

Facility Detail

1. Acquisition (EFP Equipment)

Purpose: This is “sign-out” equipment meant for acquisition of moving images and sound. Members and staff use this equipment on location to produce programming. Gear includes camcorders, tripods, microphones, lighting, cabling, and batteries. Gear designated for staff is often more complex and has more features.

ACQUISITION				
Component	Qty	Cost Ea	10-Year Repl. Freq	Ext. Cost
Member Camera Kits (Camera 1500, Microphone 200, Batteries 100, Charger 150, Case 200)	4	\$2,150	1x	8,600
Tripods for Camcorders	4	3,320	1x	13,280
LED 3-Instrument Lighting Kits	4	2,000	1x	8,000
Wireless Microphone Kits	8	800	1x	6,400
Wired Microphones	16	200	1x	3,200
Cine & Mirrorless Camera Kits	2	6,000	1x	12,000
SUBTOTAL				\$51,480.

2. City Hall

Purpose: This high-definition (HD) facility, upgraded in 2015, contains everything needed to produce live and recorded meetings and other programming at Pittsfield City Hall. The programming has included Pittsfield City Council meetings, committees, commissions, press conferences, inaugurations, and mayors’ shows. The facility includes a production control room, hardwired to two meeting rooms (Main Chamber and Room 203) as well as the Mayor’s office. Two live meetings can be transmitted simultaneously from the two meeting rooms onto PCTV channels.

CITY HALL				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Video Switchers	2	3,700	1x	7,400
Switcher Panels	2	3,100	1x	6,200
Video Router	1	4,000	1x	4,000
Digital Video Recorders	2	1,600	1x	3,200
PTZ Cameras – Main Chamber	5	10,000	1x	50,000
PTZ Cameras – Room 203	4	7,000	1x	28,000
PTZ Cameras – Mayor’s Office	3	7,000	1x	21,000
PTZ Controllers	1	4,720	1x	4,720
Mac Computers (control, graphics, NLE)	3	1,500	2x	9,000
Audio Mixers (Dante auto mixers)	4	2,500	1x	10,000
Microphones (main chamber)	14	250	1x	3,500
Microphones (Room 203)	8	250	1x	2,000
Wireless Microphone Systems	4	1,000	1x	4,000

PA System (Amp, Processing, Speakers)	1	4,000	1x	4,000
Video & Computer Monitoring, average	9	550	1x	4,950
Power Conditioning	2	2,500	1x	5,000
SUBTOTAL				\$166,970.

- The main council chamber features five Pan/Tilt/Zoom (P/T/Z) cameras, fourteen microphones, a PA system, and projector connectivity.
- Meeting room 203 features four P/T/Z cameras and eight microphones.
- The control room contains two video switchers, a video router, camera controller, multiview monitoring, audio auto-mixers, multiple computers for control and graphics, and recording and fiber-optic transmission equipment.

3. Duplication & Archive

Purpose: This facility has transitioned away from the original purpose of storing DVD and VHS copies of programming, and making copies for the general public, producers and members of PCTV. It is now mainly used to archive digital files of our programming and critical office computer files for long-term storage. It is also critical to have a “backup of the backup” located off-site to prevent catastrophic loss. Gear is mainly network-attached storage (“NAS”) devices, and lots of hard disks for expansion and replacement. Legacy equipment includes duplicators, disc printers, and storage drawers.

DUPLICATION & ARCHIVE				
Component	Qty	Cost Ea	10-Year Repl.	
			Freq	Est. Cost
Office File Storage NAS (Enclosure Only)	1	5,400	1x	5,400
Hard Drives	16	280	2x	8,960
HD Archive File Storage NAS (Enclosure Only)	1	5,400	1x	5,400
Hard Drives	16	280	2x	8,960
Backup to Office NAS (Enclosure Only)	1	5,400	1x	5,400
Hard Drives	16	280	2x	8,960
Backup to HD Archive NAS (Enclosure Only)	1	5,400	1x	5,400
Hard Drives	16	280	2x	8,960
SUBTOTAL				\$57,440.

4. Editing

Purpose: Also known as “post-production,” members and staff acquire raw footage, recorded in a variety of formats, and create finished programs ready for air with this equipment. Two edit ‘suites’ are available to members, while two other workstations are available for staff use in office areas. It is necessary to have a central storage system (a “Storage Area Network” or SAN) from which each seat of editing can connect to perform the editing. Gear includes computers, editing software, shared file storage systems

and networks, monitors, audio mixers, speakers, and microphones. Equipment is capable of editing 4K and HD-quality footage.

EDITING				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Editing Computers (2/Member; 2/Staff)	4	5,000	2x	40,000
Monitors and Speakers	4	2,300	1x	9,200
Speakers (pair)	4	300	1x	1,200
SAN/NAS Shared Storage System	1	35,000	1x	35,000
Editing and File Management Software	1	10,000	2x	20,000
Dedicated High Bandwidth Network Infrastructure	1	10,000	1x	10,000
SUBTOTAL				\$115,400.

5. Mobile Production

Purpose: Perform high-definition (HD) multi-camera productions when the mobile production vehicle is either in-use or impractical. Other uses include graduations, concerts, the Halloween Parade, and school events. Critical whenever we have two productions that require multi-camera setups in two locations. Equipment is compact and can be delivered with the grip truck, rolled into a venue and set up.

Prerequisites: Requires the cameras and tripods from Acquisition to be fully functional.

MOBILE PRODUCTION				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Video Switchers (Flypack, Box, Mini)	3	2,300	1x	6,900
Digital Video Recorders (Rack Mount)	7	1,600	1x	11,200
Digital Video Recorders (Portable & Cam Mount)	6	1,000	2x	12,000
PTZ Cameras	3	7,500	1x	22,500
Mac Laptops (Graphics, control, editing)	4	2,500	2x	20,000
Intercom System (Wired/Wireless)	1	1,500	1x	15,000
PA Speakers (2), Processors	1	2,500	1x	2,500
Networking Gear	2	700	2x	2,800
Wireless Video Transmission Kits	2	8,300	2x	33,200
Portable Lighting Kits	2	2,500	1x	5,000
Power Conditioning	2	1,600	2x	6,400
Racks & Cases	6	350	1x	2,100
SUBTOTAL				\$139,600.

We have a variety of gear that falls under this facility category:

- **Flypack:** the most capable and largest setup, it is a portable three-road case setup with a UPS. Well-equipped for multi-camera productions requiring a full switcher and panel, complete audio mixing,

networking, and live transmission. It features a 1 M/E ATEM Switcher with 10 SDI video inputs. Used widely for debates, basketball games, concerts, graduations, etc.

- **Box Switcher:** A smaller, one-road case box containing an ATEM TV Studio HD with 8 SDI inputs, the capability to add graphics via a laptop, and a compact audio mixer. Used for graduations, basketball games, conferences, small-footprint productions.

- **Mini Switcher:** The smallest of the setups, this is a suitcase-based ATEM Mini Pro switcher with 8 inputs. It’s good for simple cutting between a small number of cameras within close proximity, such as basketball games, conferences, and live streaming.

6. Office, Physical Plant, & Networking

Purpose: The offices, facilities, systems, and support mechanisms that allow our organization to function. PCTV offices expanded into new space in the building in February, 2014. Gear includes a variety of items, including desktop computers, laser printers, scanners, copier, telephone and voicemail system, computer networking and routing, office televisions, projector, furniture, and power conditioners. Physical plant includes “permanently” installed items (not owned by the landlord) such as air conditioners or generators, and furnishings (cabinets, appliances) in Studio-K.

OFFICE, PHYS PLANT, NETWORKING				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Desktop Computers (Employee Use)	7	2,000	3x	42,000
Networking Devices (Gateway, Switches, APs, Controllers)	20	500	2x	20,000
VoIP Telephone System	1	6,400	1x	6,400
Alarm, Security Systems (Building + Truck)	2	5,000	1x	10,000
Laser Printers (1 Color & 4 Monochrome)	5	5,000	1x	5,000
Photocopier	1	5,000	1x	5,000
Televisions	10	550	1x	5,500
Desks, Chairs, Furnishings	7	1,200	1x	8,400
Backup Generator	1	20,000	1x	20,000
Backup UPS / Power Conditioning @950	12	11,400	1x	11400
Mini-Split HVAC Units	4	10,000	1x	40,000
Kitchen Appliances and Furnishings	1	25,000	1x	25,000
Digital Signage @1,100 pkg	4	4,400	1x	4,400
SUBTOTAL				\$203,100.

7. Studios & Production Control

Purpose:

Studio: The spaces where talent are recorded for multicamera productions by studio cameras, lighting, microphones and related equipment. This includes **Studio-A** (28’ x 27’) with 12’ grid height, and **Studio-K** Demonstration Kitchen (26’ x 18.5’) with a 9’ ceiling.

Production Control: these are the main control rooms for Studio-A and Studio-K. The director, tech director, graphics operator, audio operator, teleprompter operator, and engineer work here to create and

record the studio programs. The PCR crew communicates with the studio production crew using intercoms. The video switcher is the heart of the video equipment; programs are recorded as computer files onto the Cablecast servers and onto SSDs. Programs can also be transmitted live onto any of the three channels, or streamed live on PCTV Select or Facebook, from this facility. All equipment is currently high definition (HD).

STUDIO-A & PRODUCTION CONTROL ROOM				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Video Switcher & Panel	1	75,000	1x	\$75,000
Video Monitoring & Multiview	1	25,000	1x	25,000
Digital Video Recorders	2	1,600	1x	3,200
Digital Video Clip Players	3	1,600	1x	4,800
PTZ Cameras	3	14,500	1x	43,500
PTZ Controller	1	4,750	1x	4,750
PTZ Camera Remote Control Panels	3	4,750	1x	14,250
Camera Pedestals	3	23,000	1x	69,000
Scopes & Test Equipment	1	16,500	1x	16,500
Scan Converters, Video Processing	1	10,000	1x	10,000
Studio Lighting Instruments	15	1,200	1x	18,000
Audio Console & Stage Box	1	5,600	1x	5,600
Wireless Mic Systems	5	1,000	1x	5,000
Intercom & IFB System	1	17,160	1x	17,160
CG/Graphics System	2	15,195	1x	30,390.
Mac Computers	4	2,000	3x	24,000
Teleprompters, Accessories, Software	2	7,500	1x	15,000
LED Video Wall / Set Materials	1	21,000	1x	21,000
Cyclorama Curtains (Sections)	6	2,500	1x	15,000
SUBTOTAL				\$417,150.

Equipment noted with a (+) below will be repurposed from other existing facilities that are being upgraded.

STUDIO-K & PRODUCTION CONTROL ROOM				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Video Switcher & Panel	1	7,500	1x	7,500
Video Monitoring & Multiview	1	3,800	1x	3,800
Digital Video Recorders	3	1,600	1x	4,800
Digital Video Players	3	1,600	1x	4,800
PTZ Cameras	4	7,000	1x	28,000
PTZ Controller	1	2,400	1x	2,400
Scopes & Test Equipment	1	16,500	1x	16,500
Studio Lighting Instruments	5	1,200	1x	5,000

Audio Console	1	1,700	1x	1,700
Wireless Mic Systems	6	1,000	1x	6,000
Intercom & IFB System (+)	1	17,160	1x	0
CG/Graphics System	1	15,195	1x	15,195
Mac Computers	2	2,000	2x	8,000
Teleprompter & Software	1	2,300	1x	2,300
SUBTOTAL				105,995.

8. Transmission & Playout

Purpose: This is where all programming that viewers see on the channels and live streams originates. Most of this facility is located in the Master Control room. This facility contains automation, transmission, file and playout servers, routing, signal conversion, distribution, bulletin boards, live streaming, downstream keying, monitoring, and engineering equipment. All the live INET feeds also come into this facility and are routed to their destinations. The MCR room itself also acts as a “machine room” for equipment from other facilities (editing, PCR, offices) due to heat, noise, or power considerations. The room is kept cooled 24/7/365, and all equipment is subject to power conditioning. All equipment is high definition (HD), except for the final transmission stage and some INET equipment, which is standard definition (SD).

TRANSMISSION & PLAYOUT				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Core Video Router & Conversion	1	10,000	1x	10,000
Cablecast Automation & VOD Server	1	9,000	2x	18,000
Cablecast Video Playout Server	1	24,000	2x	48,000
Cablecast Live Stream Encoder Servers	3	3,000	2x	18,000
Streaming Encoders & Decoders	4	675	2x	5,400
Bonded Cellular Transmission Equipment	1	13,000	1x	13,000
Fiber Optic Transmission Kits (TX/RX)	10	1,600	1x	16,000
Video Monitoring	4	1,260	1x	5,040
Scopes & Test Equipment	1	16,500	1x	16,500
Video Processing & Output Conversion	3	5,000	1x	15,000
Racks & Infrastructure	6	1,850	1x	11,100
Power Conditioning	6	2,500	1x	15,000
SUBTOTAL				\$191,040.

9. Truck Production

Purpose: A fully functioning PCR and studio on wheels. Used for the largest and most demanding multi-camera remote productions (for example, the Fourth of July Parade, football games, commencements, baseball games at Wahconah Park). It is regularly equipped for three-camera productions but can handle up to 10. Productions can be transmitted live or recorded and features a sports replay system and 32-channel digital audio console. It has a built-in power generator, making it useful away from shore power. Value listed includes the cost of the rack-ready vehicle, plus all production equipment mounted inside,

and the mobile equipment used for productions. Added a ‘grip’ truck in 2016. This facility is now completely digital/HD, but the cameras were originally specified for Studio-A in 2010.

TRUCKS				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Production Truck-Designed for 5 crew positions, delivered rack-ready with consoles, power distro, backup generator, I/O panel, HVAC, OSHA camera platform and ladder, hydraulic leveling, and soundproofing	1	150,000	1x	150,000
Grip Truck-Capable of transporting support equipment for Truck productions, and other mobile production gear for smaller shoots.	1	42,110	1x	42,110
ENG Camera Chains (1080p Camera, controls kit, viewfinder, Quick Release Plate, Camera Case, SMPTE cabling, Remote Control Units, Camera Control Units) i.e. Hitachi	3	40,000	1x	120,000
Tripods	3	5,400	1x	16,200
Video Switcher & Panel	1	10,000	1x	10,000
Video Router (40x40 min.)	1	4,000	1x	4,000
Digital Video Recorders	4	1,600	1x	6,400
CG/Graphics System	1	15,195	1x	15,195
Video Replay System	1	19,000	1x	19,000
Audio Console & Stage Boxes	1	7,500	1x	7,500
Mac Computers	3	2,000	2x	12,000
Scopes & Test Equipment	1	16,500	1x	16,500
Encoders & Decoders	2	1,000	1x	2,000
Intercom & IFB System	1	18,620	1x	18,620
Camera Jib	1	17,730	1x	17,730
Portable Lighting Instruments	4	1,000	1x	4,000
Power Conditioning	1	2,500	1x	2,500
SUBTOTAL				\$463,755.

10. WTBR-FM

Purpose: In 2019 PCTV began operating WTBR-FM for the Pittsfield Public Schools. This involved constructing a new on-air studio and production facility at PCTV, and a transmitter site downtown at 53 Eagle Street (the old Eagle building). Some original WTBR equipment is still in use; however, PCTV has invested a significant amount in upgrades and replacements. In addition to the radio broadcast capabilities, we often simulcast live programs on video channels. Facilities include a video switcher, four P/T/Z cameras, camera control, recording, and interconnection with the PCTV master control. All video equipment is digital/HD.

Equipment upgrades to the radio equipment will be paid for by the organization’s fundraising efforts. Noted in the chart below with a (*).

WTBR-FM (Studio and Transmitter)				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Transmitter (IBOC HD)	1	10,000 (*)	1x	0
Automation Computers	3	3,000 (*)	1x	0
Audio Processor	1	12,000 (*)	1x	0
Audio Codec	2	1,900 (*)	1x	0
Modulation Monitor	1	5,400 (*)	1x	0
RDS Encoder	1	2,340 (*)	1x	0
EAS System	1	2,600 (*)	1x	0
Barix / Comrex Access Codec	1	750 (*)	1x	0
CD Players	2	500 (*)	1x	0
Turntables	2	1,000 (*)	1x	0
Video Switcher	1	1,700	1x	1,700
Switcher Panel	1	1,800	1x	1,800
Video Monitoring	2	1,250	1x	1,250
PTZ Cameras	4	7,000	1x	7,000
PTZ Controller	1	2,400	1x	2,400
Digital Video Recorders	1	1,600	1x	1,600
Mac Mini Computers	2	2,000	1x	4,000
Computer Monitors	5	209	1x	1,045
SUBTOTAL				\$20,795.

11. Taconic & Pittsfield High Schools

Purpose: Taconic High School was converted from a comprehensive high school to an all-vocational educational school in 2024. One of its CTE Chapter 74 programs is Video and Performing Arts, where students learn media production including multicamera video, newsgathering, and podcasting. The student video programs are cablecast on the education channel, and the podcasts are aired on WTBR-FM. PCTV has been integral to the development of this program, and even contributed equipment to the startup of the facility. In the next cable TV license, PCTV intends to continue this partnership and will require capital funding to do so.

TACONIC HIGH SCHOOL				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
Video Switcher & Panel	1	23,290	1x	23,290
Video Monitoring	5	550	1x	2,750
PTZ Cameras	3	2,000	1x	6,000
PTZ Controller	1	2,000	1x	2,000
Camcorders	3	1,800	1x	5,400
Tripods	3	5,400	1x	16,200
Audio Mixer	1	3,000	1x	3,000
SUBTOTAL				\$58,640.

Purpose: Pittsfield High School contains a production control room and cameras located in the PHS library, originally equipped in 2003, with a refresh in 2009. It is hardwired with five Pan/Tilt/Zoom (P/T/Z) cameras. It was designed to record and broadcast Pittsfield School Committee meetings before they were relocated to City Hall. This facility is built with standard-definition (SD) equipment which is at or near end-of-life. For future use, PCTV would utilize repurposed equipment from other upgraded facilities.

PITTSFIELD HIGH SCHOOL				
Component	Qty	Cost Ea	10-Year Repl. Freq	Est. Cost
None Requested (see above)	0	0	1x	0
SUBTOTAL				\$0.