Executive Director’s

ANNUAL REPORT

September 13, 2018

Submitted by Shawn T. Serre,
Executive Director
Pivot
It is a true privilege for me to be writing my second annual Executive Director’s Annual Report, and to be able to be a part of such a special and meaningful organization. First of all, a great big THANK YOU to our members, Board of Directors, and awesome staff, without whom none of our accomplishments in the past 12 months would have been even remotely possible. This organization is powered on the efforts of the people in our community. Great efforts, both small and large, make all of this happen, and without those efforts, it would all vanish.

Last year at this time, I told you about PCTV’s past, a little about the present, and looked into the crystal ball for the future. We were all adjusting to several big changes that happened to our organization in short order. Now, with more than a year under my belt as the Executive Director, this past year felt to me like a pivotal year for PCTV. I’d like to tell you all about it.

The Hive Is Buzzing
Activities at PCTV took on a new urgency this year. We took on several new initiatives, with the support and guidance of our Board of Directors. First, we reorganized some staff responsibilities, carving out a new position of Coordinator of Advancement and Community Production. This position is tasked with identifying and pursuing new opportunities for diverse funding including corporate underwriting, professional production services, and grants, all of which we brought in. As I discussed last year, we anticipate changes in the cable industry which will eventually affect PCTV. We want to be ready for those changes, so we can continue to serve our viewers and the community, and fulfill our mission. Through that transition, our staff adjusted very well, while rising to meet the new challenges.

We placed a new emphasis on coverage of local high school sports. For the first time in our history, we covered at least one game from nearly every sport offered in the Pittsfield Public Schools, including several multi-camera productions using our mobile production unit. Viewers got to see cross country running, downhill skiing, swimming, lacrosse, volleyball,
Executive Director’s Annual Report: September 13, 2018

and tennis for the first time ever on Pittsfield ETV. We expect to increase this commitment again this year, with the help of our members.

Our Board of Directors was also very active this year, especially with their committees. The Outreach, Fundraising, Operations & Policy, Personnel, and Nominating committees were especially active. All of this activity spawned some great initiatives:

We offered our first-ever PSA Days event, in which we invited area nonprofit organizations to our studio over four days in March, and produced for them a video public service announcement, completely free of charge. They were welcome to use the video any way they would like. In all, 28 organizations took us up on the offer. This was, of course a tremendous service we provided to the nonprofits, but it also gave us a chance to meet and greet these folks at our facility, and to welcome them to stay involved with us.

We brought the sparkle and glitz of television production closer to the people in May, with our “Studio To You” event at the Berkshire Athenaeum. At this event, 60 guests got to experience multi-camera production with our flypack; standing on a green-screen set and recording a short message; shooting and editing a short comedy scene; and got to look at and touch our 25-foot camera jib and mobile production truck. It was a fun event!

Big-Time Programs

Along with all the great programming that can be found on Access Pittsfield, Pittsfield ETV, and Citylink (see the annual reports for the individual channels for more detailed information on regular programming), we accomplished several high-profile productions this year. We produced one regular-season game of the Pittsfield Suns, including announcers and replays. We produced several episodes of our popular “On The Road” series, which brings PCTV mobile facilities out to various locations in the city, including North Street and the Boys & Girls’ Club’s Camp Russell. We produced definitive Election Night coverage for the 2017 municipal election, and recently did so for the state primary which included the Berkshire District Attorney’s race, and the State Senate race.
We produced the Berkshire Eagle’s All Star Gala event as a production services job, and also aired the program on Access Pittsfield. And it goes without saying, we produced high-quality coverage of high school, middle school, and BCC graduation events as we always do.

Finally, in the fine PCTV tradition, we brought the Pittsfield Fourth of July Parade to our viewers in Pittsfield, as well as those on Facebook Live and worldwide on our website.

Behind The Scenes
We made some serious inroads toward serving our members and viewers this year. For example, we instituted an online membership renewal system. Members can still join and renew their memberships in person and on paper, but now they also have the option to do so through our website.

We took a big leap forward in our use of social media. In addition to regular updates on Facebook and Instagram, we utilized Facebook Live to broadcast select programs throughout the year, including the Fourth of July Parade and Election Night coverage. We registered significantly high numbers of viewers for those events, and this helps us diversify and modernize the platforms upon which we deliver content. More on that item later! We ramped up our use of MailChimp, which allows us to communicate with our members and others interested in the things we do. We also started a blog, to give more detail on the big and small stories.
Advocacy
In March, Spectrum Cable decided to move our channels from the familiar 16, 17, and 18, all the way up to 1301, 1302, and 1303. This “Channel Slam” was out of our control, and we are certainly not happy with the decision, as it makes it much more difficult for viewers to find the programming we work so hard to create and distribute. Spectrum was not sympathetic to our concerns. We took action to inform the public about the channel move by producing and airing PSAs and issuing press releases, and speaking out in public about the impact it will have on viewers.

We received tremendous support from Mayor Tyer, our City Councilors, and State Representative Tricia Farley-Bouvier, with a public hearing and a Council Committee of the Whole meeting. While their efforts were not enough to change the ugly corporate decision, it reiterates how much good will we have engendered in the community, and in what high esteem our community holds our organization.

We were also fortunate to have an audience with the State Department of Telecommunications and Cable, for a meeting here in the County, where we made our case about the Channel Slam, and about the different media needs of Berkshire County compared to the Eastern end of the state. Then, we had a chance to tell U.S. Senator Markey’s State Director about the consequences Spectrum’s ill-advised changes. We also supported the MassAccess legislative initiative to force all cable companies in the state to carry PEG access channels in High Definition, and to provide channel names and schedule information on their electronic program guides. This legislation was approved in the State Senate, thanks to the support of Sen. Adam Hinds, but fell short in the House, so it will have to wait for another session to try again.

All of these efforts highlight our commitment to speak up and advocate for the kinds of things that are important to Pittsfield Community Television, and all PEG Access organizations throughout the state.

Burying The Lede
Of course, I would be remiss if I didn’t talk about the biggest initiative our organization took on this year, and let’s face it, probably one of the biggest changes ever to the structure of our organization. I’m talking about our collaboration with the Pittsfield Public Schools, taking on the operation and programming of WTBR-FM, essentially saving the station. Previously the Taconic High School radio station since the
1970s, for various reasons WTBR-FM was not included in the construction plans of the new Taconic High School, leaving the fate of the popular station uncertain. In October, we entered discussions about PCTV’s potential role in keeping the station operational after the old school, and with it the WTBR-FM studio, transmitter and antennas, is demolished.

This year-long process began with envisioning how we would incorporate this new service, this new platform, into our operations, and writing a business plan. It makes sense—we are in the business of promoting the creation of community media. This endeavor allows us to expand our definition of “media” beyond cable television. Radio is a medium which is pervasive, and one that everyone in our community can receive for little or no cost. It will be a tremendous service to our community going forward, and one which we are proud to support.

We achieved the approval of our Board of Directors and the Pittsfield Public School Committee. With the help of several key radio professionals, we created and filed the necessary FCC documents. We reached out to find a suitable location for the new transmission facilities, and worked with our landlord to modify our building to house the studio. Then the heavy lifting—literally—began. In June, our staff moved nearly every piece of equipment and every vinyl record from Taconic High School to the PCTV facility. We had a narrow time window to accomplish this task, as the wrecking ball loomed on Valentine Road. On June 25th, the station went silent.

As of this writing, we are on the verge of bringing this community resource back on-air. Our studio is nearly complete, requiring only some wiring and configuration. New operating rules and procedures should be approved in the next month. We expect to settle the transmitter location before the end of the year, and then we will be ready to throw the switch. Then, the exciting part begins—getting the community involved in programming the station. As they say, stay tuned to this channel for important announcements!
Challenges
We all face challenges in our lives, and one of the truisms I have tried to hold myself to, is that there are many things that are out of our control. The one thing that is always in our control is how we react to the events that are put upon us. You may have heard that we recently survived a major attack on our computer systems, which brought our recorded programming and video-on-demand services to a standstill for a time. Thanks to some quick action and flexibility on the part of our staff, and some really hard and dedicated work over the course of a week, we were able to resume our normal operations. I will say one thing about this—if you do nothing else with your own computers, make sure you create backups! It really saved us to have those available.

One other challenge which may have flown under the radar of most viewers and members was the broken elevator at City Hall in April, May and June. You wouldn’t think this would affect PCTV’s operations, but since we operate a control room and cameras in two meeting rooms on the second floor of City Hall, having no working elevator in that building meant that no meetings could take place there for several months. The meetings were re-scheduled to locations across the city, which meant sending our staff to two, three, or four different locations at the same time, with shoulders-full of cameras and gear. A logistical nightmare for a small operation such as ours. Amazingly, through the efforts of our staff, we missed very few meetings, and brought our viewers coverage in a timely manner, as we always do.

Crystal Ball
If only we had a crystal ball, so we could tell where our organization would be in five, ten, twenty years. Wouldn’t that be great? While that technology is out of reach for our equipment committee, I like to think that we are laying the groundwork now, in the efforts we have undertaken in the past year, and the initiatives that are on our horizon, to put us in an excellent position to continue our mission and serve our community for many years to come. I hope we can count on your continued support through all of our future endeavors, because as I stated at the top of this report—none of these accomplishments of ours are possible without your effort.
Greetings PCTV Members!

Alexander Graham Bell is often attributed with the famed saying “when one door closes, another door opens.” The 2018 Production Year at Access Pittsfield, and PCTV in general, can be defined fantasticaly by this saying - there were times this year that so many proverbial doors were in motion we put an episode of Scooby-Doo to shame.

Over 365 days, Access Pittsfield saw a large amount of productions turn over, with a total of nine shows going into retirement, many of them imported programming. Among the shows retired was the iconc morning show “Good Morning Pittsfield,” the longest running simulcast project PCTV has ever attempted. At the same time, the cable company attempted to disrupt our viewership by moving us 1285 channels from our position in their lineup - March was spent educating the public about our new home on Channel 1301.

At the same time, however, there was a tremendous amount of production growth and interest in producing new programming, no matter what channel we’re on - for every show that went into retirement, another came into fruition. As a result, while the total number of first-run program hours on Access Pittsfield did decrease, it was a very small shift down.

Within the waves of these intense programming shifts, Access Pittsfield continued to produce a consistent collection of programming highlights. Included were community favorites like The Pittsfield 4th Of July Parade 2018, the 2017 Halloween Parade, the 2017 Christmas Tree Lighting, another year of “On The Road,” and our Pittsfield Suns Game Of The Season. We also added to the schedule new productions such “SoundBoard,” our live performances program, and experimented with increased usage of interactive online platforms like Facebook Live to bring Access Pittsfield’s programming beyond the bounds of cable.

In addition to all this were two brand new production projects for 2018 - “PSA Days 2018,” which raised awareness of our available facilities and services with non-profit organizations, and “Studio To You,” which allowed members of the community to experience Community Television without travelling to 4 Federico Drive. The combined projects resulted in 44 new short-form productions.

And you may have heard that PCTV will be taking over management of a radio station this fall?

It’s all been a tremendous year of effort and production for all of us at Access Pittsfield, which once again would have been impossible without the on-going and unfailing support of our many volunteers and producers, who many all of this possible.

So thank you everyone for an amazing year for Access Pittsfield - I can barely wait to see what 2019 will bring!

Matthew Tucker
Public Access Coordinator
By The Numbers
First-Run Programming Hours
From September 1st, 2017 to August 31st, 2018

942 Hours Of “First Run” Programming

“First Run Programs” are shows that have never aired before, whereas “Repeat Runs” are what are more commonly called re-runs.

This number is important because it measures the actual number of new hours of programming aired on Access Pittsfield over the course of a production year.

*Complete Breakdowns of Programming Hours Are Available Upon Request
By The Numbers
Programming Sources
From September 1st, 2018 to August 31st, 2018

Berkshire, 14%
Outside, 17%
Interstitial, 1%
Pittsfield, 68%

First-Run Hours Are Classified As Pittsfield Programming

By our measurements, “Pittsfield” programs are produced in the City Of Pittsfield, and usually through PCTV’s production facilities. We have seen an decrease of 0.84% in this category since last year.

108 hours of Access Pittsfield’s programming is therefore either produced at one of our “sister” access stations, or is imported from outside the area by a Pittsfield producer responsible for the content.

*Complete Breakdowns of Programming Hours Are Available Upon Request
# Bullet Points

A Summary Of Programming Details From The 2018 Production Year

<table>
<thead>
<tr>
<th>5</th>
<th>New Pittsfield Produced Series</th>
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<tbody>
<tr>
<td></td>
<td>- The Viral Viking Show with No Name (Producer - Gabriel Ecklund)</td>
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<td>- Ham Cram 2018 (Event Series; Producer - Rich Hall)</td>
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<td></td>
<td>- Indivisible Pittsfield Presents (Producer - Paul Durwin)</td>
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<td></td>
<td>- The Veterans’ Forum Classics (Producer - Robert Stevens)</td>
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<td>- Price Memorial AME Zion Church Services (Producer - Elaine Green)</td>
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<tr>
<th>5</th>
<th>New Berkshires &amp; Beyond Series</th>
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<tr>
<td></td>
<td>- The Garage with Steve Butler (Produced in Monterey)</td>
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<tr>
<td></td>
<td>- Speaking Of Alzheimers (Imported from NBCTC in North Adams)</td>
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<td>- Until Ministries (Imported from NBCTC in North Adams)</td>
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<tr>
<td></td>
<td>- All Saints Church Service (Imported from NBCTC in North Adams)</td>
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<td>- A Chat With Glendora (Imported by Producer Pat Gormalley)</td>
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<th>4</th>
<th>Retired Access Pittsfield Series</th>
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<tr>
<td></td>
<td>- Planet Valenti Television (Producer Focusing on New Projects)</td>
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<td></td>
<td>- Creating Health with Dr. Mark Pettus (Host Obligations)</td>
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<tr>
<td></td>
<td>- The GOAL Show (Producer Focusing on New Projects)</td>
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<td></td>
<td>- Good Morning Pittsfield (The Closing of Taconic High School)</td>
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<tr>
<th>260</th>
<th>New Bulletin Board Messages</th>
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<td></td>
<td>- 53 Local Groups and Organizations used the Bulletin Board system during the 2018 Production Year, nearly half of them new users.</td>
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<td></td>
<td>- Many of the new Messages contained Video content, increasing the value of the Bulletin Board for producers of PSAs.</td>
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## Factoids
### For Those Interested In “The Details”

<table>
<thead>
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<th>Show Can Change A Lot When It Comes To Programming Hours</th>
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<tr>
<td><strong>1</strong></td>
<td>Access Pittsfield has seen tremendous growth in productions and engaged members, but yet lost programming hours in 2018 - all because of “Good Morning Pittsfield!” The beloved morning show, which aired its finale (along with the final production of Taconic's WTBR-FM Facility) on June 25, 2018, produced roughly 240 hours of programming every year. Losing only two months of the show had a noticable impact on Access Pittsfield’s numbers.</td>
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<tr>
<th></th>
<th>Exciting New Production Projects Centered Around Access Pittsfield</th>
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<td><strong>2</strong></td>
<td>The PCTV Staff, Board Of Directors and Volunteers came together to bring Access Pittsfield's community production values to the Pittsfield community in two unique and exciting production projects. First was our “PSA Days 2018” event, which enabled 29 Non-Profit organizations to each produce a 3-minute public service short to expand their missions. The second was “Studio To You,” a partnership with the Berkshire Athenaeum which enabled hands-on experiences for 60 excited members from our community, many of them youth.</td>
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<th>Pieces Of History Musical History Preserved</th>
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<tr>
<td><strong>20,000</strong></td>
<td>It’s not an exact number, but PCTV Staff estimates that’s roughly the number of records that were transported from the WTBR-FM Studios to PCTV! We are honored to be able to take these pieces of Pittsfield history into our stewardship, and look forward to their use when WTBR-FM returns in the Fall of 2018.</td>
</tr>
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ANNUAL REPORT
September 13, 2017

Taconic @ Pittsfield High Varsity Volleyball.
The first in series of PCTV Sports production created this past year.

Submitted by
David Cachat
PROGRAMMING HOURS REPORT
September 1, 2017 - August 31, 2018

**FIRST-RUN, non-duplicative hours:**

<table>
<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>Gain/(Loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITTSFIELD PROGRAMMING</td>
<td>206 Shows 214:52 Hours</td>
<td>262 Shows 258:28 Hours</td>
<td>226 Shows 234:30 Hours</td>
<td>Loss of 36 Shows -24:28 Hours</td>
</tr>
<tr>
<td>BERKSHIRE PROGRAMMING</td>
<td>69 Shows 57:37 Hours</td>
<td>70 Shows 55:44 Hours</td>
<td>52 Shows 33:56 Hours</td>
<td>Loss of 18 Show -21:52 Hours</td>
</tr>
<tr>
<td>OUTSIDE PROGRAMMING</td>
<td>3 Shows  3:00 Hours</td>
<td>28 Shows 15:30 Hours</td>
<td>17 Shows 11:06 Hours</td>
<td>Loss of 11 Shows -4:24 Hours</td>
</tr>
<tr>
<td>SATELLITE (NASA &amp; USDOE)</td>
<td>2 Shows 0:49 Hours</td>
<td>0 Shows 0 Hours</td>
<td>0 Shows 0 Hours</td>
<td>Loss of 0 Show -0:00 Hours</td>
</tr>
<tr>
<td>TOTAL FIRST-RUN</td>
<td>280 Shows 276 Hours</td>
<td>350 Shows 344 Hours</td>
<td>295 Shows 279:23</td>
<td>Loss of 55 Shows -65 Hours</td>
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**TOTAL programming hours (First-Run and Other):**

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<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>Gain/(Loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITTSFIELD PROGRAMMING</td>
<td>6,524 Runs 5,340:37 Hours</td>
<td>5,756 Runs 4,767:21 Hours</td>
<td>5,520 Runs 4,844:17 Hours</td>
<td>Loss of 236 Runs +77 Hours</td>
</tr>
<tr>
<td>BERKSHIRE PROGRAMMING</td>
<td>898 Runs 721:08 Hours</td>
<td>652 Runs 494:49 Hours</td>
<td>767 Runs 453:56 Hours</td>
<td>Gain of 115 Runs -40:53 Hours</td>
</tr>
<tr>
<td>OUTSIDE PROGRAMMING</td>
<td>105 Runs 105:00 Hours</td>
<td>220 Runs 123:06 Hours</td>
<td>352 Runs 196:07 Hours</td>
<td>Gain of 132 Runs +73:01 Hours</td>
</tr>
<tr>
<td>SATELLITE (NASA &amp; USDOE)</td>
<td>56 Runs 22:54 Hours</td>
<td>0 Runs 0:00 Hours</td>
<td>0 Runs 0:00 Hours</td>
<td>Loss of 0 Runs -0:00 Hours</td>
</tr>
<tr>
<td>TOTAL ALL PROGRAMMING</td>
<td>7,583 Runs 6,189 Hours</td>
<td>6,628 Runs 5,385 Hours</td>
<td>6,639 Runs 5,494:20 Hrs</td>
<td>Gain of 11 Runs +109:20 Hours</td>
</tr>
</tbody>
</table>

Notes: Programming hours shown do not include hours of community calendar/bulletin board video programming. A program “run” is one complete cablecast of an individual program.
Pittsfield programming is defined as video programming produced IN PITTSFIELD, by PCTV members or non-members, using PCTV equipment or privately-owned equipment.

Berkshire County Programming consists of programs produced outside of Pittsfield, but within Berkshire County (i.e., MCLA programs, MMTV, or Williams College programming).

Outside programming includes pre-recorded and “bicycled” programming, i.e. from NASA, the Massachusetts Board of Education, and the U.S. Department of Education.

Satellite programming is carried as a live feed from a national origin.

*Interstitial program runs (short promotional programs) were separated from the Pittsfield programming data in 2004-05 to more accurately reflect full-length programming hours.

**CHANNEL HIGHLIGHTS & HEADLINES**

Regular or Series Programs

PUBLIC SCHOOLS OF PITTSFIELD: SCHOOL COMMITTEE REGULAR MEETINGS AND SUBCOMMITTEES

BERKSHIRE COMMUNITY COLLEGE: BOARD OF TRUSTEES MEETINGS

BERKSHIRE COMPACT: ‘REACH OUT FOR EDUCATION’

BERKSHIRE COMMUNITY COLLEGE: ‘ACCESS HIGHER ED’

OLLI AT BCC: ‘HELLO OLLI’
Annual & Seasonal Events
Commencements & Graduations: Taconic, PHS, St. Joseph High Schools; BCC; Reid & Herberg Middle
Concerts: High school, middle school, and elementary school band & strings concerts

Special Programming
“Friends of the Athenaeum Present…” series
‘Egremont’s Got Talent’ Event
Public Schools of Pittsfield: ‘Battle of the Books’
Pittsfield Spelling Bee
PCTV On The Road
Taconic High School Construction Hard Hat Tour
BCC Soccer & Basketball

PCTV Sports Programming
Pittsfield ETV covered nearly 50 events in over a dozen different sports during the last year. Some of
the sports covered included: Volleyball, Football, Soccer, Cross-Country Running, Basketball,
Swimming, Alpine Skiing, Ice Hockey, Wrestling, Tennis, Lacrosse, Baseball, Softball

Berkshire Programming
MMTV
Shakespeare & Co. Fall Festival
Williams College Football Show & Basketball Show
MEMBERSHIP REPORT

Educational organizations that were active Organizational Members of Pittsfield Community Television during the past year:

Members 2017-2018:

ALL Schools in the Public Schools of Pittsfield:
  Pittsfield High School & Taconic High School
  Reid Middle School & Herberg Middle School
  Allendale, Capeless, Conte, Crosby, Egremont,
  Morningside, Stearns & Williams Elementary Schools
  PSP administration, music, curriculum and technical departments

Berkshire Community College
Berkshire Music School
Berkshire Jazz, Inc.
Friends of the Berkshire Athenaeum
Gladys Allen Brigham Community Center
Miss Hall’s School
OLLI at BCC (Osher Lifelong Learning Institute at BCC)

Also, schools and organizations involved with Pittsfield ETV may have individual members—parents, teachers, staff, and the like—who produce programming for the school.
This report covers all programs and data from September 1, 2017 through August 31, 2018. For further information please contact CityLink Coordinator David Cachat.
CityLink Report

It was another banner year for CityLink. The following report will break down the past year in programming. All programming data is taken from September 1, 2017 through August 31, 2018.

Programs Shown on CityLink
The vast majority of programs, 80% of all programs, shown on CityLink this past year were produced in Pittsfield and Berkshire County. This included meetings, studio shoots, press conferences and other specials.

Outside programming accounted for 20% of programming, however the programming has been rich in local interest to our viewers. The outside programming that was shown this year included such programming as In The Fight, BLUE-a US Air Force Production, Today’s Air Force, YOUR Federal Government, White House Chronicle, US Health Department programming and many other public service programs. CityLink has also continued to show programming from the Massachusetts House of Representatives, whenever it was available.
**Programming Information**

**Original Non-Duplicative Hours**

*(This is the first time any show airs for the first time; this also includes all meetings)*

340 Programs
414.5 Hours
72 minute average per program
7.9 hours per week of new programming

**Total Programming Hours without Interstitials**

5,911 program runs *(includes first run and re-run programming; does not include interstitials)*
6,952 hours
113 program runs per week
133 program hours per week

**Meetings covered**

*CityLink continued its coverage of a large number of meetings yet again this year. The following numbers relate to those meetings shot at City Hall with our Robotic Systems in both wired rooms. I have also included numbers that include all meetings shown on CityLink, including Dalton Select Board, and other meetings shot on camcorders.*

216 Total First-Run, Non-Duplicative Meetings shown on CityLink
Over 4.2 new meetings shown per week

This year due to an elevator malfunction that lasted for over three months our numbers for meetings shot at City Hall were way down. We produced over 70 meetings off site during this 3 month period however.

**PROGRAMMING HIGHLIGHTS**

- **From The Council Seat**
  Another great year of programming produced by Ward 5 City Council Donna Todd Rivers. Donna’s guests this year included: State Representative Tricia Farley-Bouvier, City Councilor Chris Connell, democratic candidates for Massachusetts Governor and the Berkshire District Attorney candidates.

- **Berkshires to Beacon Hill**
  State Representative Tricia Farley-Bouvier continues to offer up a great community program directed to her constituents. Rep. Farley-Bouvier remains on the cutting edge of PCTV technology by incorporating the use of Skype video calls into many of her programs. Topics covered this past year included: Criminal Justice reform, Co-op transportation and the Contraceptive ACCESS Bill.

- **Youth Advisory Board STRIVE Conference and Year End Video**
  This yearly event has become a mainstay here at CityLink. This was the first year that members of the Berkshire District Attorneys office was able to cover the event on their own using PCTV camcorders. Together we we able to produce a 15 minute look
back at the year for the Youth Advisory Board. Copies of this program were then given to each member of the board at their annual end of year banquet at the DA’s office.

-Election Programming

2017-18 was a busy year for election coverage in regards to the Pittsfield Municipal election and the recent District Attorney race. CityLink was once again able to partner with BCC and the Pittsfield Gazette to provide candidate forums for all contested races. We were able to cablecast live candidates forum in the following races from BCC: School Committee, Council at Large, all of the Wards, and most recently the Berkshire District Attorney. Last November, CityLink provided local coverage of the entire Pittsfield election slate.

-Veteran Programs

During the past year CityLink has been able to showcase various programs dealing with Veterans, especially holiday programming. We were able to showcase the Veterans Day parade and ceremonies in November. In December we taped the Pearl Harbor ceremonies at Memorial Park. In May CityLink produced the Memorial Day Parade and festivities. We provided coverage of a Vietnam War Memorial service that took place at Park Square in March. Local member Arnie Perras was able to coordinate coverage, with member Dick Kurek, of the Korean War Anniversary ceremonies from City Hall in July.

-Press Conferences/Special Events

CityLink is always out covering special events and press conferences whenever they pop up. This year was no exception. We covered the following events: the New Tax Bill format, State of the City address from Mayor Tyer, St. Mary’s Church purchase announcement, the finalization of the BIC funding event with the Governor and Lt. Governor, Step Up For Kids, YouthWorks Summer program recognition ceremony. In February we covered Mayor Tyer’s community meeting on the proposed toter system.

-Regional Politician Visits

During the past year CityLink was able to provide coverage of our local state and national leaders visits to Pittsfield. In September we were at BCC for Congressman Richard Neal’s Town Hall Meeting. In October, Senator Ed Markey was speaking at Barrington Stage Company and CityLink was there for full coverage. In November Lt. Gov. Karen Polito was on hand at City Hall for a MassWorks Infrastructure Program Grant and CityLink provided live coverage.

Bulletin Board Usage

This past year CityLink maintained the level of usage in the amount of the Bulletin Board by the community. The Pittsfield Fire Department continued their tremendous use of the bulletin board with informational slides and videos.

CityLink also has been maintaining the bulletin board located at Pittsfield City Hall. This bulletin board is different from the CityLink bulletin board and offers a unique look at the city for visitors to city hall.

Of course what discussion of the bulletin board would be complete without mentioning the Level 3 Registered Sex Offenders. Provided by the Pittsfield Police
Department, CityLink shows these pictures everyday from 8pm to Midnight. At the time of this Annual Meeting there are over 90 offenders on the bulletin board.

**Programs Produced Through PCTV**
- From the Council Seat
- From the Berkshires to Beacon Hill
- Election Coverage

**Imported Programs**
- In The Fight
- BLUE
- 4orce
- Around the Air Force
- Dalton Selectmen Meeting
- White House Chronicle
- Programming from the US Health & Human Services Agency
- YOUR Federal Government
- Mass. Statehouse coverage

**Special Programs**
- Richard Neal Town Hall Meeting
- Ed Markey Town Hall Meeting
- MA Dept. of Utilities Hearing on Berkshire Gas Rates
- 2017 Election Ballot Drawing
- STRIVE Youth Conference
- Veterans Day Ceremonies
- Memorial Day Ceremonies
- Pearl Harbor Remembrance
- Arbor Day Celebration
- Youth Advisory Board Year End Video
- Human Services Advisory Council Meetings
- Korean War Memorial Service
- Election Candidate Statements
- Inauguration Ceremony
- State of the City Address
- Youth Works Summer Program Closing Ceremony
- & Many More

**Meetings Covered Regularly**
- Pittsfield City Council
- Special Pittsfield City Council Committee of the Whole
- Joint City Council / School Committee
- Ordinance & Rules Committee
- Public Works & Utilities Committee
- Public Safety & Health Committee
- Public Buildings & Maintenance Committee
- Finance Committee
Community & Economic Development Committee
Community Development Board
Conservation Commission
PEDA
Zoning Board of Appeals
School Building Needs Commission
Licensing Board
Board of Health
Traffic Commission
Parks Commission
Green Commission
Animal Control Commission
Affirmative Action Advisory Committee
Human Rights Commission
Historical Commission
Community Preservation Committee
Resource Recovery Commission
Airport Study Commission
School Needs Construction Subcommittee
School Needs Color Subcommittee
School Needs Furniture, Fixtures, and Equipment Committee