



## Pittsfield Community Television BOARD OF DIRECTORS

### ELECTED BY THE MEMBERSHIP

Shelley B. Crippa, President  
Daniel Dillon  
Chester A. Gallup  
Peter Giftos, Vice President  
Patrick Gormalley  
Thomas E. Hickey Jr.  
Marya Kozik  
K. Meagan Ledendecker  
Francis Markham  
Dennis Maxwell, Clerk  
Linda Porter  
Raymond Risley

### APPOINTED BY THE MAYOR OF PITTSFIELD

Jerry Gardner  
Jeffrey Honig  
Peter M. Marchetti, Treasurer

## STAFF

### EXECUTIVE DIRECTOR

Bernard J. Avalle

### EXECUTIVE ASSISTANT

Valerie Court

### CHANNEL COORDINATORS

David Cachat, CityLink  
Shawn T. Serre, Pittsfield ETV  
Helen Wassell, AccessPittsfield

### PRODUCTION TECHNICIANS

Robert J. Dumais  
Norman Schaffer

## HOURS OF OPERATION

### MONDAY--THURSDAY

9:00 AM--9:00 PM

### FRIDAY

9:00 AM--6:00 PM

### SATURDAY

9:00 AM--1:00 PM

### SUNDAYS AND HOLIDAYS

Closed

## STUDIO & FACILITIES



Located at 4 Federico Drive  
in the Federico Office Park  
Phone (413) 445-4234



## EXECUTIVE DIRECTOR'S DESK

by Bernard J. Avalle, Executive Director

Dear Member,

Welcome to our first newsletter. We hope to in the coming issues give you different insights into the facility that you are part of. Your support over the years has allowed us to grow and better serve our community.

It has been gratifying to see the evolution of our small group and single channel become the special system it is today. We are a valued important part of this community and we provide a communication lifeline to satisfy a host of needs. We are the eyes, of the public at many public meetings, and school functions, and we are the voice of the common citizen. We connect many of the social agencies such as UCP, United Way, the Senior Center, and Ad-Lib, directly to the people that they serve. We give access to the police, fire department, the city council, the Mayor, and our officials of the city's schools, so that they can directly reach the taxpayers.

In the past that was difficult with only one channel and a very small staff, often we would miss important events and vital meetings. We were given the opportunity to expand our airtime, and our coverage in the last cable agreement. We have met that challenge and have successfully expanded our capabilities. We now have more airtime, a larger facility, more professional staff, and a dedicated board of directors all working together to improve our service to the community everyday.

Today members can work with state of the art equipment, the best staff in Berkshire County, and can produce professional programming that they can be proud of.

This evolution is continuing as the digital age moves us all faster forward. Currently we are also experimenting with web streaming to show our programs beyond the limitations of the cable system.

We look forward to expanding our role in the community even further in the future. We know that the skills of television production are rewarding and satisfying and every day we pass those tools along to members of the community. We know too that you will be happy to work in this professional creative environment.

Won't you stop in and visit us and enjoy your facility.



Members of the PCTV Board of Directors have discussion during the Board Retreat on February 9. From left, Linda Porter, President Shelley Crippa, Jerry Gardner, Tom Hickey, and Ray Risley.



## EDITING FACILITIES DOUBLED!

by Shawn T. Serre

If you have been trying to reserve time in our non-linear editing suite over the past year, you may have had some difficulty. The suite, equipped with a Pinnacle Targa 3000 editing system, has been so popular with our members that a two-week wait for a reservation was not uncommon.

As of July 8, however, we have greatly improved your chances of getting editing time! Edit Suite 1, for many years equipped with straight-cut, tape-to-tape editing, has been upgraded to a second Targa 3000 non-linear system. The good news for members is that if you learned how to edit in suite 2, your skills will transfer exactly to the new suite. The new equipment and software mirrors the system installed in edit 2, including DVC-Pro and S-VHS video decks.

In addition to the new editing equipment, additional hard drive space was added, which is accessible by both editing suites. Just over one Terrabyte (that's 1,000 Gigabytes) of space is now available for video projects. For reference, one hour of video footage fits on about 15 Gigabytes of space. The new drive array is part of a Storage Area Network (or "SAN") which provides backup protection as well, so we should be able to avoid the big hard disk crashes which plagued some members.

Because not every editing job is a perfect fit for non-linear editing, traditional tape-to-tape editing is still available in the Production Control Room. Members can edit S-VHS to S-VHS or DVC-Pro if necessary, and process the signal through our production switcher and character generator. This facility will need to be reserved separately from editing suites.



Sean Maxwell, PCTV's intern from UMass this summer, works in the new Edit 1 non-linear suite.



# LOG SHEET

News items and upcoming events

**Annual Meeting** This year's Annual Meeting of the Members is scheduled for Thursday, September 19. Look for more information about this important event in the next issue of Monitor.

**Access Week** A fun-filled week showcasing the benefits of producing programming at Pittsfield Community Television. Access Week runs from Monday September 16 through Friday September 20.

**Relay for Life** For the second year, PCTV, in association with Dalton Community TV, provided LIVE coverage of the first night of the American Cancer Society's Relay for Life, a well-attended fundraising event held at Wahconah Regional High School.

**School Graduations** Pittsfield ETV, channel 17, is the place to catch coverage of commencement ceremonies from Pittsfield High School, Taconic High School, Reid and Herberg Middle Schools, and Berkshire Community College. Check listings for cablecast days and times.

**Celebrate Pittsfield Street Festival** PCTV had a booth at the festival this year, on Saturday, June 29, to get the word out about PCTV and to look for new members! Many people signed up for information about PCTV.

**Williams 3rd Grade Learns about TV!** Mrs. Nancy Cachat's third-grade class from Williams School visited PCTV on June 10. The students learned about television from the inside out, and created their own virtual tour of their school using our chroma-key technology and the new "Green Screen" wall constructed by Dennis Maxwell. Congratulations, students!



Mrs. Cachat's third-grade class from Williams School visits PCTV and experiments with the Chroma Key Wall

**Professional Development Workshops** From March through May, Pittsfield ETV offered its first series of workshops designed for educators in the Pittsfield Public Schools. Teachers received 10 professional development points ("PDPs") for attending the eight camcorder workshops and producing a project.

**Live Fiber Optic Connections** PCTV, through TimeWarner Cable's system, currently has 16 live origination points around the city of Pittsfield. We have been working with TimeWarner to make all the live sites active. Many of these connections get regular use, and provide live television coverage of important meetings and events.

**Web Streaming** In January 2002, PCTV began streaming video and audio on our website, [pittsfieldtv.org](http://pittsfieldtv.org). On this site, web surfers are able to watch many of the programs seen on the three access channels we operate, including many live programs.

**Explorer Post** PCTV is starting the process of creating an Explorer Post through the Boy Scouts of America. If you know of any 14-20 year olds who would like to learn the ins and outs of television production, contact Pat Gormalley, post adviser, at (413) 442-8924.

**Budget Hearings** Citylink, channel 18, cablecast more than 100 hours of local and state budget hearings this season. These meetings took on increased significance this year as tight budgets threatened schools and local services.

**Air Conditioning** During the summer, we will be improving our climate controls in the facility, to better cool the master control and production control rooms. There may be slight disruptions in studio scheduling, so it's best if you call ahead!

**High School Basketball** Pittsfield ETV provided coverage of boys' and girls' high school basketball games this past winter. The games were produced by Norm Schaffer, and boasted commentary by Terence Carty and Tom Court of "Sports Talk"

# PROGRAM PROFILES

by Helen Wassell

## The Park Square Historic District

The Pittsfield Downtown Historical Commission in association with Access Pittsfield, the public access arm of Pittsfield Community Television has produced a half-hour program on the Park Square



Frame from "Pittsfield's Historic Downtown" Program

Historic District. This is a program which will uncover the history of buildings that we pass everyday as we make the turns around that well-traveled Park Square rotary.

The program also features appearances by: Mayor Sara Hathaway, Yvonne Pearson of Downtown, Inc., Normalyn Powers of RSVP and Commission member Joseph Guertin. Mr. Guertin also acted as Producer on this project. The project was narrated by



Joseph Guertin, Pittsfield Historical Commission

South County resident JoAnne Redding. Mr. Guertin, along with the technical

assistance from PCTV staff member Norm Schaffer, has put together an excellent show on the history of our city's downtown. "Pittsfield's Historic Downtown" will air throughout the summer on Access Pittsfield.

Take a walk through time this summer, with the Pittsfield Downtown Historical Commission and Access Pittsfield. Together we are connecting the communities of today, with our communities of yesterday.



Shelley B. Crippa, President  
Bernard J. Avalle, Executive Director

Pittsfield Community Television  
4 Federico Drive  
Suite 2  
Pittsfield, MA 01201



# Welcome to **MONITOR!**

Welcome to the first issue of Pittsfield Community Television's newsletter, *Monitor!* You are receiving this newsletter through your membership or interest in PCTV.

In this quarterly publication, we hope to keep you informed of important events at Pittsfield Community Television, and our three community programming channels, AccessPittsfield, Pittsfield ETV, and Citylink.

If you would like to receive this newsletter by e-mail, drop us a note at [subscribe@pittsfieldtv.org](mailto:subscribe@pittsfieldtv.org). Make sure you give us your full e-mail address in the subject line.

[subscribe@pittsfieldtv.org](mailto:subscribe@pittsfieldtv.org)

## OWN A TELEVISION STATION!

Imagine you owned a television studio! Imagine you had access to hundreds of thousands of dollars worth of TV production equipment, trained production staff, and live hookups. Now imagine this only costing you \$15 per year. Guess what? You DO!

Pittsfield Community Television is a resource for people who live or work in the City of Pittsfield. Through a ten-year franchise agreement with TimeWarner Cable, PCTV provides access to the medium of television, including a professional facility, training, staff assistance, and cablecast time, on three distinct television channels. All you provide is the time, effort, and ideas, and together we create fine community programming.



*PCTV members, staff in the Production Control Room during Election Coverage.*

So, how do you start, you say? Fill out a membership form, and pay your membership fee. We have special membership classes for families and non-profit organizations, too. After that, you are able to learn studio TV production, video editing, and remote videography. You can sign out portable video equipment for your project, and use top-notch production facilities to create your own unique program.

All this is available for you! Are you in?

# www.pittsfieldtv.org