

# 2015 Annual Report

## Fitchburg Access Community Television



# A letter from the Manager

Today I look around this department and I could not be more proud of our accomplishments. We have come such a long ways in the last 5 years. This year we finally did not have to face a construction project. We finally had the chance to move forward with using all of our equipment we had installed and develop new shows, productions, and more. We have a great staff that continues to work hard, help build our station in so many different ways and have adapted to change in new updated processes to help improve our overall purpose for running a great station.

In the early part of 2015 we would find ourselves working hard on many projects. We were in the middle of our COM channel project to create commercials and promos, provide non-stop programing, and breaking programs up into segments. Staff responded positively to our project and as we came to the one year mark in July, we decided after review we would move forward keeping the COM channel in this format. It should be noted that FACTv is the only PEG station in Dane County to go to this format. I would also have the chance to present our COM channel plan to the Wisconsin Community Media Spring Conference in Milwaukee.

Heading into the spring and summer, we would be wrapping up our after school program with Stoner Prairie and moving into our summer camps held at FACTv. With our numbers slightly down, we had another successful camp and will be implementing changes to our summer programing in 2016. Of course with the summer off and running we were also around the city covering many different events. When I look into our production numbers for this year, I found we had increased our productions for the year. From supporting our many different departments, to covering many different events, our summers here at FACTv always fly by.

Moving into the fall, we would find ourselves preparing for a new era in FACTv programing. A new show was taking form and would hit the airways in October. Talking Fitchburg, a new daily news show was born. This show would take all the resources we have and put them to use in one show, presented live on the COM channel. We would present the City of Fitchburg news in a radio/ podcast format that was laid back but still successfully getting the news out to our audience. We decided this would be a 3 month trial and we would review the show in January of 2016 to decide if we should move forward with it. I am happy to report decided to keep the show going.

We would conclude our year with one of our signature events, the Children's Holiday Party. Over 100 families signed up to have their kids meet Santa and Mrs. Claus. As you will see in this report, our staff worked harder than ever to utilize the tools that we have in place to turn our department into a well-oiled machine. We are finally getting into a great rhythm, and we continue to update and improve our department in any way possible. There may not have been construction going on this year, but we have built a well-rounded service for the community.

Jeremy Crosby,  
Manager, Fitchburg Access Community Television



# Supporting Other City Departments

## EXCELLENCE IN EDUCATION

Fitchburg's young, diverse, highly educated growing population can be attributed to some of the State's top rated public/private school districts, and the nationally renowned UW Madison.



We have seen an increase as the years have gone on with requests supporting all the departments for the city. We can handle more than just video; we are a multi-media shop ready to help. We worked with photo prep for the website, graphic design, logo prep, AV support, and of course video projects. We also provide service of digital signage for city hall. Our departments that use the digital signage work through us if they have any questions, graphic design need, and more. We want to continue to be a great resource for all of the departments in the city and we will continue to provide multi-media help as needed.

City Hall	Community Center	Senior Center
<b>Welcome to Fitchburg City Hall</b>	<b>Robotics: Mindstorms Fitchburg Rm 5:15-6:45 pm</b>	<b>Welcome To The Fitchburg Senior Center</b>  <b>Hours Monday-Friday 8:00-4:00</b>



## alzheimer's association™

### *Educational Series*

## CITY LIFESTYLE WITH COUNTRY LIVING

Grow Your Good Idea!

Minutes from Madison-Wisconsin's State Capitol-Fitchburg balances the best of city and country life. Discover our expansive parks, recreation & leisure opportunities and attractive community assets.



# Community Outreach

In 2015 we saw some improvement in some areas but in other areas we are still working to improve when it comes to Community Outreach. This has always been an ongoing battle but we are working to improve overall in community outreach.

**Summer Camps:** FACTv held their annual summer camps again this past summer. As we have done in the past we held three different camps. Our camp 1 had the highest amount of kids who signed up. Kids had the chance to learn about video production, stop motion, and how to create a group movie. Our summer camp 3 did not have enough students to run the camp. As we look ahead to next summer, we are looking to change up how we handle our classes overall. We are looking to revamp our programs and maybe offer single classes at different times throughout the summer to get more kids involved.



**Website & Social Media:** Our community outreach continues to grow when it comes to our website and social media. We started a Facebook account for FACTv so we could reach out to the community in a different way. We have had lots of people look at our page and like the stuff we are posting. We are using our website as a benchmark for information about FACTv and our Facebook page as up to date information about what is going on at FACTv. We are looking to change up our webpages in 2016 to push more on social media and have our website as a resource for the community if they want to learn more about FACTv and what we have to offer.

**Community Classes:** As we have done in the past, we partnered with the Fitchburg Senior Center to offer tech classes. We offered themed classes including ipad user training course, How to use a Mac Computer Course, TV Tech Course just to name a few. We are working on different classes for the future both partnered with the senior Center and we hope other departments as well.



**Carousel & Fitchburg Check-in:** If you want to know what is going in Fitchburg, you should check out our Carousel and the Fitchburg Check-In. These two great services are slideshows of community events, city hall information, and other important information affecting our community. Our Media Channel F1, is playing our community bulletin board- Carousel 24 hours a day, 7 days a week. It is also your guide to what is happening on the other 2 channels COM F2 and GOV F3. The Fitchburg Check-In is playing on our COM F2 Channel only. It is a 2 Minute animated slide show sharing the same information as the carousel is but in a shorter format.



**Prairie Swale Toastmasters**

Whether it's at your workplace or volunteer organization, the ability to communicate within your group is a skill you can learn. Develop your leadership and communication skills: join the Prairie Swale Toastmaster Club. Join us

Every 2nd and 4th Tuesday at 12 noon

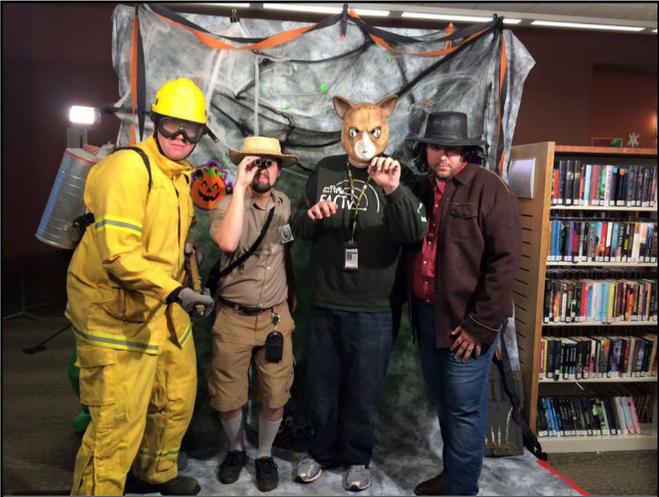
at the BTC building of the Promega campus (5445 East Cheryl Parkway, Fitchburg). Everyone is welcome. For more information, visit [www.pswale.toastmastersclub.org](http://www.pswale.toastmastersclub.org) or email Lynette at [vp-5150@toastmastersclubs.org](mailto:vp-5150@toastmastersclubs.org)



**ATTENTION**  
FACTv will be unable to broadcast any regular programming to technical issues. FACTv staff will update this alert when more info is available.

**School Partnership:** We worked with two great community schools again this past year. We worked with the Verona Area School District with their after school programing. We taught students about video production, stop motion, and sound effects. This continued through the end of the 2014-2015 school years. We also worked with Edgewood College and St. Vincent De Paul on short PSA videos. We taught the class about how to create a video and then helped them edit their projects.

**Great Halloween Hunt & Children's Holiday Party:** Our annual community partnered events are both great ways to reach the community. At the Great Halloween Hunt, we set up stations this year so the kids and parents to learn more about FACTv. We also took free pictures of kids in their costumes. The Children's Holiday Party is another great community event for us. As we have done in the past for so many years, we offered kids a chance to meet Santa and Mrs. Claus and capture kids asking Santa what they wanted for Christmas on video.



# Programming

2015 brought us another record year in programming. The FACTv staff worked on over 200 productions. Later in the year we would start up a new show called Talking Fitchburg to add new and improved programming to our COM Channel F2.



**New Channel Format:** As you know from our report last year, we moved in a new direction with our channel format. Our three channels are Media Channel F1, COM-Community Channel F2, and GOV- Government Channel F3. Our Media Channel is playing our community bulletin board and our TV guide for the COM F2 and GOV F3 Channels. Our COM F2 Channel now has all of our community programming both local and outside produced shows. Finally, our GOV F3 Channel airs meetings Live and rebroadcasts past meetings, commissions and other meetings as requested. Overall this has helped us keep fresh programming by having our programming on two channels and we can offer our third channel as a TV guide to all of our programming.



**Programming Creation & Coverage:** As I mentioned above, we had over 200 productions for 2015. We continue to get out to many different events in the community and create programming non-stop. Our staff was asked to work a bit harder this year as we now have to not only create programming, but we also have to create promos and commercials for our COM F2 Channel.

## Programs Created by FACTv:

1. Talking Fitchburg- 64 Shows
2. The Mayor's Report- 12 Shows a year (Show Ended in June 2015)
3. Eye on Crime- 12 Shows a Year- (Show Ended December 2015)
4. What's happening at the Fitchburg Senior Center- Approx. 52 Shows a year
5. GOW-Game of the Week, Fitchburg Rec. Dept.- Approx. 48
6. Storytime- Fitchburg Public Library
7. Learning Annex- Fitchburg Senior Center
8. BB9- Fitchburg Chamber- 10 to 12 Shows a Year
9. Groundbreakings & Ribbon Cuttings- Business Watch
10. Educational Programs- Green Thursday's
11. Community Programs



## COM F2- Community Channel Programming Numbers:

1. 655 Shows Created in 2015- This includes segments from one show as well.

## Local Programming and Outside Producer Programming

2. Average Show Length: 13:53
3. Total Show Runs: 39,912 - This includes segments from one show as well

## GOV F3 -Government Channel Programming Numbers:

1. 245 Shows Created in 2015
2. Average Show Length: 1:20:02
3. Total Show Runs: 5265

# Factv Staff

Our staff at FACTv are second to none. In the last few years we have seen a total overhaul of this department and our staff has risen to the occasion in every way. We have continued to cover more events each year, they took on a new challenge with our COM channel rebuild, and have continued to help grow our department each year.

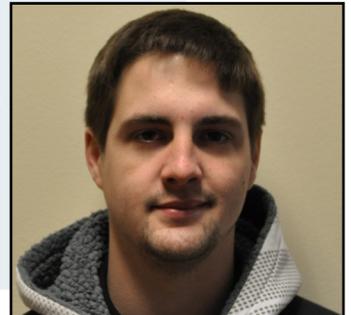
Jeremy Crosby- Community Media Services Manager  
Date of Hire: 2/2010



Andrew Bamlett- Production Assistant  
Date of Hire: 7/2013



Preston Schmit- Cable Op 3 Assistant  
Date of Hire: 2/2011



Chad Cole- Cable Op 2  
Date of Hire: 8/2011



### Increase Community Producers/ Volunteers

Our station will always look to grow our community producers and volunteers. We will continue to work on getting new community producers to come and use our facilities, equipment, and educational training to gain content for our Community and Media Channels. Along those same lines, we will continue to work on getting volunteers to come in and help with various projects for our station. Both the community producers and volunteers are key to keeping our stations running and help get new content on our three channels. We will use the website and our three stations to help get the word out to the community and beyond to help grow this area.

### Studio Production Development

FACTv has a full working studio space located in the Fitchburg Room in the Community Center. It is our goal to continue to grow our use of this space with community producers and shows created by FACTv. We have added additional funds to create sets for shows in the studio and now just need to continue to grow the use of the space. This will always be an ongoing goal of the department, and will continue to use the space to its full potential.

### Convert Media Channel into a new programming format

As you know, this year we started running commercials on our Community Channel. That process has gone well and we would like to continue to move that direction with the Media Channel. However, we are finding that people may not know what the difference is between the Media and the Community Channels. So, we plan to move all the programming from the Media Channel over to the Community Channel. This will allow the residents to find all the community programming on one channel and government programming on another channel. We will then take the Media Channel and turn that channel into a TV guide type channel with programming information for the COM and GOV channels, city information, community guide, and short programs and promos promoting upcoming events on our Media Channel. As we have done in the past, we will test this out for one year to make sure this is the right move for FACTv and the residents of Fitchburg.

### Funding Sources

This is an ongoing task that we are faced with in our department. We continue to work on ways to get new funding sources for our department. We are working on selling advertising on our Community Channel, providing video productions services for business, and teaching class in for the Senior Center. We will continue to work on growing the funding in those areas as well as working on find new sources.

