

ANNUAL REPORT 2018



A letter from the Manager

As I look back on another great year, I could not be more proud of our department. We continue to break new ground with our news coverage, meeting coverage, programming and more. My staff has done a great job and we would not be where we are today without their hard work and commitment to this department. I am very excited to share all the great things we accomplished this year, but our work is not done and as we review 2018, you will find that we are continuing to build for the future.

Our first quarter in 2018 was a busy one. I began working on our advertising campaign with a hired marketing specialist. We worked on a marketing campaign through a new show called *Inside Business*. This gave me a chance to meet with our great local business owners, offer them advertising opportunities and a chance to feature their businesses on FACTv. We are still working on this campaign and will continue to do so in 2019.

Second quarter is always our busiest time of the year. As things warm up, our coverage of community events kick off strong. By the end of this quarter we have completed over half of the year's program output. These productions range from features used on *Talking Fitchburg*, community events, paid productions, and of course programming for our Community Channel F2. Finally, we finished out this quarter by starting our summer classes through the Fitchburg Public Library and the Fitchburg Recreation Department.

Heading into the third quarter, we are in full swing with productions, classes, meeting coverage, and more. Throughout the year, our promo and commercial project got a much needed facelift. Scott, our assistant manager with the help of our other staff, moved this project forward by leaps and bounds. As you will see in this report, we found a better way to plan, track, and program our promos and commercials. This not only saves time and resources for other tasks, it also brings more consistency to our Community Channel F2.

Finally, in the fourth quarter we turn our attention to the Fitchburg Public Library's Halloween Hunt and the Children's Holiday Party, where our staff come together to finish the year out strong. We started work on a live remote broadcasting system which we look forward to debuting in 2019. We also will be adding new media outlets in 2019 on Roku and Apple TV. We have a lot to be proud of from this past year. I cannot thank my staff enough for another great year. We continue to turn our focus to being our community's information outlet. As you will see we continue to grow our commitment to keeping our residents up to date on what is happening in the City of Fitchburg.

Jeremy Crosby,

Community Media Services Manager

FACTv continues to reach new residents every year. We continued some of our yearly outreach with our summer classes offered both through the Recreation Department and the Fitchburg Public Library. We are still trying to find new ways to reach our residents but as you can see below and throughout the report, we are using as many different avenues as are available to us to reach out to the community.

Recreation Department Summer Classes:

1. 6/12- Intro to Filming
2. 6/19- Intro to Editing
3. 6/26- Stop Motion Animation
4. 7/10- Foley Artist- Creating Sound Effects
5. 7/17- Creating a Commercial
6. 7/24- Cinematography Class
7. 7/31- Studio Production
8. 8/1- Green Screen Production



Fitchburg Public Library Summer Classes:

These classes were offered free to both the library and the kids participating in the classes.

1. 6/11 - Sound Production with FACTv (ages 7-12)
2. 6/18 - Stop Motion Animation basics with FACTv (ages 7-12)
3. 6/20 - Stop Motion Animation 2 with FACTv (ages 7-12)
4. 6/25 - Video Production 101 with FACTv (ages 7-12)
5. 7/9 - Studio Experience with FACTv (ages 7-12)
6. 7/16 - Video Editing Basics
7. 7/18 - Video Editing 2
8. 7/23 - Video Fun with FACTv
9. 7/30 - Making a Commercial with FACTv

Fitchburg Senior Center Classes: These classes were offered free to both the Senior Center and the seniors participating in the classes.

1. 3/22 - iPad Class
2. 5/23 - Mac Book Class
3. 7/26 - iPhone & iPad Class

Community Outreach

What's happening at the Fitchburg Senior Center: This promo updates residents on a weekly basis about what's happening at the Fitchburg Senior Center. Hosts Amy and Mandi take their show on the road and share fun locations throughout the city. This promo is played during our commercial breaks throughout the day on our Community Channel F2.

- 6766 runs
- 52 episodes in 2018



Fitchburg Check-in:

The Fitchburg Check-in is a one minute promo video showing events and news that are happening in the city. A condensed form of information available on our Media Channel, these events inform residents of what's happening in the community.

- 33602 runs since 2014

A graphic for "Check in with Fitchburg" featuring a "WINTER READING BINGO" event. The event is for kids teens from April 2-17, from 12:10 to 2:28. It encourages earning a bingo to win prizes and books. The graphic includes contact information: (608) 270-4225 and factv@fitchburgwi.gov, along with Facebook and YouTube icons. It also mentions "Talking Fitchburg" and "Mon. - Fri. @12:00 PM".

Carousel - Community Bulletin Board: Carousel is another great resource for the residents of Fitchburg. This information is located on our Media Channel F1, where you can find up-to-date information from the City of Fitchburg departments, government, and more. We continue to update information to keep it relevant and timely for residents to stay informed on what is happening in the city.

- 249 Graphics Created for Carousel

A graphic titled "Your Guide To FACTv" with a timestamp of 10:38 AM 12/27/18. It includes a weather section showing 37°F and icons for sun, clouds, and rain. Below that is the "Media" logo and contact information: www.fitchburgwi.gov, Charter Spectrum: Ch. 987, AT&T U-Verse: Ch. 99, TDS TV: Ch. 6. On the right, it features a "DO YOU KNOW WHERE YOUR KEYS ARE?" message with a "9 PM" logo and a "Business" logo. It also includes a "POLICE" logo and the text "Your Community Partners" and "Tuesday & Thursday at 7:00pm".

Verona Road Business Coalition: We continued our close partnership with the Verona Road Business Coalition in 2018. Not only did we work on informational projects with the VRBC, we also promoted upcoming events, news updates, and recapped all of their events throughout the year through our media outlets. Below is a short list of our projects worked on in 2018:

- VRBC Jingle & Mingle Event
- VRBC Winter Events Preview on *Talking Fitchburg*
- VRBC Oktoberfest
- VRBC Fundraiser at the Wisconsin Brewing Company
- VRBC Fundraiser at Yahara Bay
- VRBC App preview
- VRBC Annual Meeting

Construction updates:

- Construction Project Tour with WisDOT
3-part series and 30-minute program
- Tour of newly constructed salt storage shed
- WisDOT Verona Road Project Preview 2018
- WisDOT Quarterly Updates & Open House coverage
- 27 Weekly Construction Updates on *Talking Fitchburg*



Fitchburg Chamber Visitor & Business Bureau: The Fitchburg Chamber has been a long time partner with FACTv. We continue to work with the chamber on many different projects, helping promote events, and recap their events and beyond to share with the residents of Fitchburg. The chamber is a great avenue for FACTv to work with our local businesses.

- Business Before Nine (9 programs)
- FCVBB 20 Year Anniversary Celebration
- Ribbon Cuttings/ Groundbreakings (12)
- Fitchburg Farmers Market (4)
- Concerts at McKee (3)
- Kids Building Wisconsin
- Economic Development & Diversity Summit
- Fitchburg Days
- Race for the Cure
- Festa Italia
- Bike for Boys & Girls Club
- Pack N' the Park
- Kickin' it for Kids
- Agora Art Fair
- Charity Dog Wash & Pet Rescue Adoption
- Leopold Block Party
- Barrels, Bytes & Bites
- Community Block Party at Nine Springs
- VRBC Fundraiser at Wisconsin Brewing Company
- Race for Agrace
- Walk for Wishes
- FitchRona Art Crawl
- Cottontail Classic and Easter Egg Hunt
- Green Bay Packers Tailgate
- Spring Business Expo
- Bucky on Parade unveiling & artist discussion
- Lions Club Drinking Fountain dedication
- MG&E Electric Vehicle 101 presentation
- Puppy Up: Companions Against Cancer
- Festival of Speed
- Promega Spring, Summer & Fall Art Showcases
- Oktoberfest at Quivey's Grove
- Fitchburg Business Appreciation Luncheon
- Verona Road Construction Open House
- Oak Bank's Great Pumpkin Giveaway
- Fitchburg Fire Department Open House
- Nesbitt & Fitchrona Rd Intersection Open House
- Get Festive with Agora
- Jingle & Mingle
- Annual Children's Holiday Party

Community Outreach

Verona Area School District:

- Prep Football (5 games)
- Verona Area High School Groundbreaking
- Back to School with Superintendent Dean Gorrell
- VASD Kids Expo
- VASD Graduation

Oregon School District:

- Oregon School District Back to School
- Student Population and Growth Referendum Preview
- Community Meeting for Oregon School District Referendum

Madison Metropolitan School District:

- Prep Football (4 games)



We continued to grow our daily news show *Talking Fitchburg* in 2018. *Talking Fitchburg* or “TF” celebrated 3 years during 2018. This show is more than just daily news. This show opens us up to many different possibilities including covering more local news, providing up-to-date programing, and we can use the content from the show and apply it to other shows and that we create. TF is the only daily local news program of its kind in Dane County and even in the State of Wisconsin. Our staff is committed to keeping the residents of Fitchburg up to date on what is happening in the City of Fitchburg through TF.

What is *Talking Fitchburg*:

Talking Fitchburg is a 30-minute daily news show promoting what’s happening in Fitchburg. The show features upcoming events, local news stories, education updates from our three school districts, local, county, and state government. There will be special guests including: various Fitchburg department guests, elected officials, sports guests, local businesses, Fitchburg Chamber, and more.

***Talking Fitchburg* Headlines:**

In this segment, we focus on news that Fitchburg residents can use, learn, and discover what is happening in their city and beyond. Here is a list of some of our news subjects that we share everyday:

- City of Fitchburg government news
- City department news
- City-wide Event previews & recaps
- Local business news
- Local school district news
- Dane County news
- State of Wisconsin news
- Local weather impact



Fitchburg Digest:

The Fitchburg Digest is an in-depth segment focused on exploring a daily topic that effects everyone. Topics include:

- Verona Road Construction Updates
- Health
- Safety
- Weather
- Food & Drink
- Entertainment
- City of Fitchbrug Information
- Local News Breakdown

Talking Fitchburg

Talking Fitchburg Guest:

Our third segment is dedicated to guest interviews. Our goal is to have returning guests as well as new faces to share great information with the community. Here is a short list of some of our monthly guests:

- Fitchburg Senior Center
- Fitchburg Recreation Department
- Fitchburg Public Library
- Fitchburg Fire Department
- Fitchburg Police Department
- Fitch-Rona EMS
- Independent Living Inc.
- Fitchburg Chamber & Visitor Business Bureau
- Fitchburg Historical Society
- The Rolling Pin Bakeshop
- Safe Communities
- Department of Agriculture Trade and Consumer Protection



PB&J:

What is PB&J? Well, it is Preston, Bamlett, and Jeremy. During the PB&J, we thank our guests for being on the show, share our COM channel schedule for the evening, and talk about crazy holidays or fun topics as we wrap up our show for the day. It is a nice way to end each show.

Talking Fitchburg Highlights 2018:

- 262 new episodes in 2018
- 7,724 runs of *Talking Fitchburg* in 2018
- 50 *Talking Fitchburg Rewind* episodes in 2018
 - Replayed guest segments from previous episodes
- Moved studio into the FACTv office
 - Cuts down on staff set up and tear down time
 - Allows access to further resources unavailable in previous location



Our Media Outlets



www.fitchburgwi.gov
Charter Spectrum: Ch. 987
AT&T U-Verse: Ch. 99
TDS TV: Ch. 6



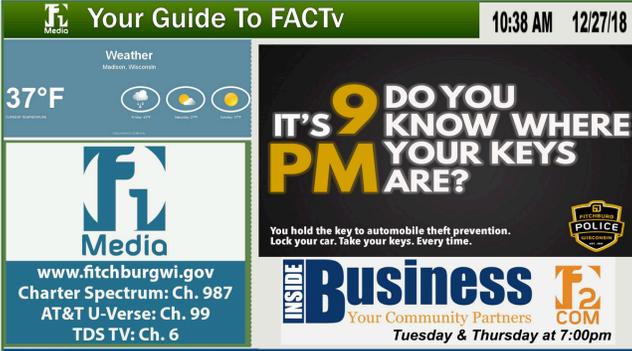
www.fitchburgwi.gov
Charter Spectrum: Ch. 985
AT&T U-Verse: Ch. 99
TDS TV: Ch. 7



www.fitchburgwi.gov
Charter Spectrum: Ch. 986
AT&T U-Verse: Ch. 99
TDS TV: Ch. 8

Media Channel F1:

The Media Channel F1 is our community bulletin board. We post upcoming city events, government functions, local news, department news & events, safety information and of course, a TV guide to what is playing on our other two channels. Over 249 information graphics were created for the Media Channel in 2018.



Your Guide To FACTv 10:38 AM 12/27/18

Weather
 Madison, Wisconsin
 37°F

DO YOU KNOW WHERE YOUR KEYS ARE?
 You hold the key to automobile theft prevention. Lock your car. Take your keys. Every time.

INSIDE Business
 Your Community Partners
 Tuesday & Thursday at 7:00pm

Media
www.fitchburgwi.gov
Charter Spectrum: Ch. 987
AT&T U-Verse: Ch. 99
TDS TV: Ch. 6

Community Channel F2:

The Community Channel hosts a mix of FACTv produced content and shows from local producers. The shows that are currently airing on the Community channel are:

- *Talking Fitchburg*
- *Talking Fitchburg Rewind*
- *Inside Business*
- *Senior Fitness Center*
- *Sit and Be Fit*
- *The Learning Annex*
- *Business Before Nine*
- *Fitchburg City Events*
- *Game of the Week*
- *Fitchburg Public Library Storytime*
- *Music Night*
- *What's Happening at the FSC*
- *The Local Perspective*
- *Conversation Shop*
- *Capital City Band*
- *Sci-Fi Journal*
- *The Legal Edition*
- *Movie Night*
- *Road to Recovery*

Programming

Community Channel Highlights 2018:

- 750 first runs
- Weekday promotional videos: 19 mins per day, 76 promos per day, 380 promos per week
- Saturday promotional videos: 15.5 mins per day, 62 promos per day
- Saturday promotional videos: 17 mins per day, 68 promos per day
- Average Ppromos per week: 510
- Promotional videos in 2018: 26,520

Government Channel F3:

Our government meeting coverage is second to none. While there were less meetings to cover this year, we still captured the meetings and rebroadcasted them for everyone to see.

The meetings we cover for the city are:

- Agriculture and Rural Affairs Committee
- Bicycle Committee
- Board of Review
- Commission on Aging Well
- Committee of the whole
- Common Council
- Community and Economic Development Authority
- EMS Commission
- Finance Committee
- Healthy Neighborhoods Grant Review Committee
- Landmarks Preservation Commission
- Library Board
- Parks Commission
- Personnel Committee
- Plan Commission
- Police and Fire Commission
- Public Safety and Human Services Committee
- Resource Conservation Commission
- Transportation & Transit Commission
- Tree Advisory Committee
- Zoning Board of Appeals
- Joint Review Board

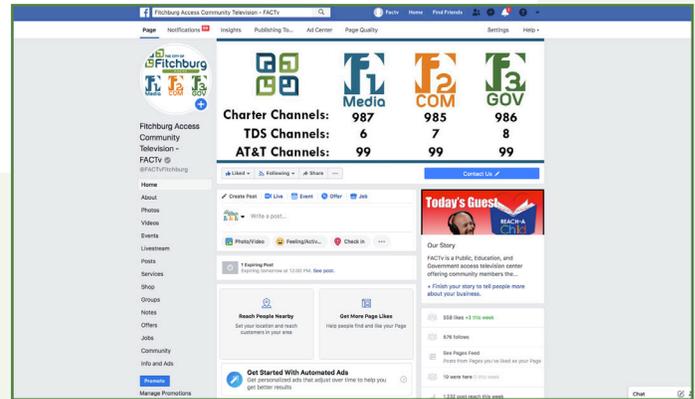
Government Channel Highlights 2018:

- Meetings Covered: 238
- Average Meeting Length: 01:21:27
- Total Meeting Time: 323 hours
- Total Runs on FACTv: 5653

Social Media and Website

Facebook: In 2018 we put an even greater emphasis on putting our information in front of our citizens, and that place continues to be Facebook. We are able to reach a larger number of our residents with more information than ever before in 2018.

- 50,700 minutes viewed in 2018
- 84,000 views in 2018
- 950 videos uploaded in 2018
- 518 likes on Facebook page
- 570 average reach of individual posts in 2018



YouTube: In order to distribute our videos to residents that may not utilize Facebook or our website, we continue to update our YouTube Channel with all the same great information, making it easier to find out what is happening in Fitchburg no matter where you consume video content.

- 47,200 minutes viewed in 2018
- 16,500 views in 2018
- 950 videos uploaded in 2018
- 108 subscribers on YouTube Channel



Website: Our website is the heart of our live streaming and video on-demand audience. Residents gain access to our media site but also can learn about our three channels, how to get involved with FACTV, and other great information about our department.



FACTv Ready to Serve

Our department always has to be ready to serve. We are faced with many different requests by city departments, outside organizations, and our local school districts just to name a few. We try to be ready for anything that is thrown our way.

Supporting City Departments: One of our many roles here at FACTv includes helping all departments with their multimedia needs. We are able to help with any video projects, photography, website design, graphic design, and AV support as needed. Below are some of the many projects we worked on this past year.

- Fitchburg Senior Center Dining Room AV and Television Install
- What's Happening at the Fitchburg Senior Center
- Community and Economic Development Authority Video
- Public Works Brush Video
- Fitchburg Fire Department SIMCOM
- Fitchburg Fire Department Active Shooter Training
- Recreations Department Daddy Daughter Dance
- Recreations Department Holiday Party
- Recreations Department Game of the Week
- Fitchburg Public Library Great Halloween Hunt
- Fitchburg Public Library summer reading program
- Assessment video
- Checked out equipment to building inspectors
- Recorded voting training
- Active shooter training for staff consumption
- Brush pickup instructional video for public works

Production Services:

- 33 Paid Projects
- \$3,720 Collected



GAME OF THE WEEK #2

Royal Blue at Purple
Grade 2-3
Basketball
recorded 2/2/19

Game of the Week presents
games from Fitchburg Rec
Department Sports programs.

Friday and Sunday
8:00pm
Community Channel **F2**
COM

A photograph of a basketball game in progress on a gymnasium floor. A referee is visible in the center, and players are scattered around the key.

Our staff is what makes FACTv! We are very fortunate to have a staff that has stuck together for so many years. Their hard work and commitment to serving the community has help our department grow and have another successful year.

Jeremy Crosby- Community Media Services Manager

- Date of Hire: 2/2010
- Full Time Position

Scott Yarbrough- Community Media Services Assistant Manager

- Date of Hire: 6/2017
- Full Time Position

Andrew Bamlett- Production Assistant

- Date of Hire: 7/2013
- Full Time Position

Preston Schmit- Cable Op 3 Assistant

- Date of Hire: 2/2011
- Part Time Position

Chad Cole- Cable Op 2

- Date of Hire 8/2011
- Part Time Position



