

Annual Report

of

Westford Community Access Television, Incorporated



For the fiscal year January 1, 2014 through December 31, 2014

Presented on

July 9th, 2015

**2014 Annual Report***of***Westford Community Access Television, Incorporated**

Westford Community Access Television, Incorporated (WestfordCAT) is a Massachusetts non-profit corporation. WestfordCAT has been appointed as the Public, Education, and Government (PEG) Access Provider by the Board of Selectmen of the Town of Westford.

WestfordCAT's mission is to promote the use of local access to enhance a free and diverse exchange of ideas and interests that foster community participation and educational opportunities.

To achieve this mission WestfordCAT is committed to:

- Encouraging community involvement in the production of local access programs while maintaining a friendly, open and creative environment that will allow individual ideas to develop into collaborative productions.
- Maintaining an educational setting for WestfordCAT volunteers in an effort to advance their knowledge in multiple forms of media production and distribution.
- Encouraging the creation of unique programs to share with our community.

As part of this responsibility WestfordCAT will provide:

- Training and technical assistance in the use of video production equipment
- Access to production resources
- Broadcast and streaming channel time on the public, education, and/or government access channels

These resources are available for the production and presentation of programming of interest to the Westford community. Residents of Westford, as well as organizations and institutions within or affiliated with Westford, are welcome and encouraged to use these resources. The nature of access programming is that everyone in the community has equal access to the facilities and channel time.

Governance is by a Board of Directors comprised of a minimum of five and a maximum of eleven members serving two year staggered terms, except appointed liaisons. The Board of Selectmen, the Westford School Committee, and the Nashoba Valley Technical School District School Committee may appoint a director to serve as a liaison with their organization. Remaining directors are elected by the Corporation's membership.

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GOVERNANCE

BOARD OF DIRECTORS AND OFFICERS AS OF JANUARY 1, 2014

John Brotherston, *Treasurer*

Mark Desrochers, *liaison with Nashoba Valley Technical High School Committee*

Ira Keltz, *President*

Margaret Murray, *liaison with Westford School Committee*

Kelly Ross, *liaison with Westford Board of Selectmen*

Debbie Ryan, *Vice President*

Tracey Tebrow, *Clerk*

BOARD OF DIRECTORS AND OFFICERS AS OF DECEMBER 31, 2014

David Brown, *Treasurer*

Nancy Burns, *Director*

Carol Heidenrich, *liaison with Nashoba Valley Technical High School Committee*

Ira Keltz, *President*

Margaret Murray, *liaison with Westford School Committee*

Kelly Ross, *liaison with Westford Board of Selectmen*

Debbie Ryan, *Vice President*

Tracey Tebrow, *Clerk*

COMMITTEES DURING 2014

EXECUTIVE COMMITTEE

(Jan – Jun) Ira Keltz, Chair

(July – Dec) Ira Keltz, Chair

Debbie Ryan, Tracey Tebrow, John Brotherston

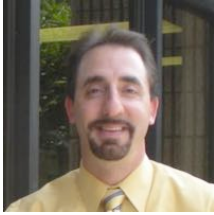
Debbie Ryan, Tracey Tebrow, David Brown

MARKETING COMMITTEE

Ira Keltz, Chair

Tracey Tebrow, Debbie Ryan

BOARD OF DIRECTORS



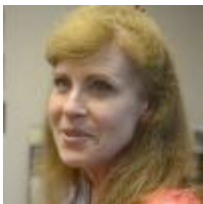
Ira Keltz, President
ikeltz@westfordcat.org



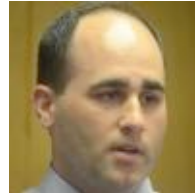
Debbie Ryan, Vice President
dryan@westfordcat.org



Tracey Tebrow, Clerk
ttebrow@westfordcat.org



Nancy Burns, Director
nburns@westfordcat.org



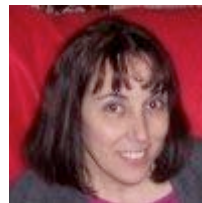
David Brown, Treasurer
dbrown@westfordcat.org



Kelly Ross
Westford Board of Selectmen Liaison
kross@westfordcat.org



Margaret Murray
Westford School Committee Liaison
mmurray@westfordcat.org

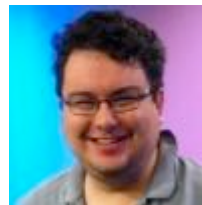


Carol Heidenrich Nashoba Valley Technical High
School Committee Liaison
cheidenrich@westfordcat.org

STAFF



Lauren Horton, Executive Director
lhorton@westfordcat.org



Andy Sylvia, News Director
news@westfordcat.org



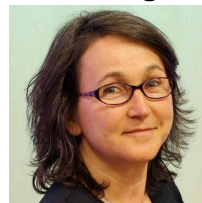
Steve Edwards, Programming Coordinator
sedwards@westfordcat.org



Mark Rocheleau, Video Systems Engineer
mrocheleau@westfordcat.org



George Cox, Production Manager
gcox@westfordcat.org



Anya Zulawnik, Interim Membership Manager

LETTER FROM THE PRESIDENT, IRA KELTZ

Dear Friends,

I am very proud to announce that, during the past year, continual improvements were made in all areas of WestfordCAT operations. Due to our marketing, training, and outreach programs, there are more new locally produced series, more volunteers from the community and local schools, and a much higher quality of productions with our new studio equipment, tools and talented staff. In 2014, we focused our planning and capital efforts on a new playback system and a complete redesign of our www.westfordcat.org website that went live in July. Its integration offers live streaming of our three channels, along with much more functionality for our viewers, staff, members and board of directors.

We have seen staff promotions and increased responsibilities and hours worked among our staff, that now include: Executive Director Lauren Horton, Membership Outreach Manager Anya Zulawnik, Programming Coordinator Steve Edwards, and Production Manager George Cox. We also welcomed Andrew Sylvia to our team in the role of News Director. Andrew brings years of Merrimack Valley news reporting and has many great contacts and relationships around the community. Mark Rocheleau still works part-time for us, as a technical consultant a few hours a month, to assist us with troubleshooting and other technical equipment issues.

We were pleased to announce the creation of our news website, WestfordCATNews.org in 2014. Andrew Sylvia is working hard to create new daily content for our website that we transitioned from his previous site, the Westford Template. Andrew joined us part-time in September of 2014 and became a full-time employee in January of 2015. The site features several new local stories each weekday, as well as content provided by members of the community and local organizations.

This initiative ties in perfectly with our new 30-minute *WestfordCAT News* program that is produced by George Cox about every 2 weeks in close conjunction with Andrew. Government, school, and local businesses as well as volunteers provide segments such as *Superintendent's Corner with Bill Olsen* and Jodi Ross's *Westford Town Manager Update*, Rekha Sharma's *Health Tips* and Emily Benson's *Fashion Tips*.

This past year there were more changes to the WestfordCAT Board of Directors. John Brotherston completed his one-year term as Treasurer in June and was replaced in that role by David Brown, who comes to us from Enterprise Bank. We also said farewell to Mark Desrochers, the Nashoba Tech School Committee Liaison. He was replaced by Carol Heidenrich, who is the Director of Technology at Nashoba Tech. Longtime board member Debbie Ryan's contributions were much appreciated, especially as she took on the VP slot for another term. Kelly Ross continued to serve and lend a positive voice representing the Board of Selectmen liaison seat. Last, but certainly not least, Margaret Murray from the Westford Public Schools School Committee provided valuable advice and a fresh perspective in her liaison role.

During the year, individuals and organizations provided valuable support by making donations of cash or services. In kind donations were received from our CPA firm, Anstiss & Co., P.C. who discounted their services making the review of financial statements more affordable.

Potential State legislation may impact PEG Access, as in past years. No legislation was passed on statewide franchising; however, there is a bill at the Federal level that was introduced in support of PEG access. The Community Access Preservation Act calls for the removal of restrictions on PEG funding, reaffirms the requirement

for equivalency with commercial channels, provides for a study on the effect of statewide franchising, and seeks to update the definition of a cable system.

The Comcast Licensing Agreement with the Westford Board of Selectmen expired at the end of 2014. We have been working without a contract since that time, during the negotiations and continue to receive quarterly payments at the rate of 3.5% of gross revenue from cable television subscriptions. We have been working closely with the Town of Westford's Communications Advisory Committee and have provided them with our upcoming capital and operating needs as they and their legal counsel continue negotiations. They anticipate reaching agreement in the second half of 2015.

During 2015, we will continue to build on our momentum to incrementally improve WestfordCAT and provide our community with the appropriate facility, equipment, and services that will ensure the fulfillment of our mission and to exceed community expectations. Thank you to everyone, including our supporters in the community, board and committee members, all the producers and volunteers, and the hard working staff who make PEG access in Westford better each year.

Sincerely,

Ira S. Keltz, President

SUMMARY OF OPERATIONS

This year we became fully HD-capable in our studio and we're now able to record, edit, and have our website viewers watch locally-produced content in full HD quality online. Comcast and Verizon have not provided us with channels on the HD tier, but we will be ready to broadcast when that happens, even though it may be several years away. We added a large number of new programs and series to our channel lineups. Multiple town events were also recorded including coverage of Memorial Day, Veteran's Day, Apple Blossom Parade and events, town election and warrant coverage, Inventor and Science Fair, 4-H fair, Town-wide Strategic Planning day, and our Live Halloween show. Popular new series began in 2014 like 'The PDT Girls (Public Domain Theater)', Dennis Galvin's 'A Second Opinion', 'Thirty Minutes' with Patty Stocker, and 'The Richardson Method' (a new psychic show). Derek Feehrer, created a documentary called 'Forgotten Westford' featuring historical stories of Westford for his Eagle Scout project. The video was submitted to the Alliance for Community Media's Hometown Media Awards program, where it won national recognition.

The major capital expenditures in 2014 were focused around our new website development with Polar Design, that went live in July and its integration with our new Castus playback system that enables both on-demand and live streaming of all three of our channels.

We welcomed one new staff member to WestfordCAT in 2014. Andrew Sylvia, who is a very respected journalist from his days covering our town's news at Westford Patch and the Westford Template, joined us on a part-time basis in September in the position of News Director. While transitioning the Template over to our own new WestfordCATNews.org website, he was also instrumental in starting up the *WestfordCAT News* show that has been an outstanding boost for the station. It allows both TV and web viewers from all over the world access to local Westford news stories, current events, and special features. It has made it easier for more people to get involved by participating in small segments on a regular basis rather than a full 30-minute program. Local organizations, businesses, school and government reps, and community members all have easy access to a Westford-specific audience by featuring a segment or acting as a correspondent on the news program.

All of our staff was involved in expanding our training class offerings again in 2014. We offered expanded youth programs to include a four-week workshop for homeschoolers, and a five-day "Lights, Camera, Action!" Summer Youth Camp, in conjunction with the Roudenbush Community Center. Multiple Cub Scout dens and Girl Scout/Boy Scout troops also visited the studio to work on earning their merit badges. We also held our regular producer workshop classes several times over the past year. We had high school student volunteers Gavi Zahavi, Thomas and Mark Pritchard spend time over the summer, providing editing assistance, creating PSAs, station IDs, voiceovers, and much more.

Our government meeting archive project has made substantial progress this year, thanks to the Senior Tax Abatement Program. Two volunteers, Denise Sevigny and Dean Hubbard, were responsible for archiving over 250 meetings from VHS videotape onto DVDs and they have uploaded over half of them onto Archive.org so that our website visitors are able to watch them online. This is an ongoing project, with additional meetings being archived each month.

We honored several members at our 2014 Annual Meeting in July and presented the 2013 Student Volunteer of the Year Award to Gavi Zahavi, who worked on many studio projects during the summer. We also presented the 2013 Adult Volunteer of the Year Award to Patty Stocker, who started her own show, called *30 Minutes*. The 2013 award recipient, Charlie Stark came forward to present this award.

Cheryl Serpe, VP at Enterprise Bank nominated WestfordCAT for their Celebration of Excellence Non-Profit of the Year Award. We didn't win, but it WAS an honor to just be nominated and to participate in several events that they organize for the nominees!

We also presented a Distinguished Service Award to Ernie Hyde, a founding member of WestfordCAT. Ernie produced the longest running show on the station, *Legal Ease*, and is a longtime Westford resident and volunteer. Ernie hosted his last show in July of 2014 and his colleague, attorney Chris Lilly, has taken over the show.

Finally, in December we hosted a Day of Holiday Cheer, where about 20 members, organizations, and local businesses came into the studio to record a holiday greeting for our programming and also for use on their own websites. We joined with other regional stations to run the Beacon Santa Telethon, a full weekend of entertainment and on-line auctioning, hosted at the Maynard High School to raise money for the area's needy families. We also included coverage of the Town Common Menorah Lighting, Jim Arciero's Sun Santa event, and more.

MEMBERSHIP

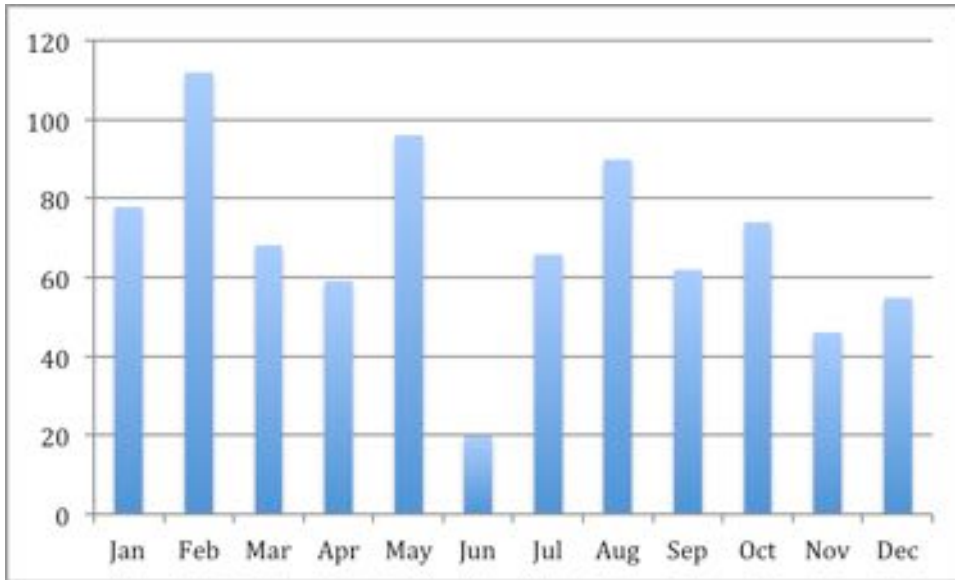
Members are an important part of WestfordCAT. They serve as the starting point for governance by selecting the at-large Board of Directors. Members also help ensure that the organization remains focused on its mission and serves our community. Without this vital support, PEG access would not be a vibrant voice in our community.

WestfordCAT has been operating for nine years. We began the year with 125 members. During the year, 34 new local faces signed up as members of WestfordCAT bringing the total membership count to 159 as of 12/31/2014.

PROGRAMMING

The programming you see on our access channels all come from members of our community. They either produced the program directly or crewed with others on the production. Still others hear of and choose to present or sponsor programs produced at other local access stations. During 2014, our members used PEG resources to create a total of 131 programs on our Public Access channels, 24 programs on our Education Access channels, 114 programs on our Government Access channels and 35 Public Service Announcements. On the Government Access Channels, we recorded 101 meetings including the Board of Selectmen, School Committee, Planning Board, Conservation Committee, and the

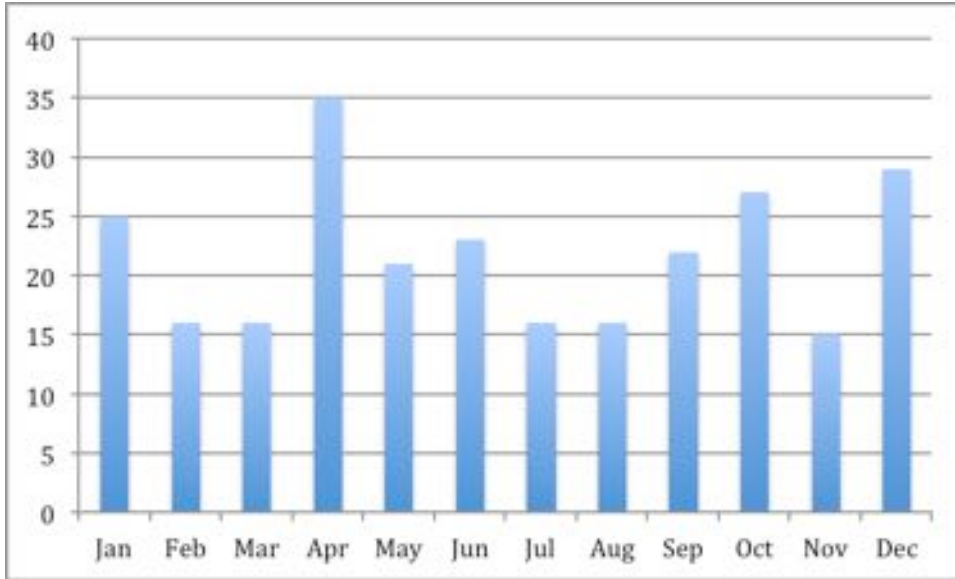
Joint BOS and Finance Committee Budget Hearings. We also covered additional special meetings and events for the town, when requested.



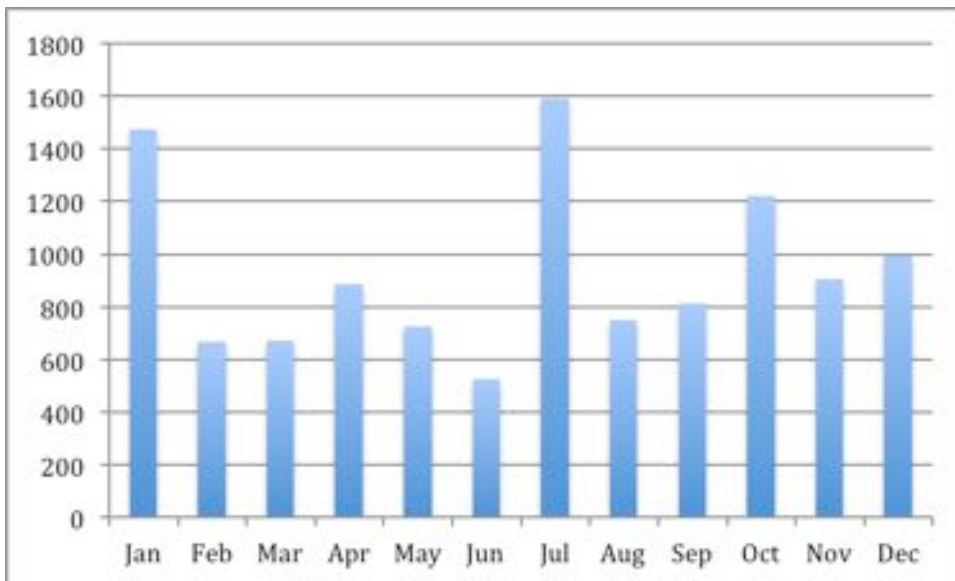
2014 - Studio Sign-Ins: 826



2014 - Website Visits: 9,144



2014 - New Programs Added to our Video on Demand Library: 261



2014 – YouTube Channel Visits: 11,230

LOCALLY PRODUCED AND PRESENTED PROGRAMS ON PUBLIC ACCESS CHANNELS

17 LOCALLY PRODUCED SERIES:

30 Minutes (11)
Around Town (3)
CAT Tracks (2)
From the Hill (4)
Health Factor (10)
Legal Ease (11)
Local Music Rocks (4)
Main Street Westford (3)
Meet the Members (1)
Musings and Meditations with Molly (2)
PDT Girls (16)
Second Opinion (5)
Still Connected (4)
Sustainable Westford (2)
Richardson Method (2)
Weathering the Weather with Ed (20)
WestfordCAT News (6)

25 LOCALLY PRODUCED SPECIALS:

4H Carrot Crusaders
4H Showmanship
4H Fair 2013
5 Funny Females
Apple Blossom 2014
Battle of the Bands 2014
Dacey's Divas - Westford Farmers Market
Dennis Galvin's Campaign Launch
The Final Mixx
General Grant Lecture
Bull Run - Marty Nestor
Let's Think Jewish - 01 Hanukkah
Menorah Lighting Ceremony
Nashoba Ski 50th Anniversary
Bully Breed Awareness
RADAR Awards Promo
Story Time with Noni - Cinderella
Summer Video Camp 2014
Summerfest 2014
The Time Machine
Toys for Tots 2014
Westford Fire Dept Special
WCAT Halloween Live
WCAT Halloween Special

PRESENTED PROGRAMS AND SERIES ON PUBLIC ACCESS CHANNELS

PRESENTED SERIES

A Healthier You
Analyzing the 1 Per Cent
Animal Adventures
Bay State Baptist
Chamber Chat
Current Buzz
D'Youville - Young At Heart
Dacey's Divas
David Pakman Show
Democracy Now!
Folklorist
Jazz Room
Just the Facts
Legal Edition
Life Matters
Living Healthy
Lowell Folk Festival
Mass Factor
Money Talk
Penny Dreadful Shilling Shockers
Perils 4 Pedestrians
Physicians Focus
Reeling Reviews
Saturday Night Movie
Shrink Rap

TED Talks
The Steve Katsos Show
Surviving Everyday
The History Show
Town Talk
Valley Homegrown
Your Next Big Move

PRESENTED SPECIALS

Shah Jahan
Village of Dreams
Melissa Weiksnar PSA
Masterpiece In A Mill Town
Bushikan Aikido
Reining in the Storm
Forgotten Westford
Bull Run – Marty Nestor
The Waiting Room

LOCALLY PRODUCED AND PRESENTED PROGRAMS ON EDUCATION ACCESS CHANNELS

LOCALLY PRODUCED SERIES

Education Matters (7)
Intern Files (8)
Westford Academy Football (4)
Westford Academy Basketball (2)

LOCALLY PRODUCED SPECIALS

Volcanic Eruptions Living Lab
Genevive Johnson Graduation
Inside Westford Academy
Westford Academy Graduation 2014
Titan Homeschoolers
The Time Machine

PRESENTED SERIES

The Chef Ron Lock
Drawing with Mark
Expedition New England
Glitzy Gourmet
MCC Connects
Oven Luv'n
The Archaeology Channel News
Wicked Good Foods

LOCALLY PRODUCED & PRESENTED PROGRAMS ON GOVERNMENT ACCESS CHANNELS

LOCAL GOVERNMENT MEETING COVERAGE

Conservation Commission (21)
Finance Committee (16)
Planning Board (18)
School Committee (23)
Selectmen (23)
Conservation Commission (21)

LOCALLY PRODUCED GOVERNMENT SPECIALS

Annual Town Meeting 2014 AM
Annual Town Meeting 2014 PM
Black Bear Presentation
Comcast License Renewal Ascertainment Hearing
League of Women Voters - How to Run for Office
League of Women Voters - ATM Warrant Review
League of Women Voters - Candidates Night
League of Women Voters - STM Warrant Review
Memorial Day
Special Town Meeting 2014
Strategic Planning Retreat 2014
Town-Wide Facilities Study 9/11/14
Veterans' Day Ceremony

PRESENTED SERIES

Beacon Hill Buzz
Consumer Affairs
Your Federal Government
Senior Scene
Sound Off

PRESENTED SPECIALS

Beyond the Badge
Identity Theft PSA
Reining In The Storm, MA Edition
State Of The Commonwealth
Talking with Governor Patrick

LOCALLY PRODUCED PUBLIC SERVICE ANNOUNCEMENTS

Generic ID, Commercial Free
Generic ID, Get Involved
Generic ID, Summer Camp
Generic ID, Training Classes
Generic ID, Web Info
Monday Programming Schedule
Tuesday Programming Schedule
Wednesday Programming Schedule
Thursday Programming Schedule
Friday Programming Schedule
Weekend Programming Schedule
Holiday Cheers
Sofie's Holiday Greetings
Sofie's Holiday Wishes
4H Fair PSA
Chamber of Commerce Promo 2014
Candidate Promo - Dennis Galvin
Candidate Promo - Don Siriani

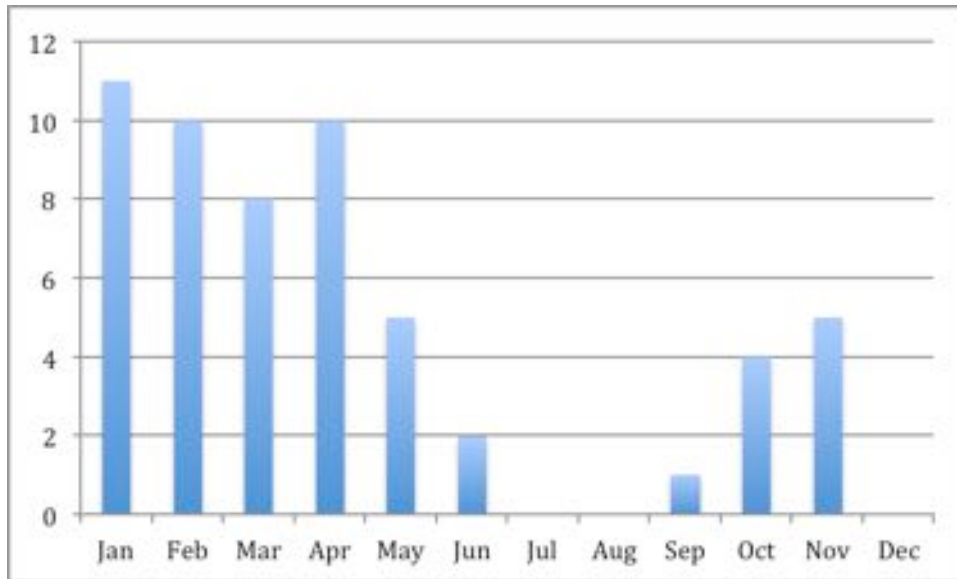
Candidate Promo - Kelly Ross
Karaoke at PCA - Winter
RADAR Awards Promo
Sponsor Bump - Rotary
Tactillium PSA
Weathering the Weather Promo
Keep Westford Safe
Health Dept Updates
Westford Festival of Trees 2014
All Girl Challenge 2014 PSA
Sun Santa PSA 2014
Lowell Habitat for Humanity PSA
Karaoke at PCA - Fall
Farmers Market Weekly Highlight 1
Farmers Market Weekly Highlight 2 - WA Volunteers
Farmers Market Weekly Highlight 3 - Shady Pine Farm
Farmers Market Family Eye Care Center Promo

BULLETIN BOARDS

Between scheduled programming, WestfordCAT runs public service announcements and bulletin board announcements on each channel. These bulletin boards provide local information and announce upcoming events. Messages for the bulletin boards can be submitted through our website, by e-mailing bulletin@westfordcat.org, or by sending a fax to 978-692-5246.

WestfordCAT recognizes the timeliness of the community information that is presented on our bulletin boards and strives to post information in the most expedient and visually impacting manner.

In 2014, **56** bulletin board announcement requests were submitted to WestfordCAT by the community. While this was a reduction in the amount of requests we received last year, the amount of public service announcements running with the community bulletin board sharply increased to **35**.



2014 – NEW BULLETIN BOARD SLIDES REQUESTS: 56

FACILITIES

We have upgraded to a brand new Castus playback system. It supports high definition video and allows us to utilize much more functionality and interconnectivity to our new website that went live in July. We are very excited to be able to offer live streaming of all three WestfordCAT channels, on-demand video, RSS feeds from local media sources, online payments and donations from members, training class registrations, equipment and studio reservation requests, and much more. We also completed our HD studio upgrade with the purchase of tally lights, screen monitors, a communications system, and focus/zoom controls for our four high definition studio cameras. Our four older, standard definition studio cameras and their related accessories were all donated to Westford Academy's video program.

Training

WestfordCAT offers training to members of the community who wish to become involved with PEG Access. Training is provided several different ways from formal workshops, to individual or group customized trainings, as well as special lectures that cover specific topics. Tours are also given to scout troops, upon request, as an opportunity to learn more about communications, media and PEG Access.

In 2014, we offered special youth training programs including a 4-week homeschool student session and a 5-day Summer Youth Camp. We also had many different volunteers come in and donate their time and services to learn about video production. One Westford Academy junior visited WestfordCAT during Job Shadow Day and four Westford Academy seniors completed a five-week internship at the station. Three high school volunteers spent much of the summer months providing editing assistance for our member productions, allowing us to increase the amount of programming we produced in 2014.

In total, we held 10 group classes with 21 people attending multiple workshops. Many individual training sessions were arranged throughout the year for members wanting advanced training in camera operation and video editing. Also, nine students attended our Summer Camp session, with Roudenbush Community Center handling the registration again this year.

FINANCIAL STATEMENTS

WestfordCAT has engaged Anstiss & Co., P.C. to conduct a review of our financial statements. The board this year, working with Enterprise Bank Investment Services, withdrew \$50,000 in cash from our savings account and invested it in a diversified portfolio account for the first time. While we did have positive cash flow this year, we also experienced a larger than anticipated amount of depreciation expense resulting in a negative change in net assets for the first time.

Key Financial Information for 2014

Cash	\$360,602
Short-Term Investments	\$48,502
Accounts Receivable	\$82,220
Accounts Payable	\$0
Franchise Fees	\$323,923
Capital Grants	\$0
Change in Net Assets	(\$21,874)

Public Access, Comcast Channels 8 and 908, Verizon Channel 35

Educational Access, Comcast Channels 99 and 909, Verizon Channel 33

Government Access, Comcast Channels 9 and 910, Verizon Channel 34



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