

# The 2019 Annual Report



Watch at [WestfordCAT.org](http://WestfordCAT.org)



Westford CAT



#WestfordCAT

*Presented November 2020*

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## Our Commitment to Social Justice

Westford Community Access Television has a mission and vision based firmly in the Bill of Rights' First Amendment of the U.S. Constitution. The fundamental concept of public access and community media is to empower our community voices giving them the power of media to tell their story their way. Our guiding principles are to promote free speech and expand civic engagement through local media.

We at Westford Community Access Television are here to ensure that all members of our community have the resources, ability and support to express themselves, create a community dialogue and engage in civic life through local media. All members of our community regardless of know-how, income, race, color, creed, gender or sexual orientation, are granted the same opportunities to create a message and have it distributed through our multi-media outlets. Public access and community media are here to empower our community voices with the power of media to share their story.

Black lives matter, and our fight against injustice includes standing together against racism, bigotry, xenophobia, police brutality, and systemic oppression in our communities. We stand in solidarity with the many people and organizations that condemn structural, implicit and explicit racism that lead to the denial of human and constitutional rights.

Let us work together at this juncture to move to a more understanding, compassionate, and welcoming community that supports access, equity, and accountability. We ask you to join the conversation that helps our community to be free from prejudice, malice, and hate. Call to schedule a studio tour to learn more. Together we can make this happen.

Westford Community Access Television, Inc. (WestfordCAT) is a 501(c)3 Massachusetts Non-Profit Corporation. The Westford Select Board has appointed WestfordCAT as the Public, Education and Government (PEG) Access Provider in town.

## Mission

To promote the use of local access to enhance a free and diverse exchange of ideas and interests that fosters community participation and educational opportunities.

## Commitment

- 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.
- Providing live coverage, recording and archiving of many of the Town of Westford Government meetings.

## Delivery

- Offer training and assistance in the use of video production equipment.
- Supply access to production resources.
- Provide broadcast and streaming channel time on the PEG Channels.

## Governance

- Governance is by a Board of Directors comprised of a minimum of 5 and a maximum of 11 members serving two year staggered terms, except appointed liaisons.
- The Westford Board of Selectmen, Westford School Committee and the Nashoba 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.

Financial Statement as of December 31, 2019

Cash	\$ 332,216
Short-term Investments	\$ 113,196
Accounts Receivable	\$ 114,014
Accounts Payable	\$ 9,613
Franchise Fees	\$ 463,665
Capital Grants	\$ 10,000
Change in Net Assets	\$ (15,741)

Board of Directors as of December 31, 2019

Dan Bush, President

Nancy Burns, Vice President

Christina Sacco, Treasurer

Tracey Tebrow, Clerk

Avery Adam

Betsy Alvarez

Shunhe Xiong

Tom Clay, Liaison for the Board of Selectmen

Sean Kelly, Liaison for the WPS Committee

Warren Adam, Liaison for the NVTHS Committee

**Board of Directors Elected on April 16, 2020**

Kristi Bates, President

Jack Wang, Treasurer

Diane Wood, Clerk

Bob Jefferies

Marilyn Katler

Susan McNeill Spuhler, Vice President

Tom Clay, Liaison for the Board of Selectmen

Sean Kelly, Liaison for the WPS Committee



**Kristi Bates**

President, 2 Year  
Term, 2020 - 2022



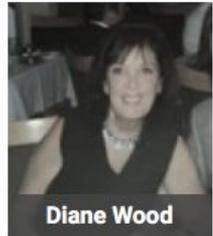
**Susan McNeill  
Spuhler**

VP, 1 Year Term, 2020  
- 2021



**Jack Wang**

Treasurer, 2 Year  
Term, 2020 - 2022



**Diane Wood**

Clerk, 2 Year Term,  
2020 - 2022



**Marilyn Katler**

Board Member, 1 Year  
Term, 2020 - 2021



**Bob Jefferies**

Board Member, 1 Year  
Term, 2020 - 2021



**Tom Clay**

Select Board Liaison



**Sean Kelly**

Westford School  
Committee Liaison

## Letter from Board President Kristi Bates

Dear Friends,

Traditionally, an annual report reflects on the accomplishments of the prior year. As I write this in June of 2020, the prior year seems a world away. Today we are in the middle of a global pandemic, along with widespread protests condemning systematic racism. Our world has been turned upside down. Similarly, the world of WestfordCAT was turned upside down at the end of 2019 when a decision was made by the previous Board of Directors to terminate the News Division.

In January of 2020 our Executive Director of 10 years had a rushed and unexpected departure. In April, with the support of the Westford Select Board, an early and virtual Annual Meeting was held. The members elected a new Board of Directors who not only support continuing the professionally-lead news, but want to identify ways to enhance it.

The new Board of Directors has spent the last few months focused on understanding the economic challenges that face WestfordCAT. Our focus is to stabilize our financial situation, and to identify new sources of income so that WestfordCAT can continue to provide the community with the excellent meeting coverage, educational opportunities, award-winning programming and news coverage that the town has come to expect and received. New committees like the Fundraising Taskforce, Finance Committee, ByLaw Committee, and Legislative & Infrastructure Review Committee have been put into place to help with this goal, and to provide transparency to our members and the broader community.

WestfordCAT services continued uninterrupted during the uncertainty and turmoil of the last 8 months thanks to a dedicated, passionate, creative and forward thinking group of professionals. Even with their livelihood threatened, they persisted. They stepped up with additional reporting of COVID19, smoothly transitioned to record virtual meetings and worked with the town to record virtual Memorial Day services, an unprecedented outdoor Town Meeting and much more. Thank you to Joyce Pellino Crane, Sarah Fletcher, Steve Edwards, Patty Stocker and Nick Woodbury for excelling at what they do best.

Thank you to my fellow board members Tom Clay, Bob Jefferies, Marilyn Katler, Sean Kelly, Susan McNeill Spuhler, Jack Wang and Diane Wood. I am honored and humbled to be on this journey with you. Thank you to all the members and producers who have shown their passion and support of WestfordCAT. It definitely does take a village, and what a wonderful village we have! I look forward to the remainder of 2020 with hope and joy.

Be well. Stay strong.

Sincerely,

Kristi Bates, Board President

## Letter from Acting Executive Director Sarah Fletcher

As I write this letter we are well into June 2020 and I'm reflecting on the prior year, which I did not oversee. You're getting one perspective that is looking through the haze of a pandemic and past organizational turmoil.

I'm pleased to report that my decision to take the actions that I did in December 2019 put us in a place I had hoped for. I am very grateful for the people that stood up on behalf of the organization, took considerable action and created positive change and momentum forward. But, that's a story for our 2020 annual report.

2019 is the story about the staff: Joyce, Nick, Patty and Steve for staying on and staying strong. Not only did you all continue to work, produce and support the community, but you did it wondering if you were going to have a job one week to the next. Not only that, but you won awards for your work, as usual. I'm so very proud to work with you all.



Joyce Pellino Crane

Multimedia News Director



Sarah Fletcher

Acting Executive Director



Steve Edwards

Technical Coordinator



Patty Stocker

Production Coordinator  
and Editor



Nick Woodbury

Production Technician

## Staffing as of December 31, 2019

Joyce Crane, News Director

Steven Edwards, Technical Coordinator

Sarah Fletcher, Marketing Outreach Manager

Lauren Horton, Executive Director (through January 10, 2020)

Patty Stocker, Production Coordinator

Nick Woodbury, Production Technician

## Special Recognitions

WestfordCAT News wins the Massachusetts Creator Awards which recognizes outstanding work in television and media within the state of Massachusetts. Congratulations to Joyce Pellino Crane and Patty Stocker for their outstanding collaboration!

Awards are judged by third party evaluators who are top media professionals in the field. All entries are judged based on strict criteria in order to ensure the most outstanding productions are recognized and honored.



## 2019 Nor'Easter Awards

The ACM-NE Video Festival raises the level of excellence in our local community media and celebrates our local freedom to communicate! It honors the great work being done at Community Media Centers in the Northeast Region.

This year WestfordCAT Staff and Producers brought home three awards in the 301K-600K budget category.



ALLIANCE FOR COMMUNITY MEDIA  
NORTHEAST REGION  
**“NOR’EASTER” AWARDS**

2nd PLACE

B2 Science, Health, and Spirituality

“Main Street Westford - Boots on the Ground”

Joyce Pellino Crane, Nick Woodbury & Patty Stocker  
WestfordCAT

OCTOBER 31, 2019



ALLIANCE FOR COMMUNITY MEDIA  
NORTHEAST REGION  
“NOR’EASTER” *AWARDS*

3rd (tie) PLACE  
B2 Issues and Political Process

“Politicians in Pain - Susan Spuhler”

Steve Edwards and Nick Woodbury  
WestfordCAT

OCTOBER 31, 2019



ALLIANCE FOR COMMUNITY MEDIA  
NORTHEAST REGION  
“NOR’EASTER” *AWARDS*

3rd PLACE  
B2 School/Educational Program

“After the Bell - Art & Pottery Club”

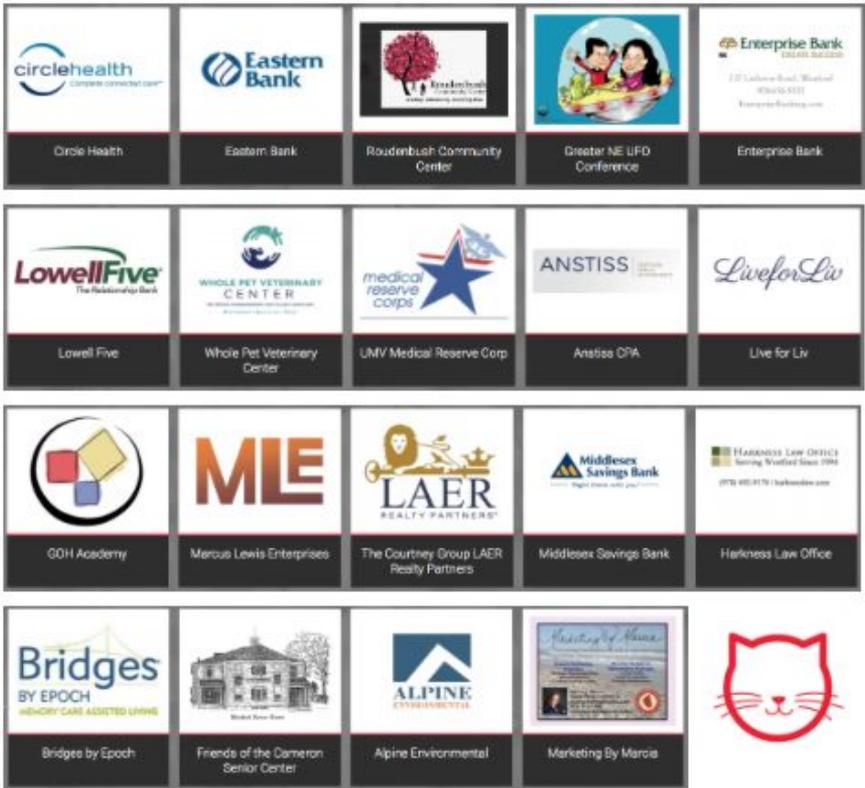
Nick Woodbury & Betsy Murphy  
WestfordCAT

OCTOBER 31, 2019

## WestfordCAT 2019 Members

Chris Abraham	Geoff Hall	Nikki Penta
Avery Adam	Angela Harkness	Paul Playe
Warren Adam	Leah Harrington	Karen Pokross
Betsy Alvarez	Paige Hoague	Raquel Quezada
Seetaram	Lauren Horton	Patricia Reppucci
Amaravadi	Miriam Kadansky	Cathy Ricketson
Jayne Andrews	Marilyn Katler	Ty Robillard
Karissa Azonobar	Sean Kelly	Jeff Root
Wendy Baker	Breana Kelly	Jon Rose
Kristi Bates	Diva Kwon	Barry Rosenberg
Serena Beri	Erica Labb	Kelly Ross
Peter Berson	Stephanie Lanzillo	Christina Sacco
Dawn Brooks	Marcus Lewis	Erica Labb
Nancy Burns	Christopher Lilly	Sarah Turcott
Dan Bush	Pat Louch	Christine Olson
Theresa Catino	Kathy Lynch	Schwartz
Nina Cimini	Melissa MacKay	Susan Spuhler
Kara Clark	Marcia Macres	Tom Spuhler
Jennifer Claro	Cheryl Major	Charles Stark
Tom Clay	Andrew Mallio	Sherry Steele
Ed Cohen	Jody Marchand	Christine
Lynn Cohen	Ray Mascola	Steinhauser
Will Courtney	Sharon Mayer	Jeff Stephens
Tom Courtney	Lynne McEwan	Monica Swaida
Sarah Crissey	Lucidic Media	Bill Taffel
Dave Crocker	Helen Metters	Newell Tillman
Ed Dean	Leanna Moran	Anita
Nancy Eberiel	Juliette Mount	Tonakarn-Nguyen
Cindy Edwards	John Murphy	Coryn Vickrey
Paul Fassbender	Alan	Wayne Wagner
Tracey Flannagan	Nakashian-Holsberg	Dongchun Wang
Gino Frattalone	Julie Nudler	Diane Wood
Mary Gala	Mariclare O'Neal	Alden Wood
Dennis Galvin	Adepoju Operante	Barbara Woodbury
Stephanie Gosselin	Bob Parsons	Shunhe Xiong
James Gozzo	Robin Pawlowski	Disha Yadav
Linda Greene	Kristen Peik	

## Sponsors



## Underwriters

- Lowell General Hospital - Circle Health
- Whole Pet Veterinary Center

## Business Members

Alpine Environmental

Anstiss CPA

Bridges by Epoch

Cameron Senior Center

Eastern Bank

Enterprise Bank

GoH Academy

Greater NE UFO Conference

Harkness Law Office

LAER The Courtney Group

Live for Liv

Lowell Five

Marcus Lewis Enterprises

Middlesex Savings Bank

Marketing by Marcia

Roudenbush Community Center

UMV Medical Reserve Corp

## Operations

OPERATIONS	JAN	FEB	MAR	APR	MAY	JUN
Studio Sign-ins	48	60	28	51	67	50
Total Productions	32	34	40	35	48	39
Classes/Trainings	1	4	2	0	7	0
Bulletin Board Slides/PSA	17	15	19	15	23	9
Equipment Reservations	3	9	6	4	6	7
New Programs Uploaded	67	66	86	84	88	71
Programs added to VOD	30	41	51	41	46	31
Programs added to YouTube	42	27	40	38	33	22
YouTube Views	9,129	8,803	10,173	8,642	9,046	7,816
YouTube Subscriptions	495	519	552	573	594	624
WCAT Facebook	649	649	666	671	674	675
WCAT News Facebook	1,994	1,995	2,003	2,009	2,014	2,013
Master Email List	464	424	456	449	449	448
News Email List	499	519	526	532	532	541
News Stories Added	50	55	58	86	60	53
WestfordCAT.org Visits	4,525	2,331	4,477	2,812	2,816	2,507
WestfordCAT.org Page Views	9,326	4,700	9,209	5,772	5,703	5,269
WestfordCATNews.org Visits	9,237	12,420	13,264	10,544	14,723	8,226
WestfordCATNews.org Page Views	26,842	32,219	36,556	32,219	44,370	24,174

OPERATIONS CONTINUED	JUL	AUG	SEP	OCT	NOV	DEC	Total
Studio Sign-ins	49	50	43	49	50	40	585
Total Productions	35	41	47	43	29	26	449
Classes/Trainings	0	1	8	4	0	0	27
Bulletin Board Slides/PSA	14	13	15	24	26	14	204
Equipment Reservations	5	5	6	4	3	0	58
New Programs Uploaded	75	72	77	80	82	72	920
Programs added to VOD	36	38	35	39	43	33	464
Programs added to YouTube	31	28	27	28	36	26	378
YouTube Views	8,770	10,105	11,914	17,010	11,606	10,800	123,814
YouTube Subscriptions	624	638	654	695	706	726	726
WCAT Facebook	686	690	696	709	715	723	723
WCAT News Facebook	2,025	2,025	2,030	2,038	2,044	2,050	2,050
Master Email List	454	454	454	446	445	445	445
News Email List	544	544	554	566	571	571	571
News Stories Added	58	54	64	73	59	72	742
WestfordCAT.org Visits	1,563	2,734	1,985	2,890	2,293	2,790	33,723
WestfordCAT.org Page Views	3,720	4,862	4,063	6,086	4,787	5,690	69,187
WestfordCATNews.org Visits	8,609	8,176	10,169	11,237	9,386	9,960	125,951
WestfordCATNews.org Page Views	26,293	21,774	26,255	29,609	24,889	29,563	354,763

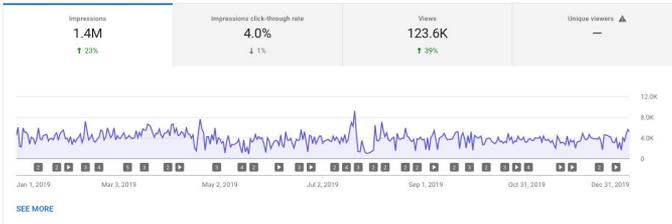
# YouTube

## WCAT videos got 123,627 views in 2019

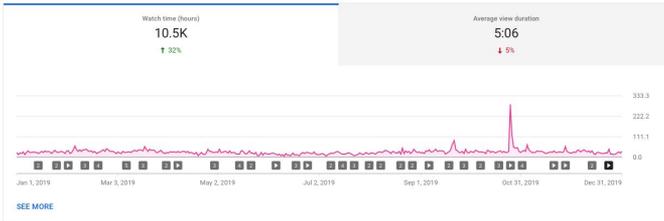


\*The spike on October 25 is related to the publishing of several First Amendment montages.

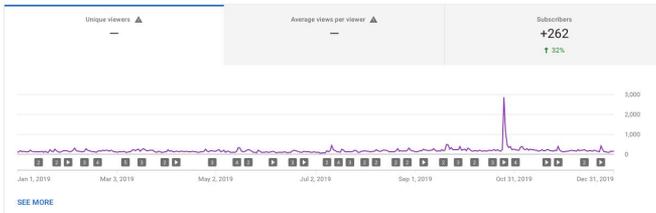
## Impressions 1.4 million (up 23%)



## Watch time duration 10.5K hours (up 32%)



## 2019 Subscribers 262 (up 32%) total 948



## Thank you, Lauren Horton

It's a challenge to summarize the positive impact an executive director can have on an organization in ten years of dedicated effort. The community, in its efforts here, would like to try to highlight and acknowledge the impact and give a hearty thanks to Lauren Horton for ten years of service to the town of Westford, the membership and staff at WestfordCAT.



Lauren Horton came to WestfordCAT in May of 2010. She came with CATV experience having started the stations in Bedford, NH and on Martha's Vineyard and drawing on several years of experience at Manchester TV. She gave us ten years of dedicated service with loads of growth and expansion. She went above and beyond the contractual agreement with the Town to consistently introduce community members with the expanded services and the latest technologies.

Lauren always had an eye on the future and was quick to adopt new systems and equipment for staff and members to explore. There are many improvements to highlight over the years, but I'm sure she is very proud of bringing the local news service to the station. News for and about Westford on a non-profit, multi-media platform, while so many local news sources were being lost, was a natural fit and service for WCAT. Lauren understood the need for local news and her foresight is still profiting the community, especially during the Covid-19 era.

Looking back over the past ten years of annual reports brings into focus all the progressive improvements and updates Lauren initiated and supported while managing the day-to-day operations of a dynamic television studio and fostering professional growth and development in her staff.

All of us at WestfordCAT wish Lauren the best in all her future endeavors.