



CATAMOUNT
ACCESS TELEVISION

Annual Report

October 2019 - September 2020

CAT-TV - A Snapshot

We all know that 2020 was a challenging year for everyone. For CAT-TV, we faced the same challenges in our organization. Balancing continuing to provide services and fulfill our mission while keeping our staff and members safe. We didn't waste time in pivoting our operations and developing new ways of keeping the community informed. This included quickly shifting the town and school boards to virtual platforms, partnering with SVMC to provide vital updates, sharing much needed information on resources for food and medical information, and continuing to offer hyperlocal content representing our community. During this time, we also faced a move from Channels 15, 16, 17 to our new channel positions of 1075, 1085 and 1095 on local Comcast Cable. Despite the pandemic, our staff worked tirelessly to rebrand and reimagine our channels including new content blocks, systems to keep content refreshed and relevant, new designs for bulletin boards, procedures for inclusion on the Program Guide and development of our Video on Demand services. As we do each year, we take stock of our services and collect data to help mark our successes. Some of this year's numbers may be a little lower than normal, but in light of 2020, I couldn't be more proud of the work we did and the importance our organization has in this community.

Demographics

5,903

Comcast Subscribers

13,240
Homes Passed

45%
Saturation Rate

Membership

122

Active Members

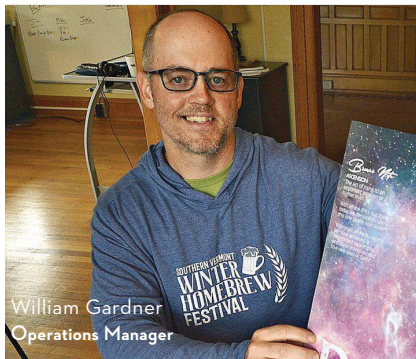
216
Friends

317
Associates

"CAT-TV is an essential part of our community. Local people making sure local events are covered and information gets out to our community members. We are proud to say the Bennington Police Department and CAT-TV are community partners!"

- Chief Paul Doucette
Bennington Police Department

Meet Our Team



Board of Directors:

Alex Burke: President

Tim Scoggins: Vice President

Marcia Noyes: Secretary

Robert Ebert: Treasurer

Jenna Caslin

David LaChance

Sarah Perrin

Greg Van Houten

Content

Despite the challenges of the past year, our staff made huge strides in reformatting our channels and worked to increase the amount and variety of programming available to our viewers. This included the development of fifteen-minute blocks that play in between scheduled programs. These blocks include information on CAT-TV, promotions of our scheduled programs and video shorts from local and shared sources that highlighted various subjects. That work resulted in an increase of 778 programs for the year. Some of the new programs featured were produced within Vermont at partner centers. Still, many others were produced locally and due to the pandemic frequently on virtual platforms.

1,884

Total Programs

836

Local Programs

"CAT-TV has really served an invaluable service to our community in its sharing of the progress of the Putnam Block Project."

- Bill Colvin

Bennington County Regional Commission

"CAT-TV means the world to us! They were eager to jump in and offer sports coverage for our community and student athletes."

- Ashley Hoyt

MAU Athletic Director

446

Vermont Programs

172

Local Meetings

Training & Production

8

Training Encounters (Pre-Pandemic)

87

Post-production Hours

"No year has highlighted the importance of CAT-TV more to our community then 2020. Thank you so much to CAT-TV for being that voice to the community that has been so essential this past year!"

- Jonah Spivak

Chair, Bennington Battle Day Committee 2020

"CAT-TV seems to be everywhere, I don't know how they do it! Thank you to everyone of this small, but mighty, local resource and organization"

- Karson Kiesinger

Bennington Free Library

107

Studio Hours

281

Field Productions

Due to the Pandemic, our facility closed to the public in March, only opening for studio use for a couple months during the summer. Even still, our numbers are impressive given those restrictions. What these numbers don't show is the countless hours our staff dedicated to helping community members, governing boards and nonprofit organizations tackle the new virtual platforms and providing remote production support. While this wasn't a metric we officially tracked, we have no doubt that we supported a larger variety and number of individuals and organizations than in recent years. We look forward to a time when in-person interactions are safe and we can once again welcome members back into our production facilities.

Finances

\$2,230,340

Dollar Value to the Community

Capital Investments:

Facility Upgrades: \$19,650

Production Equipment: \$ 7,553

Assets

Property & Equipment	PEG Receivable
\$199,656	\$96,260
Cash	Other
\$344,374	\$5,210

Total: \$645,500

Revenues & Expenses

Revenues

\$411,150

Expenses

\$354,643

Cash

Beginning of year

\$208,951

End of year

\$344,374

Being a 501 (c) 3 Non-Profit organization, it is always a challenge to stretch the dollar as far as possible. In the past few years we have made a concerted effort to lean our operating expenses and search for additional revenue streams. By putting additional resources into Underwriting and Production Services we have been able to diversify our income and make valuable partnerships within our community.

Ok, now for the numbers! Our Revenue for the FY 19-20 was \$411,150 with expenses coming in at \$354,643 leaving us an increase in Net Assets of \$63,911. We spent nearly \$33,000 on Capital Expenses to include the repainting of one side of our facility, over \$10,000 in Production Equipment, and nearly \$5,000 in Playback Equipment and Office furniture.

One way CAT-TV's value to our community can be measured is by assigning real-market value rates to the services we provide. If we total the real-market value of our volunteers' hours, they are valued at \$18,600. Our programming hours are valued at \$2,196,250, and our production/training work is valued at \$14,290. We estimate that our total revenues of \$411,150 have been leveraged into \$2,230,340 worth of services for our community

In the coming year we hope to continue to run a lean operation, maximize our community engagement, and make significant improvements to our studio and facility. Additionally, we will look to add to our already robust Production Equipment.

Social Stats

Facebook

520,000

Minutes Watched

5,676

Followers

Youtube

47,616

Views

658

Subscribers

Website

12,548

Pageviews

3,556

Users

Instagram

654

Followers

369

Likes

"CAT-TV has always been a tremendous partner with the chamber, and yet, we didn't think our partnership could get any stronger, but they rose to the challenge this past year with the pandemic. We will continue to partner with CAT-TV as one of our strongest partners in the region."

- Matt Harrington

Executive Director, Southern Vermont Chamber of Commerce

"Our partnership with CAT-TV this past year has been critical. Critical for our community and essential to getting information out to our region. This partnership has been one of those silver linings during the pandemic."

- Ray Smith

Public Information Officer, SVHC

Watch

Comcast Channels: 1075, 1095, 1085

catamountaccess.com

facebook.com/cattvbennington

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Donate to support our Mission!

Create your own Content!



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