



**CATAMOUNT**  
ACCESS TELEVISION

# Annual Report

October 2021 - September 2022

# CAT-TV - A Snapshot

## Who are we?

Catamount Access Television Corporation (CAT-TV) provides public, educational and governmental television access (PEG Access) services to the Vermont towns of Bennington, North Bennington, Woodford, Pownal and Shaftsbury on Comcast Cable Channels 1075, 1085, 1095. We are primarily funded by Comcast based on regulations mandated by the Vermont Public Utilities Commission as allowed in federal law.

## What is PEG Access?

PEG Access is based on the principle that cable companies must set aside channel space for non-commercial, non-profit local programming, and provide funding to house and equip these operations. PEG operations generally include coverage of local meetings and events; access for residents to equipment and training to produce their own programs; and channel time to show programs, announce events and exercise free speech rights.

## What do we do?

CAT-TV offers access to local content that is produced by its staff and volunteer citizen journalists. This content is meant to foster free speech and open public dialogue. The diversity of our programming includes coverage of community events, governance boards as well as in-depth documentary and entertainment features. Our content is viewable through our Comcast TV channels in the towns we serve as well as online via our website and social media pages. We provide local residents access to production equipment and in-depth training to support the production of local content. Under the First Amendment, we remain content neutral and support the free speech rights of our members.

### Demographics

5,161

Comcast Subscribers

13,729

Homes Passed

38%

Saturation Rate

### Membership

175

Members

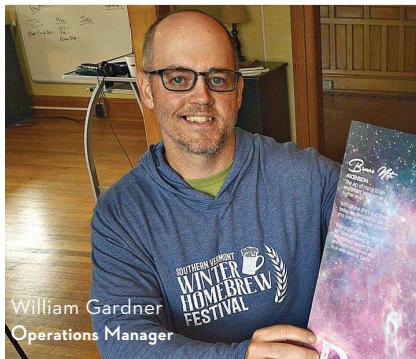
210

Friends

340

Associates

# Meet Our Team



## Board of Directors:

Alex Burke: President

Tim Scoggins: Vice President

Sarah Krinsky: Secretary

Greg Van Houten: Treasurer

Dan Cross

David LaChance

Asa Morin

# Content

This year we presented 1,842 programs on all of our viewing platforms. Of those programs, 739 we produced locally and 328 of them were created within Vermont. Our staff covered 184 town and school governing board meetings within the 5 towns we serve. As the landscape of community media continues to evolve, we work hard to adapt by offering our content online via Facebook, YouTube and our website. We also work to capture content already being created and shared in the community, since so many individuals have the means of technology right in their hands. As always, we hope to recruit more local content creators to utilize our technology and training so they can share their interests, ideas and information.

# 1,842

Total Programs



# 328

Vermont Programs

# 739

Local Programs



# 184

Local Meetings

# Training & Production

30

Training Encounters



27

Studio Programs

302

Equipment Check Outs



303

Staff Productions

Our Training Programs more than tripled from the previous year from 9 trained to 30 trained individuals this year. We also tripled the number of equipment check outs from 102 last year to 302 in this reporting year. Our studio usage also saw a significant increase with 27 programs taped with 75 people as part of those shows. Our Production Team maintained a very busy workload with 303 programs and nearly 600 hours of production. Similar to last year, that is more than 100 programs per person! All totaled, we are pleased that our efforts to increase community training and production were successful now that we are able to operate in a more normal post-pandemic world. We welcome community members interested in learning more in-depth video skills and offering access to our equipment inventory.

# Finances

## Assets

Property & Equipment	PEG Receivable
\$214,725	\$97,116
Cash	Other
\$468,062	\$5,931

Total: \$785,834

## Revenues & Expenses

Revenues:

\$465,685

Expenses:

\$381,735

## Cash

Beginning of year:

\$440,909

End of year:

\$468,062

## Capital Investments

Facility Upgrades:

\$52,356

Production Equipment:

\$12,510

Office Equipment & Playback:

\$17,143

Like the rest of the world, CAT-TV is finally emerging from the pandemic and getting back to business as usual. Although, things look a little different now. It is critical for us to learn the lessons taught by the pandemic and forge a clear path going forward.

One such lesson was the resurgence in the way our community utilizes our services and how important those services are. We hope to continue that momentum gained by improving upon our already robust meeting coverage and offering new services like Closed Captioning and Video on Demand. With our funding continuing to decrease as folks cut cable in favor of streaming, we are focusing on memberships and other revenue sources to stay viable. We are looking for support from the community and encourage everyone to become a CAT-TV member. Memberships start at just \$25, visit [catamountaccess.com/membership](http://catamountaccess.com/membership) today!

Ok, now for the numbers! Our revenue for FY 21-22 was \$465,685 with expenses coming in at \$381,735 leaving an increase in net assets of \$54,950. We spent over \$82,000 on capital expenditures to include a freshly paved driveway, completion of our house painting project, and over \$17,000 in new production equipment.

In the short-term CAT-TV is focused on running an efficient operation, serving our community needs, and increasing membership. For the long term we are working with other PEG partners on state level initiatives to secure future funding ensuring community television will live on for years to come.

# Social Stats

## Facebook

**247,248**  
Minutes Watched

**6,960**  
Followers

## Youtube

**28,697**  
Views

**899**  
Subscribers

## Website

**7,336**  
Pageviews

**2,677**  
Users

## Instagram

**806**  
Followers

**2,125**  
Likes

## E-newsletter

**17,685**  
Emails Sent

**45**  
Campaigns

**39%**  
Open Rate

**52%**  
Open Increase

## Watch

Comcast Channels: 1075, 1095, 1085  
catamountaccess.com  
facebook.com/cattvbennington

## Connect

Subscribe to our E-newsletter!  
Stay connected on our Website!  
Follow us on Facebook!

## Engage

Become a Member!  
Donate to support our Mission!  
Create your own content!



625 Main Street  
Bennington, Vermont

802-442-8868

info@catamountaccess.com

@CATTVBennington

@catamountaccessstv

**[www.catamountaccess.com](http://www.catamountaccess.com)**

Donate today!