



2015 Annual Letter

To the LCCAT Community on 5/16/2016

In the past year, LCCAT has invested in infrastructure and strengthened its role in the community - we are excited about all the positive changes!

Dear Members,

Welcome to Lower Cape Community Access TV's Annual Letter from the Executive Director.

The past year represents the first full year that I have been with the organization. It has been an exciting year and we are all beginning to see positive changes coming into bloom!

The Year in Review

During the past year, our organization has focused on five themes:

- Establishing Balance
- Building Identity
- Growing Relationships
- Role Modeling
- Creating Relevance

In this letter I'll be sharing some of the efforts and results produced by these themes.

1. *Establishing Balance*

As mentioned in last year's letter, my first goal after joining the organization was to reach balance and stability in multiple areas.

I am happy to report that in **financial** functions, we have established bookkeeping procedures and structured our workflow to more accurately understand the financial dynamics of the organization. We have successfully worked with our outside accounting firm to review and put into place best practices for managing our funds. We developed a short and long term capital plan that is relevant and appropriate for the organization's mission and needs. In short, we have made great strides toward prudent, thoughtful, planned, and documented use of funds to support the organization's mission and will continue on this path in the upcoming year.



In ways large and small - from studio lights to field microphones - we built our infrastructure and improved the facilities we manage for the community.

In the **operational** arena, we worked with an HR management consultant to review roles and ensure correct job category classifications. We re-examined staffing needs and developed a team that allows the organization to be more responsive and agile to our goals of community-based content production, editorial voice, and learning. We began to develop and continue to develop workflow tools and processes to better manage our gear, our studio, and our production efforts. We began to and continue to develop strategies, tools, and techniques to improve outreach and communication to our different constituencies, including community producers, community members, schools and school districts, and towns. The operational effort will continue in the upcoming year, and evolve as our work continues to evolve.

In our **facilities and technology infrastructure** space, we made strong gains. I am delighted to report that investment in three new – and green! – lighting sets is delivering improved studio results. The lights are now safely mounted on a heavy-duty ceiling grid, as well. In reconfiguring the studio lighting, we not only worked with a top-notch lighting designer, but we also put effort into training in the use of the lights and light board so that we could maximize their benefits. New curtains (black, pewter, and green screen) wrap fully around the studio and bring a new level of both production flexibility and studio safety to the space.

We began cycling our circulating gear, updating and adding new elements based on user feedback. We donated two of our cameras



Equipment cards help manage the circulating gear - and they also represent one of the new processes we've put in place this year.

to the high school video production class (they match others the class currently uses), and have begun a process of adding new cameras, tripods, and several varieties of field audio. Gear is now stored in wire cabinets for safety and security. We also instituted equipment cards; before checking out gear, community members complete a short workshop on operational basics and guidelines for use. Upon completion of the workshop, they receive their own level 1 LCCAT equipment card that allows them to checkout basic gear. A variety of other workshops allow people to earn checkout privileges for more complex audio, video, and lighting equipment.

We also began the process of updating our core cablecasting system, working with our vendor to manage the software and hardware upgrades in a planned manner, so that operations continue smoothly and without interruption.

Our business computers have been brought up to date, a secure internal wired and wireless network is running, and broadband fiber now feeds the organization's high bandwidth demands.

The office work area reconfiguration is underway, using a millennial open workspace plan to create a flexible, friendly, and efficient work environment for both staff and community. We have attractive, clear signage to direct people to office, studio, editing suite, and equipment room, as well as external signage directing visitors to the studio/office entrance.

This multi-year facilities and technology infrastructure workplace will continue into next year.

2. Branding and Identity

As we began to create balance in operations, we knew it was important to also restate and relaunch our identity as an organization. Instead of a big splash, we elected to use the strategy of a soft launch, bringing elements into place and testing and adapting them with our community. We are planning a "coming out party" within the next year, to formally introduce to the community the facilities and technology improvements as well as the new look and feel of the organization.

We worked with a Wellfleet-based designer to create a new logo - a red nun channel marker. Waterways are iconic to our region - and we have the added the play on words that "channel marker" brings us: marking our region's water channels as well as our television

channels. The subtle Cape shape along the edge of the red nun adds an additional statement of place.

Our colors – which appear in our new physical space as well as in our marketing materials, video bumpers, station IDs, and signage – pick up the hues we see in our region – the many beautiful greys and grey-blues of the bay and ocean and ponds, the golds and beiges of our grasses and beaches, and the flecks of red from our sunsets and channel markers. We used classic and clean type to further define our identity.

We incorporated the new logo, along with iconic regional images, to create banners for the studio; some became part of set designs, while others hang in our hall to brand the area as part of the LCCAT space. These images also appear on external signs, so that from the moment visitors encounter LCCAT, they experience the visual brand. The branding is also part of a series of new bumpers on LCCAT-produced shows and has been incorporated into the bug which appears within the channels. Equipment cards and crew T-shirts worn in the field sport the logo, creating a consistent identity and sense of belonging among producers as well.

We launched a prototype printed show guide, which we distributed to libraries, senior centers, town halls, and other gathering spots across our five towns. Based on feedback, we are planning a quarterly edition of the guide, which provides both show times as well as producer and content profiles. We don't know what this will develop into, but research shows that in our region people turn to print sources for information, so we know that print needs to be part of our promotional package. We learned people came to workshops after seeing the program guide in the community, so we know the guides serve as a general awareness tool as well as an informational guide.

We also began branding ourselves in the social media space, developing a consistent naming convention and visual branding on Facebook, Twitter, and Vimeo. We created a social media short to publicize the effort, and cross-post and cross-promote in all our outreach channels. As a result our digital visibility has increased; over the past year on Vimeo alone we rose from fewer than 100 monthly views to more than 1,000 monthly views.



Our new logo projects a professional and consistent look and appears in many formats, from print, to digital, to video, to banners and backdrops.

3. Building Relationships

The next key focus for the year was building relationships with all aspects of our communities. Relationships form the bonding threads that connect us to one another -- and to this special place of Cape Cod.

We reached out to organizations and individuals, creating awareness and offering support, training, and shared production. For example:

- We partnered with the Brewster Whitecaps to create 18 public service announcements, running one a week over the 18 weeks between winter and opening day in June. We also collaborated on an episodic series and will be cablecasting games live with the help of community members. This effort builds on last summer's trial cablecast of three games; the enthusiastic community response led to exploring ways to deliver more.

- We partnered with Wellfleet Harbor Actors Theater (WHAT) to develop a regular series called *Backstage at WHAT*, incorporating interviews and performances in the studio. The current episode features the musical director and actors from the east coast debut of the play *Girlfriend*, discussing the hows and whys of the play, and performing a song from the show.

- We partnered with the Cape Cod National Seashore on multiple projects, ranging from public service announcements to a documentary on volunteer week. The documentary, which will be premiering over the summer, also incorporated another community partner, AmeriCorps.

- We worked with the region's Chiefs of Police to produce a series of announcements about a special Ride Safe program running on New Years Eve - the videos appeared on 99 and 22, as well as LCCAT social media. Many of the government channel 18s and the Facebook and push email messages from a variety of community organizations also used the video; we all shared the goal of a safe New Years Eve.

- We produced a 12-part interview series in collaboration with The Cape Cod Institute, featuring conversations with a variety of leaders in the mind-brain-body space. The series was so successful we are reprising it this upcoming summer with different guests and topics.



The Brewster Whitecaps, the National Seashore, and regional police chiefs were among the many organizations that collaborated on community content with LCCAT.



The CDP celebrated its 100th episode of its weekly show This Place Matters. LCCAT added a fun cake and a big shout out to its community partners!



We collaborate with the Nauset School District to produce Superintendent's Spotlight - which puts a human face on schools.



Workshops happen inside and outside ... and coaching and role-modeling happens all the time!

The Community Development Partnership in April celebrated the 100th episode of its weekly show This Place Matters, hosted by Susan Lindquist. We celebrated along with the CDP, bringing a fun cake for volunteers, staff and participants ... and a \$100 donation to the nonprofit guest of that show, Food4Kids.

On Education Channel 22, we worked with both Nauset and Truro School districts to train staff, teachers, and parents and support the each district's purchasing decisions for video gear. We also supported the production of shows including the every-other-week Superintendent Spotlight with Nauset superintendent Tom Conrad. We worked closely with Dr. Ann Caretti to produce the Mental Health Awareness series, which runs on both channel 99 and 22; this timely show addresses a range of issues, including a three-part series on addiction with experts from Gosnold and a multi-part of series about families, children, and mental health with other community experts.

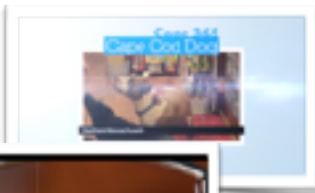
We worked with individuals to support the creation of topical shows including Tax Experts, with a panel of tax preparation experts, and Peak Time, a public and community issues show with Truro resident Jack Peak.

We also began a quarterly "PSA Day" in which we set up cameras all day long and invite nonprofits in to record a short PSA. We tested a PSA workshop to help organizations feel more comfortable working with video, and plan to explore other tools to help nonprofits build video storytelling capacity.

4. Role Modeling

The possibilities of community-based media have changed over the past few years. Part of our role is showing what is possible and inspiring others to create a voice. To do this, we need to create and showcase work that looks and feels like the type of work people would aspire to produce. In addition, when we work in the field or teach workshops, we are continually role-modeling best practices and inspiring others in our attitude and professionalism.

One way we role model is through workshops and coaching. Our workshops in the past year included an editing practicum, Final Cut X techniques, studio camera, field camera, equipment card workshops, nonprofit PSA workshops, assignment Turnip Fest, and a variety of others. Workshops represent an area that we will be expanding over the next year.



Different shows demonstrate the many different styles and formats and structures that LCCAT productions can take.

We also informally coach community producers, both in use of equipment and in editing and post-production when they bring their source material to the station. Our team schedules time to sit down 1:1 with people or organizations and coach them through the post production process. The goal is not to “do work” for people, but rather to help and guide community producers as they gain confidence and skills. This informal coaching has proved to be very effective with our members.

On the production side, we have taken the lead to create video content which inspires and builds aspiration. We do this through a variety of shows, intentionally using different styles and different techniques. These include the fast-paced Cape 365, a variety of short news features from the field, the studio-based discussion show The RoundTable, the archival and more gently-paced Wayback Wednesdays which mixes together past and present, the live baseball games, and the musicality of Lower Later. Each of these represents a different genre and utilizes different techniques and different styles, but all share a level of professionalism that demonstrates what we – and the community! – can create using the LCCAT facilities, gear, and support.

In an era in which people have literally said to us “we have YouTube, why do we need public access?” it becomes essential to show the potential that public access brings to a production, potential that goes beyond what can be accomplished with a smart phone and a social media post. We have to lead by example, and by example inspire ideas, engagement, and excitement. Through role modeling, we become a community resource.

5. Creating Relevance

The world is full of media. Everywhere we turn, we see video. Every smart phone creates it. Social media offers a sharing platform for views and opinion. With the click of a button, video can move from the beach to five sharing sites. Access to media tools has never been greater.

However, this plethora of options actually creates an ever-greater need for shared community media. There might be a million social media channels, but communities need a shared communication space to thrive – and with the demise of many once-locally-controlled media, there emerges a gap which begs to be filled.



Responding to community needs, LCCAT has been producing a series of short news features to help our communities share stories about our home and our lives.

In the old west, you had a saloon and then a general store. A church and a school soon followed. But it wasn't until you had a newspaper – the shared community communication technology of the 1800s – that you had a town. In short, communities need a hub of communication to connect the community with itself. As we visit and meet and interact with people across the region, we have heard over and over a strong hunger for local news and local arts, a hunger for a place for local voices to be heard, and a hunger for a place where everyone can participate and share.

Addressing this hunger matters to our organization and to our communities. Building this bridge, this connection, this hub creates a relevance with deep roots of time and in this special place called the Lower Cape.

As we role model production, we intentionally select topics that also address this hunger that we hear. For example, during the past year:

- We produced a series of short interviews with town clerks and town moderators, discussing what Town Meeting is and what it means in shaping the way our communities work.
- We produced a series of news features on community events, ranging from OysterFest in Wellfleet, to a sustainable agricultural event in Orleans. We visited with Mr. Turnip in Eastham and a giant shark in Orleans. We went to Brewster and Truro to show how video story telling is also the story telling of our place and our shared lives.

As we work with community partners, we teach how the resources of LCCAT are also community resources. For example during the past year:

- Through our PSA Days, we have begun to help nonprofits find new ways to share their stories and develop capacity for telling those stories – and LCCAT is beginning to be a relevant resource for this important segment of our region.
- Through our relationship with our regional schools and school districts, we have begun to engage both families and school staff in bringing their stories to the larger community. We are seeing the beginning of video that communicates and connect the dots between the two sides of the school house doors – and

LCCAT plays a relevant catalyst and enabling role in making these connections happen.

This is an area in which we have just begun to work and upon which we will focus additional attention in the upcoming year.

Goals for Next Year

In the upcoming year, we plan to grow and expand upon the work we've begun in the past year. Specifically:

- We will complete the initial phase of facilities and technology infrastructure investment, including studio upgrades and updating older circulating gear, and addressing mobile production needs.
- We will continue to adjust and improve upon our operational processes; no matter how much we improve, we'll always strive to become that much better!
- We will extend our relationship building, reaching more people and continuing the ongoing process of engagement.
- We will roll out new workshops and classes, and respond to community needs in order to deliver what people want.
- We will continue to develop programming that is relevant and enjoyable to watch, to bring more viewers into our channels and to demonstrate the potential of local community media.
- We will work with both organizations and individuals to support and distribute community content.
- We will listen – a lot! – as part of our ongoing partnership with each and everyone of you.

And, of course, we'll remember to have fun ... because this really is fun. I love what we are doing here at LCCAT. I'm proud of what our team and our community has accomplished together in the past year and I can't wait to see what we'll build together in the upcoming year.

Thank you all!

Teresa A. Martin
Executive Director
Lower Cape Community Access TV



We can't wait to continue the work we've begun this year - making LCCAT a true community resource!