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2019 YEAR IN REVIEW
CONNECTING ENGAGING SHARING

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LETTER FROM THE DIRECTOR

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In 2019, Lower Cape TV and community producers and partners used Lower Cape TV resources to create 173.27 hours of local original programming. Lower Cape TV directly produced more than 150 short news packages, and 50 PSAs.

Lower Cape TV Ch 99 runs 24/7. LCCAT produced content filled 2457 hours or about 38% of the air time. Additional Cape content including material from our government station partners, partner organizations, and other PEG stations filled 1386 hours, or about 22%. Off Cape content, including MA South Shore, MA Statehouse, as well as national sources such as NASA, the National Galleries, and PEG stations across the country filled 2552 hours or about 40%.
Dear Lower Cape TV Community,

As I write this reflection on the calendar year 2019, we sit in the middle of the COVID year 2020. Looking back just a few short months ago, it seems hard to believe we had parties, shared communal food, and enjoyed social networking with face-to-face connecting. Building our local community and creating shared stories mattered — and here at Lower Cape TV, we worked to create the communication glue that helped connect us all through a passion for this region.

Some things have changed since 2019 — but I have come to realize that the underlying need to share information, stories, and connection remains constant. In 2019, as you'll hear, we used one set of tools to create this hub. In 2020 we may be wearing masks and using more remote tools, but our work still focuses on the same core mission: creating a space to tell the stories, share the stories, and form bonds of community that help our region sustain.

One of our biggest areas of focus in 2019 lay in listening and responding. We continued our work running the local cable stations 99 and 22 on behalf of five towns and two school districts, and offering free equipment use and training to people who wanted to generate content for the stations and learn to express their own voice. These voices included both individuals and a range of nonprofit organizations who saw storytelling as key to building their operational capacity. Our quarterly PSA days produced 30- to 120-second spots for these regional mission-driven organizations, sharing their message with the broader community.

In 2019, community-produced shows like Peak Time with Jack Peak, This Place Matters with the Community Development Partnership, Superintendent Spotlight with the Nauset Regional School District, Best of Brewster with the Brewster Chamber of Commerce, and Tax Experts with Kate Krouch each provided examples of the quality, consistency, and diversity that arise within our community when people have the opportunity to share their voices.

In addition, we kept building upon the work of our nonprofit newsroom, reporting on local stories that matter to our communities. "More Local News" consistently tops the list when we ask people what they want — and in 2019 we continued our steady development of a journalistic team with deep community connection and solid editorial standards.

Based on additional feedback, we also launched ArtsLight. The ArtsLight content initiative "shines a light" on the region's creative economy. Over and over we heard about the role of arts and artists, as well as the range of what "creative" means for the Cape's economic health. With input from a diverse volunteer advisory board drawn from the creative economy's many sectors, our newest reporting effort brings the "creative" front and center.

The calendar year 2019 brought growth and extension of the work we began in 2017 and 2018. In 2020, those efforts continue, drawing upon the very wonderful ongoing process of connecting, engaging, and sharing. From 21st century tools to bedrock belief that we are at our best together, Lower Cape TV looks back on 2019 with pride and ahead to 2020 with excitement as we create the "story of us," and our very special peninsula here on Cape Cod.

Teresa A. Martin
Executive Director
Lower Cape Community Access Television, Inc.
LOOKING BACK ON 2019 . . .

The big picture summary of 2019 can be best summed up as: Informing, Connecting, and Engaging Together. Each of Lower Cape TV’s key efforts focused on supporting the community’s need to learn and interact, to share stories, and to feel connected through a shared sense of place. By providing an outlet for people to create and share their voice, as well as serving as a creation role model we continued our ongoing work to provide a community resource and local information hub.

INCREASED LOCALLY-PRODUCED NEWS

In 2019 Lower Cape TV continued to build its nonprofit newsroom, developing local reporting on topics that matter to the community.

The number of original reporting minutes created increased 13% in 2019 over 2018.

Two stories won first place nationally in the ACM Hometown Awards for the Government Meeting Coverage and Voter Education categories, respectively. Brewster Gears Up For Fall Town Meeting explores “green” topics on the fall town meeting agenda and Navigating the Issue of Big Money in Politics explores local efforts to follow up the state’s passage of Article 2, addressing the role of corporate money in elections.
INCREASED LOCALLY-PRODUCED NEWS (continued)

Channel 99 aired an increasing number of news-focused hours, continuing a process begun in 2017 and based on community request. Total program hours in the news category on Channel 99 has steadily risen, from 366 hours in 2017, to 594 hours in 2018, to 741 hours in 2019.

Newsblocks run at the “sixes and twelves” every day; tune into 99 at 6 am, 6 pm, noon, or midnight to catch a package of locally reported news shorts on town and regional policy and politics, education, arts, coast and climate, lifestyle, and economics — all with an eye toward reporting the under-reported and local lens to larger national issues.

In addition to local reporting, Lower Cape TV airs the popular Democracy Now! as well as Free Speech TV featuring David Packman or Stephanie Miller which offer alternative views on current event topics.

In 2019 we also launched The O.C. — a new topical exploration show. The first episode of The O.C. dug into housing and child care shortages in the region, while the second quarterly episode examined the reality of “cannibiz” on the Cape.

Community-produced Peak Time with host Jack Peak continued to grow in popularity, with examinations of shark safety policy, housing issues in an affluent community, the dangers of vaping, alcohol abuse, hot political topics and environmental concerns.
LAUNCHED ARTSLIGHT

In 2019 we launched ARTSLIGHT, an initiative to deliver more information and reporting about the creative economy. Our community identified this as an important topic that they wanted more information about.

Local resident and filmmaker Johnny Bergmann joined us as the ARTSLIGHT reporter after his original "Portraits of Cape Artists" drew strong community members interest. We continued the Portraits series and also began a related series on art collectors, including a profile on regional icon Anton “Napi” Van Dereck.

We also began adding creative economy coverage to our local news mix.

The ARTSLIGHT Advisory board brought perspective and additional understanding of the creative economy to the ARTSLIGHT effort. The group represents organizations and individuals from a range of creative disciplines and helps us identify important trends and topics. It also helps develop all-important relationships with artists, arts organizations, and others within the sector. We’d like to offer a big thanks to this group for its help during 2019!

Helen Addison
Barbara Braman
Julia Cumes
Cindy Harrington
Janet Lesniak
Deborah Magee
Elaine Lipton
Joe Porcari
Paul Schulenburg
Lauren Wolk
Gary Yurgonski

Addison Art Gallery
Digital Artist
Photographer
Actress/Writer/Producer
Preservation Hall
LCCAT Board
Cape Cod Chamber Music
Artful Hand Gallery
Artist
Cultural Center of Cape Cod
Musician/Sculptor
CONTINUED PSA DAYS TO SUPPORT MISSION-DRIVEN ORGANIZATIONS

The non-profit sector remains an important part of our community and we continue efforts to support it. The quarterly PSA days, in which we help mission-driven organizations create short public service announcements, became a routine part of 2019, with some organizations making it a planned event.

We produced 50 PSAs which ran on Channels 99 and 22. We also developed a new section within our mobile app featuring “Community Messages” to allow for wider distribution. We shared the PSAs on social media as well. The organizations themselves used the PSAs in social media and other outreach channels.

USED EVENTS TO ENGAGE AND CONNECT WITH COMMUNITY

In 2019 we continued the fun Trivia Night at Guapo’s through the winter/spring. Each monthly event offered sponsored prizes and spirited competitions to help break the winter doldrums and gather people together for a light-hearted evening.

Special thanks to Guapo’s for its event hosting, to the CCRTA for its support and to all the prize sponsors including:

- Cape Air
- Brewster Oysters
- Guapo’s
- Hot Chocolate Sparrow
- JoMama’s
- Payomet Performing Arts Center
- Sunbird
- Truro Vineyards

We also participated in community events, ranging from Windmill Weekend parade and festival to Trunk or Treat at the Wellfleet Drive-In when nearly 800 children and their parents enjoyed a little safe trick or treating while local organizations engaged in friendly competition for best decorated vehicle. (we came in third!)

Our production van was a fixture at the 2019 Brewster Whitecaps games, continuing to deliver live, both on Ch 99 and via our mobile app. Our great cast of interns and community members produced game coverage and enjoyed comradery over pizza. A special thanks to our seventh inning pizza sponsor Brewster Pizza House & Sports Bar for the terrific pies!
EXPANDED CLOSED CAPTION PILOT

In 2018 we experimented with a small closed captioning pilot to create access for all. Given our region’s age demographics, it is statistically likely that more than a quarter of the population has some level of hearing loss. In addition, as people continue to watch content online and on mobile devices, captions become ever more important.

In 2019, through the generosity of The Cape Cod Five Foundation, the CCRTA, and telecom company LPS, we were able to extend our pilot and add captioning to additional news and public affairs shows.

DEVELOPED ALTERNATIVE FUNDING PLANS

In 2018 it became clear that the cable funding model was changing and in order to build long-term sustainability we needed to also build multiple sources of funding. In 2019 we ramped up efforts to plan for this change and develop a proactive course of action.

We are members of the Institute for Nonprofit News, an organization supporting the development of nonprofit news and reporting models which accepts members based on proven editorial efforts, journalistic ethics, and donation transparency. Participating in this organization has helped us begin to develop capacity for additional funding work.

In 2019 we worked with an INN coach and cohort group to develop strategies for major donor development. While we were not successful in connecting with funders on this first effort, we did the core work of shaping our messages, learning techniques for outreach, testing our donation story, and learning how to make an ask (one take away: asking is pretty scary!) We began to understand the timelines involved and know that what we learned in 2019 is the very first baby step in a multi-year process — but in 2019 we did take that all important first step.

In 2019 we also participated in our second national NewsMatch. This campaign, coordinated by INN, incorporates fundraising training along with promotional support. It runs from November 1st to December 31st and provides a 100% match to donations. We raised $16,700 in NewsMatch 2019. We’d like to thank everyone who helped support the effort — every dollar doubled and every dollar made a real difference! — as well as INN and these national foundations supporters:

- John S. and James L. Knight Foundation
- Democracy Fund
- Facebook Journalism Project
- Ethics and Excellence in Journalism Foundation
- Jonathan Logan Family Foundation
- Natasha and Dirk Ziff
- Present Progressive Fund at Schwab Charitable, in partnership with The Miami Foundation
- Institute for Nonprofit News
- News Revenue Hub

We began building our technical development toolkit in 2019 as well, working with Network for Good, adding online donation capacity, cell phone giving capacity, and recurring donation capacity.

EXPANDED DISTRIBUTION

In 2019 we continued to expand where and how people can access Lower Cape TV. Local Channel 99 and Channel 22 continue with full 24/7 programming. We distributed program guides to libraries, town halls, senior centers, and other gathering places across the community.

The theme “Be Here from Anywhere” seemed to have resonated in 2019. By the end of the year more than 500 mobile apps had been downloaded. From the app, everyone can view local reporting from Lower Cape TV’s nonprofit newsroom, as well as public affairs and community coverage on demand.
The mobile app went through a second revision, adding “Community Messages” to better highlight public service announcements. It also added began presenting on-demand news content both as “current news” and grouped by category: Policy & Politics, ArtsLight, Coast & Climate, Education, and Lifestyle.

Our relationship with Cape Cod Today, a web-based news platform owned by the non-profit Masonic Angel Foundation, helped people find Lower Cape TV content as well. On a regular weekly basis in 2019, Cape Cod Today featured Lower Cape news shorts, interviews, and other content. In addition we worked together on a public affairs show called Lower Cape Today, in which state-level policy makers from both government and private sectors talked about their activities on the Cape. Guests ranged from the state fire marshal to the USDA.

Social media continued to play a distribution role. We implemented a regular pattern for sharing relevant content not only on our Facebook, Twitter, and Instagram feeds but also within other community group feeds. In the current environment, we cannot assume people will seek us out; to be relevant we must go where people are already gathering.

We also continued sharing with both town government stations and with other PEG stations, ensuring cable delivery on multiple channels and collaborating with our town and PEG peers.
2019 By the Numbers

Data always provide interesting snapshots. This section highlights a few of those moments from 2019.

More News

You asked for more news ... and we delivered it. On channel hours to local news increase 24% from 2018 to 2019, while original new reporting increased 13%. You can now catch the local newsblock on the sixes and twelves.

Viewership Growth

Our on-demand views continue steady growth. We had 63,160 plays in 2019, averaging 5-6,000/month, an increase of 24% over 2018.

Mobile Majority

51% of digital views are on phones as mobile viewing continues to grow each year.

Reaching Community

Our community itself is mobile, as well. Members may watch Lower Cape TV right here at home ... and they also watch from their winter homes and as they travel. The Cape is such a special place that people feel part of the community from lots of different physical locations. In 2019 we recorded views from across the country and the world.
VARIED CONTENT

Lower Cape TV 99 runs a mix of content, representing everything from music to public affairs to community to health and fitness.

Graph 1: CH 99 mix of programming broken out by regional, national or local source.

Graph 2: Newly created content broken out by source.

Graph 3: 2019 CH 99 mix of programing broken out by content category.
2020 GOALS:

We began the year 2020 with goals that included:

• Outreach and awareness development.
  With the content on solid footing, we intend to proactively develop a greater awareness of its availability within both local and seasonal community members.

• Continue building community relationships.
  Relationships form the base of everything. We have spent the past several years establishing and deepening relationships with schools, businesses, nonprofits, and many other community organizations. This effort continues.

• Continue to develop local news.
  Staying fresh, staying connecting, and improving our reporting and storytelling skills is an ongoing process to be continually worked upon and nourished.

• Launch ArtsLight website and newsletter, as well as live roundtables/events.
  As follow up to the launch of ArtsLight and coverage of our region's creative economy, a companion website and monthly newsletter will launch in 2020. Also launching, a live roundtable, streamed in real time and also recorded for repeat viewing, featuring lively conversation about thought-provoking topics about the role of the creative economy in our region.

• Develop coast and climate storytelling.
  In 2020 we will work to fund more coastal economy and climate stories as part of our nascent coastal resiliency reporting project. These represent a critical element in our region and community members tell us they would like more information about these areas.

• Further develop Ch 22, the education channel including website and streaming.
  We have been curating a collection of P-16 related material, produced both by local schools and by other educational sources. We plan to launch Ch22online.org, an the initial Ch22 website, for streaming the channel and making school committee meetings and other content available on-demand. We also expect to pilot youth outreach projects.

• Continue to develop additional sources of funding.
  We can no longer rely on traditional Cable Act funding alone; in order to build long term sustainability in 2020 we will continue to develop grant opportunities, donor relationships, and underwriting for activities.

• Manage through COVID reality.
  As we write this in spring of 2020, we are experiencing the realities the global pandemic and COVID-19. In light of this, we would like to add that our overarching goal in 2020 will be to deliver information to our communities to help us all stay connected in positive ways and to share stories from a local perspective that cannot be found elsewhere. Our goal will also be to keep our staff safe and the organization on stable footing as we learn how to adapt to the changing environment and acknowledge that some of our original plans, such as events, will require revision and rethinking during this time.

Executing on our original 2020 goals remains relevant and consistent with supporting our community’s voice and information needs from a local and regional perspective – perhaps even more so during a time of health emergency.