Welcome to the 2018 Lower Cape TV Annual Report presented May 16, 2019 at the Lower Cape TV Annual Meeting.
Local Matters!

Dear Lower Cape TV Community,

Welcome to the Lower Cape Community Access Television, Inc. Annual Update from the Executive Director. This letter shares results and highlights from the calendar year 2018; it was presented at the annual meeting on May 16, 2019.

We can sum up the past year in two words: Local Matters!

The voice and views of the Lower Cape can and should be heard. Supporting Local lives at the core of our mission and guides our everyday operation.

During 2018, Lower Cape TV worked to create and share content by, for, or about our community and local voices. We reported on events, issues, and topics that reflect the region. We made equipment available to people and organizations to create their own voices. We supported our many nonprofits as they told their stories. We shared our community’s stories on Channel 99 and 22, online, on social media, and via our new mobile app – enabling community members to “be here, from anywhere.”

Yes, Local Matters.

One can find millions of stories online, but from a shared community viewpoint, very few are the “story of us.” This rings especially true in small rural coastal communities like ours.

Through our TV and digital channels, our community shares the things that matter - both the small joys and daily challenges. Shared knowledge and experiences helps form a sense of “us” as a place to which we all belong. When our stories are no longer told and shared, our very existence as a cohesive and defined community begins to fade.

Here on Lower Cape Cod, jutting out in the North Atlantic, we sit on the front lines of big global stories. We live the challenge of coastal resiliency every day as our land erodes and our ecosystem changes – but we lack a shared public conversation center to explore these topics. Our fisheries and aquaculture deserve a closer and on-going look, as does the arts community drawn to our “outermost” shores.

We also live in a time the larger world shouts with such divisive intensity that the need for communication and sharing in a fair, balanced, and nonpartisan environment feels increasingly important. Within our communities we have the capacity to make different communication choices, creating a place where we can intersect and debate and compare local issues that shape us every day. The connective hub of local media provides a stage upon which a community can engage and create together.

In 2018, Lower Cape Community TV and Lower Cape News focused on working with and within our communities, merging an old fashioned ethos of editorial and community values with 21st century tools to create a space shared by all those who love, care for, or hold dear a connection to Lower Cape Cod. This space becomes the “story of us” shaping and sustaining our very special peninsula.

Teresa A. Martin

Executive Director, Lower Cape Community Access Television Inc.
Year in Review

In 2018, Lower Cape TV and community producers used Lower Cape TV resources to create 1,841 hours of original local programming. Lower Cape TV directly produced more than 160 news packages, 69 PSAs, 47 series episodes, and 17 live events.

Locally produced content filled 2,462 hours on Channel 99, or about 28% of the channel’s air time. Community bulletins, as well as other content from across Cape Cod and Massachusetts filled an additional block, with select national content rounding out the 24/7 programming day.

People could also view local content via digital delivery so community members could connect from wherever they happen to be geographically.

In addition, we programmed Channel 22 with locally produced, regional, and national content by, for, and about students, teachers, and education on the Lower Cape.

In 2018 many of our activities focused on reaching out, building awareness, and expanding the ways and places people could find and consume Lower Cape TV content. At the same time, we continued to grow our capacity for content production as well as our long-term business sustainability.

Among the highlights:

• **Access for All.** We realized we needed to address accessibility of our content, so that a hearing challenge would not become barrier.

• **Access from Anywhere.** We worked on building additional paths to content, so access to a TV set at a specific time and date would not prevent people from connecting and sharing community knowledge.

• **Lower Cape News.** Based on community feedback, we took serious steps toward expanding our editorial presence, reporting on events and issues that impact the community. We also developed best practices and editorial standards.

• **Live!** Also based on community feedback, we began delivering live events.

• **PSA Days.** We continued supporting nonprofits, holding quarterly Public Service Announcement days and supporting their storytelling needs.

• **Better Together.** We also strengthened and developed relationships with a range of other community organizations.
• **School Days.** Channel 22 continued its relationship with schools, providing content addressing preschool to college topics, including regional school committees and school activities.

• **Events.** We began a series of social events to connect, engage, and extend our community ties.

• **Challenges & Response.** We began addressing potential challenges, including proposed shifts in Federal Communication Commission policy that could undermine community media.

• **Sustain!** We began working on sustainability modeling, including participating in our first fundraising effort as part of the national NewsMatch campaign.

### Access for All

In 2018, we began a closed caption initiative. Based on our demographics, hearing loss on the Lower Cape is common – and hearing loss creates a barrier to accessing TV and video content.

• Approximately 15% of American adults over age 18 report hearing loss. (US Department of Health & Human Services National Institutes of Health).

• Nearly 25% of those age 65 - 74 and 50% of those 75 and older have *disabling* hearing loss. (US Department of Health & Human Services National Institutes of Health)

• In Dec 2016, The Journal of the American Medical Association (JAMA) reported on a study which found by age 60, 24.7% of people had some hearing loss within the speech frequencies, which meant a drop in the ability to hear spoken language.

Based on data from our towns, that means approximately 44% of the population is statistically at risk for hearing loss – and therefore also risk losing access to local news and public affairs shows.

The solution lies in adding captioning to the video files. Captioning-for-the-hearing-impaired includes both textual and related sound cues. It removes a barrier to access and ensures that everyone, regardless of ability to hear, can access video content. It also brings an added bonus of supporting viewing in mobile or social media, where sound is frequently turned off, as well as providing additional visual support for viewing in high noise areas or for English language learners.

We looked at technology options, but the human process delivers more consistent and accurate results. With a professional captioning services firm, we upload the video file and in short order receive a matching caption file. We then link caption data and video files. Viewers turn on closed captioning as they watch the shows either on their TV or on their computer or mobile device.
For our pilot project we focused on a subset of programs. These included:

- **Bird Nerd**, a 6x year 5-minute feature which highlights local birding and bird watching with Gretchen Moran-Towers.
- **Profiles of Cape Artists**, a series of short profiles that put a human face on artists in our region.
- **Lower Cape News**. We set a goal of adding captions to as many 2-5 minutes news shorts as the budget allowed.

Captioning is priced on a per minute cost basis. The generosity of the Cape Cod Five Foundation, the Cape Cod Regional Transit Authority, and telecom company LPS enabled us to successfully deliver on the pilot. Based on positive feedback, the longer-term goal is to expand captioning to additional news and public affairs programming, conduct outreach to raise awareness about the availability of captions, and raise additional funding to underwrite this important access issue.

### Be Here from Anywhere

We listened to you! We heard that you care deeply about the Cape, but for various reasons - school, business, family, travel, off-Cape lives - you might not always physically be on the Cape … but even when you aren’t here, you still want to feel connected. Or, you want to catch up on Lower Cape events when you aren’t in front of your TV set. In other words, you wanted flexibility in how to connect to the community.

We started 2018 by rolling out a revamped website (lowercapetv.org), where you watch Channel 99 in real time with one easy click.

Then, we began a Friday newsletter featuring Lower Cape News - you can subscribe for free by simply sending an email to editor@lowercapetv.org, asking to subscribe.

Mid year, we introduced our free mobile app - designed to be clean and easy to use. To get it, go to Google Play or the Apple App store, search “Lower Cape TV” and then download it for free on your phone or tablet.

From the app …

- You can watch local news, policy & politics, education, and local arts & features reporting.
- You can check out community messages and PSAs.
- You see a handy schedule listing of what’s playing on Ch 99.
- And, last but not least, you can watch Ch 99 right there on your mobile device.
Lower Cape News

The number one request we hear when it comes to local content is ...more local news. We took this request seriously and, in 2018, made big strides toward developing editorial excellence.

In August, we were accepted to the Institute for Nonprofit News (INN), a national organization dedicated to helping grow both a sustainable model for nonprofit news and supporting best editorial practices.

As part of the process, we developed an editorial policy to help us define fair and accurate reporting. In doing so, we realized our core values root themselves in solid and traditional reporting practice combined with the thoughtful use of 21st century reporting and distribution tools.

We aren’t 1990s style TV with talking heads and breathless repeating stand-ups. Instead, we strive to create video storytelling that works for our current time and place. We don’t do “drive-by” news; instead we try to figure out how to tell the larger story or the story behind the story.

Lower Cape News Editorial Policy

In our editorial efforts, Lower Cape TV and Lower Cape News strive to reflect core enduring editorial values:


• We strive for a broad agenda reflecting the needs of all sectors of our community. We value community voice, community driven content, and community inclusiveness.

• We look to report the under-reported stories that matter for our local places, bringing the questions, the celebrations, the concerns, and the discussions to an open and public place.

• We look to bring the national local, not merely parroting news but placing it within the regional and local context and exploring what it means ... here.

• We’ll state facts as fact. We’ll call opinions opinions, and let people be the judge of them. We’ll strive to be accessible to everyone and to acknowledge that every community has many different truths.

• In all our actions we show respect for and civility to others, regardless of their roles or viewpoints. We strive to live these values every day and in every interaction.
We value reporting the under-reported. We strive to see the national through a locally relevant lens and connect the local to larger trends. We treat all with respect. We celebrate the positive because that’s part of defining who we are. We look the difficult directly in the eye because looking away hurts us all in the end.

In March of 2018, a series of storms made us realize just how much local reporting about weather matters. The weather impact on the Lower Cape differed from Boston and we fielded calls from people living here, people who had homes here but were off Cape, and people who had relatives here but were off Cape. Every caller sought local, feet on the ground information.

That need, combined with our reporting and our mobile delivery options set us on a path to serious planning for future ways to address this very real regional need.

Live!

At the same time we were expanding news, we began thinking more specifically about how live delivery of video can add value. People can watch our live productions on their local Channel 99, via “Watch Now” on the website or watch on the app on their mobile devices. This opens up a whole new world of story telling.

- We built an initial workspace within our mobile production van. We are exploring how the van could be used for teaching live production as well as being part of community events.
- We went live with Wellfleet’s full-to-capacity shark meeting after the tragic white shark attacks.
- We continued our coverage of live summer baseball, enabling Brewster Whitecaps fans to stay in touch with their team, even when they couldn’t come to a game.

Mission Based Support

Nonprofit organizations form an important and vibrant part of our regional economy. And, like all organizations, our non-profit neighbors need to find ways to tell their stories. For the past three years Lower Cape TV has been working to support this effort.

In 2018 we continued our quarterly Public Service Announcement Days. During these days, we block out the studio all day. Mission-based organizations schedule slots to record their short PSAs. Our professional production team provides both pre-planning help and post production
In addition, we offer flexible opportunities all year long for organizations to schedule time to come and create a PSA, or to learn to use equipment to record their own events or presentations, which we run on Channel 99 and/or 22. These services are completely free of charge.

PSAs typically appear on air on Channels 99 and 22 within a week of PSA Day. They also appear within the “Community Messages” section of the mobile app and can be viewed from anywhere. Town-related PSAs often run on the appropriate town’s Channel 18, as well. Organizations can run the PSAs in their own social media and websites, adding a storytelling tool to their communication kit.

In 2018, we produced 69 PSAs, representing more than 50 mission-based organizations serving the Lower Cape. Just a few examples include: Audubon, Big Brothers/Big Sisters, Brewster Whitecaps, Cape Cod National Seashore, Children’s Cove, Community Development Partnership, Eastham Library, Eastham Police Department, the Family Pantry, Fishermen’s Alliance, Homeless Prevention Council, Orleans Citizens Forum, Orleans Police Department, Outer Cape Chorale, SPAT, Wellfleet Harbor Actors Theater, Wellfleet Library, Truro Fire Department - and many many more.

Susan Lindquist, a voice remembered in 2018

We said good bye to a community member, producer, partner, advisor and friend. Susan Lindquist produced more than 100 episodes of This Place Matters with the CDP. She also hosted the Susan Lindquist Show and moderated many episodes of Roundtable99. She cared deeply about “this special place,” the Lower Cape – and that showed in all her work. She was our friend and our advisor as well, and we want to take a moment to thank her for being one of the voices that made a difference year after year. Susan, we know you can hear us wherever you are!
Better Together

Relationships lie at the heart and soul of community. During 2018, we continued building good working relationships with community organizations of all types. For example:

- We began offering workshops with Nauset Community Education.
- We worked with the Nauset Youth Alliance for a series of after school workshops for elementary students.
- We co-created a conversation show with state-wide news makers in partnership Cape Cod Today; Lower Cape TV’s Teresa Martin and Cape Cod Today editor Bob Fellows co-host the show. Lower Cape News features also appear within the nonprofit Cape Cod Today’s web publications, reaching new audiences.
- We worked with The National Seashore to produce Today at the Seashore, a 15 minute feature that highlights people and events at the Park. The Beach Bonfire segment of Today at the Seashore won the national ACM Hometown awards for 2018 in the category of Government.
- We also continued our relationships with the Brewster Whitecaps. LIVE games appeared on Local 99, and streamed on-line and via the mobile app. A special thanks to community supporter Brewster Pizza House, who took good care of interns and the community production team on game days by providing seventh inning pizza pies!

Fun with Events

Celebrating community matters. We value the way our simple interconnections build ties every day, in a million small ways. In 2018, we began testing events as a way to strengthen those connections, have some fun, and offer an exchange of information and ideas.

In the fall, we began a series of Trivia Nights. Guapo’s in Orleans offered the perfect venue for a night out and some friendly competition among teams. Thank you to our sponsors and everyone who came to enjoy the evenings! We look forward to welcoming you back in Fall 2019.

We also held our first Conversation program in December 2018. They dynamic weather duo of Cape Air CEO (and serious weather tracker) Dan Wolf and Cape meteorologist Phil Burt compared notes about their passion for rain, snow, wind patterns, and all our quirky Cape weather, while also explaining why
weather on the Cape really does act in unique and fascinating ways, how weather and climate differ, and what the best-ever Cape weather moments were. We see this as the first of many more Conversations, Roundtable99s, and other types of thought provoking live events coming in the future.

School Days

Lower Cape TV manages and programs local Channel 22, serving the regional education community, including Nauset Regional and Truro Central school districts, parents, educators, and students. Channel 22’s yearly schedule card goes to elementary and middle schools for student distribution, to each faculty mailbox at the regional high school, and to school committee members across five towns and eight schools, reaching a population of approximately 2,577 students and their families, plus staff and teachers.

Lower Cape TV schedules Channel 22, incorporating both locally produced content and curated regional and national content to/for/about preschool to college (P-16). Members of the education community can learn to use the studio and camera equipment and check out circulating equipment at no cost to tell their own stories for sharing shared on Channel 22.

School-produced shows include: Nauset News, KidNews22, Around Nauset, Inside the Classroom, Truro Times, and We the Students. In addition, Lower Cape TV supports the production of two shows that run on both Public and Education stations, Mental Health Awareness with Dr. Ann Caretti, director of special services for the Nauset Regional District, and Superintendent’s Spotlight, with Nauset Regional superintendent Tom Conrad.

The five towns have seven school committees between them. Government stations in each town record their respective school committee meetings; Lower Cape TV picks up those recordings and runs them on Channel 22 across the whole region. In addition, the Nauset Regional school committee meeting runs four times weekly on a fixed schedule so that interested community members can easily find it.

Watch regional school committee meetings on Channel 22:

- Sunday - 11 pm
- Monday - 7 am
- Friday - 7 pm
- Saturday - 3 pm
Challenges and Response

In 2018 we saw the talk of market and industry change manifest in our professional lives. These changes highlighted the need to develop new approaches for long term sustainability.

Challenges. For the Q1-2018 period, we saw franchise fees drop a single digit percent; in years past quarterly payments have shown a slight increase year to year, reflecting the increased revenue Comcast generates in each of the Lower Cape towns.

Subsequent research and conversation with other MassAccess member PEG stations led us to understand that a change in Generally Accepted Accounting Principles (GAAP) went into effect on January 01, 2018 and this change enabled Comcast to alter the way it reported certain service bundles, effectively moving some revenue from categories covered by the franchise requirement to ones not covered by it. Year-to-year comparison by quarter for 2017 to 2018 showed similar drops throughout the year.

In 2018 we also saw the FCC propose changes which would seriously impact the core assumptions of the 1984 Cable Act, including the potential for cable incumbents to identify “in kind” payment in lieu of cash franchise payments. The incumbent alone would be able to decide both the in-kind items and the value of said items. In addition to the franchise changes, a related FCC proposed rule reduces municipalities’ rights to control placement of private telecomm equipment in municipal rights of way. These proposals remain a work in progress - and an area of concern.

Lastly, we saw continuing conversation about “cutting the cord.” In other words, we saw consumers look at cable services and alternative to cable services - and in some cases choose the alternatives. Shifts in these decisions could impact the cable incumbent’s revenue, which in turn could impact the franchise payments to both towns and Lower Cape TV.

Response. We responded to these changes in several ways. First, we immediately began research to understand why the payments had changed. Once we understood that the change was essentially a baseline reset, we adjusted our spending and began developing plans to extend sources of funding to fill the gap. Recognizing that more changes could be coming, we also began a longterm and thoughtful strategic plan to address ways to broaden our financial base.

The proposed FCC changes threaten both the station and our municipalities. To respond to a political threat such as this, we took a number of steps: We engaged with our trade associations – the state-wide MassAccess and the national Alliance for Community Media – to support a legal response to the proposal. We wrote letters to our elected officials at both state and national levels and asked others to do the same. We participated in media coverage of the issue. We met with US Sen. Edward Markey, who has long played a key role in telecommunication policy.

In short, we let our voice be heard for the value of local media, government stations, public stations and education stations - and letting political players know that these are assets worth protecting.
Building Sustainability

The 2018 reality of changes at both the FCC and within the cable industry made it clear that we needed to begin to rethink how to fund our core work and develop different approaches to funding to ensure long-term sustainability.

The 501(c)3 nonprofit organization Lower Cape TV forms a community resource, one that everyone can use and benefit from. One important step lies in building that awareness at many different levels. In 2018, we began a proactive process of letting people know what Lower Cape TV does and how it brings value to all.

We also acknowledged that people consume video information on different platforms and in different packaging. In response, we launched a mobile app and a web delivery option. We also are working with different content lengths to better reflect the time and attention span and the pace at which people consume content on social media or through alternative channels.

We observed that the most frequent users of our circulating equipment were nonprofit organizations and we shifted some of our training to make it easier for small cohorts from these groups to more easily schedule a personalized time for their specific needs.

We realized we needed to begin the process of building additional sources of revenue in order to support our community-based mission. During Q4-2018, we were selected to participate in the national NewsMatch campaign. NewsMatch is a national matching-gift campaign to grow fundraising capacity in nonprofit newsrooms and promote giving to nonprofit journalism among U.S. donors. During this period, Institute for Nonprofit News members were eligible for a 100% match on individual donations up to $1,000 per donation.

The MacArthur Foundation, the Knight Foundation, the Democracy Fund, the Facebook Journalism Project, the Ethics & Excellence Journalism Foundation, the Jonathan Logan Family Foundation, the Miami Foundation, News Revenue Hub, and The Institute for Nonprofit News were national partners in the match effort. We send a hearty thanks to everyone who supported Lower Cape News/Lower Cape TV as part of News Match - every dollar has made a real difference in helping us report local news and tell the “story of us!” We ask for your support during the NewsMatch 2019 campaign in Q4-2019.
By the Numbers

This section highlights some quantitative outcomes from 2018.

**Growth in Digital On-Demand**

You said you wanted to watch from different locations - and data from Vimeo, which serves video to different digital platforms, backs this up. Plays on Vimeo increased 58% from 2017 to 2018, with 50,784 views during 2018.

In 2017, we averaged 2,677 plays per month; by the end of 2018 we were averaging more than 4,600 per month.

**Year of the Mobile**

In 2018, we saw the combination of phone and tablets pass desktop views on Vimeo.

Mobile device views more than doubled in 2018, rising 102% to 30,463. Desktop views also grew, showing a 20% increase. By the end of 2018, 3 out of every 5 views of Lower Cape TV online happened on either a tablet or a smartphone.

**Studio Time**

Our studio offers three light sets, a digital light board, audio, and 360-degree black, pewter, and green screen curtains. As part of our rental agreement, we offer the studio to school classes at no cost.

Community programming used the studio for 258 hours; the local schools used it for 201 hours, and PSA days filled 121 hours of studio time.

**More Local News**

One of the top requests we hear is “more local news.” We listened! In 2018, we produced 594 hours of local news programming, a 62% increase over 2017.

Lower Cape News runs on Channel 99 at 6 am, 6 pm, noon, and midnight. Lower Cape News also appears within a weekly newsletter and through the mobile app.
Channel 99 programs 24 hours a day, 365 days a year - that’s 8,732 hours!

In 2018, Channel 99 increased the number of hours of local content by 7% and we did that by bringing in more local content, not merely repeating the same shows.

Altogether we aired 5,470 hours of local content - the kind of content not found elsewhere. This includes everything from local news to 9/11 ceremonies to Whitecaps baseball to shark hearings … from local music to local arts to locally produced yoga and fitness.

The remaining time contains national and regional content of local interest, including the popular DemocracyNow!, NASA series, National Gallery series, and content produced by other community media stations.

The 5,470 hours of local programming represents 63% of Channel 99 air time. Of that time:

- **2,426** hours of aired content was produced either by Lower Cape TV directly or by community members using Lower Cape TV resources, such as our circulating gear and studio.
- **1,803** hours represent Cape community content produced by towns, by local organizations, or by other on-Cape PEG stations. For example, local viewers requested Dukes or Sports, from Bourne; Talking Together, from Yarmouth; and the Fox Robbins Report, from Sandwich. Ch 99 runs community events recorded by our member towns, churches, and other groups, using their respective equipment and locations.
- **1,242** hours hold local bulletins, including two scheduled half hour blocks daily.

Local Details

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<td><strong>44%</strong> Lower Cape TV resources</td>
<td>LCTV, 2,426, 28%</td>
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<tr>
<td><strong>23%</strong> Local bulletins</td>
<td>On Cape Bulletin, 1,803, 21%</td>
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<td><strong>33%</strong> Other resources</td>
<td>On Cape, 1,241, 14%</td>
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Goals for Next Year

In short, our goals for 2019 could be summed up as “keeping up the momentum.” For Lower Cape TV, 2018 represented a year of connecting multiple threads and using the combined strength to grow. In 2019, we intend to continue that effort.

We will work to add more local voices and increase production of local content, from both individuals and organizations.

We will continue to build Lower Cape News, adding community correspondents, topical reports on things that really matter in our communities, and additional reporting.

We will begin building ArtsLight, an editorial effort to shine a spotlight on the art and artists among us as well as on the impact of the creative economy on Lower Cape Cod.

We hope to begin some deeper digs into under reported issues that people say they care about. These issues impact our region and cry out for a shared space where people can talk and learn and maybe come up with ideas and solutions.

We are planning additional releases of the mobile app incorporating features based on user feedback and requests. We’ll also be bringing out our first Apple TV app, to make Lower Cape TV accessible through yet another platform.

In 2019, we will continue to work on sustainability models. Yes, there is a NewsMatch 2019 coming this fall! We are learning how to build donor relationships year round. We are identifying grant opportunities to support our work in news, in telling the stories of local arts and artists, in adding captions to content, and in many other areas. These are all first steps, but they are the necessary first steps to remain a community resource as the TV world continues to change.

Most importantly, we’ll continue listening to our communities and continue expanding all those important relationships … with towns, nonprofits, schools, organizations, and individuals. Together, we’ll keep creating a local voice and showing that Local Matters!