In the past year, LCCAT has completed reconstruction of its studio and office space, build community relationships, and expanded its locally-generated content - all efforts to support the mission of regional communication and connection hub for the lower and outer cape.
video and story telling capacity. For starters, the studio added a lighting grid and three distinct light sets, all controlled by a digital light board. The installed lights bring both a high level of quality and smart emergency efficiency. With the help of the Cape Light Compact and our lighting designer, we were able to draw on rebates and incentives to achieve both goals in the most cost effective manner. It looks great - and it’s good for our environment.

The studio redesign also incorporated wrap-around green screen, black, and pewter curtains. When combined with the new lights, we can “paint” in an huge array of color, allowing for flexible design plus well-lit sets.

Three new cameras quickly rolled into the studio space, showing us the real difference lighting could make and dramatically increasing the technical quality of the studio recordings.

We also added a custom two-part riser, multiple themed banners, and an assortment of new props to allow for creating varied looks for different shows. As a final touch, we added secure cage storage to better organized and keep safe new gear.

In the control room, we worked with a local design-builder to create a sturdy built-in workspace that securely holds the Tricaster and audio board. We wall mounted large monitors on freshly painted walls, repurposed (nothing like a can of black spray paint!) an old metal cabinet into a spiffy upcycled storage space, and upcycled an old video camera into an eye into the studio.

The green room sprung to life from the realization that pre-show meetings helped create better shows, and that people should have a suitable place to meet, plan, and prepare. We carved out an area behind the studio and control room, uncovering existing windows to bring in refreshing natural light. Thanks to some creative shopping, we found chairs, lamps, and area carpets that carried over a mid-century, golden-age of TV design aesthetic … and that were very comfortable as well. Clean laminate flooring provides a solid base and visually links the green rooms with other areas of the office space.

The space has become a magnet for community producers to meet and sets guests at ease before shows.

The Server Room
Not everyone gets excited about server rooms, but we do! The LCCAT server room received an intense re-organization and clean up, from floor to rack design. New fiber connects LCCAT, providing needed bandwidth functionality. Upgraded cablecast software, updated hardware, and better all around workflow have turned the server room into a place of geeked-out beauty that also enhances LCCAT’s reliability and service.

The Equipment Room
The word “flood” should not enter anyone’s vocabulary, but it entered LCCAT’s world in 2016. A hot steamy flood from a heating system sent us scurrying and triggered a new, improved equipment room. The laminate flooring provides a solid base and visually links the green rooms with other areas of the office space.

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The addition of the gear management system RueShare lets producers easily check out gear, find workshops, and connect to other producers and crew. New cameras, with tripods and Rode mics have been replacing aging gear.

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Office Workspace
Uhm, yes. We knew that old kitchenette area looked pretty scary and wasn’t the sight anyone should see when first entering the LCCAT offices. In fact, we hope that the new kitchenette looks so nice you can no longer remember the old one at all!

This upgrade lets LCCAT offer guests and community members a space to grab some coffee, tea, or water on their way to studio or green room, in a simple and clean environment.

The remaining workspace spent a portion of the year as a work in progress. Frequent visitors might remember the cardboard desks that helped us listen to the way the
space wanted to be used. The resulting shareable standing workspace offers an ergonomically constructed space for drop-in work was well as an open collaborative area. A long table, built from a natural slab of cherry wood, along with a cherry logo red accent wall, supports the sense of open creativity LCCAT hopes to both model and nurture. Various other focal points allow for calendar review, viewing of shows, and simply sitting down with one another.

    The editing suite remains the last work in progress. Flooring, which again visually connects from studio through office space is in place and final work on this area will happen within 2017.

GROWING RELATIONSHIPS

Space and gear are great - but in the end, people count the most. It all comes down to relationships.

    In 2016 LCCAT made a strong effort - an effort that is continuous and going - to proactively reach out and partner with regional organizations and individuals who live, work, or have an interest in the Lower and Outer Cape.

A small subset of samples include:

Live Baseball

We worked with the Brewster Whitecaps to cablecast 11 home games LIVE from Stony Brook Field. The production trailer rolled on site, our team of college interns and community members manned cameras, created graphics, and even incorporated the replay machine to send out well produced baseball.

    We’ll be repeating and extending this during the 2017 season. In addition, the Whitecaps have partnered in creating a show called HomeGame that looks in the intersection of summer baseball and the Cape community.

PSA Days

Our quarterly Public Service Announcement (PSA) days have grown in popularity. They offer a great way to support our active nonprofit community and help organizations create a 30 second to 3 minute story about who they are and what they do. Dozens of nonprofits have come by to tape - and from those initial interactions, many have returned and begun to make video story telling part of their own tool kit.

    Healthy Parks, Healthy People

Over the summer of 2016, LCCAT, the Cape Cod National Seashore, and Cape Cod Healthcare worked together on series called Healthy Parks, Healthy People, which highlighted the connection between outside activity and physical well being.

    Best of Brewster

This long-standing collaboration with the Brewster Chamber of Commerce just keeps getting better. For more than 30 episodes this monthly show has featured a Brewster business each month, as well as a Brewster person, site, or issue of broad interest. Recent shows have featured Heart Pottery, Guapos, Cape Cod Sea Camps, The Furies Cleaning, The Nauset Youth Alliance, and the Brewster Village Market, as well as an update from Brewster Town Administrator Michael Embury, a conversation with town planner Ryan Bennett, a tour with Nori Morganstein, Brewster Ladies Library youth librarian, and an interview with Brewster author and historian Sally Gunning.

    “Sunday School”

This year LCCAT began a planned Sunday Schedule on Channel 22. “Sunday School” highlights content produced in the many collaborations between LCCAT, the Nauset Regional School District, and the Truro Central School District. From Around Nauset to Superintendent’s Spotlight, from Flemings Focus to NED Raps ... the many voices in the educational community shine through.

GROWING CONTENT

The natural outcome from relationships is content. Content - community voice, community views, community news - formed a key area of effort during 2016. LCCAT both created and role modeled video content and supported, coached, and tried community members in their content efforts.

    LCCAT is tickled to note that we have more than 20 locally produced shows happening in and around our studios!

Of particular note in 2016 has been the quiet start of a local news effort reflective of the 21st century. At 6 am, noon, and 8pm as well as online, viewers can catch short news and features about our region. You won’t find breathless commentary or personality-centric presentations. There’s no 1980s style anchor desks. Instead, we’re combining the tradition of community...
Reflecting on facts and figures

Ch 99 runs programming 24/7. LCCAT tracks station content by instances of programs as well as by hours of programming in different content types.

For the year of 2016, LCCAT ran at a yearly total of 1,586 hours of local programming, 327 hours of regional programming, 2,125 hours of national programming, and 1,602 hours of local bulletins.

Over the course of the year, we have worked on building our local programming capacity, increasing the number of locally produced shows from 339 instances in January to 903 instances in December and the number of hours showing locally produced shows from in 182 local hours in January to 308 local hours in December.

We try to fill in local gaps and provide content of interest to our local communities even in our national choices. For example, national shows include Democracy Now, a popular progressive news show with relevance and interest to many in our local communities. It runs twice a day, accounting for 10 hours of programming. We also run science content from the National Science Foundation and NASA and food and cooking content from PEG stations around the country.

We run regional content from other Cape and Southeastern PEG stations. Often these are topics of regional interest - coverage of Pilgrim power plant issues from Plymouth, a tour of Cape manufacturing from Bourne, a weekly small business show from Sandwich. Sometimes they are regional events of local interest or impact - for example, a regional transit hearing, a state listening tour on shellfishing. We also run Barnstable County government meetings on Saturday mornings to provide some insight into other regional issues.

We have proactively worked to encourage production of local shows. These include the increasingly popular public affairs show Peak Time, with Jack Peak, Mental Health Awareness with Dr. Ann Caretti, Tax Experts with Kate Krouch, Healthy Parks Healthy People with the National Seashore and Cape Cod Health Care, as well as This Place Matters with the CDP, Backstage at WHAT with the Wellfleet Harbors Actors Theatre, and Best of Brewster with the Brewster Chamber of Commerce. A variety of producers create local music programming and we have a dedicated 10pm to midnight slot to highlight local and regional music.

We actively work with our towns and run town-recorded shows, including music and lecture series from Brewster Ladies Library and presentations on topics such as native vegetation, veteran’s ceremonies, and historic building tours from across our five towns.

We have also quietly and steadily increased our own news reporting capacity. LCCAT runs a series of editorially focused short pieces at 6 am, noon, and 8
pm, as well as offering those pieces for on-demand viewing online and mobile. These reportorial efforts apply good journalistic standards to local events and issues.

We can see the result of this work in the mix of programming running on Channel 99.

GOALS FOR NEXT YEAR

In the upcoming year, we intend to continue our efforts:

- We will complete the physical space rehab, including the editing suite.
- We will continue to replacing aging equipment and enhance the equipment borrowing process.
- We will keep pressing forward on improving the quality of our work and of the video content we create, as well as supporting the growth in those around us.
- We will grow our training and workshop outreach, as an additional means of growing those ever-important relationships.
- We will continue to nourish existing relationships and extend our work to reach out and develop new ones.
- We have listened and will continue to listen. One of the things we hear consistently is “local news” and “local arts” and we’ll be putting effort into collaboratively expanding both of these areas in 2017.

I’m very proud of all that our team and our community have created this year. To me, it really does show that working together makes things happen and makes our communities whole.

Thank you all!