

Fitchburg Access
Community Television
FACTv
2021 Annual Report



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The image is a promotional graphic for Fitchburg Access Community Television. It features the City of Fitchburg logo at the top, which includes the text 'THE CITY OF Fitchburg' and 'FACTV' below it. Underneath are three stylized 'F' logos: 'F1 Media' in blue, 'F2 COM' in orange, and 'F3 GOV' in green. The main title 'Fitchburg Access Community Television' is written in a large, bold, green font. At the bottom, the text 'Streaming | Video On Demand | Cable Tv' is displayed in a blue font. The entire graphic is enclosed in a double-line border, with the inner line being green and the outer line being blue.

Letter from the Community Media Services Manager

We welcomed in 2021 with great optimism! The pandemic was still on everyone's mind and driving our daily lives both at work and at home, but we were ready to bring some normalcy back to our work routines compared to 2020. Our numbers went up in several measurable tasks that we have always been doing while adding new tasks at different turns throughout the year. Yes, 2021 was the start of getting back to what we know and continuing to find those new paths and expectations to meet this new era.

To kick things off for the year, we were balancing our city's meetings with local sports access at Verona Area High School. On the meeting side, we were in full hybrid mode, bringing everyone into one space for all public meetings. We were also providing live streaming of some local sports at Verona High School. These broadcasts helped give parents and others access to the sporting events while in-person restrictions were still in place. Providing access to everyone is FACTv's primary mission.

We also had some big projects to tackle this year. As part of our long-term video switcher upgrade plan, we started with a purchase of a new 8-input video switcher to put in our Studio 1/ Council Chambers station. As planned, we moved the old switcher to the Jeanie Sieling Room station, and moved that switcher to the library. This plan cuts down the total number of video switchers we own and will show a long term savings as we work toward networking our switcher stations together.

We also worked on a buildout plan for our FACTv mobile production van. This low mileage vehicle was purchased from the Police Department. Our staff created a plan to use the inside space effectively and gutted the interior. With help from the Public Works department and repurposed materials from other projects, we built a removable station for remote productions. We also realized savings from reusing the safety lights from our old SUV. We finished off the vehicle with new branding graphics and some minor body work at the end of the year.

It was also a big year for productions. As the year went on, we started to cover more events as in the past. Getting out and covering these events have been a big part of FACTv's plan to provide residents access to what is happening in our community. These events are shared on a number of platforms and through our daily newscast, Talking Fitchburg. Production of newscasts, city meetings, city staff projects, local programming, event coverage, and our paid services kept us busy year-round. We look forward to seeing more regular events return in 2022, and we will be there to cover these moments in time and share them with our community.

In closing, again, I can't thank our FACTv staff enough for all of their hard work day in and day out! This team has continued to find new ways to improve upon the services we have always provided, and embraced the new tasks we have been assigned. Our team was recognized for these great efforts by being awarded the Professional Fire Fighters of Wisconsin 2021 Fire Safety Media Award as well as being selected by the Mayor of Fitchburg for the city staff Mayor's Award. Both of these great honors meant the world to us and I am proud of this group of professionals who are always willing to go above and beyond the call of duty in providing access for our residents to stay engaged in all the good things happening in this city.

Jeremy Crosby
Community Media Services Manager

COVID-19 Response Update

Our team was ever-ready to provide needed help for all of our residents, city staff, and our elected officials. We continue to provide up-to-date safety information about COVID-19 through our community bulletin board, our daily newscast *Talking Fitchburg*, and through our social media accounts. The word “hybrid” has taken on a whole new meaning for us, and we have embraced this along with discovering new ways to keep moving our city forward through these tough times.

Staff Safety - Priority One

From the start of the pandemic, safety of our staff has come first. We have followed all the safety steps set forth by the administration including: working from home, limiting time in-person at city hall, cleaning when entering and leaving, learning and using proper PPE, and staying away if someone was not feeling well. We did limit our time going out and filming community stories, and continued to follow steps to keep our workspace safe. All of our staff were able to work from home but still needed to come in to broadcast our city meetings along with doing some tasks that could only be done on-site.

Video Conferencing

Our team has continued to provide needed video conferencing for our government meeting coverage and beyond. We now call these “hybrid meetings”, bringing the option of virtual appearance and in-person gatherings together in one space. This has also helped increase inclusiveness and civic engagement to a level we have never had before.

Local News - *Talking Fitchburg*

Our daily news programs are all about sharing current information with our residents. We continued producing daily, five-minute *Talking Fitchburg Update* to provide new information, safety tips, and direction from public officials while sharing it through all of our broadcasting platforms. *Talking Fitchburg*, our daily thirty-minute newscast, continued into its sixth year with local headlines, important guests, and in-depth interviews sharing important information with our community.

City Department Support

FACTV has continued to support all city departments during the pandemic. Video conferencing was a must-have since 2020. We’ve continued to help departments adapt to this technology, set up and coordinate high-quality meetings, and created a “best practices” document that we keep updated for city staff to use. We have also helped departments with other video projects, as the need has grown for sharing important information in many different ways.



COVID-19 Update from Thad Schumacher Fitchburg Family Pharmacy.

Our City Channels

Fitchburg Access Community Television - FACTv - is made up of three channels broadcasting 24/7/365!

Media Channel F1

The Media Channel F1 is our community bulletin board. We post upcoming city events, government events, local news, department news & events, safety information and of course a TV guide to what is playing on our other two channels.

This channel was used as our main platform for emergency broadcast. The content provided on this channel was used on all three FACTv channels.

Total bulletin board graphics created in 2021: 336

Media Channel F1 Platforms

You can find programming from this channel on the following platforms:

1. Cable TV
 - AT&T U-verse: Ch. 99
 - Spectrum: Ch. 987
 - TDS TV: Ch. 6
2. Online Platforms
 - www.fitchburgwi.gov/FACTv
 - Streaming Live
 - Video on Demand- VOD
3. Apple TV, Amazon Fire TV, Roku



HEALTHY IS STRONG

FREE HEALTH & WELLNESS SCREENING

Offered by Fitchburg Senior Center in collaboration with the Edgewood College School of Nursing

Date: Thursday, February 18, 2021
Time: 9 am-12:00 pm
Location: Fitchburg Senior Center, 5510 Lacy Rd.

This FREE screening includes:

- Blood sugar check
- Cholesterol checks
- Blood pressure
- Stress assessment
- Discussion of results
- Education on staying healthy
- Educational materials

Screening by appointment only. All COVID safety precautions will be taken. Call 270-4290

EDGEWOOD COLLEGE
 Henry Praditsky School of Nursing
 Fitchburg

Notice: Indefinitely Confined

Fitchburg residents who previously indicated on their absentee ballot they are indefinitely confined will be receiving a letter in the mail with their absentee ballot. The purpose of this correspondence is to confirm absentee voter status for future elections. The letters will be sent by the Clerk's Department the week of January 25th and those who receive a letter will have 30 days to respond, otherwise their voting status will remain as indefinitely confined and absentee ballots will continue to be mailed to the address on record.

A copy of the letter being mailed is below for your reference. Only voters who previously indicated they are indefinitely confined will receive a letter.

City of Fitchburg

City of Fitchburg Healthy Neighborhoods Grant Program Now Accepting Applications

The City of Fitchburg is pleased to announce that as of January 19, 2021 the application period for its 2021 Healthy Neighborhoods Grant Program is open, through February 22, 2021. All interested non-profit organizations that meet the Program's eligibility requirements are encouraged to apply. Please see the following link for further detail on the Program, including eligibility requirements and application information:

<http://www.fitchburgwi.gov/2571/Programs>

Applicants are encouraged to review the eligibility requirements and application information carefully, as changes have been made from the 2020 Program.

WATCH ONLY MEETING HERE:

- LIVE: Spectrum TV, Channel 986
- LIVE: AT&T U-verse channel 99 on AT&T U-verse and channel 99 on TDS TV
- LIVE: Streaming-Government: <http://www.fitchburgwi.gov/CablecastPublicScreening> #528am033
- Recorded: Video on Demand (VOD) Government Channel F3 - anytime! <http://www.fitchburgwi.gov/CablecastPublicScreening> #528am033

Navigating Together

Fish Hatchery Road 2021 Public Information Meeting

Save the Date!
 March 4, 5:30 pm - 6:30 pm
<https://fitchburgwi.gov/zoom/join/meeting/register/2700e02f00e4f4d4404a97f7000333>

City of Fitchburg

TRAFFIC ALERT:

Fish Hatchery Road (FHR) Closed TONIGHT, March 11, 2021 at Greenway Cross To Install Permanent Traffic Signals (8 p.m. - 6 a.m.)

Northbound Fish Hatchery Road will be closed on the north side of the Greenway Cross intersection from 8 p.m. - 6 a.m. Eastbound Greenway Cross east of Fish Hatchery Road will also be closed.

To access the Beltline ramps, traffic south of Post Road heading north will be detoured and have to take a right at Post Road, then go left at Index Road and left onto Greenway Cross.

Access to businesses between Post and Greenway is still available. Traffic north of Post, will be detoured west of Greenway toward the Bryant Road roundabout. Traffic west of Fish Hatchery Road will access the Beltline at the Todd Drive ramps.

City of Fitchburg Aldermanic Districts Wards & Polling Locations

District 1
 1, 2, 3, 4
 Little John's Restaurant
 5302 Verona Road
 Fitchburg, WI 53711

District 2
 5, 6, 7, 8, 9
 Fire Station 1
 5791 Lacy Road
 Fitchburg, WI 53711

District 3
 10, 11, 12, 13, 14
 Wyndham Garden Hotel
 2909 Cahill Man
 Fitchburg, WI 53711

District 4
 15, 16, 17, 18, 19, 20
 Fitchburg Community Center
 5510 Lacy Road
 Fitchburg, WI 53711

MyVote WISCONSIN

City of Fitchburg

New Access for COVID-19 Testing Site

Due to the high demand for COVID-19 testing, we have worked with E202burg Family Pharmacy and the City of Fitchburg Public Works Department to address traffic volume and movement around the pharmacy.

To access COVID-19 testing at the pharmacy please enter the route from Fish Hatchery Road and Caddis Bend. Follow the signs and cones to the testing area in the pharmacy parking lot.

Fitchburg

City of Fitchburg

Scam Alert!

If you receive a text message similar to this, do not respond or opt out. Simply delete this message from your phone. The Fitchburg Fire Department is not selling or giving away T-shirts. This is a scam!

City of Fitchburg Fire Department T-shirt (Limited Edition) > artestocatali.com/ta79. Stop In This Week! Opt out: text ENDFORNOW A004

Our City Channels

Community Channel F2

The Community Channel F2 is where you will find all of our regular programming. All shows created by FACTv, community producers, and all other non-government programs are aired on this channel. It is modeled on what you might see on any regular television channel complete with commercial breaks. We use our commercial time to play public service announcements, community information, and FACTv promotions. This channel has evolved through the years to provide our residents with the best local information.

Community Channel F2 Platforms

You can find programming from this channel on the following platforms:

1. Cable TV
 - AT&T U-verse: Ch. 99
 - Spectrum: Ch. 985
 - TDS TV: Ch. 7
2. Online Platforms
 - www.fitchburgwi.gov/FACTv
 - Streaming Live
 - Video on Demand- VOD
3. Apple TV, Amazon Fire TV, Roku



Show: Talking Fitchburg- 226 Interviews & Story Coverage

Talking Fitchburg is a 30-minute daily newscast promoting what's happening in the City of Fitchburg. This show was created in 2016 as a better way to reach the residents of Fitchburg. As PEG stations like ours change, we can still provide access in new ways through local news. Our community has so many different things going on everyday and we have the opportunity to share it through *Talking Fitchburg*. Everything that we do here at FACTv passes through the *Talking Fitchburg* model and helps not only drive content but keeps us pushing out new content every day!

Show: Talking Fitchburg Rewind & Talking Fitchburg Update

Talking Fitchburg Update is a news updates at the top and bottom of the hour. The rest of the show is dedicated to *Talking Fitchburg Rewind*; some of our recent stories that we have produced and aired during *Talking Fitchburg*. This again allows us to pass along the most recent information to our residents. Our theory is simple: we don't expect residents to tune in for this show every day; rather when they tune in they will learn something new or what's going on in their community.



Our City Channels

Our City Channels- Community Channel F2 Continued:

Spanish News- Descubriendo Contigo

We have long wanted to embrace our Hispanic Community. This goal was achieved with *Descubriendo Contigo- Noticias Y Recursos En Espanol*: (translation: Discovering With You- News and Resources in Spanish). With the help of our three volunteer hosts, a husband & wife willing to offer up their own studio space for free, and the use of previously produced stories from *Talking Fitchburg*, we continue to produce newscasts each and every month. Our taping schedule did become a bit sporadic because of the pandemic.

Current Shows Airing on Community Channel F2

FACTv Produced Shows:

Talking Fitchburg

Talking Fitchburg Update

Spanish News - *Descubriendo Contigo*

Fitchburg Senior Center - *Senior Aerobics*

Fitchburg Senior Center - *Boost Your Bones*

Fitchburg Senior Center - *Tai Chi Chuan Basics*

Fitchburg Senior Center - *Guided Meditation*

What's Happening at the Fitchburg Senior Center

Fitchburg Public Library - *Storytime* (Replays)

Music Night (Replays)

FACTv past show re-runs

Live sports coverage of Verona Area High School



Locally Produced Community Shows:

The Local Perspective

D1 All-stars

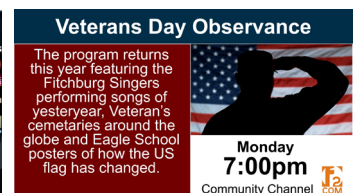
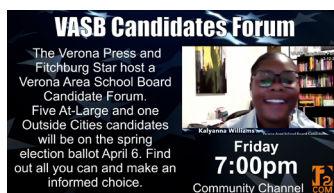
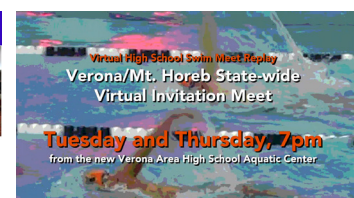
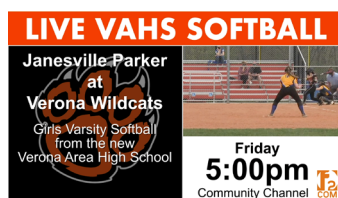
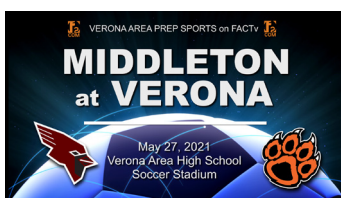
Conversation Shop

Still Standing

Channel Promotions

Our Community Channel is driven by our promotions. When we are not airing programming, we run commercial breaks that we self-produce with promotional announcements for our content and station.

- Approximate Created Promos: 500
- Total Promo Runs for the Year: more than 22,000
- Average Per Day: 48



Our City Channels

Government Channel F3

Our government meeting coverage is second to none! While there were fewer meetings to cover this year, we still captured the meetings and rebroadcast them for everyone to see. We still had to come in for all of our city meeting broadcasts. It also has taken extra staff and time for these meetings as we bring all of the new technology into our broadcasts such as video conferencing.

Government Channel F3 Platforms

You can find programming from this channel on the following platforms:

1. Cable TV
 - AT&T U-verse: Ch. 99
 - Spectrum: Ch. 986
 - TDS TV: Ch. 8
2. Online Platforms
 - www.fitchburgwi.gov/FACTv
 - Streaming Live
 - Video on Demand- VOD
3. Apple TV, Amazon Fire TV, Roku



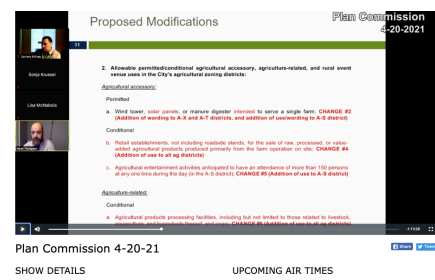
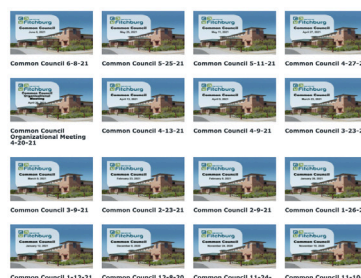
City Meetings Covered by FACTv

Agriculture and Rural Affairs Committee, Bicycle Committee, Board of Public Works, Board of Review, Commission on Aging Well, Committee of the Whole, Common Council, Community & Economic Development Authority, EMS Commission, Finance Committee, Healthy Neighborhoods Grant Review Committee, Landmarks Preservation Commission, Library Board, Parks Commission, Personnel Committee, Plan Commission, Police & Fire Commission, Public Safety & Human Services Committee, Resource Conservation Commission, Transportation & Transit Commission, Tree Advisory Committee, Zoning Board of Appeals, Other Public Meetings.

281 Meetings Covered in 2021 totaling 365 hours.



Finance Committee 5-11-21



Plan Commission 4-20-21

SHOW DETAILS

UPCOMING AIR TIMES
There are currently no upcoming air times.

Social Media

We continued to employ Facebook and YouTube as our main social media outlets throughout the year. Using social media is a great way to maintain contact with our residents. We can share FACTv content and that of other city departments that we might not otherwise be able to do in an effective manner.

Facebook

Facebook allows us to not only share our content, but also allows us to share news from other departments, other area news, and more resources for our residents.

Insights Overview:

- 2021 Likes: 952 - 164 new likes in 2021
- 2021 Videos Uploaded: 539

Top Cities:

1. Madison- 29.7%
2. Fitchburg- 17.5%
3. Verona- 2.7%
4. Oregon- 1.9%
5. Other Local Cities: 8.5%



Demographics	13-17	18-24	25-34	35-44	45-54	55-64	65
Our Fans							
Women - 61.4%	NA	.5%	10.6%	25.2%	11.4%	7.5%	6.2%
Men - 38.6%	NA	1.8%	9.1%	12.3%	8.1%	4.2%	3.1%

Fitchburg Access Community Television - FACTv
Published by Factiv Fitchburg · December 15, 2021 ·

ReadyWisconsin is urging people to be prepared during this weather event. Make preparations now for power outages that could be prolonged in some areas.

[Fitchburg Fire Rescue](#)
[Fitchburg, Wisconsin - Police Department](#)
[Fitch-Rona EMS...](#) See more

City of Fitchburg **ALERT**

Be weather prepared during rare December wind and storm event 12-15-21

To stay safe from severe weather, ReadyWisconsin encourages people to do the following:

- Know where designated shelters are located at home, work, and school, and be ready to go there when a tornado warning is issued.
- Have multiple ways to receive alerts about approaching severe weather. Outdoor warning sirens, a NOAA Weather Radio, local media, and smartphone apps are all important tools. Don't rely on any single source for important life-saving alerts.
- If you have a mobile device, make sure it is enabled to receive Wireless Emergency Alerts. On many devices, that option is available in the settings menu.
- Create an emergency kit for your home, with supplies such as food, water, a flashlight, and first aid kit.
- Find tips for building a kit at <https://readywisconsin.wi.gov>

73 People reached 2 Engagements - Distribution score [Boost post](#)

1 Like 0 Comment 0 Share

Fitchburg Access Community Television - FACTv was live.
Published by NewTek Share App · November 17, 2021 ·

We are out the the re-opening of Fish Hatchery Road.

51 People reached 16 Engagements [Boost post](#)

1 Like 0 Comment 0 Share

Fitchburg Access Community Television - FACTv
Published by Factiv Fitchburg · December 15, 2021 ·

Tornado Watch

Valid Until: 11:00 PM CST Wednesday December 15, 2021

Threat Information

- TORNADOES**
Several Tornadoes Likely
- HAIL**
Isolated hail up to 1.5" (Great Hail Size Possible)
- WIND**
Widespread Gales up to 50 MPH Expected

Potential Exposure

Population: 2,277,309
Schools: 303
Hospitals: 170

US National Weather Service Milwaukee/Sullivan Wisconsin
December 15, 2021 ·

A tornado watch has been issued for parts of Illinois, Iowa, Minnesota, Missouri and Wisconsin until 11 PM CST.

92 People reached 1 Engagement - Distribution score [Boost unavailable](#)

1 Like 0 Comment 0 Share

Social Media

YouTube

YouTube serves as another great way we can reach the residents of Fitchburg. This platform can be viewed on all types of devices which helps in our outreach. Starting in 2020, all our public meetings have been available here within 1 to 2 days after its occurrence.

Overview Channel Analytics

- 31,407, total views
- Watch Time (hours) 2.5K
- Subscribers +131, total of 360
- 956 videos uploaded



Reach Channel Analytics

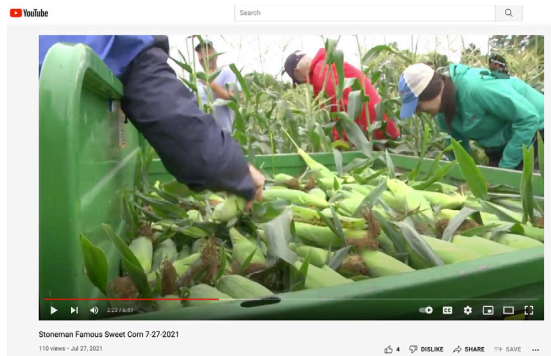
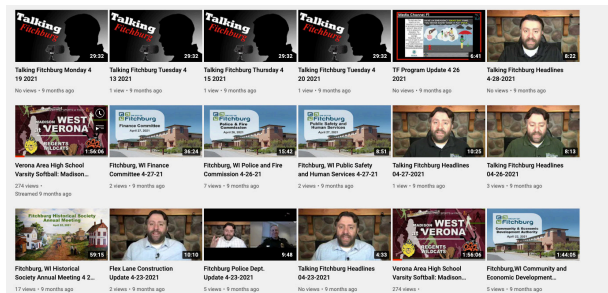
- Impressions - 692,812
- Views - 31,407

Engagement Channel Analytics

- Watch Time 2,511.9 (hours)
- Average view duration 4:47 (minutes)

Viewers

- Traffic Sources
- External Sources: 7,824 views (24.9%)
- YouTube Search: 9,660 views (30.8%)
- Direct or Unknown 3,638 views (11.6%)



	18-24	25-34	35-44	45-54	55-64	65
Views	13%	24.1%	36.3%	21.0%	0	5.6%
Average view duration	11:14	4:56	7:20	14:25	0	1:50
Average percentage viewed	11.3%	5.8%	9.8%	13.8%	0	5.5%
Watch time (hours)	17.3%	14.1%	31.6%	35.8%	0	1.2%

Demographics	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	30.9%	7:42	11.5%	38.1%
Male	69.1%	5:35	8.8%	61.9%



FACTv Productions

FACTv Productions

- 656 Total Productions for 2021
- Paid Productions - 4 totaling \$3,725 in 2021

Virtual Meetings Platform Established

In conjunction with our Information Technology department, FACTv has established our city meetings procedures and protocols based on the Zoom video conferencing platform. This platform has been used by many different departments to conduct meetings with their staff and the community to minimize meeting in person. We have also used this for municipal court and trials, our department head meetings, inter-departmental meetings and all of our public meetings such as Common Council. We also helped departments set up these meetings and in some cases helped run them as well.

City Department Project Highlights

- HR: Annual city department slideshow
- HR: Employee Resource Group meetings
- HR: Diversity and Inclusion meeting
- HR: Sharing job posting on Media Channel - F1
- FSC: *What's Happening at the Fitchburg Senior Center* - semi-weekly show
- FSC: Support for digital signage
- Clerk's: Support for digital signage
- Admin: Mayoral Awards video
- Assessing: home assessing information interviews
- FFD: Staff photos
- FFD: Pinning Ceremony
- FFD: 911 Tribute Ceremony
- FFD: Emergency scene responses
- FFD: Community Safety Night
- FFD: Fire Sprinkler System demo video
- FFD: Fire Truck Tours
- FFD: HAZMAT training
- Parks: All interdepartmental meetings
- Parks: Pickleball courts ribbon cutting
- Plan: Broadband presentation - Ag & Rural Committee
- PW: Public information meetings
- PW: Road construction updates
- FPD: New Police Chief community meeting
- FREMS: Zoll training videos



Other Projects & Productions Highlights

- Verona Area School District Paid Projects
- Verona Area High School Sports Coverage - 38 events
- Safe Communities webinars
- Catholic Charities "Beacon and Eggs" fundraising event
- JDS Professional Services Engineers
- Virtual Santa Visit
- Hispanic Heritage Luncheon
- Viva Mexico Festival Ceremony
- Forest Edge Elementary School Ribbon Cutting
- Concerts at McKee
- Madison Community Meals Event- B&G Club

FACTv Projects

Remote Production Vehicle Project

FACTv purchased a low-mileage used van from the Fitchburg Police Department to be used for remote production work outside city hall. Our staff created a plan to use the inside space effectively and gutted the interior. With help of the Public Works department and repurposed materials from other projects, we built a removable station for remote productions. We also realized savings from reusing the safety lights from our old SUV. We finished off the vehicle with new branding graphics and some minor body work.



Switcher Consolidation Project

As part of our long-term video switcher upgrade plan, we started with the purchase of a new 8-input video switcher to put in our Studio 1/ Council Chambers station. As planned, we moved the old switcher to the Jeanie Sieling Room station, and moved that switcher to the library. This plan cuts down the total number of video switchers we own and will show a long term savings as we work toward networking our switcher stations together.



FACTv Staff

Our staff is what makes FACTv! We are very fortunate to have a staff that has stuck together for so many years. Their hard work and commitment to serving the community has helped our department grow and have another successful year. The FACTv work ethic is summed up in the question, “how can we do this better than we did before?”

Jeremy Crosby- Community Media Services Manager
Date of hire: 2/2010
Full-time position

Scott Yarbrough- Community Media Services Assistant Manager
Date of hire: 6/2017
Full-time position

Andrew Bamlett- Production Assistant
Date of hire: 7/2013
Full-time position

Chad Cole- Cable Op 2
Date of hire 8/2011
Part-time position

George Cloyd- Cable Op 1
Date of hire 2/2020
Part-time position



And the Winner is...

FACTv was honored to be selected for two awards in 2021.

Professional Fire Fighters of Wisconsin Charitable Foundation- Media Award

31st Annual Fire Safety Recognition - Media Award - Recognizes a member of the media for highlighting the important fire safety, burn survivor support, or fire fighter support work being done statewide. This event recognizes deserving fire departments, organizations, and individuals for their dedication to promoting fire safety across the state of Wisconsin

Acceptance Speech, Jeremy Crosby- Community Media Services Manager: "I wanted to take a moment to thank the Fitchburg Fire Department for submitting our department for the 2021 Fire Safety Media Award. We could not be more honored to receive this award and are thankful the fire department shared the great work we have done together throughout the years! I cannot thank my staff enough for all their hard work, day in and day out. They are committed to getting information out to our residents and beyond, no matter what the topic may be. I also want to give a special than to Adam Dorn from the fire department. Without his ideas, motivation, and commitment to fire safety and outreach, you would not be reading this. He believes in the message of fire prevention and promotion, and we are delighted to help him and his department with their efforts. I also want to thank Chief Joe Pulvermacher. He has seen the potential in what can be done, and we have been able to work on so many different projects while utilizing our departments' staff and resources effectively. I have a special place in my heart for public safety, and this truly is an honor for me, my staff, and the City of Fitchburg. Thank you for this great honor. We look forward to continuing to work together to keep our residents updated and protected through the power of community media."

2021 Mayoral Awards

Mayor Aaron Richardson will honor and recognize long-time community member, Greg Jones, Fitchburg business owner, Thad Schumacher - Fitchburg Family Pharmacy, and Fitchburg city department, FACTv at a special reception on Monday, October 25th in the Council Chambers at City Hall. Mayor Richardson is recognizing these recipients for their community leadership, inspiring service to the community, setting an example for others, and their commitment to and significant impact on Fitchburg.

Acceptance Speech, Jeremy Crosby- Community Media Services Manager: "Fitchburg Access Community Television- FACTv is the local Public, Education, Government (PEG) community media station. Through three channels: Media Ch. F1, Community Ch. F2, Government Ch. F3, residents are provided access to what's happening in the City of Fitchburg. FACTv offers full coverage of public city meetings, a daily newscast called "Talking Fitchburg", and they assist our city departments with communication projects among other things. The FACTv staff are second to none, and are dedicated to bringing the City together through the many different media platforms that they offer. The FACTv team provides coverage for hundreds of City meetings and many events throughout the City. Their coverage of city meetings and events is critical for providing information to residents, and was especially important throughout the pandemic. Their work providing access through the use of Zoom has been essential for the City to continue allowing residents to participate in city government. Jeremy believes in his staff and is committed to working as a team to get the job done every day. The team makes an effort to stay ahead of technology and future trends to help the department grow and to provide the best services available to the residents of Fitchburg. The department consists of Jeremy Crosby - Community Media Services Manager, Scott Yarbrough - Community Media Services Manager, Andrew Bamlett - Production Assistant, Chad Cole - Cable Operator, and George Cloyd - Cable Assistant."



FACTv Continuing Coverage

We will continue to focus on safety as all of us start to return to city hall. We will work on setting up best practices for cleaning, social distancing, and work with the city's overall plan for staff safety.

In terms of what we will be working on this year for new initiatives, we have established these goals:

- Expand sports productions.
- Return to more live and local event coverage.
- Upgrade and replace the headend system.
- Upgrade digital signage.
- Implement channel plan update which will decrease from three to two channels serviced.
- Town of Madison Communications

We will continue to provide all of the great services to the community, our City departments, and many others as we work through 2022. Although things have changed since 2020, we still want to continue on with our plans to improve our services, equipment, budget, and staff development to ensure this department continues to move forward.

