

Fitchburg Access
Community Television
FACTv
2020 Annual Report



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The image shows a logo for Fitchburg Access Community Television. At the top, it features the City of Fitchburg logo, which consists of a stylized 'F' made of two squares, followed by the text 'THE CITY OF Fitchburg'. Below this is the 'FACTV' logo, which is a green bar with the word 'FACTV' in white. Underneath are three logos for different channels: 'F1 Media' (blue), 'F2 COM' (orange), and 'F3 GOV' (green). The main text 'Fitchburg Access Community Television' is in a large, bold, green font. At the bottom, the text 'Streaming | Video On Demand | Cable Tv' is in a smaller, blue font. The entire logo 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

The year 2020 changed all of our lives forever. It brought our department new challenges that we had to face head-on and on-the-fly. Our number one goal was safety for our staff while continuing to help the city move forward.

Before the pandemic struck, our year started like any other normal year. We closed out 2019 with archiving our content, finishing past projects, preparing for 2020 activities such as government meeting coverage, production scheduling, and starting on our new goals for the year. One area we had been working on for a long time before going into 2020 was preparing a full report about FACTv and its future funding.

FACTv has gone through so many changes over the years. In my 10 years of working in this department, I have gotten to see the spectacular results of all the effort, planning, and dedicated staff who have worked so hard to get us where we are today. Last year's annual report highlighted all of the great services we provide to the City of Fitchburg, laying the groundwork for a presentation to the Common Council outlining our current status and future concerns about our funding. After the presentation to council, we learned Mayor Aaron Richardson would include funding our department in the 2021 budget. I could not be more proud of the staff and this department for everything they have done to help the City of Fitchburg!

While we were off and running for the year, the news of COVID-19 was developing and it was becoming clear that FACTv would play a big role as the first executive stay-at-home order was announced for Monday, March 16. Leading up to the statewide shut down, we planned to go into an emergency broadcast mode starting that day. This would include 24 hour up-to-date information coming from the city, state, and national government. We put a halt to our regular programming for almost two months, but would bring back our Talking Fitchburg news program by early May.

As the year went on, my staff continued to work hard on projects and productions. Our meeting coverage slowed down initially, but the need for staff to help bring all the new elements together kept us very busy. By year's end, the number of city meetings had returned to normal. It should be pointed out that new protocols had to be developed with more time spent planning for upcoming meetings, sending out Zoom invites for every meeting, and of course filming, hosting and securing the virtual part for each meeting. I want to thank Chad, Andrew, George, and Scott for making this happen so seamlessly for everyone. This was not an easy task but my staff was up to the challenge!

A big change from past years was not being able to cover all the great events happening in and around Fitchburg. This cut down the number of productions we would normally take on. One production that did not stop was Talking Fitchburg. We moved this program to an all-remote show. This meant that I would be on camera doing the show from my home's basement while Andrew was directing and producing the show from his home in a different city. We had full access to upload our files to our networked server and the show never missed a beat! We would move on to do all of our interviews over Zoom and only go out to film a limited number of in-person stories. The technology to do all of this was a game changer and allowed us to keep getting important information to the residents of Fitchburg.

To sum up this crazy year, it was all about my staff! I can't thank them enough for all of their hard work, crazy schedules, and learning to adapt to the new work life we are now in. While FACTv may have taken some steps backwards because of the pandemic, we were able to keep moving forward and continue to do the things we do best... even during the worst pandemic in living memory.

Jeremy Crosby
Community Media Services Manager

COVID-19 Response

In 2020, we were all faced with unprecedented challenges. Our team needed to bring video conferencing into our government meeting coverage, launch our emergency broadcast system, and continue to help city departments get pertinent information out to our residents during these trying times.

Staff Safety - Priority One

From the start of the pandemic, safety of our staff came first. We would follow 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 broadcasting our city meetings along with doing some tasks that could only be done on-site.

Emergency Broadcast

Friday, March 13, 2020 was the last normal day before the full closure of City Hall and many local businesses, and experiencing stay-at-home orders. Our staff started planning earlier that the week to be ready to launch emergency broadcast content on Community Channel F2. This would halt our regular scheduled programming and switch over to our community bulletin board (Media Channel F1) as the main platform to communicate up-to-date news from city, county, state, and federal governments. We continued to be in this mode for the rest of the year while slowly bring back some of our regular programing like Talking Fitchburg.

Emergency Operations

Last year brought many different challenges besides just the pandemic. The protests that went on throughout the year resulted in the activation of the Emergency Operations Center that is located at Fitchburg Fire House #1. FACTv is responsible for setting up the press area, including the setup of stages, sound system, lighting and media relations services when the EOC enters service. The EOC called up a few times last year in a “standup” order meaning setup everything before full activation. The Fitchburg EOC is also the backup space for Dane County Emergency Management’s own EOC. We work closely with these and all of our public safety departments.

Implementing Video Conferencing

One of the first tasks we took on was implementing video conferencing into our broadcast works. Our staff tested many different conferencing systems and finally chose Zoom as the virtual platform to bring people into our public meetings. We would go on to create and share a “best practices” document that would be updated as we continued to learn how to make better use of all of these new technologies. As we continue to discover what the “new normal” implies, we expect to grow our technology in this area in the future.

Local News - Talking Fitchburg

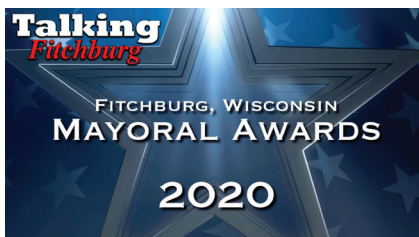
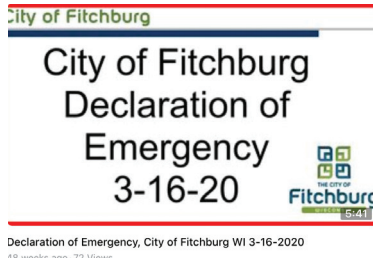
A key role in 2020 was played by our local newscast Talking Fitchburg. When things began to shutdown, we moved to alter our well-established local news platform to continue to share our local news to the residents of Fitchburg. We produced daily, five-minute “Talking Fitchburg Updates” to provide new information, safety tips, and direction from public officials and shared it through all of our broadcasting platforms. This allowed us to continue to move forward with our department goals but also gave us a normal daily routine.



COVID-19 Response Continued:

City Department Support

FACTv has continued to support all city departments during the pandemic. Video conferencing was a must-have for 2020. As mentioned above, we tested different conferencing systems before chose one that would fit all the city department needs. We continue to help departments use this technology, setup and coordinate high-quality meetings, setup meetings in general, and have a best practices sheet that we keep updating for city staff to use. We also helped departments with other projects, including programs on voting safety, assessing, tax payments and recycling to help move needed services forward during the city hall closure.



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.

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 & Roku



YOUR GUIDE TO FACTV 03/02/20 2:29 PM

Find us on Facebook

facebook.com/FACTvFitchburg

Media

Cable TV Providers

Spectrum Ch. 987

AT&T Ch. 99

TDS Ch. 6

Stay Connected with FACTv

EMERGENCY BROADCAST

City of Fitchburg news, alerts, and other safety information will be provided on this station 24 hrs. per day.

Sign Up for Emergency Alerts from Dane County

You can sign up to receive emergency notification by text, Email or both. Signing up will enable county and local officials to alert you about potentially life-threatening and public safety emergencies in your community. Residents and visitors who sign up may be contacted through this system on behalf of local authorities with information about emergencies like:

- Armed person/active shooter
- Hazardous materials incidents
- Gas leaks
- Missing persons

Dane County Emergency Management

ALERT

City of Fitchburg

FOR THE SAFETY OF OUR COMMUNITY

ALL NEW RESIDENTS, NEW EMPLOYERS & VISITORS TO THE CITY OF FITCHBURG ARE REQUESTED TO SIGN UP FOR EMERGENCY NOTIFICATION AND ALERTING SERVICE.

OUR PROGRAMS ARE AT YOUR SIDE AND AVAILABLE TO ASSIST IN THE EMERGENCIES WE FACE TO KEEP THE COMMUNITY SAFE.

Effective Immediately and Until Further Notice:

We will be restricting access to our fire stations. All non-essential personnel will not be allowed past the front lobby.

This restriction applies to all people not employed by the City in the order to reduce the potential for exposure/spread.

#COVID19

City of Fitchburg

If you're feeling overwhelmed or anxious about COVID-19, please take time regularly to practice self-care. Remember to do the things that you love doing, like listening to music, taking a walk, and calling loved ones!

Support is available - call 1-800-985-5990 or text TalkWithUs to 66746.

I'm feeling sick. What do I do?

Do you have a fever, cough, or shortness of breath?

Yes

Isolate yourself at home and call your doctor. Be sure to share all your symptoms and details of any recent travel. Your doctor will discuss if you need to be tested. The health department does not test people for COVID-19.

No

Isolate at home until you feel better. Continue to practice social distancing, wash your hands, and use appropriate objects and surfaces.

If your symptoms are too severe to be managed at home, call 911 or call ahead to the emergency department.

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.

During the pandemic, we did stop our regular scheduled programming starting on Monday, March 16, 2020. From then to the end of 2020, we stayed in an emergency broadcast mode. As the year progressed, we have continued to slowly bring back regular programming. We will go back to our normal scheduled programming once Fitchburg City Hall re-opens, hopefully sometime in 2021.

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 & Roku



Show: Talking Fitchburg

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!



Our City Channels

Our City Channels- Community Channel F2 Continued:

Show: Fitchburg Morning & PM Fitchburg & Talking Fitchburg Update

Fitchburg Morning and PM Fitchburg are our two daily update shows. During these two shows, we provide 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 out to the Fitchburg's 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.

Because of the pandemic and our move to emergency broadcast, we started producing only *Talking Fitchburg* Updates each day. This update is still taped each morning and airs throughout the day until *Talking Fitchburg* begins at 6:00 PM.

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

Fitchburg Morning

PM Fitchburg

Talking Fitchburg Update

Spanish News - *Descubriendo Contigo*

Inside Business

Learning Annex 2.0

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 Chamber Business Before Nine

Game of the Week

Fitchburg Public Library - Storytime

Music Night

FACTv Past Show Re-runs

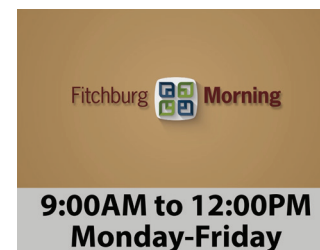
Live Sports Coverage

Locally Produced Community Shows:

Local Perspective

Conversation Shop

Still Standing



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 rebroadcasted 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 & 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, Mobile Home Commission, 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.

225 Meetings Covered in 2020



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 any other way. In 2020, access became the name of the game. Our social media platforms are used to get the message out to our residents who are using these platforms.

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:

- Likes: Jan. 1 (788) - Dec. 31 (892) = 104 new likes in 2020!
- 600 Videos Uploaded in 2020



Demographics	13-17	18-24	25-34	35-44	45-54	55-64	65
Our Fans							
Women- 61%	0%	0.901%	14%	23%	10%	7%	6%
Men- 39%	0.113%	2%	10%	12%	8%	4%	3%
Our Followers							
Women- 60%	0%	1%	13%	22%	10%	7%	6%
Men- 39%	0.0991%	3%	10%	11%	8%	4%	3%
People Reached							
Women- 42%	0.0427%	2%	7%	13%	10%	5%	5%
Men- 57%	0.384%	3%	13%	16%	14%	8%	4%

Demographics	Fitchburg	Madison	Verona	Oregon
Our Fans	104	326	23	19
Our Followers	116	367	25	22
People Reached	256	842	74	70

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. In 2020, all our public meetings were available here within 1 to 2 days after its occurrence.

Overview Channel Analytics

- 17,487 total views 2020
- Watch Time (hours) 750.2
- Subscribers +49 with a total of 227
- 776 videos uploaded



Reach Channel Analytics

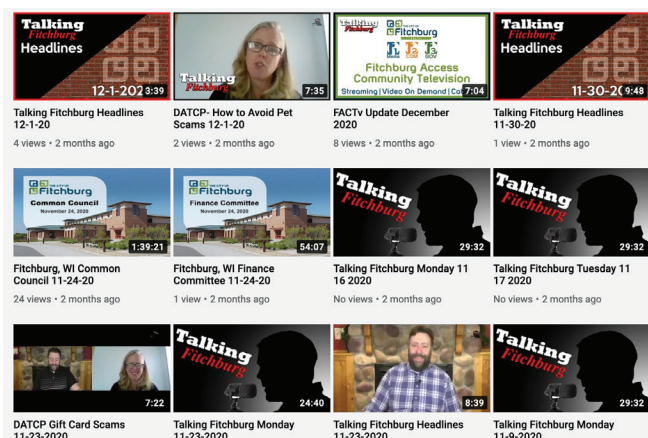
- Impressions- 402.2K
- Views- 17.5K

Engagement Channel Analytics

- Watch Time (hours) 750.2K
- Average view duration- 2:34 (minutes)

Viewers

- Traffic Sources
- External Sources: 6,518 views (37.3%)
- YouTube search: 4,135 views (23.7%)
- Direct or unknown 1,739 views (9.9%)



	18-24	25-34	35-44	45-54	55-64	65
Views	32.8%	26.8%	16.3%	4.3%	5.6%	14.2%
Average view duration	:29	1:32	1:12	1:36	1:46	2:24
Average percentage viewed	7.4%	1.8%	9.2%	11.5%	12.7%	23.0%
Watch time (hours)	12.4%	34.4%	15.4%	5.4%	7.8%	26.6%

Demographics	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	43.5%	1:44	7.3%	45.6%
Male	56.5%	1:35	10.0%	54.4%

FACTv Projects & Productions

FACTv Productions

- 595 total productions for 2020
- Paid Productions- 10 productions totaling \$6,400

Verona Area School District

- 6 individual Lift & Shift videos for all the Verona schools that moved in 2020
- VAHS Virtual Graduation
- New high school tour video
- VASD bus driver recruitment video

Other Projects & Productions

- Alder Candidate Forum
- Local NAACP student project competition
- LaMovida Election Special
- Virtual Santa Visit



Virtual Meetings Platform Established

Our department with help from the I.T. department developed a platform for virtual meetings to take place. We spent time testing out different virtual meeting platforms and decided to go with Zoom. This platform has been used by many different departments to conduct meetings with their staff and the community to avoid meeting in person. We also used this for our department head meetings and all of our community meetings like Common Council. We also helped departments setup these meetings and in some cases helped them run the meetings as well.

City Department Projects

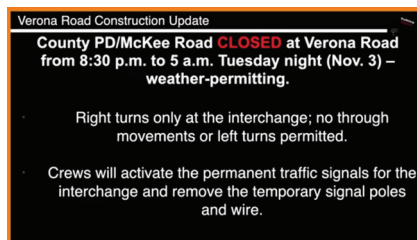
Human Resources

- FutureQuest exhibits for Police, Fire and Parks departments
- City department slideshow
- HR voiceover project- training video
- Employee Resource Group meetings
- Diversity and Inclusion meeting
- Sharing job posting on Media Channel -F1



Economic Development

- Ribbon Cutting: Dwellings
- Ribbon Cutting: Goldfish Swim School
- Ribbon Cutting: Blackhawk Church
- Verona Road Business Coalition Annual Meeting
- Verona Road Business Coalition Volunteer Appreciation Virtual Event
- Ribbon Cutting: Gravity Photo Co.
- Ribbon Cutting: Pancake Cafe
- Ribbon Cutting: Quarry Ridge Retirement Resort



FACTv Projects & Productions

Senior Center

- Patient Advocacy Training video
- Meditation video
- Exercise video
- Tai Chi video
- Senior Center Podcast
- What's Happening at the Fitchburg Senior- semi-weekly Show

Clerks

- Election training videos
- New election inspector trainings
- What to Expect on Election Day video

Administration

- United Way project with the Mayor
- United Way fundraising video
- Let's Read a Book campaign
- Mayoral Awards video



Assessing

- Recording various trainings

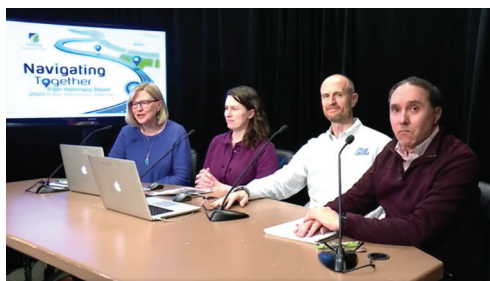
Fire Department

- Diversity recruitment meeting
- Staff photos
- Solar training for Firehouse #3
- PTSD Support music video



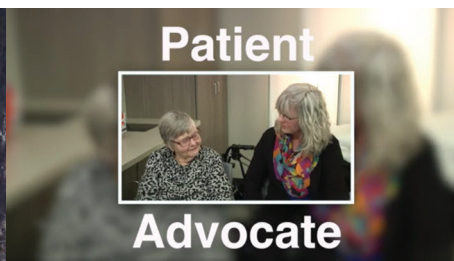
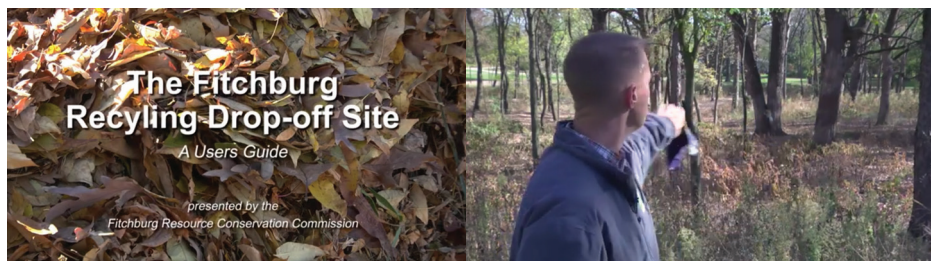
Planning & Zoning

- APA-Wisconsin Conference presentation- Wade & Scott



Public Works

- Recycling center video
- Solid Waste Rate Increase video



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 ethos 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



Photo Taken in 2019

FACTv Continuing Coverage

It's too early to say what is going to happen with the pandemic and getting everyone back in the office in 2021. It should be noted that our department does fall into the category of employees of the City of Fitchburg that are permitted to work from home even past this time of pandemic. However, all of our staff will still have to come in face and assist the public and do some un-remote-able tasks. We will continue to use this model into the future to help our staff with their work and home life balance.

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:

- Continue to discuss the future funding for FACTv
- Continue development of *Talking Fitchburg*
- Live remote broadcasting: live sporting events, media events, and other live event coverage
- Develop new ways to integrate web-based meeting access for public participation

We will continue to provide all of the great services to the community, our city departments, and many others as we work through 2021. Although things changed in 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.

