

Fitchburg Access
Community Television
FACTv
2022 Annual Report



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THE CITY OF Fitchburg
FACTV

F1 GOV **F2 COM**

**Fitchburg Access
Community Television**
Streaming TV
Cable TV
Video on Demand
Social Media

Letter from the Community Media Services Manager

The year 2022 was a very busy for FACTv and the City of Fitchburg! The annexation of the Town of Madison finally took place after years of planning. FACTv went from three to two channels and subsequent rebranding. We saw a change in our staff and welcomed a new member to our team late in the year. We also saw an increase in our productions as our world has come back to in-person gatherings from the COVID era. It was a busy year but as usual, our team FACTv met those challenges head-on and I could not be more proud.

The annexation of the Town of Madison was the main priority this year. FACTv played an important role in building the marketing and communications plan. This plan focused on three main areas: homeowners, renters, and businesses. As the plan unfolded, our marketing team of Lisa Sanford, Scott Yarbrough and I, along with many different employees from across the city, helped make the transition from the town to a city easier for our new residents. From onsite visits, public meetings, Fun in the Park events, and more, we got to meet our new residents, answer their questions and share what Fitchburg has to offer as they became a part of the City of Fitchburg on October 31, 2022!

While all of the Town of Madison work was happening, our department was still working on a big internal project to update our broadcast system and transition from three channels down to two channels: F1 Government Channel and F2 Community Channel. As part of a long term plan, our goal is to continue to provide access to your local government through coverage of public meetings, city updates and the sharing of local information of what is happening in our community. This update ensures we have the ability to share our content on multiple platforms, more space for our content, and add security to protect our city infrastructure.

This year also brought changes to our staff. Andrew Bamlett, longtime employee of FACTv decided to move on from our department. But he did not move too far as he transferred to the Public Works Department! We wish Andrew the best of luck and can't thank him enough for his work on Talking Fitchburg, his engineering skills, and being a great co-worker! We welcomed a new face to the department in late October. Nick Boucher joined us from the Village of McFarland with experience in local government media. He has been a great fit to our team and we look forward to working with him for years to come!

Finally, we continued to see a bounce back in productions as we continue to come out of the COVID pandemic. Our department saw an increase in productions, projects, and helping out our fellow city departments. Although we were down a staff person for a good chunk of the summer and into the fall, our staff stepped up their game and were able to keep things moving in and out on a timely manner. I can't thank the staff enough for their continued hard work and dedication to our department. I am glad to be the manager in this department but the credit goes to the whole team for their hard work and sacrifice each and every day!

As you can see, we had a busy year! In 2022, the City of Fitchburg made history with the annexation of the Town of Madison. Our team was happy to help our new residents get acquainted with the City of Fitchburg. We look forward to the journey ahead and expect another busy year in 2023!

Jeremy Crosby
Community Media Services Manager

COVID-19 Response Update

Our team is 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 have limited our time going out and filming community stories, and continue to follow steps to keep our workspace safe. All of our staff is able to work from home but still need to come in to broadcast our city meetings along with other tasks that could only be done on-site.

Video Conferencing

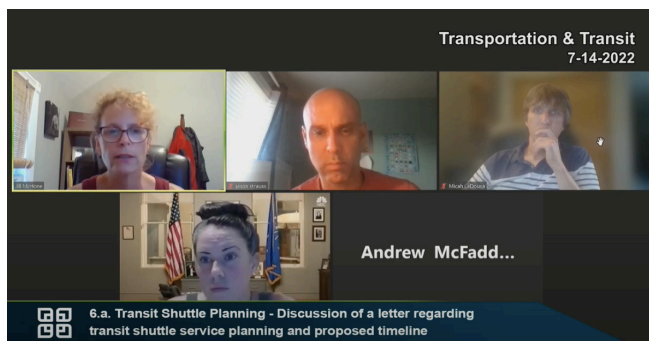
Our team has continued to provide needed video conferencing for our government meeting coverage and beyond. We now call these “hybrid meetings”, bringing the option of virtual appearance and in-person gatherings together in one space. This has also helped increase inclusiveness and civic engagement to 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 the 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 vital 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.



Our City Channels

Removed Media Channel F1

The Media Channel F1 was discontinued in 2022 as part of our long-term planning in our budget, technology, and program strategies. This channel was used primarily for our community bulletin board and had some live programs when needed. We will continue to use the community bulletin board as part of our remaining two channels moving forward.



Government Channel F1

Our Government Channel F3 was rebranded to the Government Channel F1 as we removed the Media Channel F1 from our broadcasting system. Our government meeting coverage is second to none! As pandemic restrictions eased, every public meeting was aired live and rebroadcast later for everyone to see. We still had to be physically present at city hall for all of our city meeting broadcasts, and it has taken extra staff and time to facilitate our hybrid options.

Government Channel F1 Platforms

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

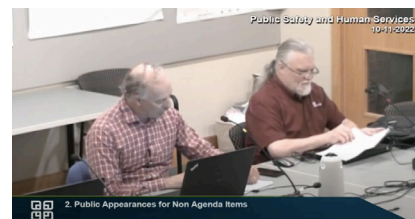
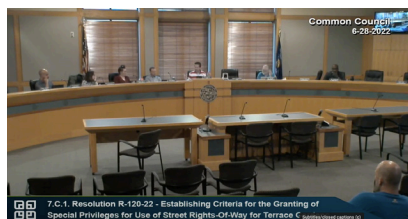
1. Cable TV
 - AT&T U-verse: Ch. 99
 - Spectrum: Ch. 986
 - TDS TV: Ch. 8
2. Online Platforms
 - www.fitchburgwi.gov/FACTv
 - Streaming Live
 - Video on Demand - VOD
3. Apple TV, Roku, Amazon Fire TV



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, and other public information meetings.

261 Meetings Covered in 2022, 281 Meetings Covered in 2021, 225 Meetings Covered in 2020



Our City Channels

Community Channel F2

The Community Channel F2 is where you 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

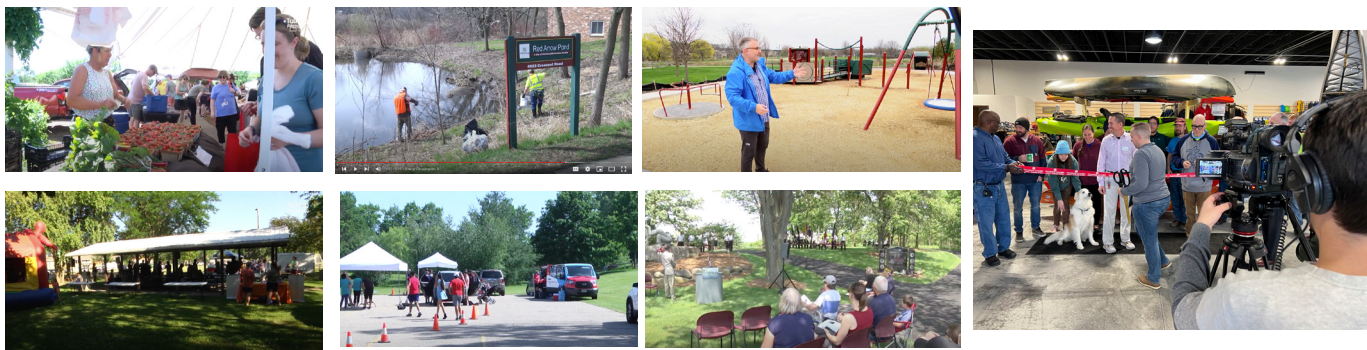
Talking Fitchburg is a 30-minute daily newscast promoting what's happening in the City of Fitchburg. This show was created in 2016 as a better way to reach the residents of Fitchburg. As PEG stations like ours change, we can still provide access in new ways through local news. Our community has so many 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 update at the top and bottom of the hour. The rest of the half-hour 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 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.

2022: 269 Interviews & Story Coverage

2021: 226 Interviews & Story Coverage



Our City Channels

Our City Channels- Community Channel F2 Continued:

Current Shows Airing on Community Channel F2

FACTv Produced Shows:

- Talking Fitchburg
- Talking Fitchburg Update
- 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
- Safe Communities Ending Deaths from Despair webinar series



Locally Produced Community Shows:

- The Local Perspective*
- D1 All-stars*
- Conversation Shop*
- Still Standing*



Channel Promotions

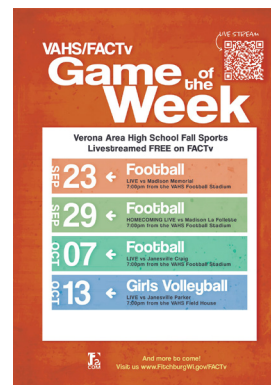
Our Community Channel is driven by our promotions. When we are not airing programming, we run commercial breaks that we self-produce with promotional announcements for our content and station.

2022 Numbers:

- Approximate Created Promos: 510
- Total Promo Runs for the Year: more than 20,000
- Average Per Day: 45

2021 Numbers:

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



Social Media

We continued to employ Facebook and YouTube as our main social media outlets throughout the year. Using social media has been 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

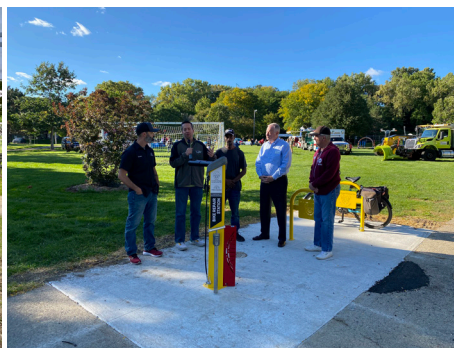
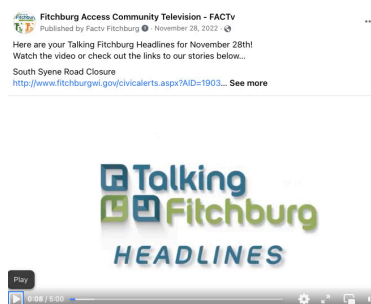
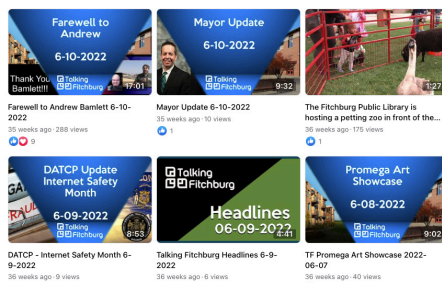
Facebook allows us to not only share our content, but also allows us to share news from other departments, other area news, and more resources for our residents.

Types of posts shared:

- Talking Fitchburg AM & PM Headlines
- Talking Fitchburg guest segments
- Share city news and information
- Share city department information
- FACTv information

Insights Overview:

- 2022 Likes/ Followers: 1,370
- 2022 Videos Uploaded: 551
- 2021 Likes: 952 - 164 new likes in 2021
- 2021 Videos Uploaded: 539



BOIL WATER NOTICE CANCELED

July 8, 2022. Due to loss of pressure on July 6th in the City's South Water System (Greenfield area outlined in red) the City took a number for bacteriological samples as required by the Department of Natural Resources to ensure that the water is safe. The samples were tested at the state Lab of Hygiene. All samples have been reported safe.

The boil water notice is no longer in effect.

For more information contact:
Tracy Foss, Senior Utility Engineer (608)270-4272

Fitchburg Welcomes Town of Madison Residents and Businesses

FACTv will have LIVE coverage of the unveiling starting at 3:00pm on our Community Channel F2!

WELCOME TO **Fitchburg** This is your city.

BIENVENIDO A **Fitchburg** Esta es tu Ciudad.

Winter Storm Curbside Refuse & Recycling

Residential routes are anticipated to still take place on Thurs., 12/22 & Fri., 12/23. If that changes, we will post closure notices on Pellitteri's website, voicemail, and email alert. Inclement road conditions may still cause delays or areas That cannot be accessed for service. Please check Pellitteri's Fitchburg's specific page: www.pellitteri.com/pages/city-of-fitchburg. Pellitteri will be running routes as usual on Mon., 12/26 & Mon., 1/2. There will be NO delays for the holidays.

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 12 hours after adjournment.

General Uploaded Videos:

- City of Fitchburg Government Meetings
- Talking Fitchburg guest interviews
- Talking Fitchburg Shows
- What's Happening at the Fitchburg Senior Center
- Weather information
- Public safety information



Overview Channel Analytics 2022

- 35,233, total views
- Watch Time (hours) 2.7K
- Subscribers +107, total of 465
- 1,088 videos uploaded

Overview Channel Analytics 2021

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



	Fitchburg, WI Board of Review 9-9-22 Factiv City of Fitchburg • 9 views • 5 months ago 4:47:43
	Fitchburg, WI Housing Advisory Committee 9-12-22 Factiv City of Fitchburg • 5 views • 5 months ago 1:31:43
	Fitchburg, WI Finance Committee 9-13-22 Factiv City of Fitchburg • 1 view • 5 months ago 11:26
	Fitchburg, WI Public Safety and Human Services 9-13-22 Factiv City of Fitchburg • 2 views • 5 months ago 19:32
	Fitchburg, WI Common Council 9-13-22 Factiv City of Fitchburg • 24 views • 5 months ago 1:42:59
	Fitchburg, WI Fitch-Rona EMS Commission 9-15-22 Factiv City of Fitchburg • 8 views • 5 months ago 32:59
	Fitchburg, WI Board of Public Works 9-19-22 Factiv City of Fitchburg • 8 views • 5 months ago 37:26

FACTv Productions

FACTv Productions

- 658 total productions for 2022
- 2022 Paid Productions- 2 totaling \$1,600
- 656 total productions for 2021
- 2022 Paid Productions - 4 totaling \$3,725

Production Project List-

- Verona Area High School Sports
- Verona Area High School
- Oregon School District
- Safe Communities- 10 productions
- JSD Professional Services Engineers
- Fitchburg Chamber & Visitor Bureau
- University of Wisconsin
- Fitchburg Historical Society
- Promega
- Madison Region Economic Partnership
- Latino Chamber of Commerce



Virtual Meetings Platform Management

In coordination 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, city 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 Projects

Administration

- Mayoral Awards
- Town of Madison marketing project
- Town of Madison onsite outreach

Assessing

- Annual Assessing information interviews
- Business tax form instructional video

City Clerks

- Support for digital signage
- Election training videos

Court

- Set up Zoom for trials and Municipal Court

Economic Development

- Groundbreaking & ribbon cutting coverage
- Chamber BB9 coverage

Finance

- Tax assessment update and breakdown interview

Fitch-Rona EMS

- Department photo



FACTv Productions

City Department Projects

Fire Department

- Staff photos
- Pinning ceremony
- Talking Fitchburg- various coverage on department trainings
- PFAS disposal story

Human Resources

- Employee Resource Group meetings
- Diversity and Inclusion meetings
- Sharing job postings on community bulletin board
- Recruiting video started in 2022

Library

- Children's Library Tour in Spanish
- AV service and repairs

Police Department

- Staff Photos
- Community meeting coverage
- Pinning ceremonies
- Annual recognition ceremony
- K9 outreach video

Parks & Recreation

- All interdepartmental Zoom meetings
- Inaugural Celebrate the Holiday's with Fitchburg
- Support for digital signage
- Public information meetings
- Annual dance recital

Planning & Zoning

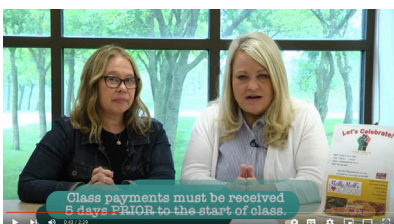
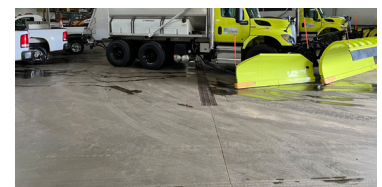
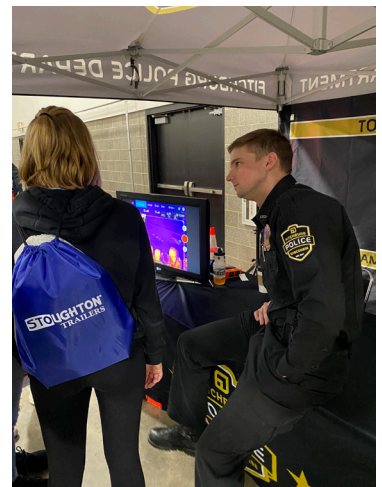
- Staff training of Zoom and public meeting operations
- Teen center outreach
- On-location Ag & Rural Commission meeting & listening session

Public Works

- Public information meetings coverage
- Road construction updates
- Madison Metro transit re-design public information meetings
- RCC invasive species program in the park

Senior Center

- Weekly What's Happening at the Fitchburg Senior Center
- Support for digital signage
- Setup live streaming cart



FACTv Projects

Headend Upgrade

In late May we moved forward with our budgeted Capital Improvement Project to update our headend broadcast system. This system from Tightrope Media Systems provides the backbone for broadcasting to the residents and business of Fitchburg. The system allows us to broadcast our two channels - F1 Government and F2 Community Channel - through many different multi-media platforms including: cable TV, live streaming, Over-The-Top (OTT) streaming TV platforms Apple TV, Amazon Fire TV, and Roku. This system also allows us to have video on demand (VOD) for residents to watch our content at anytime and anywhere they would like! The streaming solution is important as viewers can watch on the device of their choosing. It also is important to point out that our updated system allows better security protection as this system has to be able to interact with the outside world.

Implemented Channel Plan Update Decreasing from Three to Two Channels

As part of our long term planning, completed moving from three broadcast channels down to two in 2022. As we developed the headend project, we had the opportunity to evaluate our channels and operations. Staff concluded the third channel, "F1 Media", was not being used as it was in the past, and as our mission has evolved, we felt we could efficiently move to a two channel model. As we considered our budget, it made sense to move away from this third channel to allow for future capital projects that more closely align with our long-term goals.

Town of Madison Marketing & Communications Plan

The City of Fitchburg annexed a portion of the Town of Madison in 2022. Starting in January, FACTv took on the role of creating a communications and marketing plan for the city. Lisa Sanford, Scott Yarbrough, and Jeremy Crosby were the communication and marketing team for this project. Our plan focused on homeowners, renters, and businesses of the Town of Madison and making sure they had access and information on the annexation and transition into the City of Fitchburg. We held on-site public information meetings, multiple on-site apartment visits, four Fun in the Park events, and continued marketing through social media, the city's website with a specific page dedicated to the transition, and direct follow-ups with residents and businesses as questions and concerns were raised. We learned a lot from this experience, and we plan on using some of the strategies learned from this past year in how we communicate with all the residents and business in the expanded City of Fitchburg!

Celebrate the Season with Fitchburg

We created a new event last year that took the place of the Children's' Holiday Party called Celebrate the Season with Fitchburg. This new event took elements from the past party format and allowed us to bring the events to our different neighborhoods throughout the city. Locations included Fitchburg City Hall, Huegel/Jamestown Park, Nine Springs Golf & Disc Course, and Doxa Church. At each location we had arts and crafts provided by the Fitchburg Public Library, snacks and drinks by Parks and Recreation, a city information station, and a visit with Santa. Two events took place in the morning and two in the afternoon. We thank everyone involved for all the help they gave to make this event a success. We will evaluate this event and see where it takes us next year.



FACTv Staff

Our staff is the heart of FACTv! We are very fortunate to have a group 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 best 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 (Moved to Public Works June of 2022)

Date of hire: 7/2013

Full-time position

Nickolas Boucher- Production Assistant

Date of hire: 10/2022

Full-time position

Chad Cole - Cable Op 2 (reclassified to Media Production Assistant)

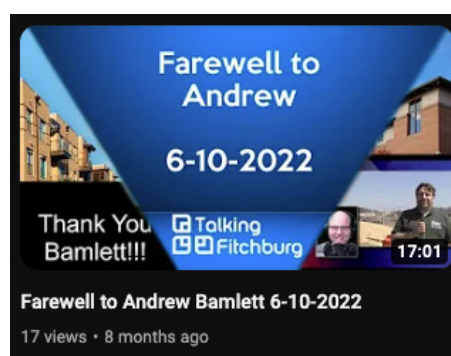
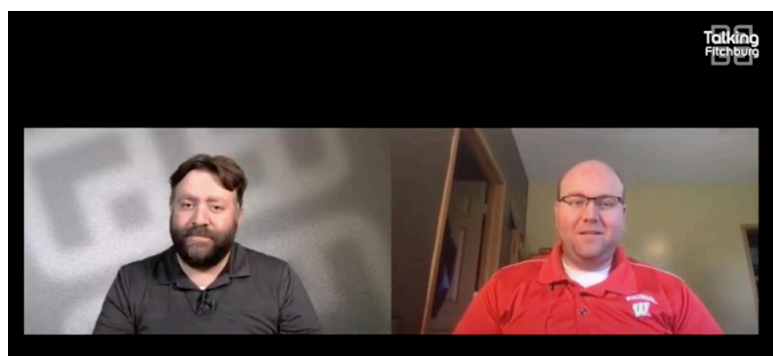
Date of hire: 8/2011

Part-time position

George Cloyd - Cable Op 1

Date of hire: 1/2020

Part-time position



FACTv Continuing Coverage

FACTv Continuing Coverage

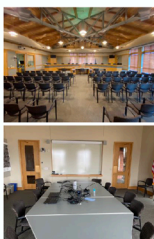
In terms of what we will be working on this year for new initiatives, we have established these goals:

- Expand sports productions.
- Increase live and local event coverage.
- Upgrade City Hall public meeting rooms AV systems.
- Upgrade Library public meeting room AV system.
- Upgrade digital signage.
- Work on communications and marketing strategies.

We will continue to provide all of the great services to the community, our city departments, and many others as we work through 2023.

Meeting Rooms Update Goals (Council Chamber & Meeting Room)

- Create hybrid meeting spaces- video conferencing
- Update audio and video systems
- Update microphones, add microphones
- Update cameras & add cameras
- Update presentation infrastructure- projectors, screens, TV's
- AV systems need to work the same or similar in both rooms

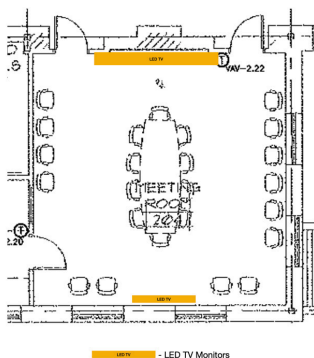
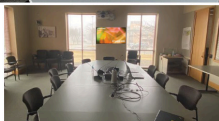
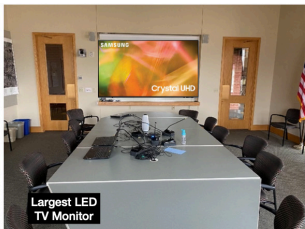


Equipment (Council Chamber & Meeting Room)

AV System - (QSC, AMX, Creston, or similar) controlled via wireless device and in-room control panel. System should have multiple inputs and outputs. Inputs should include but not limited to HDMI, USB-C. Outputs should include but not limited to HDMI, SDI, NDI. Video conferencing platforms such as Zoom, GoToMeeting, or Teams should be capable with this system and not limited to any particular service. Each room has to use the same AV system.



Proposed Displays Setup





Fitchburg Access Community Television

- Streaming TV
- Cable TV
- Video on Demand
- Social Media