



**Princeton
Community
Television**

Review of Princeton Community Television

2009-2013

INTRODUCTORY STATEMENT

History

Princeton Community Television was formed as a 501c3 in 2006 to manage Princeton's public access channel and to provide training, equipment, facilities, and broadcast time for the public to produce programming for the residents of Princeton.

Mission

PCTV's larger purpose remains to "facilitate the use of access channels as a public forum that promotes the free exchange of ideas and information, and to serve access viewers with programming and information reflecting the activities, concerns, and interests of the residents of the Princeton community providing the Princeton community with programming that is not otherwise available through the local cable television service."

To fulfill its mission, PCTV members and local non profits are encouraged to produce programs through use of the editing labs, the in-house studio and equipment loans. Princeton TV holds classes to educate its members and its staff consults on video projects.

The public access channel broadcasts 24 hours per day, 7 days per week and encompasses a vast array of programming such as, but not limited to, local and international news, issues facing senior citizens, business, nonprofit and financial matters. Thirty five percent of PCTV's programming is produced by community members, a percentage significantly higher than other public access stations.

Providing these services not only benefits individuals but also enables local non-profits to enhance their missions, increase awareness of their activities, and publicize special events. PCTV mounts all of its productions online and maintains a digital archive of Princeton's municipal meetings. It also provides video support for community special events throughout the year.

Rationale for 501c3

Part of the rationale for turning management of the public access channel over to PCTV was the realization that a nonprofit organization would be better positioned to undertake fundraising than the joint municipal Cable TV Committee that had previously been charged with overseeing it. In addition, during the preceding years, the Borough had proved not adept at dealing with the issues that arose in the day-to-day operation of the station.

VIEWERSHIP

Currently there are four viewing platforms on which Princeton TV can be seen; two local and two global. Additionally online archived programming is viewable 24/7.

Local Viewership

1. Comcast Channel 30 in Princeton.
2. Verizon FiOS Channel 45 in all or a portion of the following towns:

Mercer County

- Ewing
- Hopewell
- Lawrence
- Princeton
- Trenton
- West Windsor

Middlesex County

- Cranbury Township
- Plainsboro Township
- South Brunswick Township

Sommerset County

- Franklin Township
- Hillsborough Township
- Montgomery Township
- Rocky Hill Township

TOWN SURVEY

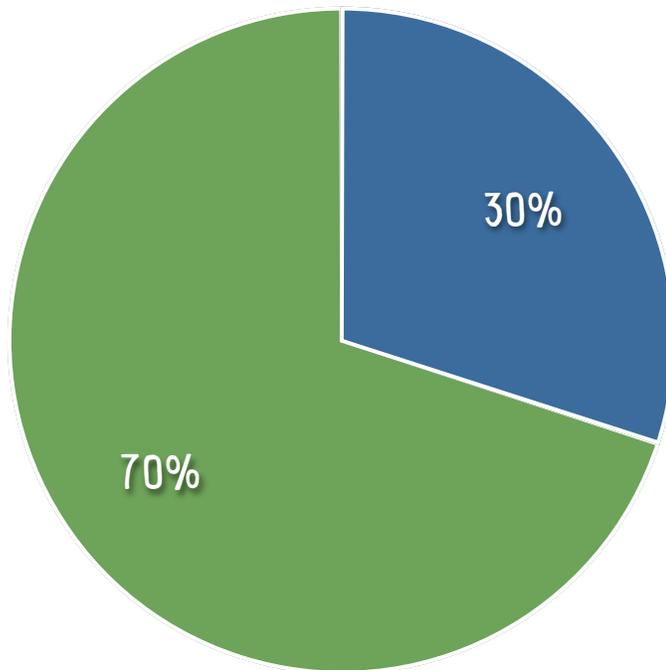
In a recent town survey about Princeton TV conducted by the Municipality the results were encouraging. Though the number of respondents were too small to obtain an accurate measurement, over 60% of the respondents say they watch Princeton TV.

GLOBAL VIEWERSHIP

- Princeton TV displays a live stream from PCTV on the home page of their website, Princetontv.org.

At the time of this report, Google Analytics breaks down visitors to the site as follows:

Viewing Area Percentages



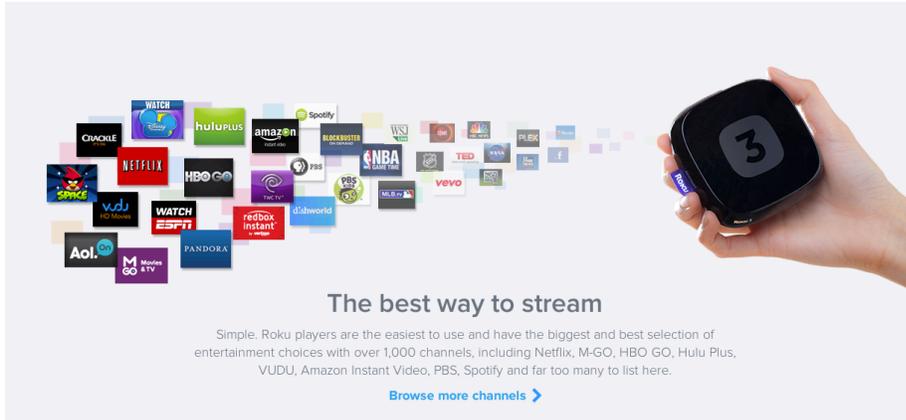
30% = Princeton

70% = other NJ & NY towns

GLOBAL VIEWERSHIP, (CONTD.)

4. Roku Channel

Roku is a box purchased for streaming content from a television. Princeton TV has it's own channel which distinguishes it from most other public access stations who are grouped together under the PEG Media Channel.



The best way to stream

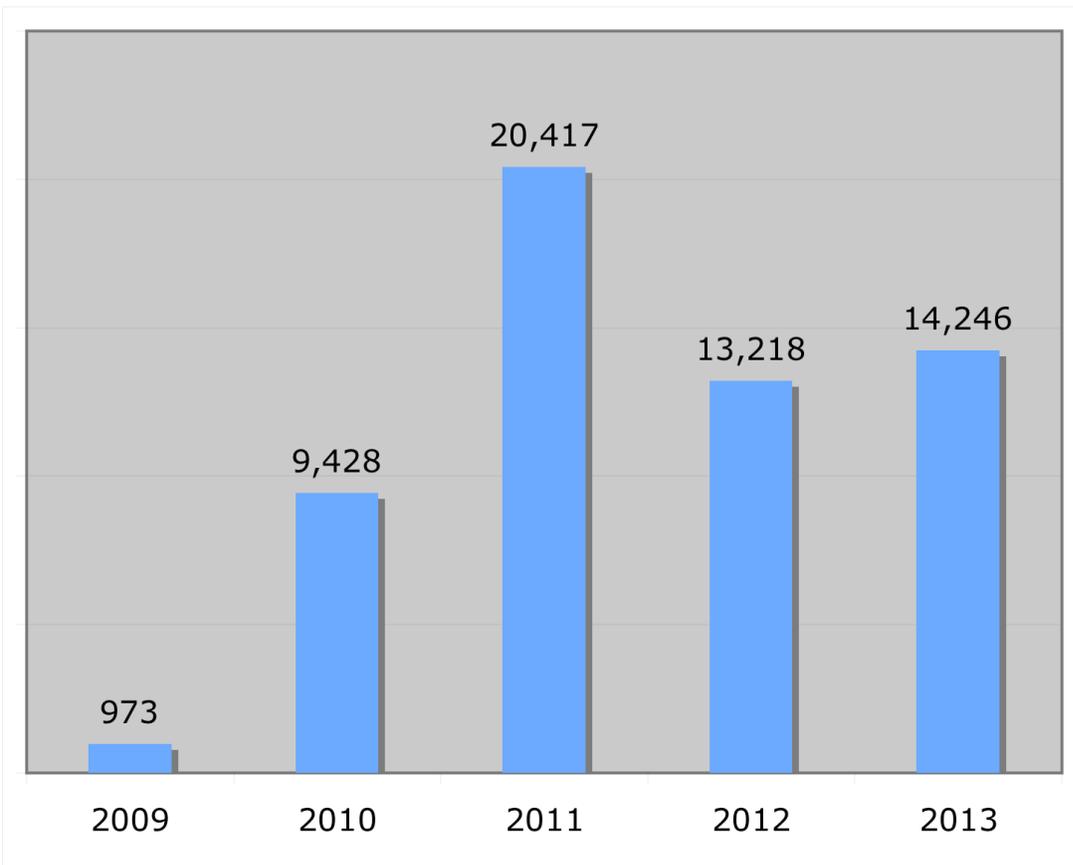
Simple. Roku players are the easiest to use and have the biggest and best selection of entertainment choices with over 1,000 channels, including Netflix, M-GO, HBO GO, Hulu Plus, VUDU, Amazon Instant Video, PBS, Spotify and far too many to list here.

[Browse more channels >](#)

GLOBAL VIEWERSHIP, (CONTD.)

In October 2009, Princeton Television established online archiving through the professional video hosting site, Vimeo, partly because viewership could not be tracked through Comcast/Verizon and partly because many members and show guests did not have access to Princeton TV. Vimeo enables Princeton TV to archive shows in perpetuity and at a yearly cost of \$200, eliminates the need to burn DVDs for producers and guests.

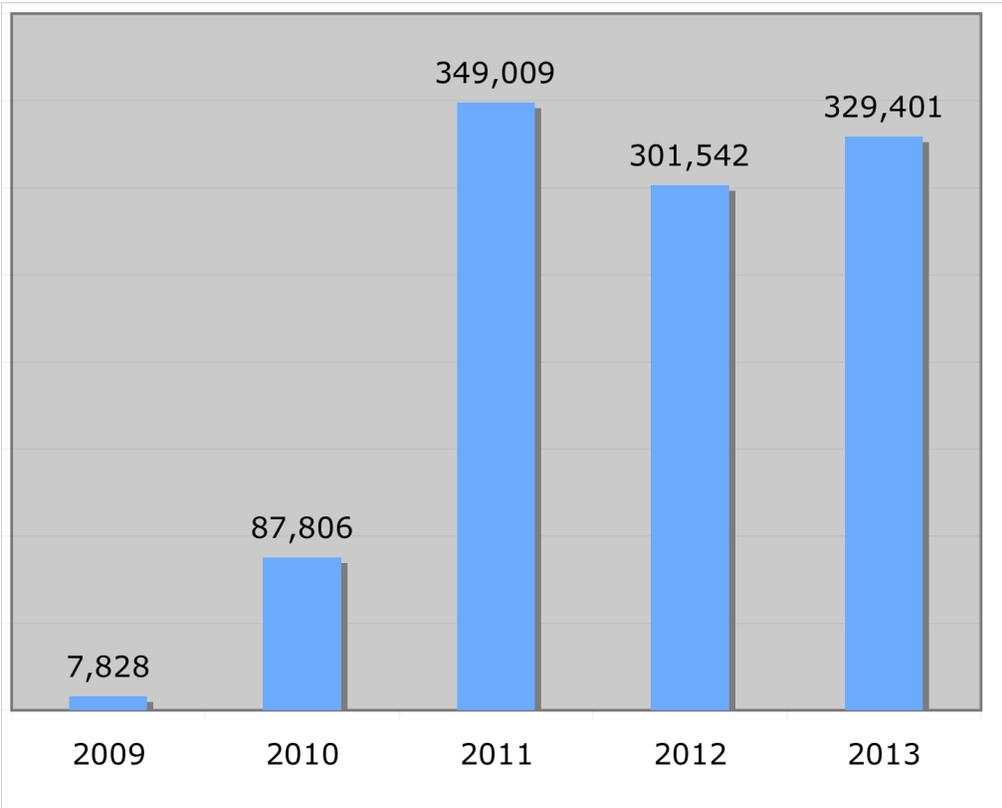
Video Plays per Year



For the Princeton community, Vimeo created several opportunities as follows:

- Created online marketing opportunities for PCTV producers by providing access to forward, link embed, comment and download videos. As producers began to use these options and share on their own social media sites, the number of plays grew dramatically.
- Grouped together videos for each show creating channels for each locally produced programs. At the time of this report, there were 1,500 archived programs and 59 Channels.
- Enabled Princeton TV to gain worldwide access. Since it's inception in 2009, Princeton Television Vimeo programs reach **143 countries**.

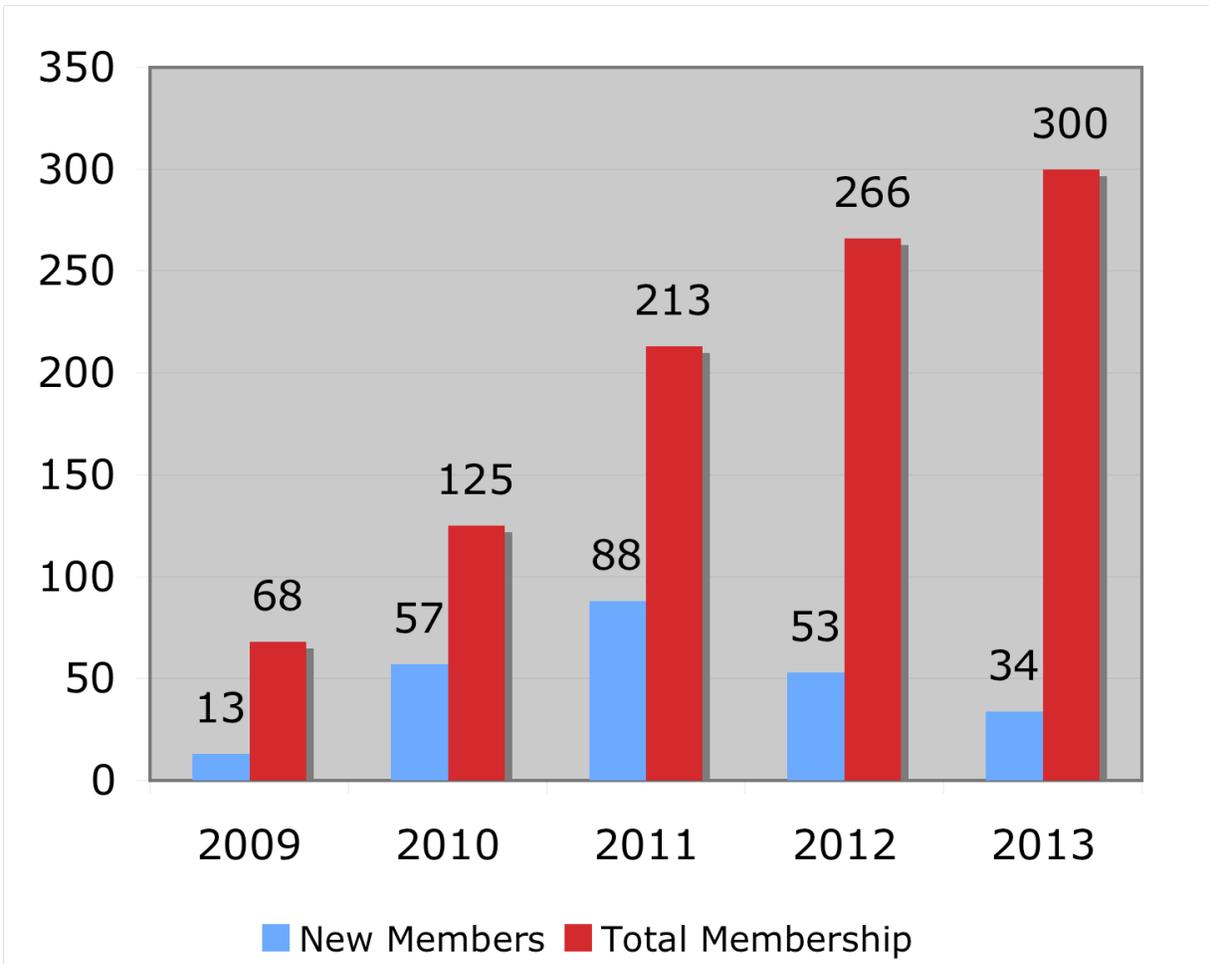
Video Clicks per Year



'Princeton TV has provided a wonderful opportunity for guests to share and viewers to receive practical wellness advice discussed on The Dr. Joy Show - Your Prescription For Total Wellness. While TV viewership is limited to residences within New Jersey, Princeton TV utilizes Vimeo, accessible globally via the Internet to promote show content. Increased brand awareness and content show exposure are some of the positive results.'

~Dr. Joy Producer/Host. The Dr. Joy Show

MEMBERSHIP 2009-PRESENT

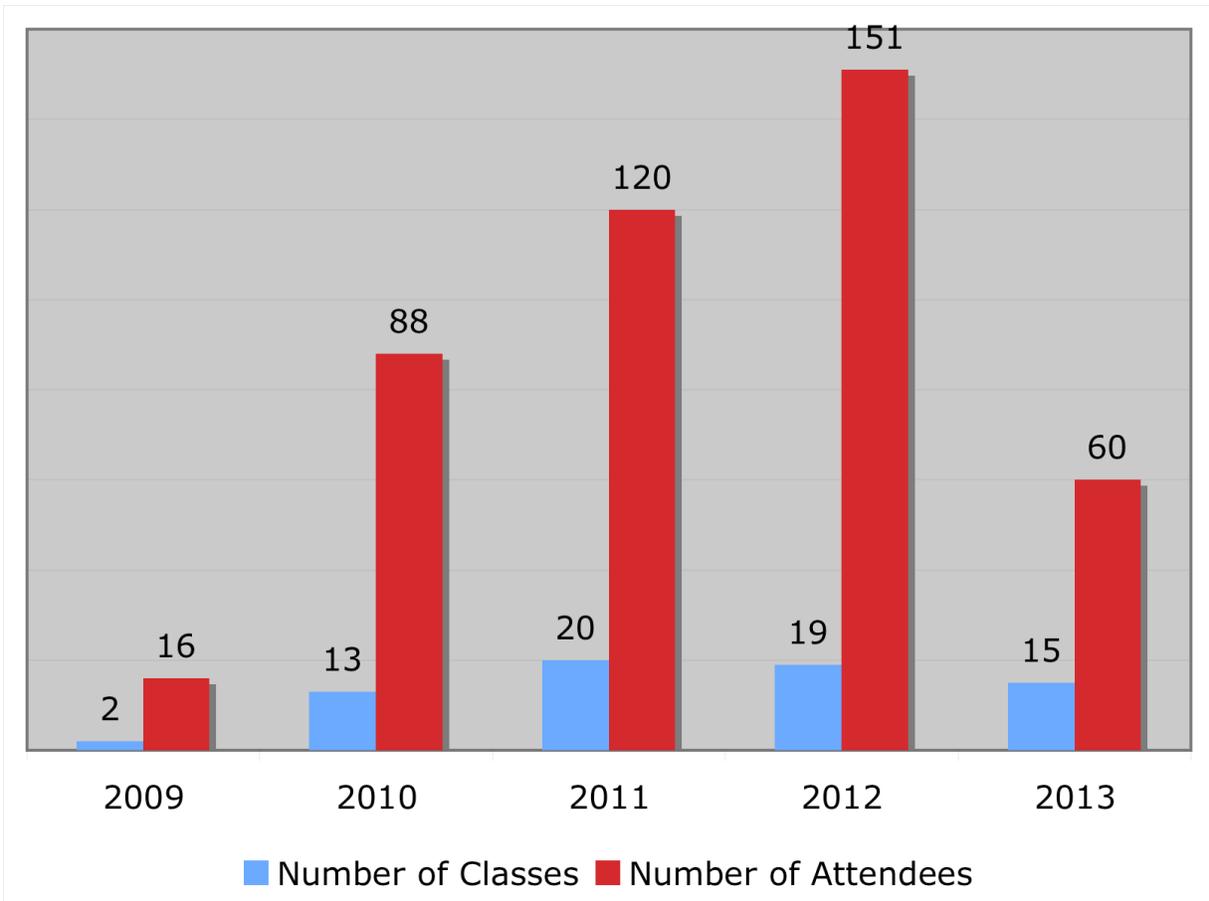


Starting 2010, efforts were made to increase membership by offering classes at reduced prices to members. About this time, online payment for memberships was introduced along with in-house paper form membership.

In 2011, Princeton Television established membership as a prerequisite for equipment loans.

The decrease in membership in 2013 reflects a year when relocation rendered the studio inoperable for six months.

CLASSES



In 2010, a monthly, mandatory class, Video Camera Basics, was implemented to maintain proper use of cameras to extend equipment lifespan.

Years 2011/2012 demonstrate steady growth.

Classes dropped considerably during 2013. As class attendance grew, Princeton TV concluded class space not appropriate for public.

Note: To have hands-on experience, Princeton TV caps attendance on many classes, i.e. the class titled, “Editing 101” is capped at 5 attendees; the amount of computers available.

CLASSES (cont'd.)

2009–2011 Classes

CORE CLASSES

Audio 101
Editing 101
Lighting 101
Lighting Basics
Video Camera Basics

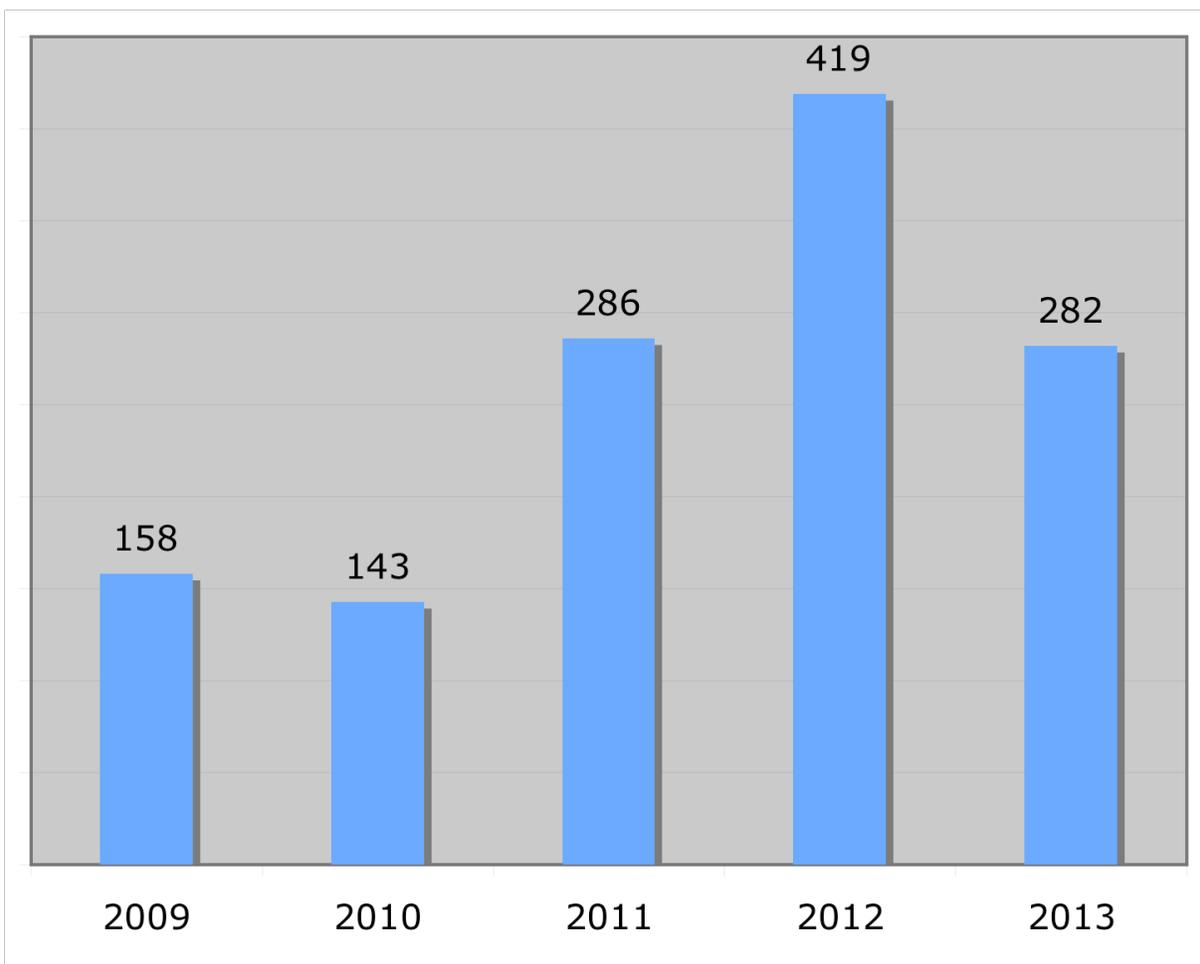
NON CORE CLASSES

Acting for Film and Television
AllPrinceton Citizen Journalism
Digital Photography
Documentary Storytelling
The Documentary Project *
Green Screen
Short Film Production
Social Media for Non-Profits

Note: Teachers are either certified in their respective subject or have an equivalent of professional experience in the film industry.

* Highlight: The Documentary Project produced a film called A Watershed Moment which was entered into the Princeton Environmental Film Festival 2013. A local nonprofit, The StonyBrook Millstone Watershed Association, currently uses it as a teaching tool.

EQUIPMENT LOANS



Except for 2010, reservations climbed steadily until 2013 when the station relocated and equipment loans were temporarily suspended.

Equipment Loans (cont'd.)

Field Equipment Available	Type of Programs Made from Field Equipment
Video Cameras Mini Hi Def Cameras Tripods Microphones (clip on and boom) Lighting Kits Lighting Equipment for Special Effects Green Screens & Reflectors PA System Jib Crane Video Projector	Art Documentaries Art Videos Citizen Journalism Programs Student Documentaries Field Documentaries Field Television Show International News Field Reporting (Asian Times) Music Documentaries & Programs

Mark Jeevaratnam is a freelance documentary filmmaker and one of five grand-prize winners of [Project: Report 2010](#) at the Pulitzer Center on Crisis Reporting.

"I came to know about Princeton TV while I was preparing for a trip to South Africa to shoot a short documentary for the Pulitzer Center on Crisis Reporting. The project was very much in its infancy, and I needed help conceptualizing the piece as well as designing a budget that would allow me the tools and resources needed to bring my vision into fruition. George and Sharyn were instrumental in helping on all levels providing suggestions and ideas for equipment and storytelling techniques. At Princeton TV, I found an enthusiastic and encouraging fellowship of film makers that welcomed and prepared me to bring a story from the rural areas of South Africa to a worldwide stage over the internet."

~Mark Jeevaratnam, documentary filmmaker

FILM FESTIVALS & Awards (Won as a Result of using Princeton TV Services/ Equipment)

2009

Copper Penny Players (short)

Lambertville Film Festival official entry

Susan Harasek

2010

It Didn't Have to Happen (animated short)

Lambertville Film Festival

Sharyn Murray/Princeton Filmmakers Group/Sustainable Princeton/Princeton TV

2011

Zombie Etiquette TV Pilot

Honolulu Film Festival- Best TV Pilot

Marti Davis/Lawrence Greenberg

2012

Act of Faith: documentary

Rutgers International Fall Film Festival - honorable mention

Diane Ciccone

2013

Act of Faith: documentary

Black Maria Spring Film Festival - honorable mention

Diane Ciccone

A Watershed Moment: documentary

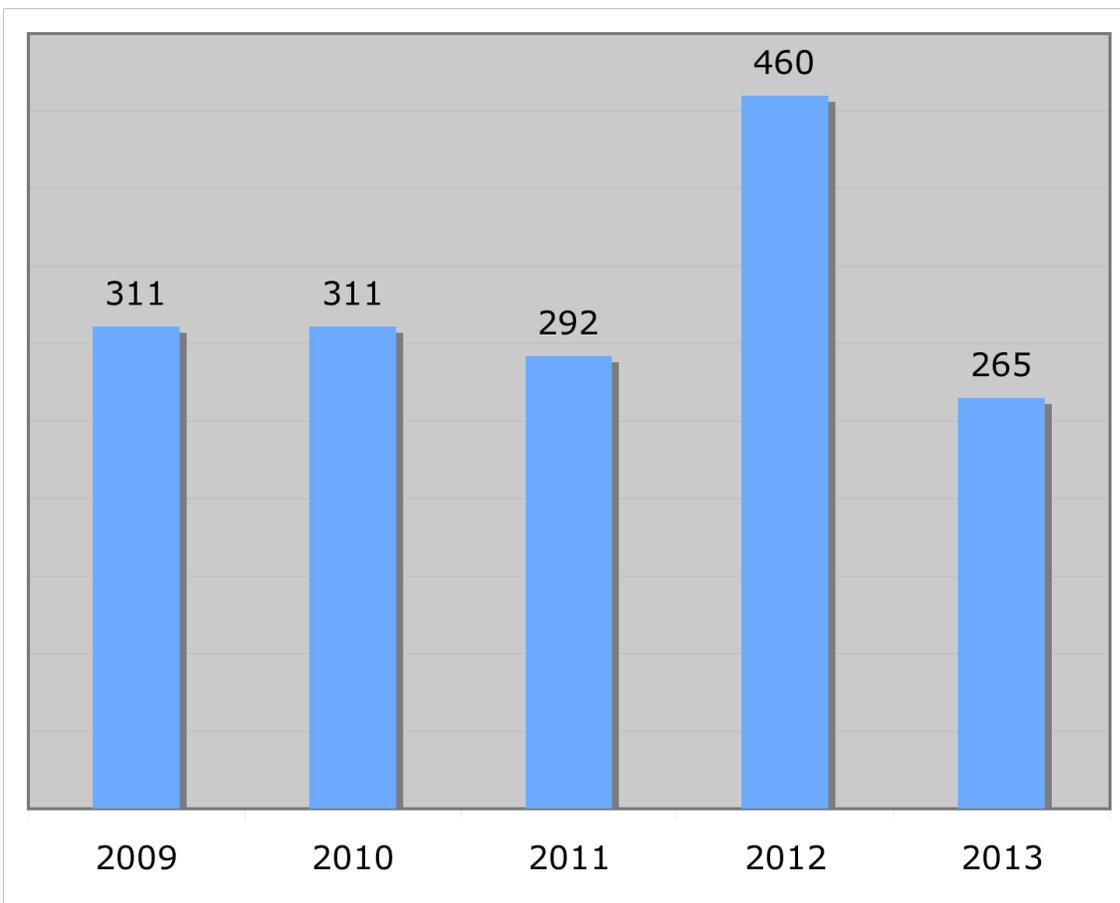
Princeton Environmental Film Festival

Currently used as a teaching tool by Stony Brook-Millstone Watershed Association

Medical Tips You Need to Know: TV Program

Filmed at Princeton TV, currently airs on Long Branch TV, Summit TV, Piscataway TV, Rutgers TV, South Plainfield TV, Pittsburgh Community Television, Oradell TV, Fair Lawn TV, Montclair TV

NUMBER OF PROGRAMS PRODUCED PER YEAR



The popularity of producing shows has been word of mouth. As a result, Princeton TV has extended operating hours beginning January, 2014 until 8:00 pm.

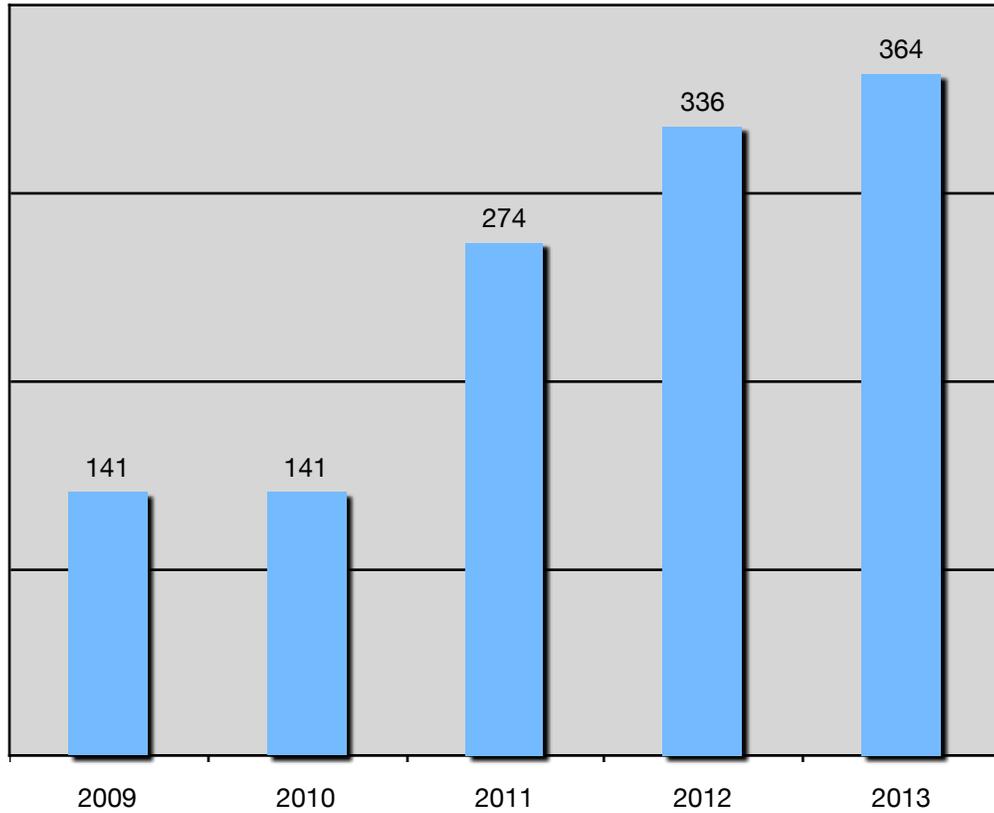
A sharp decline in 2013 marks a year when the studio was relocated and temporarily closed for six months.

"For me, Princeton Community Television, under the leadership of its Executive Director, George McCollough, is an inspired resource to explore and create interesting and diverse programming that is not only meaningful to the individual producers but is a contribution to the local community as well. Where else in the world would I have free reign to talk about and share everything "from tattoos to nuclear weapons"?"

~Natasha Sherman, producer.

Categories of Locally Produced Programs	Categories of Imported Programs
Business and Finance Current Events Education Environment Faith Based Health and Wellness International News Music Senior Sociology Variety Princeton Topics Self Improvement Seniors Non Profit Local News	Cultural Documentaries Environment Faith Based Foreign Films NJ Centric New Age Gender Lectures Senior World News

TOTAL NEWSLETTER SUBSCRIPTIONS BY YEAR



Since 2009, A weekly newsletter is produced informing members of special programming, industry events, member news and advocacy. This is the only area of operation unaffected by the 2013 relocation.

NON-PROFITS SERVED

As part of Princeton TV's mission, the nonprofit community is encouraged to use Princeton TV's facilities. That being said, over the past few years dozens of (local) non-profits have been featured or have used our services to advance their missions.

STAFF

George McCollough, Executive Director

Sharyn Alice Murray, Operations Manager

BOARD

Appointed by Mayor of Princeton and Council:
(two vacancies as of 12/2014)

Appointed by the Princeton CATC Committee:

Chuck Cressy (Treasurer)

Dan Preston (Vice Chair)

Richard Woodbridge

Appointed by Princeton Public Schools

Peter Thompson

Elected by PCTV members

Diane Ciccone (Chair)

Anne Reeves

Vacancy

2014 PROPOSALS

1. Additional Channel—Public Affairs

Princeton TV proposes to establish a Public Interest Channel in the space formerly occupied by the Princeton Borough Government Channel. This will bring the residents of Princeton news, information, and educational and cultural programming from around the state. It may include but not be limited to state legislative sessions, political hearings, policy lectures, election news, New Jersey arts programming, lectures from state educational institutions, New Jersey documentaries and public policy discussions. Programming may also be contributed by the Jersey Access Group, the state's network of PEG Access Stations. Princeton TV will fund the initial start up phase (estimated 3 years) and then seek outside funding once the channel is operational.

2. Additional Classes

Core Classes	Non Core Classes
<p>Intermediate level classes in</p> <ul style="list-style-type: none"> • Video Camera 201 • Lighting 201 • Audio 201 	<p>Nonprofit Video Class Intensive workshops designed to guide nonprofits through the process of producing a video about their organization or an issue that they are trying to address. Organization will be asked to apply for this endeavor and selected applicants will be partnered with a Princeton Area Filmmaker.</p>
	<p>Princeton History Project A partnership with local filmmakers where they will each produce several films about a significant Princeton person, place or event. Princeton TV will engage the public in deciding the subject of the films. Project will include an accompanying website. Princeton TV will fund the initial start up and then seek grants to continue. Screenings.</p>

3. Outreach to Princeton Faith-Based organizations to use Princeton TV facilities and training opportunities

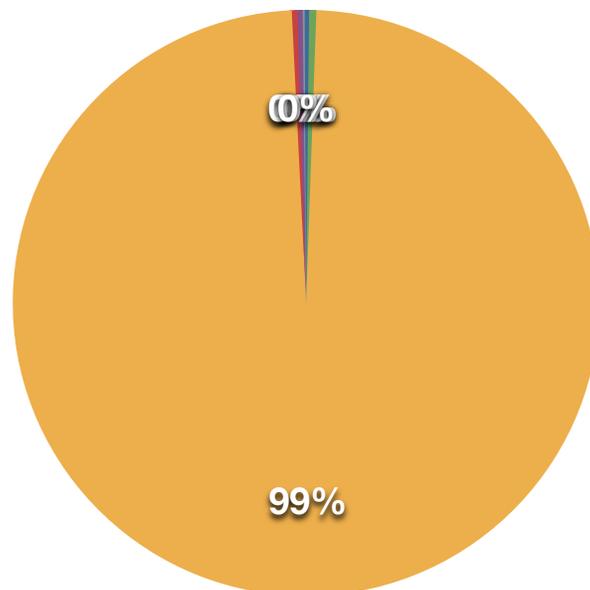
4. Expanded hours

FINANCIALS

2013 Income

Class Fee	\$231.92
Donation	\$940.00
Franchise Fee	\$234,709.61
Membership	\$707.06
Miscellaneous Income	\$705.00
Interest Earned	\$603.98
Total Income	\$237,897.57

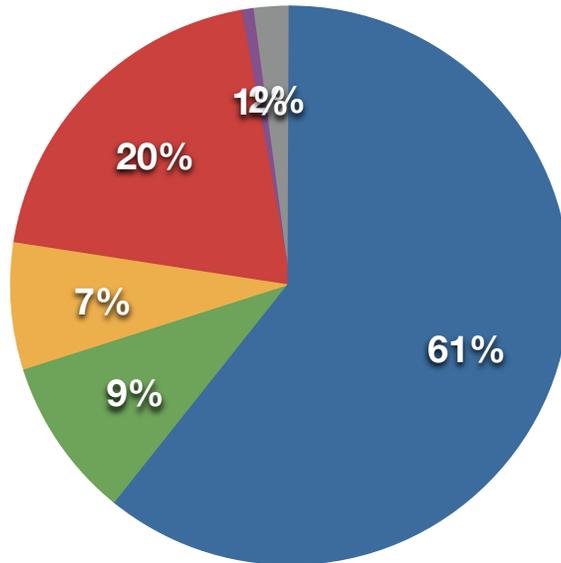
2013 Income



2013 Expenses

Admin	\$114,045.84
Services Rendered	\$17,467.46
Rent	\$13,800.00
Equipment	\$37,099.48
Miscellaneous	\$1,284.33
Insurance	\$4,056.03
Total Expenses	\$187,753.14

2013 Expenses



FUNDRAISING PLANS

We are now gearing up to attempt more fundraising, but it will take time to achieve significant scale. Moreover, given the current climate in philanthropy, we think the opportunities are better for seeking project-based support than operational support and therefore we favor focusing on the former. We propose engaging a fundraising consultant to assist us.

THE NUMBERS TELL THE STORY—2013

