



ANNUAL REPORT

2022



SUMMARY

Staten Island Community Television (SICTV) was founded in 1983 as a result of a franchise agreement between the city of New York and Staten Island Cable (now Spectrum). Permanently opened in 1988, SICTV is organized as a not-for-profit corporation under IRS Code 501C3 and currently has a board of directors appointed by the Borough President of Staten Island. Funding is acquired via a quarterly payment on a per-subscriber basis by Spectrum and Verizon.

SICTV is broadcast on Spectrum Channels 34, 79, 1996, and 1997, and on Verizon FIOS Channels 34, 35, 36 and 37. The facility includes 2 Studios, 4 editing suites, and a portable camera division with camera kits to be borrowed for use in the community.

SICTV provides comprehensive television production training for eligible community members. Eligible members are defined as Staten Island Residents or individuals affiliated with Staten Island based Not-For-Profit Organizations. Volunteers, who assume all responsibility for materials submitted for cablecast, produce programming from start to finish. Access to channel space is on a First-Come, First-Served Basis. Equipment and channel usage is free of charge to eligible community members.



INTRODUCTION

RE - OPENING AFTER COVID

CTV was closed for periods of time due to COVID from 2020-2022. In order to re-open, intense cleaning was done and new policies and procedures were adopted to keep staff, producers and crews safe. Unfortunately, COVID hit the CTV community pretty hard; many producers passed away and many made the decision not to come back to the space.

OUTREACH

The executive team and board have done extensive on-the-ground work meeting with non-profits, schools and community groups to re-build the once-vibrant CTV producer community. Several schools, including public, parochial and charter schools, have come into the studio for training for production and to understand the field as a potential career. Additionally, the staff hosted an Open House for local non-profits to explore possibilities for them. In the Spring.



PROGRAMMING

Staff cover as many shoots in the community as possible, including location shoots and local press conferences. These have included South Shore Artists Group Show at the Conference House, the Richmond County Fair, Pug Day at the Alice Austen House, Ferry Hawks games, Veterans events, and many, many more.

A Public Service Announcement on wildlife, including living with the Spotted Lantern Fly, and others have been produced by staff and aired. Borough President Vito Fossella's press conferences and summer concert series, all Community Board meetings, and more are aired in a timely fashion. New programming is up to 1,000 new shows in 2022.

PHYSICAL SPACE

We took advantage of the first quarter closure of 2022 and installed new flooring in the Green Room, painted the whole facility, and had local artists create two murals in our space. The positive response to these changes has been overwhelmingly positive.



Additionally, new furniture and set pieces have been purchased to offer more variety and higher quality sets to producers.





INTERNSHIP

As part of our renewed commitment to the community, we began an internship program in Summer. We welcomed 14 youth who learned a variety of skills, including camera, editing, floor management, field work, and even had a chance to try out our drone (under supervision of course).



EQUIPMENT UPGRADES

- All cameras are HD
- Drone purchased, FAA certified pilot on staff
- New mics, ear pieces
- New set pieces
- Cablecast upgrade

2022 GOALS

COMMUNITY OUTREACH

- Reinstated community calendar
- Outreach done to local NFPs to explain options available to them
- We have recently met with Community Resources, HEALTH for Youths, On Your Mark, Wagner College, SINFPA, Eden II, SINYC Living, SI Arts, and the Fund for Public Housing to educate them on what we do and to build partnerships and build bridges wherever possible.

SYSTEM UPGRADE

The Cablecast Upgrade is underway. This system will allow us to program all four channels, host Video On Demand and streaming services. Additionally, we can go live from the field, and it will improve our ability to show PSAs, the community calendar, and caption when necessary.

The necessary electrical upgrade for the project has been completed.

The cabling portion of the project is complete.

The Cablecast hardware has been installed and we look forward to training and rollout this Spring. New servers are up and running now in test mode.

PROGRAMMING GOALS

We kicked off several new shows in 2022, including the JCC Seniors, Warehouse 34, the NY Experience with Shawn Black, Nothing But The T, the Joey Reynolds Show, and so many more. We are also happy to report that many long-standing producers have stayed on with CTV and those shows, like Let the Good Times Roll and The Al Lambert Show, continue. In total, CTV aired over 1,000 new shows in 2022, exceeding our goals.



WHAT'S NEXT

In 2023, CTV will continue to build and fortify relationships in the community as well as connect with colleagues across the country to share experiences and learn from their successes. These include looking more deeply at earned income opportunities, streaming efficiencies and a new contract.

Additionally, we look forward to a re-brand of CTV, a new awards/recognition program for producers, and staff growth.

We will make our move to the Cablecast system and begin our Video On Demand and streaming platforms. We also look forward to more live programming and live broadcasts from the field. We are also planning to add additional educational opportunities on site and add a podcasting platform.

**Stay tuned:
CTV will get
a new look
in 2023.**



RESULTS FROM LAST YEAR

SOCIAL MEDIA

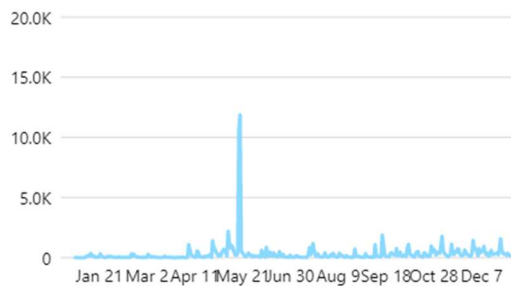
While 2022 was certainly a transformative year for CTV, we began a social media campaign in May to call attention to our mission, programming and our service to the community.

Our Facebook page visits were up 561% while our Instagram visits were up 100%. The overwhelming number of followers reside in New York City.

Reach

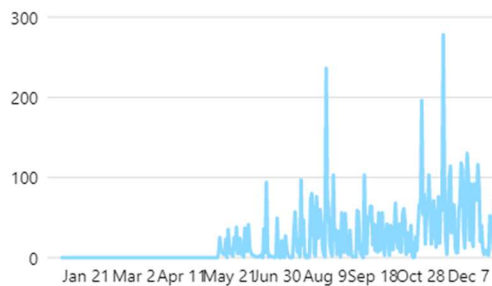
Facebook Page reach ⓘ

66,673 ↑ 406.7%



Instagram reach ⓘ

1,867 ↑ 100%



EDUCATION

Our educational component was also a major pillar in 2022 that we were able to reinvent since COVID.

We completed field camera training, numerous orientations, school trips, and studio training for a combined 148 hours of training to over 230 people.

Stay tuned. We are just getting started!

