

2020  
*Peters Township Community Television*  
Annual Report



**Peters Township Community Television**



**Ryan R. Boni**  
Public Access Director

**Kelsey Sylvester**  
Media Specialist

January 31, 2021



# Peters Township Community Television

## MUNICIPAL

Paul F. Lauer, *Township Manager*  
Ryan Jeroski, *Assistant Township Manager*  
Tom Gromek, *Project Coordinator*

## PETERS TOWNSHIP CABLE BOARD

Ed Wisniewski, *Chairman*  
Toni Sulkowski, *Vice-Chairman*  
Adam Swinchock *PTSD Liaison*  
Rich Sandala  
Mark McFarlin  
Natalea Hillen, *Student Representative*

## PETERS TOWNSHIP COMMUNITY TELEVISION STAFF



Ryan R. Boni,  
*Public Access Director*



Kelsey Sylvester,  
*Media Specialist*

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McMurray, PA 15317

(724) 942-0136

Peters Township: [www.peterstownship.com](http://www.peterstownship.com)  
PTCT: [www.ptct7.com](http://www.ptct7.com) Facebook: [facebook.com/ptct7](https://facebook.com/ptct7)  
Twitter: [twitter.com/ptct7](https://twitter.com/ptct7) Instagram: [instagram.com/ptct7](https://instagram.com/ptct7)  
Vimeo: [vimeo.com/ptct7](https://vimeo.com/ptct7) YouTube: [youtube.com/ptct7](https://youtube.com/ptct7)

## 2020 Peters Township Community Television - Highlights and Summary



**Public Access**  
**Channels 7/38**

**Government Access**  
**Channels 17/40**

**Educational Access**  
**Channels 19/39**

## RECORD-BREAKING ONLINE VIEWING!

**50,979** online video plays

Peters Township residents watched more Peters Township Community Television programming online than ever before by playing shows, sports, and meetings a total of 50,979 times in 2020 (over 17,000 more times than last year). In the last 11 years, there have been over 165,000 online video plays!

**421** productions

Peters Township Community Television volunteers were on a record pace for the number of productions in the first few months of 2020 (they recorded a combined 13 more productions in January and February than any year prior) when COVID-19 caused a multi-month station closure and a near-stoppage of all productions. Over 150 productions already scheduled for the rest of the spring were cancelled. Despite this, volunteers still produced 421 productions for the year!

**9,496** hours of programming

There were 9,496 hours of programming produced on the 3 Peters Township channels, which amounts to over a full year's worth of programming (395 days worth!). The rest of the time, each station airs a computerized bulletin board that shows upcoming events, meetings and information for the public, schools and Township.

**491** programs uploaded

In 2020, 491 series, episodes, sporting events and meetings were uploaded to Vimeo and YouTube so that residents can view their favorite shows and get valuable information whenever they want and on any device. This brings the total number of Peters Township Community Television programs available to view online to 2,469.

**45** additional projects by the Media Specialist

In the first year of having the Media Specialist position at Peters Township Community Television, Kelsey Sylvester worked on 45 additional projects beyond the scope of her duties of overseeing volunteers and productions at the station. Some of these included videos for Gifts for Service People, Career Day, The Exchange Zone, Citizen's Fire Academy, Fall Leaf Collection, Theft from a Motor Vehicle, Arrowhead Trail, Virtual Haunted Trail, Kitchen & Bedroom Safety, Peters Lake Park, Fire Dept. Open House, PT4 me! Promo, Social Security Scams PSA as well as dozens and dozens of photos that were used in newsletters/reports, the Township website, magazine, and social media.

## 2020 Peters Township Community Television Annual Report

### *January*

- PTHS Boys Basketball broadcasts return after a 4-year absence
- PT Library program called “Get Organized...for Good” was recorded
- Peters Township Community Television added 2 new field acquisition camcorders, the Panasonic AG-CX350
  - Francie Desmone, Licensed Acupuncturist, Navigating Wellness, LLC and Kelly Kuhn, Kelly Kuhn Physical Therapy were guests on the latest edition of “Movement is a Lifestyle”
- Ed Wisniewski was re-elected Chairperson and Toni Sulkowski was elected Vice-Chairperson of the Peters Township Cable TV Board.



### *February*

- Peters Township Community Television volunteers recorded 64 productions in February, which tied 2003 for the most productions recorded in February in the station’s history
  - Volunteers are on a pace to record more programs in 2020 than any year in the station’s history
  - Kelsey Sylvester, the station’s part-time Volunteer & Production

Coordinator, was moved into the new full-time Media Specialist position, where she would work more heavily in Township-related projects, videos and photography to help keep the public informed in addition to her regular duties of overseeing productions and training and recruiting volunteers in recording programs at the station

- Shot photos of the new glass recycling container and edited a PSA to help people avoid Social Security scams
- “The Personal Touch in Peters Township” highlights Vitalant on its latest episode
- PTHS Sports are viewed 2,058 times on YouTube during the month of February



# 2020 Peters Township Community Television Annual Report

## *March*

- Coronavirus hits the nation and causes Township Departments to begin working remotely, including a closure of the station's offices and studio
  - Station staff assists the Township in supporting the communication efforts of the Township and its departments in the ever-changing information about the COVID-19 virus, including numerous social media posts, updating the station bulletin boards, keeping web pages up-to-date with timely information, remotely processing Council and School Board meetings and transferring web content to the cable station

Click to learn more  
about Coronavirus  
(COVID-19)  
and see  
Peters Township  
updates  
(including  
cancellations/closures)



for airing, organizing Township media (both video and photo) files, answering resident questions through email, and providing technical support to other Departments

- Unfortunately, 25 scheduled PTCT productions are cancelled due to the closures
- Kelsey Sylvester worked on many projects in her new role as the Township's Media Specialist including: producing a PT4me! promo, shooting and editing photos from Coffee with a Cop and organizing and tagging all of the photos on the Township's shared drive for use by all Township staff in reports, communications, web site, social media, and other uses by in-house and sharing with the public



## *April*

- The Media Specialist was furloughed and wouldn't return until June
  - The areas of the station began to be reconfigured to encourage social distancing and more spacing between crew members, as well as increasing sanitization of equipment
  - Another 43 scheduled productions were cancelled due to the closure of the studio



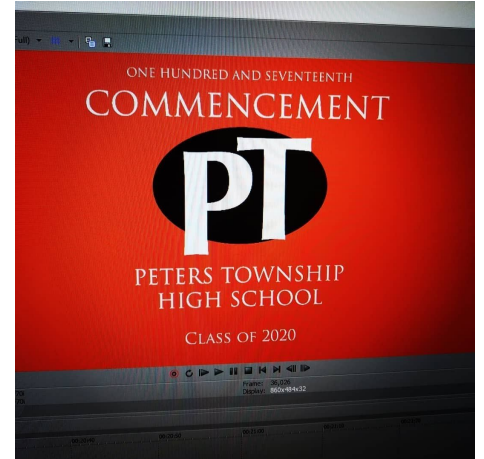
# 2020 Peters Township Community Television Annual Report

## May

- PTCT assisted the Peters Township School District to produce numerous virtual programs, including a Senior Awards ceremony, Video Yearbook, and began recording parts for a Virtual Commencement ceremony
- An additional 53 scheduled productions/shows were cancelled in May due to the COVID-19 closures

## June

- Media Specialist Kelsey Sylvester is recalled after a nearly 3-month furlough.
- St. Gregory Byzantine Catholic Church services were added to the PTCT lineup, bringing the station's lineup of weekly religious services up to seven
- PTCT Staff records and livestream the 4 separate live Peters Township High School Commencement ceremonies



## July

- New 8-channel automatic audio mixers were purchased to replace the aging system that is in use for all of the meetings that are held in Council Chambers in the Municipal Building
  - The Peters Township Community Television cameras recorded the Concert in the Park Concert Series held at Peterswood Park, including performances by Buffalo Rose, Dead Letter Office, Steeltown, Timothy Earl Band, and Washington Jazz Orchestra
  - Media Specialist Kelsey Sylvester took photos at Myra Oleynik's retirement celebration, shot video footage of Arrowhead Trail for the upcoming Parks Highlights video series, and created & shared 23 informational and/or behind-the-scenes posts & photos to PTCT social



media

- Recorded the Aquatic Center Proposals Workshop, which included virtual participants

# 2020 Peters Township Community Television Annual Report

## August

- “The Personal Touch in Peters Township” highlighted the Watchful Shepherd on its latest episode
- Concerts in the Park recorded in August included: Pure Gold, Slippery When



Wet, The Move Makers, Hickory Bottom Band



- PT Council meetings were the most watched program on the station’s Vimeo page in August
- PTCT Staff begins discussing with the PTHS Athletic Department to assist their efforts to livestream all High School sporting events in the fall due to fans not being allowed into the stands

## September



- Senators Camera Bartolotta and Pam lovino are the guests on the latest episode of “Spotlight on Pittsburgh” which was recorded virtually

- Shot and edited videos for use in the upcoming Fire Department Virtual Open House

- Studio viewfinders were purchased to be used for the new cameras that will be used in the studio and in multi-camera field acquisition
- PTHS Sports are watched a station-record 2,943 times on YouTube in September



# 2020 Peters Township Community Television Annual Report

## October

- PTCT Staff are heavily involved in the production and livestreaming of the Fire Department's Virtual Open House



- Recorded and edited a Virtual Haunted Trail for the PT Parks & Rec Dept.
- Began planning and shooting several safety videos for the PT Police Dept.
- Station began packing for its move to the new Peters Township High School, as the school was originally scheduled to be completed on Oct. 28

## November

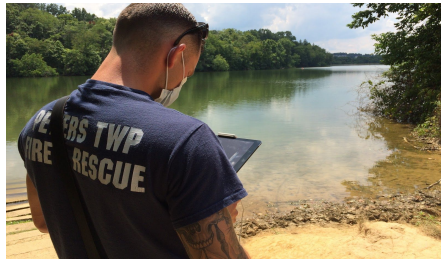
- PTHS Students record episodes of their "Suspense Showcase"
- PT Library: Meet the New Library Director, Fall Leaf Collection, and Theft from a Motor Vehicle are some of the programs that debuted on PTCT in November
- PTCT Staff assist in producing the Character Counts Fall 2020 Awards Virtual Ceremony
- Total PTCT YouTube videos break 40,000 plays for the year for the first time in the station's history




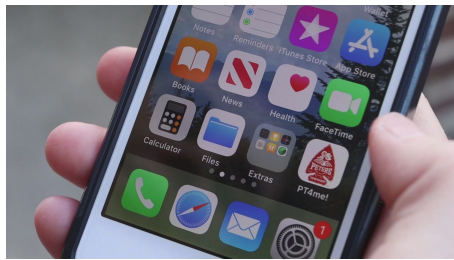
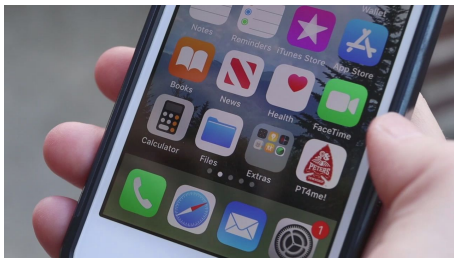
## December

- Some December programs produced and aired on PTCT include The Exchange Zone, Gifts for Service Providers, WOMEN of Southwestern PA, Fire Dept. Career Day & Rescue Tour videos
- Despite concerns on receiving electronics in a timely fashion due to worldwide COVID-related production and shipping delays, PTCT was able to purchase and receive all of its budgeted equipment in 2020, including receiving control room consoles, lenses, and zoom controllers in December
- PTCT staff began to move some of its equipment into the new Peters Township High School in a few areas that the station was given approval to occupy, including its storage room

# MEDIA SPECIALIST: PHOTOS FROM SOME ADDITIONAL PROJECTS FOR 2020



## Citizen's Fire Academy 2019



Peters Township Police  
Safety Video Series

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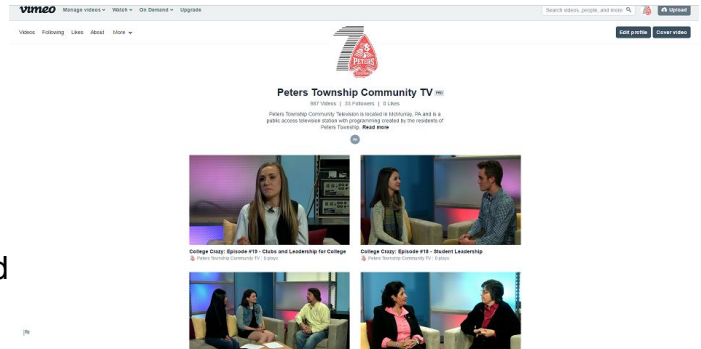
### Theft from a Motor Vehicle



## 2020 Peters Township Community Television Online Programming Review

For over 10 years, **Peters Township Community Television (PTCT)** has been uploading many of its programs so that viewers can watch their favorite shows whenever they want, on whatever device they want.

As of the end of 2020, there were **2,469** episodes of PTCT programming available to watch online. This includes episodes from over 20 regular current studio shows, numerous community programs, old archival episodes of some fan favorites that are no longer produced, and **Peters Township Council** and **Planning Commission** meetings.



**Video home for PTCT: [vimeo.com/ptct7](https://vimeo.com/ptct7) & [youtube.com/ptct7](https://youtube.com/ptct7)**

### **2020 Results:**

**Total online views: 50,979 (all-time station record!)**

The most watched PTCT programs online (total views):

- PTHS Swimming/Diving meets (14,417)**
- PTHS Commencement ceremonies (6,425)**
- PTHS Boys Soccer games (3,565)**
- PTHS Video Yearbook (3,180)**
- PTHS Virtual Commencement (2,878)**
- PTHC Hockey games (1,922)**
- PTHS Girls Soccer games (1,784)**
- PTHS Girls Volleyball games (1,679)**
- Peters Township Council Meetings (1,228)**
- PTHS Senior Awards (1,089)**
- Healthy Pets, Healthy Owners (1,087)**
- PTHS Girls Field Hockey games (1,077)**
- Spotlight on Pittsburgh (871)**
- PTHS Boys Basketball games (850)**

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All online PTCT shows can be watched either at [vimeo.com/ptct7](https://vimeo.com/ptct7) or the station's web site at

**[www.ptct7.com](http://www.ptct7.com)**

## 2020 Web Page Views

Peters Township Community Television uses Squarespace to host its web site, [www.ptct7.com](http://www.ptct7.com)

This year, the home page was visited 2,122 times, while the entire site had 9,380 page views.



The station also maintains its presence at the Peters Township ([www.peterstownship.com](http://www.peterstownship.com)) web site that is hosted by Govoffice.



## Top 10 most-viewed online PTCT Episodes in 2020:

1. Peters Township High School Swimming and Diving vs. Moon - Dec. 9, 2019 (8,444)
2. 2020 Peters Township High School Commencement (3,896)
3. 2020 Peters Township High School Virtual Commencement (2,874)
4. Peters Township High School Video Yearbook 2020 (1,670)
5. PTHS Swimming and Diving vs. Belle Vernon - Dec. 12, 2019 (1,232)
6. PTHS Senior Awards 2020 (1,090)
7. PTHS Swimming and Diving vs. Oakland/Central Catholic - Jan. 9, 2020 (981)
8. PTHS Swimming and Diving vs. Upper St. Clair - Jan. 29, 2020 (889)
9. Peters Township High School Swimming and Diving vs. Canon Mac - Feb. 12, 2020 (608)
10. Peters Township High School Video Yearbook 2019 (599)





# 2020 PUBLIC ACCESS PRODUCTIONS

TOTAL PRODUCTIONS: **373**

Live: **95**

## TYPE:

Studio Productions: **221**  
Panasonic 270: **109**  
PTHS Camcorder: **25**  
Multi-Camera Remote: **17**

## FORMAT:

Hard Drive: **239**  
P2/SD Card: **134**

## PRODUCTIONS:

### **Recurring/Studio Shows (275):**

Afternoon Announcements: 25  
Be Kind video: 1  
Book Buzz: 15  
Career Day videos: 2  
Citizen's Fire Academy: 1  
Commencement Recordings: 11  
Exchange Zone video: 1  
Fall Leaf Collection: 2  
Fire Dept: 1  
Girl Scout Troop: 1  
Exchange Zone, The: 1  
Headlines: 1  
Healthy Pets, Healthy Owners: 13  
Here It Is with Kerri Burk: 1  
Inside Media Weekly: 8  
Media I Shows: 8  
Movement is a Lifestyle: 3  
One Mindful Moment: 4  
Other Studio Shows: 38  
Personal Touch in Peters Township, The: 3  
Police Dept: 2  
PT Library Program: 2  
PTHS Morning Announcements: 95  
PTHS Senior Awards: 1  
PTHS Video Yearbook: 1  
Senior Awards recordings: 6  
Social Security Scams PSA  
Spotlight on Pittsburgh: 5  
Suspense Showcase: 6  
Theater: 3

Theft from a Motor Vehicle: 1  
Things They Usually Don't Teach You: 2  
Traveling with Bill: 7  
What PT Firefighters Do: 1  
WOMEN of SWPA: 1

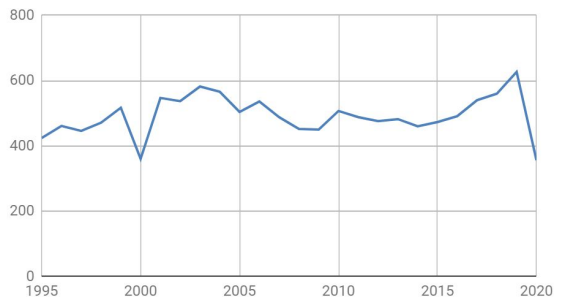
### **Community (51):**

Character Counts Awards: 1  
Coffee with a Cop: 1  
Concerts in the Park: 10  
PT Fire Department Events/Footage: 21  
PT Library Programs: 2  
PT Parks & Rec Events: 6  
PT Police Events: 3  
South Hills Children's Choir Concert: 1  
Township Events: 4  
Virtual Haunted Trail: 1  
WOMEN of SWPA Grant Recipient Program: 1

### **School (47):**

PTHS Club & Varsity Sports: 40  
PTHS Commencement: 6  
Virtual Commencement: 1

Public Access Productions 1995-2020





## 2020 PUBLIC ACCESS PROGRAMMING (broadcast hours)

### Local Programming

Total Hours: **3,081.3**

Highest Month: **322.6 (January)**

Lowest Month: **200.9 (September)**

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### Top 5 Programs (Hours aired):

Healthy Pets, Healthy Owners: 381

Senior Perspective: 279

The Edge: 209

The Personal Touch in Peters Township: 209

Book Buzz: 207

### Imported Programming

Total Hours: **225**



### Community Programming

Total Hours: **3,004**

Highest Month: **268 (May)**

Lowest Month: **208 (November)**

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### Top 5 Programs (Hours aired):

PTHC Hockey: 234

PTHS Swimming/Diving: 232

PTHS Boys Basketball: 162

PTHS Virtual Commencement: 150

PTHS Girls Field Hockey: 130

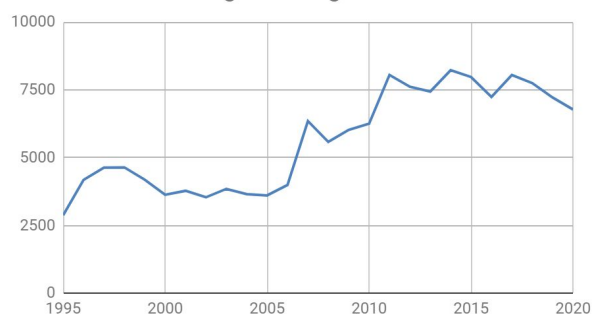
### Religious Programming

Total Hours: **463**

**TOTAL PROGRAMMING: 6,773.3 hours**

**BULLETIN BOARD: 1,986.7 hours**

Public Access Programming Hours 1995-2020



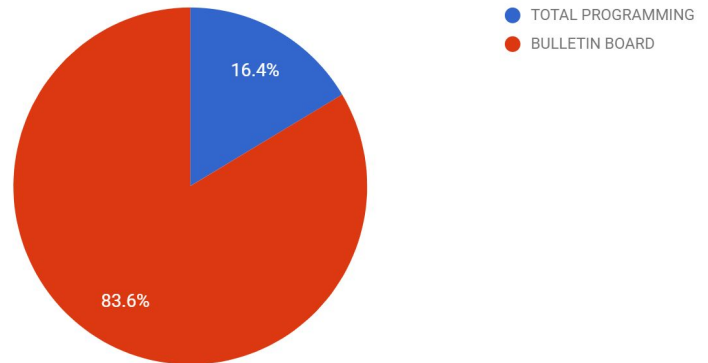


# COMCAST CHANNEL 17 VERIZON CHANNEL 40 Government Access Channel

## HIGHLIGHTS AND SUMMARY

Comcast Channel 17/Verizon Channel 40 is Peters Township's Government Access channel. The bulletin board is seen on Comcast Channel 17/Verizon Channel 40 between programming and is maintained by the Municipality of Peters Township for the purpose of advertising Township business meetings, events & announcements. The Peters Township Council & Planning Commission Meetings are also shown on this channel.

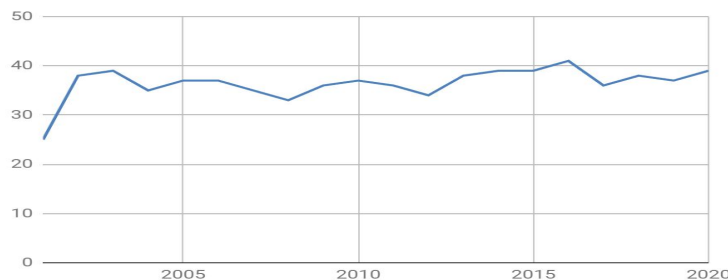
2020 Government Access Programming Hour Distribution



- There were **35** programs recorded for Channel 17/Channel 40 in 2020. These included **24** Peters Township Council Meetings, **10** Planning Commission meetings and **1** Aquatic Center Proposals Workshop.
- There were nearly **34.17 hours** of meetings recorded for air on Channel 17/Channel 40 in 2020.

- In all, there was **1,440.12** hours of programming on Channel 17/Channel 40.
- For the year, **16.4%** of the air time was dedicated to programming, with the other **83.6%** of the time used for displaying messages on the bulletin board.

Government Access Productions 2001-2020

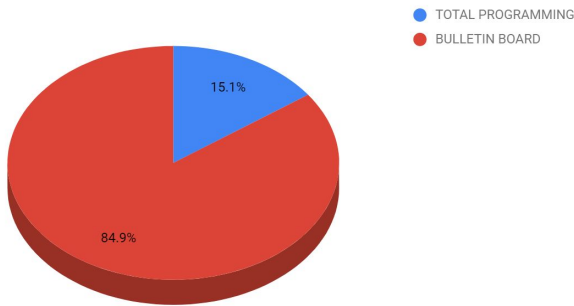




# COMCAST CHANNEL 19 VERIZON CHANNEL 39 Educational Access Channel

## HIGHLIGHTS AND SUMMARY

2020 Educational Access Programming



Comcast Channel 19/Verizon Channel 39 is Peters Township’s Educational Access channel. The station’s bulletin board is maintained by the Peters Township School District for the purpose of advertising school & district business announcements, including school closing information. Broadcasts of Peters Township School District Board of School Directors meetings and the Peters Township High School Morning

Announcements are also shown on this channel.

- There were **25** Peters Township School District Board of School Directors General and Committee meetings recorded for broadcast in 2020.
- These meetings, in addition to broadcasts of the PTHS Morning Announcements accounted for **1,322.4 hours** of programming for the year.
- This meant that over **15%** of Channel 19/39’s air-time was dedicated to programming, while the bulletin board aired for the remaining time.



Educational Access Productions 2002-2020

