

# Peters Township Community Television

# ANNUAL REPORT

2023



Comcast Channels 21, 95, 98

Verizon Channels 38, 39, 40



[youtube.com/ptct7](https://www.youtube.com/ptct7)

[vimeo.com/ptct7](https://www.vimeo.com/ptct7)



# 648 VIDEO PRODUCTIONS

*Peters Township Community Television volunteers created 648 programs in 2023, the 3rd highest yearly total in the station's history!*

It was another extremely productive year at PTCT in 2023, as volunteers recorded a wide variety of programming to be enjoyed by the residents of Peters Township, as well as a worldwide audience online. This year featured Council, Planning Commission, and School Board meetings, as well as studio talk shows featuring topics on library books & activities, arts, news, health, religion, exercise & fitness, politics, music, travel, unusual facts, and much more! In addition, there were plenty of sports, concerts, plays, & community events that were recorded during the year.

*PTCT volunteers produced nearly **14% more** programs in 2023 than the previous year!*

*Some 2023 program highlights included:*

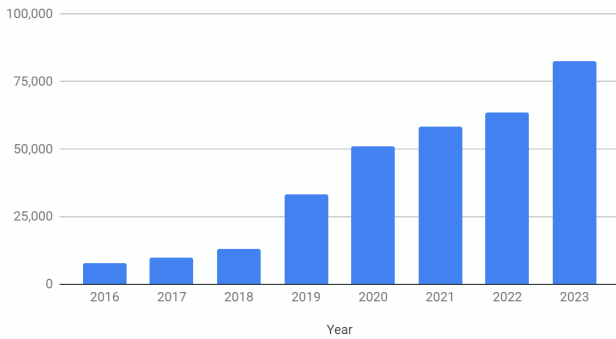
- 175** PTHS Morning Announcements programs
- 80** PTHS Sports broadcasts
- 25** Council meetings & public hearings
- 24** episodes of Book Buzz
- 22** episodes of The Dr. Ed Show
- 17** School Board Meetings
- 12** episodes of Holiday Showcase
- 11** Planning Commission meetings
- 10** recordings of the Summer Concerts in the Park
- 10** episodes of Suspense Showcase
- 10** episodes of Talking Politics in Western PA



# RECORD ONLINE VIEWERSHIP

Peters Township Community Television continues to reach more and more people through its programming online. For the first time in station history, PTCT programs were watched **80,000** times online in a year!

PTCT Programming online views



# 29.8%

## TOTAL ONLINE VIEWERSHIP INCREASE

After a record-setting year in 2022, PTCT programs were viewed online on the station's Vimeo and YouTube pages nearly 30% more times in 2023!

# 82,560

## TOTAL PROGRAM ONLINE VIEWS

Some of the most watched programs included:

- |                                   |   |
|-----------------------------------|---|
| PTHS Sports: <b>41,971</b>        | Promos/Twp. Informational Videos: <b>11,231</b> |
| Council Meetings: <b>3,831</b>    | School/Community Events: <b>6,086</b>           |
| Video Yearbook: <b>1,963</b>      | PTHS Commencements: <b>1,866</b>                |
| Talking Politics: <b>1,771</b>    | The Friday Show: <b>1,224</b>                   |
| Planning Commission: <b>1,143</b> | PT Update: <b>943</b>                           |
| Marching Band: <b>721</b>         | Spotlight on Pittsburgh: <b>621</b>             |



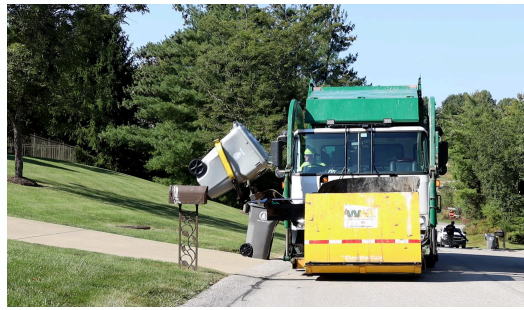
# MEDIA SPECIALIST PHOTO/VIDEO PROJECTS

Media Specialist Kelsey Sylvester continued to work with Township Departments and Township Administration to promote and inform Township residents about new events, programs, activities, and offerings by taking hundreds of photos and creating informational videos, social media posts, and website pages.

**“Brand-new “Employee Spotlight” video series**

**“2024 Garbage & Recycling Changes” video**

**“Fire Department Open House” photos**



***Photo Projects included:***

- EQB Green Thumb Award
- Fire Station #3
- Citizen’s Police Academy
- Fire Department Staff
- PT Library NEA Circle Kickoff Event
- Public Works Renovations
- Tree Planting at the Municipal Complex
- Rolling Hills Park for the Magazine
- Bat Box Installation
- Chestnut Orchard Planting
- Accident Reconstruction Training
- Parks & Recreation Professionals Day Celebration
- Fire Department Open House
- Public Safety Day Event
- New Police Motorcycle
- Girl Scouts Bat Box Installation
- Police Chief Photos for the Magazine

***Video Projects included:***

- Chestnut Orchard Planting
- Public Works Renovations
- 2023 NEA Big Read Events Promo
- Tree Planting at the Municipal Complex
- Citizen’s Police Academy
- Bat Box Installation
- Employee Spotlight: Mary Saniga
- Employee Spotlight: Lucas Poljak
- CRC Renovations
- Fire Department Open House 2023 Promo
- Fire Department Open House Footage
- 2024 Garbage & Recycling Changes





# BY THE NUMBERS

*Peters Township Community Television saw continued growth and community involvement in 2023 over the previous year!*

**Programs: 648** (↑13.8%)

**Online views: 82,560** (↑29.8%)

**YouTube views: 78,084** (↑25.4%)

**Studio Productions: 426** (↑25.7%)

**New Online Videos: 477** (↑71.6%)

