

2024

# Peters Township Community Television

ANNUAL REPORT

2024



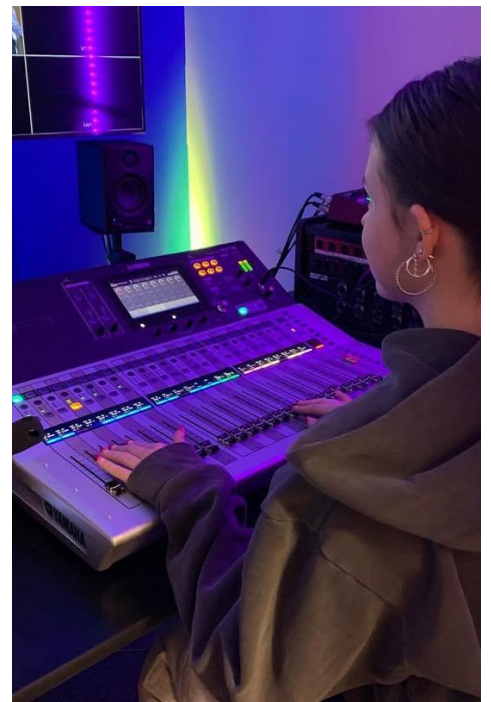
# Video Productions

Peters Township Community Television volunteers produced the 2nd-most yearly productions in the station's history in 2024!

**682 productions**  
**5.2% increase over 2023**  
**2nd most in station history**

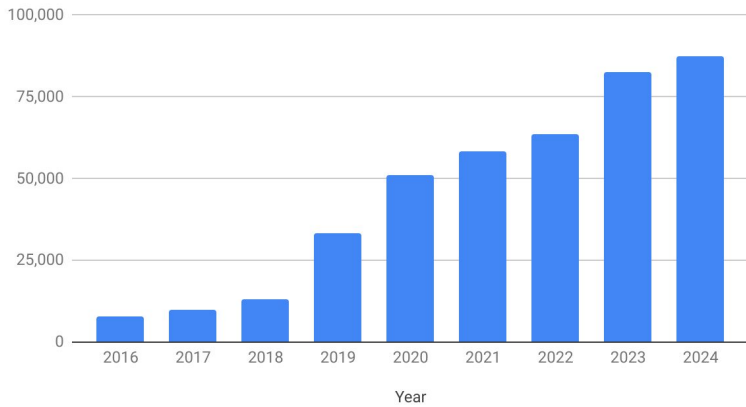
**Morning Ann. (187)**  
**Sports (87)**  
**The Dr. Ed Show (25)**  
**Book Buzz (24)**  
**Council Meetings (24)**  
**School Board (23)**

**Talking Politics (13)**  
**Planning Commission (12)**  
**Concerts (12)**  
**Concerts in the Park (10)**  
**Booked Up (7)**  
**On Stage with... (7)**



# Record-setting Online Viewership

Online views



In addition to watching PTCT programs on cable television, viewers are able to watch all of their favorite programs online at the station's Vimeo and YouTube pages. More people viewed PTCT programs online in 2024 than in any previous year!

**87,472** programs viewed online

**5.9%** more than 2023

**5,106** hours of online viewing

## Most watched:

Sports (44,101)

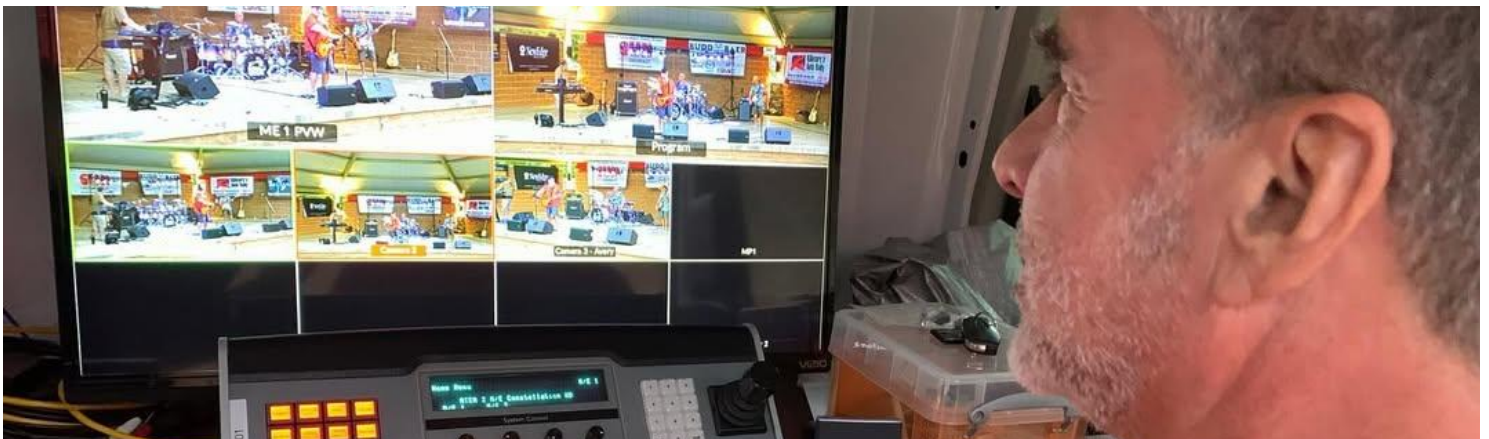
Mock Crash (13,363)

Twp. Info videos (5,934)

Council Mtgs (3,527)

NHS Induction (2,220)

Commencement (1,637)



# 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. In **2024**, these included: new episodes of the Peters Township Employee Spotlight series, Live from the Archives series, e-Bikes in Peters Township video, PT AlertMe, Leaf Collection, Pothole Paving, and hundreds of photos for the Township Administration, Library, Fire, Police, Public Works, Tennis, and more!

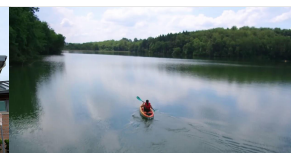
## Most-viewed Township Informational videos online in 2024



Remote-Control Mower  
**1,363 views**



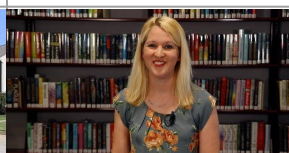
CRC Renovations  
**813 views**



Peters Lake Park  
**787 views**



2024 Garbage & Recycling Changes  
**577 views**



Peters Township Employee Spotlight series  
**478 views**



Fire Station #1 Garage Door Replacement  
**477 views**

# By the Numbers

87,472

PTCT Program online views (5.9% increase)

83,863

YouTube views (7.4% increase)

6,832

Total Programming Hours (0.4% increase)

5,106

Hours watched - YouTube (11.0% increase)

3,382

Local Program hours (5.2% increase)

1,852

Gvt Channel Program hours (9.7% increase)

682

Programs (5.2% increase)

470

Studio Productions (10.3% increase)



# A Look Back at 2024...



**January**  
Public Works  
Garage  
Renovations  
video



**February**  
Employee  
Spotlight video:  
Shannon Pauley,  
PT Library



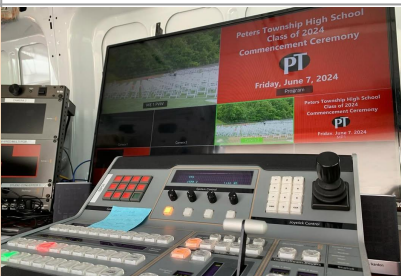
**March**  
Book Buzz  
celebrates 10  
years on the air!



**April**  
Took Photos at  
Solar Eclipse  
Watch Party



**May**  
Sy Lerner Awards  
announced



**June**  
PTHS  
Commencement  
livestream



**July**  
New series "On  
Stage with..."



**August**  
Booked Up  
records on  
location



**September**  
Dr. Edmund  
Sulkowski  
celebrates 20  
years of PTCT  
programs!



**October**  
PT AlertMe  
informational  
video debuts



**November**  
e-Bikes in  
Peters Township  
video debuts



**December**  
PTHS Students  
produce  
series of  
Holiday  
Showcase  
shows