



PETERS TOWNSHIP COMMUNITY TELEVISION

2025

ANNUAL REPORT

RECORD-SETTING YEAR!

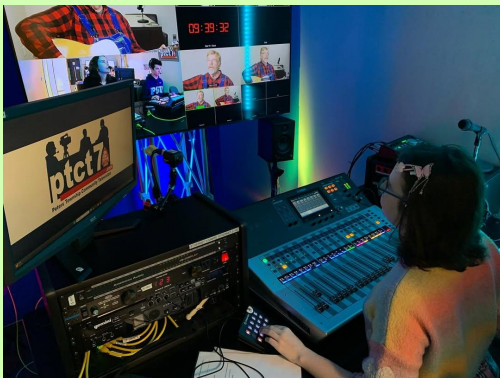
Peters Township Community Television volunteers produced the most productions in a single year in PTCT history in 2025!

706 video productions
3.5% increase over 2024
most in station history



PROGRAMS

Volunteers at PTCT continue to produce a wide variety of programs for air on cable TV and online, including studio talk shows, concerts, plays, sporting events, and many others.



VARIETY OF PROGRAMS

Some of the PTCT programs recorded in 2025 included:

- Morning Announcements (184)**
- Sports (78)**
- Council Meetings (25)**
- Book Buzz (24)**
- School Board Meetings (19)**
- Village of Venetia (16)**
- The Dr. Ed Show (15)**
- Peters Township Update (15)**
- Suspense Showcase (14)**
- Planning Commission Meetings (11)**

ONLINE VIEWERSHIP

68,576

2025 online program views

6th

straight year over 50,000 online views

3rd

highest views on YouTube in station history

over

half a million online views all-time!

Giving people the opportunity to watch PTCT programming on YouTube and Vimeo allows for a much wider audience reach, helping to make programming a more effective tool for getting information out to the public.

PTCT viewership on YouTube in 2025, device breakdown:

Mobile Phone: 39.2%
TV: 28.6%
Computer: 24.9%
Tablet: 7.3%

Online viewing tends to attract younger viewers that might be less likely to watch PTCT programming on standard cable television.

Viewer age of PTCT programs on YouTube, 2025:
18-24 years: 18.6%
25-34 years: 29.1%

PTCT continues to grow its subscriber count on YouTube and met its goal of getting to 1,500.

Total subscribers in 2025, on the following dates:

Jan. 1: 1,213
Apr 1: 1,313
July 1: 1,359
Oct 1: 1,442
Dec 31: 1,522

MOST POPULAR



PTHS Mock Crash
11,047

Commencement
839



Swimming vs. Moon
8,123

Meatballs & Music
747



Swimming vs. Belle Vernon
1,111

Remote Control Mower
686



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. Some of the 2025 highlights include:



Police Vehicle Photos



Employee Spotlight Videos



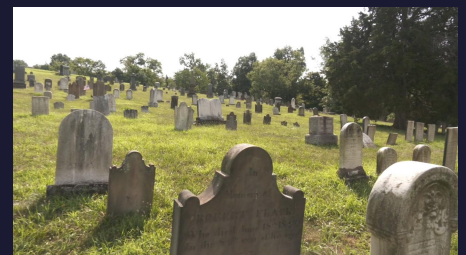
Magazine Photos



Aqua Park Photos



Fire Dept. Open House Photos



PT Library: Brush Run Cemetery Stroll Video

BY THE NUMBERS

66,947

2025 YouTube
views of PTCT
programs

9,762

total program
hours
(4.8% increase)

4,515

hours of PTCT
programs watched
on YouTube

4,385

online views of
Council/Planning
Comm. meetings



MORE NUMBERS

3,233

Local program
hours

1,502

Government
Channel program
hours

706

Productions
produced

475

Studio
productions



A LOOK BACK AT 2025...



**January:
e-Bikes video**



**February:
Customs Talking
Cancer**



**March:
Aqua Park photos**



**April:
Employee Spotlight**



**May:
PTHS Concerts**



**June:
Commencement**



**July:
Concerts in the Park**



**August:
Fall sports begin**



**September:
Library photos**



**October:
Headlines**



**November:
New shows**



**December:
PT Full-Court Press**

