



Franklin.TV & wfpr.fm

- April, 2012 – Franklin.TV launches.

- We are local community TV.

- Public Access Comcast 8 Verizon 26
- Education Comcast 96 Verizon 28
- Government Comcast 11 Verizon 29
- Our programs are also online at: franklin.tv



- We are a 501c(3) nonprofit organization.

- We are contracted by the Town of Franklin.



Franklin.TV & wfpr.fm

- February, 2017 – wfpr.fm begins broadcasting.

- We are a local community radio station.

- Franklin Public Radio, on 102.9 fm

- We're also streaming online, 24/7 at: wfpr.fm

- Today the radio station's volunteer staff produces over 400 original programs/yr.

- Many are available online as podcasts.



Who We Are

- We are not a department of town services.
 - We pay tax - as an annual pilot fee to the town.
- We are not associated with the cable carriers.
 - Our work is paid for – by cable subscribers.
- Comcast & Verizon collect a 5% access fee.
 - Per federal/state law, funds support local channels.
 - Funds are sent to Franklin each quarter.
 - Franklin then forwards those funds to us.



What We Do – Our Mission

- We produce TV & Radio programming.
 - It's local community access programming –
*Programs created by and for Franklin residents.
 Interviews, business openings, Franklin history,
 cooking programs, art & performance events.*
- We help to spread the good word.
 - *We promote and cover local civic events.
 School recitals & sports, parades, meetings,
 stories and profiles of other nonprofit orgs.*



What We Do – Our Services

- We record, edit programs, studio or location.
 - We cover community events. (When's yours?)
- We provide concept guidance for scripts, preproduction planning for programs.
- We provide training for Videography, Graphics, Post-Production, On-air Presentation.
- We create artwork for Messages & Programs.
- We voice public service messages for radio.



Our Staff

- Executive Director
 - Production Manager
 - 2 Producers- Videography/Graphics/Editing/Audio
 - Technology/Facility Manager (Part-time)
- Part-time & Freelance Support
 - On call, as needed, per events
- No administrative or support staff
- A roster of volunteer assistants



What We Produce – the Metrics

- Quantifying our Value Proposition –
 - We're not a commercial enterprise.
 - But – what if we were?
- What would be the competitive, commercial cost to hire our facility and services?
- What is the sum value of our work, annually?
 - We work within an annual budget. ≈ \$660,000.



What We Produce – the Metrics

	A	B	C	D	E	F	G	H
1	Franklin.TV				The number of programs that we create annually. (3 yr avg)			
2	Production Services			456				
3		Pub	Edu	Gov				
4	Shoot - 1 Cam & operator	25	12	6	Costs for services were drawn from published rate cards.			
5	Shoot - 2 Cam & operators	8	25	18				
6	Shoot - 3 Cam & operators	4	85	12				
7	Live Switch & Control	4	70	6				
8	Narration & Event Coverage	10	110	6	The industry norm sets the actualized value of a creative work as being 2X its expense.			
9	Large Studio shoot - 4 crew	12	8	3				
10	Small Studio Shoot - 1 crew	80	6	12				
11	Town Chambers Event			140				
12		129	136	191				
13	Graphics, Edit & Publish (Hours)	516	408	573	Programs and costs are also tallied by their cable channels.			
14		4	3	3				
15	Audio Record & Edit w/Tech	600		150				
16	Radio Production Studio	750	50	250				
17	Radio Production Studio	750	50	250				
18	Archive & Asset Management	387	408	573				
19	Stream Subscription / Yr	500	800	300				
20	Prepro / Planning / Scripts	50	20					



What We Produce – the Metrics

	A	B	C	D	E	F	G	H
1	Franklin.TV				Access TV	Education	Government	Total Value
2	Production Services			456	\$551,994	\$521,771	\$486,726	\$1,558,741
3		Pub	Edu	Gov	35.4%	33.5%	31.2%	
4	Shoot - 1 Cam & operator	25	12	6	12,500	6,000	3,000	21,500
5	Shoot - 2 Cam & operators	8	25	18	12,000	37,500	27,000	76,500
6	Shoot - 3 Cam & operators	4	85	12	10,500	223,125	31,500	265,125
7	Live Switch & Control	4	70	6	4,900	85,750	7,350	98,000
8	Narration & Event Coverage	10	110	6	2,250	24,750	1,350	28,350
9	Large Studio shoot - 4 crew	12	8	3	58,800	39,200	14,700	112,700
10	Small Studio Shoot - 1 crew	80	6	12	112,000	8,400	16,800	137,200
11	Town Chambers Event			140			210,000	210,000
12		129	136	191				
13	Graphics, Edit & Publish (Hours)	516	408	573	77,400	61,200	85,950	224,550
14		4	3	3				
15	Audio Record & Edit w/Tech	600		150	75,000		18,750	93,750
16	Radio Production Studio	750	50	250	112,500	7,500	37,500	157,500
17	Radio Production Studio	750	50	250	56,250	3,750	18,750	78,750
18	Archive & Asset Management	387	408	573	4,644	4,896	6,876	16,416
19	Stream Subscription / Yr	500	800	300	12,000	19,200	7,200	38,400
20	Prepro / Planning / Scripts	50	20		1,250	500		



What Folks Receive

- Exposure – Free Publicity on TV, on Radio, and streaming online – and help with messaging.
- The Programs – art, video/audio recordings as podcasts or programs for Youtube, Facebook.
- *People own all creative rights without limit.*
 - They can post and distribute freely as they wish.



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What We Do – and Why

- We produce TV & Radio programming.
 - It's local community access programming –
In the Public Interest, Convenience and Necessity,
- We help to spread the good word.
 - We Amplify the Public Good.*

Thank You – Questions?