



2024 ANNUAL REPORT

PEGTV, an independent organization, empowers the community through television broadcasts, online program access, and social media.

This organization serves to entertain, disseminate information, ensure freedom of speech, and improve the quality of life, connecting citizens of the Rutland Region.

Agenda



28th ANNUAL MEETING

Monday, September 9, 2024 • 5:15 p.m.

Welcome - Tom Leypoldt, Executive Director

Convene Meeting – Stephanie Wilson, Board President

- Approve 27th Annual Meeting Minutes of September 11, 2023
- Introduction of PEGTV Board Members
- Recognition of Outgoing Board Members, Stephanie Wilson, Jerry Hansen and Ed Kelly

PEGTV Committee Reports

- Treasurer's Report - Gerry Carbine

Executive Director's Report - Tom Leypoldt

- Introduction of Staff
- Executive Director's Remarks

Introduction of Guest Speaker - Tom Leypoldt

- Jack Healey is the voice of Vermont State University-Castleton sports at Castletonsports.com as well as sports announcer on the Northeast Sports Network including the Vermont-New Hampshire Shrine Football Game on nsnsports.com.

Awards Presentation - Tom Leypoldt

PEGTV Hall of Fame Inductions

- Peg Bolgioni - PEGTV Hall of Fame Inductee 2024

Adjourn Annual Meeting

Convene September Board Meeting – Gerry Carbine

- Move to Approve Slate of Officers for the Term 2024-2025

Gerry Carbine, *President*

Sherri Birkheimer Rooker, *Vice President*

Gerry Carbine, *Treasurer*

Nancy Donahue, *Secretary*

Adjourn September Board Meeting

Special Guest - Jack Healey

I was in Rutland radio since 1971 retiring in 2020.
Still active videocasting Castleton sports on
Castletonsports.com



I formerly broadcast local sports on both WSYB and
WHWB and still broadcast the Shrine Football Game on
the Northeast Sports Network and was also the former
voice of University of Vermont mens and womens basketball
and University of Vermont mens hockey as well as Vermont Reds and Vermont Lake
Monsters baseball.

Named Vermont Sportscaster of the Year 20 times and is a member of the Vermont
Association of Broadcasters, Vermont Principal's Association
and Castleton Sports Halls of Fame.



October, 1993

*We Are Your
Voice Rutland County!*

Executive Director's Report



PEGTV has received lots of positive feedback recently, as we continue to showcase vintage content alongside new programs, meetings and events. Viewers have expressed much appreciation for the nostalgia of PEGTV's "Sports Rewind" and "Video Vault" and it still amazes me to see how far we've progressed with technology.

Our meeting coverage has become as important as ever by keeping viewers informed and in touch with local issues and our hyper-local sports coverage continues to showcase athletes from around the county.

It all works due to our amazing staff, Nancy Donahue, Office Manager, has been with us for just over 21 years, Chelsea Vogel has completed 9 years of service as Channel Coordinator for Channels 1075 & 1095. PEGTV's Government Channel Coordinator, Rich Elnicki, is in his 4th year. Jim Boughton, Marketing & Production Support, completes 3 years this month. I completed 29 years in May. Senior Field Producer, Bill Chemielewski, 11 years, Field Producers Greg McCormack and Steven Wilson, 3 years and Field Producer, Chris Donahue has 2.5 years of service. Tucker Babcock has completed 1 year of field production.

Much appreciation to our outgoing Board President, Stephanie Wilson. Stephanie has served PEGTV in every way possible, employee, volunteer producer, board member & president. Ed Kelly and Jerry Hansen have also completed their terms on our Board of Directors. Thank you so much for your time and dedication.

I'd like to also thank the entire Rutland County Delegation for supporting public access television throughout Vermont.

Thank you for joining us and keep watching.

Sincerely,

A handwritten signature in cursive script that reads "Tom Leypoldt". The ink is dark and the signature is fluid.

Tom Leypoldt
Executive Director



President's Report



As I reflect back on the past year at PEGTV, I feel tremendous pride for everything this dynamic organization has accomplished, not just in the past year, but over 30 years of service to our community. And as our media landscape continues to fracture and disinformation abounds, PEGTV is the place we continue to look to for accurate information on state and local election results, unvarnished coverage of our town and school board meetings, and quality broadcasting of varied sports match-ups, multiple school and community events, worship services, health programming, pet adoption, historical profiles, cooking shows, and so much more.

As my term as board member and board president comes to an end, I extend my deepest appreciation to PEGTV's deeply committed staff, volunteer producers, and board. I would like to recognize my fellow board members who are at the end of their terms of service, Jerry Hansen and Ed Kelly. Jerry contributes so much life experience and business advice to our Board, and Ed's humor and enthusiasm always made our meetings fun. Both Jerry and Ed could be counted on for generosity and open-mindedness, strategic thinking, and most importantly, unwavering support of our staff: Tom, Nancy, Chelsea, Rich, Jim, and field producers: William, Greg, Steven, Chris, and Tucker. As a body, our small volunteer board makes every decision with the staff, community, and the future and sustainability of the organization in mind. Thank you, Gerry, Ed, Jerry, Terry, Steve, Sherri, and Traci for your time, talents, humor, and decency.

I will continue to serve as a volunteer producer with monthly Pet Partners programs, broadcasting of the Pumpkin Royalty event and the Halloween Parade, co-hosting of It's All About the Arts, and anything else PEGTV should need from me. I am honored to step away at a time when PEG celebrates a talented staff, strong programming that rises to our community's needs, a commitment to technological advancement, a responsible financial plan, and a flourishing Courcelle scholarship that benefits area high school seniors seeking an education in media. I hope you will join me in continuing to support PEGTV as we celebrate the next 30 years!

With gratitude,

Stephanie Wilson, Board President
Volunteer Independent Producer



Public Channel Report

Education Channel Report



Channel 1075

From January 2023 – December 2023, Channel 1075 aired 77 locally produced talk shows, psas, special events, cooking shows and parades with a total amount of 289. In addition, 62 shows were licensed and downloaded from the Vermont Media Exchange (VMX) adding an additional 31 hours of content.

Consistently recorded in studio shows highlighted for the year are BROCC Talk: Program Spotlight (Tom Donahue), Chaffee Arts Center (Sherri Birkheimer Rooker), Crafts for Kids (Jann Johnson), The Geppetto Room (Lou Scott), Historically Speaking (Micheal Dwyer), Imagination Library (Peg Bolgioni), Let's Talk (SVTAHEC) (Peg Bolgioni), Pet Partners (Stephanie Wilson and Beth Saradarian), Tea & Talk (Olivia Boughton), The Relationship Toolbox (Tom Chamberlain and Marsha Cassel) and Your Health Matters (Peter Hogenkamp). In studio cooking shows active throughout the year were Green Mountain Chef (Ian Vair) and Baking with Love (Carolyn Stellatella).

Thank you field producers and volunteers for your enthusiasm and passion.

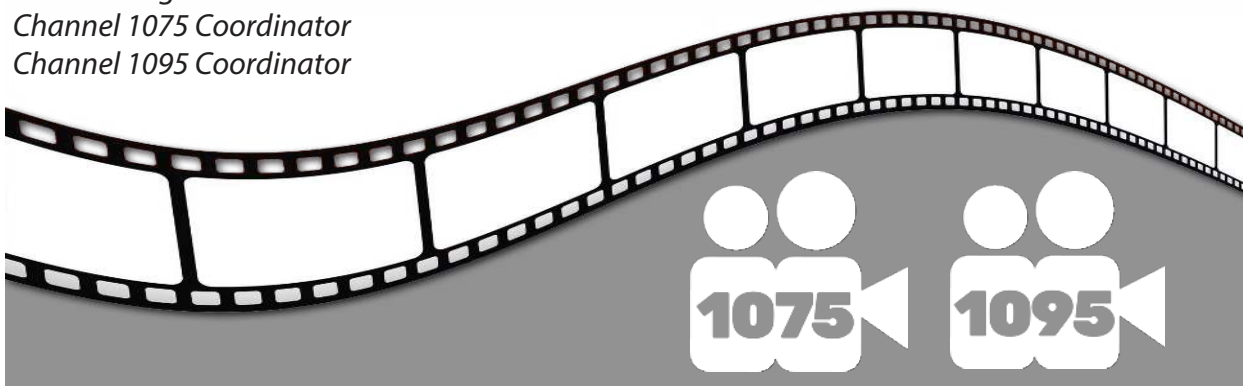
Channel 1095

Channel 1095 aired 352 school board meetings, graduations and sporting events through January 2023 – December 2023, adding up to 704 hours of content. Learning Lounge (Christy Coloutti, Principal Northwest Primary School) is a recurring talk show on the Education channel that highlights all that is happening throughout the Rutland City Public Schools.

In 2023 the Courcelle Scholarship Committee awarded 4 students a varied amount of funds to further their knowledge and skills in a post-secondary education in the field of media arts. The Courcelle Scholarship is named in honor of Joe Courcelle, a former PEGTV Board Member and longtime supporter of community access television. Every year the quality of student produced work improves and it's a joy to see students achieve success.

A handwritten signature in black ink, appearing to read 'Chelsea Vogel'.

Chelsea Vogel
Channel 1075 Coordinator
Channel 1095 Coordinator



Government Channel Report



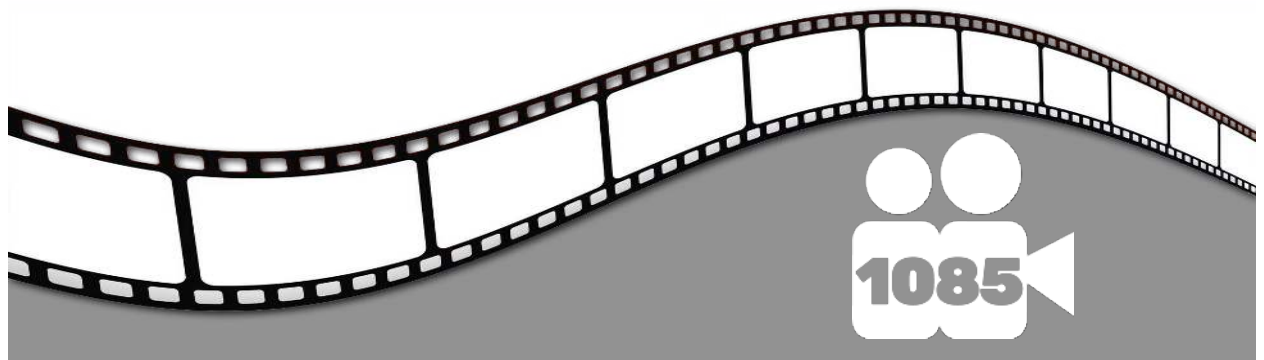
From January of 2023 to December of 2023 channel 1085 aired 381 municipal meetings, as well as 129 Vermont State house meetings/conferences from The Vermont Media Exchange (VMX). The March election was very active in 2023. We hosted 3 live forums through February including, Aldermanic, Mayoral and School Board. This all lead to our live Election Night coverage in early March. Tom Donahue moderated the Aldermanic forum and hosted our Election Night coverage. Rutland Herald News Editor, Jim Sabatase moderated our Mayoral and School Board forums. Their help and professionalism made these live events flow with ease. Vermonters for Vermont, Conversations with Gregory, continued through most of the year as well, with another 13 new shows. Collectively Channel 1085 aired 510 new programs, totaling 619 hours of content in 2023.

Having now worked for PEGTV for almost 4 years, I now really appreciate the important role we serve in the community. Often times, the election events we host are the only opportunity voters have to really get to know their candidates.

I want to thank everyone at PEGTV for your continued support. I would also like to thank our Field Producers for another great year of coverage throughout Rutland County. I am proud to be a member of our great team, and look forward to a promising future.

A handwritten signature in black ink, appearing to read 'Rich Elnicki'.

Rich Elnicki
Channel 1085 Coordinator



Marketing & Production Report



During 2023, I have trained and certified 14 VIPs (Volunteer Independent Producers). That is a 75% increase from the previous year. PEGTV's VIPs have contributed greatly to our channel lineups by helping us expand our coverage, recording events that staff can't always facilitate. My goal for each year is to keep increasing the number of PEG VIPs.

We gave 15 studio tours, and always hear the same comments about how amazing our facility is. We produced over 15 PSAs for our community non-profits, and I filmed over 12 videos from concerts to a senior rock-climbing group.

The staff created 803 images for our community digital bulletin boards, helping 91 different non-profits get the word out about their cause.

I started marketing for PEGTV in late spring. I ran 79 custom ads in a variety of publications to increase awareness of PEGTV and what we have to offer the community. I also ran a handful of digital ads on platforms like Front Porch Forum. I have placed 5 ads in yearbooks, sponsored 4 different events and attended 4 Chamber Mixers.

Our social media following has increased across the board. We added 516 new YouTube subscribers in 2023, that is an increase of 44% from the previous year. Facebook and Instagram are similar with an increase of followers.

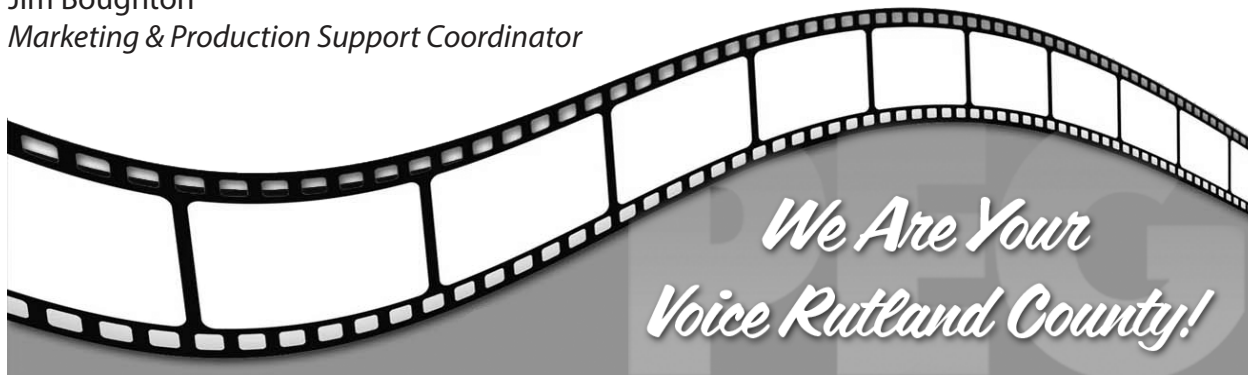
Looking ahead, I am eager to increase awareness of what PEGTV has to offer with new and exciting marketing materials and will continue to make new connections in the community to help bring new individuals and organizations into PEGTV.

I would like to thank all our volunteers, and my coworkers that make up such a strong competent team.

Sincerely,

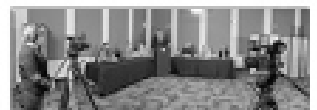
A handwritten signature in black ink that reads "Jim Boughton". The signature is fluid and cursive.

Jim Boughton
Marketing & Production Support Coordinator



PEG TV

Rutland Community Access



2024 PEGTV Staff

TOM LEYPOLDT

Executive Director

NANCY DONAHUE

Office Manager

CHELSEA VOGEL

Channel 1075 & 1095 Program Coordinator

RICH ELNICKI

Channel 1085 Program Coordinator

JIM BOUGHTON

Marketing & Production Support Coordinator

FIELD PRODUCERS

WILLIAM CHMIELEWSKI

Senior Field Producer

GREG MCCORMACK

Field Producer

CHRIS DONAHUE

Field Producer

STEVEN WILSON

Field Producer

TUCKER BABCOCK

Field Producer

2024 PEGTV Board of Directors

STEPHANIE WILSON

President

SHERRI BIRKHEIMER ROOKER

Vice President

GERRY CARBINE

Treasurer

STEPHEN DARDECK

JERRY HANSEN

TERRY (JAYE) JARROSAK

ED KELLY

TRACI MOORE



*We Are Your
Voice Rutland County!*

2023 Annual Meeting Minutes

PEGTV - Board of Directors

27th Annual Meeting & 30-Year Celebration Minutes
Southside Steakhouse—September 11, 2023

Present - Stephanie Wilson, Gerry Carbine, Sherri Birkheimer Rooker, Anna White, Jerry Hansen, Ed Kelly, Terry (Jaye) Jarrosak

Absent- Stephen Dardeck

Welcome

Tom Leypoldt, Executive Director welcomed the audience to PEGTV's 27th Annual Meeting and 30th Anniversary Celebration. He thanked David Jeffers and the staff at Southside Steakhouse for their hospitality. He then introduced President, Stephanie Wilson.

Meeting called to order at 6:37 p.m. by Stephanie Wilson.

Approval of Last Year's Meeting Minutes

Stephanie moved for a motion to approve last year's Annual Meeting minutes dated May 9, 2022.

A motion was made by Tom Donahue to approve last year's Annual Meeting minutes of May 9, 2022. Seconded by Gerry Carbine. Voted on and approved.

Introduction of PEGTV Board Members

Stephanie Wilson, President introduced the Board and thanked them for their guidance and the hard work that they've done in carrying out the vision and mission of PEGTV.

She then introduced the Officers and Board members of PEGTV: Sherri Birkheimer Rooker-Vice President, Gerry Carbine-Treasurer and Board Members: Anna White, Jerry Hansen, Ed Kelly, Terry (Jaye) Jarrosak and Stephen Dardeck. She gave special thanks to Anna White for her 12 years of being on the Board to which she brought guidance and energy. She will be greatly missed.

PEGTV Committee Reports

Treasurer's Report:

A Treasurer's Report was given by Gerry Carbine, Treasurer. He discussed how PEGTV's funding is holding steady and how this has allowed us three opportunities:

- 1.) To invest in new equipment and technologies.
- 2.) To hire and keep educated staff to help support what PEGTV does as well as enhanced benefits for the staff.
- 3.) To set aside reserve for hard times.

Gerry thanked the entire staff for their hard work and dedication.

If anyone is interested in seeing the PEGTV financials they can stop in the office, the public is welcome to review them at any time.

A motion was made by Jerry Hansen to approve the December 2022 Treasurer's Report. Seconded by Tom Donahue. Voted on and approved.

Nominating Committee:

Stephanie Wilson moved to nominate proposed new Board member: Traci Moore for the term 2023-2026.

A motion was made by Ed Kelly to accept the nomination of proposed new Board member: Traci Moore for the term 2023-2026. Seconded by Gerry Carbine. Voted on and approved.

Executive Director's Report

Tom Leypoldt-Executive Director introduced the Staff of PEGTV in order of seniority: Nancy Donahue-Office Manager, Chelsea Tice-Channel 1075 & 1095 Program Coordinator, Rich Elnicki-Channel 1085 Program Coordinator and Jim Boughton-Marketing & Production Support Coordinator.

He thanked and acknowledged all the stringers for their hard work and dedication: Bill Chmielewski, Greg McCormack, Steven Wilson and Chris Donahue.

Tom thanked the entire Rutland County Delegation for their superior assistance throughout the year. He notably mentioned Tom Donahue-BROC for Election Night assistance and the Rutland Herald for editorials and articles highlighting PEGTV.

Tom then reported on equipment upgrades and programming for the year 2022. He expressed thanks to Stephanie Wilson and the entire Board for their guidance.

He concluded with special thanks to Anna White for her 12 years of dedicated service and leadership.

Introduction of Guest Speaker

Veteran of Vermont media, and anchor & senior reporter at NBC5 in South Burlington, Stewart Ledbetter was introduced by Tom Leypoldt as our guest speaker.

Stewart Ledbetter started his presentation by highlighting his career path which eventually led to NBC5. He spoke of the changes that stations are faced with due to constantly changing technology and how quickly equipment can become obsolete.

He concluded by stressing the importance of engaging and connecting with your audience and how public access television has fulfilled a critical need by making local issues and events available to the community it serves.

Romeo Award Presentation

Tom Leypoldt praised Anna White for her outstanding contribution to public access television and announced her as the recipient of the Romeo Award.

PEGTV Hall of Fame Inductions

Tom announced the 2023 PEGTV Hall of Fame inductees and they each were presented with a medal.

Adjourn

Stephanie Wilson moved to adjourn the Annual Meeting at 8:05 p.m. A motion was made by Jerry Hansen to adjourn.

COURCELLE SCHOLARSHIP

The PEGTV Courcelle Scholarship honors the memory of Joe Courcelle for his pioneering work for public access television in Rutland. Joe was an active member of our founding board of directors, as well as dedicated independent producer, and an integral part of the establishment of PEGTV.

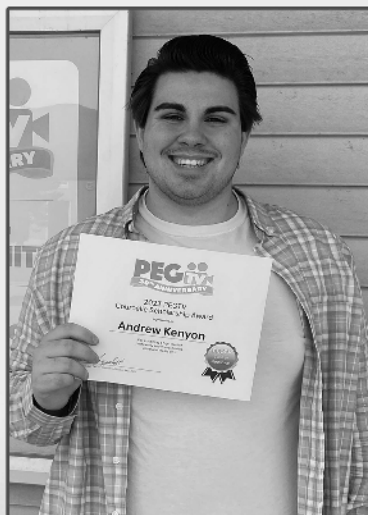
Any Rutland County high school senior intending to pursue post-secondary education in the fields of television, film, radio, internet, computer animation, graphic and digital arts, sound engineering, photo and print journalism, marketing, communications, and public relations is eligible to apply.



2023 Courcelle Scholarship Winners



Calle Alexander
Graduated Rutland High School
Attending University of Vermont



Andrew Kenyon
Graduated Otter Valley High School
Attending Champlain College



Stephanie Li
Graduated Rutland High School
Attending Maine College of Art & Design



Colby Perry
Graduated West Rutland High School
Attending World of Life Institute