

Community Media Has Changed

Long gone are the days when public access television stations provided unique access and information to the public; now, the phone most of us carry is our office, our mouthpiece, and our production equipment. What we think of as "community" has extended to online groups with like interests, which is a great benefit of the internet. No one has to feel alone in who they are, or how they are.

Why is local, unbiased, and noncommercial community media still important?

Because knowing what is happening in your area keeps you plugged in to the local events, issues, and news that may affect you, community media matters. By staying informed about local events and issues, you can get involved and make a positive difference—this may include volunteering, attending town meetings, supporting local businesses, attending concerts, an arts festival — or a workshop where you can build relationships, collaborate, and share your ideas and experiences. In real life. In your town.

Telling the stories of our own neighborhoods, nonprofits, government, businesses, people and cultures is something those of us who live here can do better together.

Let's keep the local seen.

—Elizabeth Shanahan-Jewett
Executive and Creative Director/Head of Production
The Local Seen by Plymouth Area Community
Access Television, Inc.

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WHO WE ARE

The Local Seen by Plymouth Area Community Access Television is a nonprofit community media and education center serving the towns of Plymouth, Pembroke, Kingston, Duxbury, and the South Shore region of Massachusetts.

OUR MISSION

Amplifying voices and connecting community through education and local, unbiased, and noncommercial media that informs, empowers, and entertains.

OUR VISION

Our vision is to be an essential and trusted resource of local news, stories, and information, and the leading provider of media production education, services, and resources in the Plymouth area, serving all demographics of our community.

OUR CORE VALUES

Localism

We reflect the interests, issues, and perspectives of our communities by providing a platform for local voices and stories and covering local issues in a way that is relevant to residents.

Democracy

We preserve democracy through transparency by providing gavel-to-gavel coverage of local government meetings, and a platform for residents to voice their opinions and participate in the political process.

Diversity & Inclusion

We promote diversity of viewpoints and experiences by giving a voice to all members of the community, regardless of their race, ethnicity, gender, abilities, sexual orientation, or socioeconomic status.

Education

We are committed to the concept of community media as a powerful tool for education, in the form of video production training and support, and content that informs residents about the services, resources, and cultural experiences available to them.

Innovation

We embrace creativity and innovation as drivers of engagement and participation, adapt to new technologies, experiment with different formats, and tell the stories that matter to our community in continuously evolving ways.

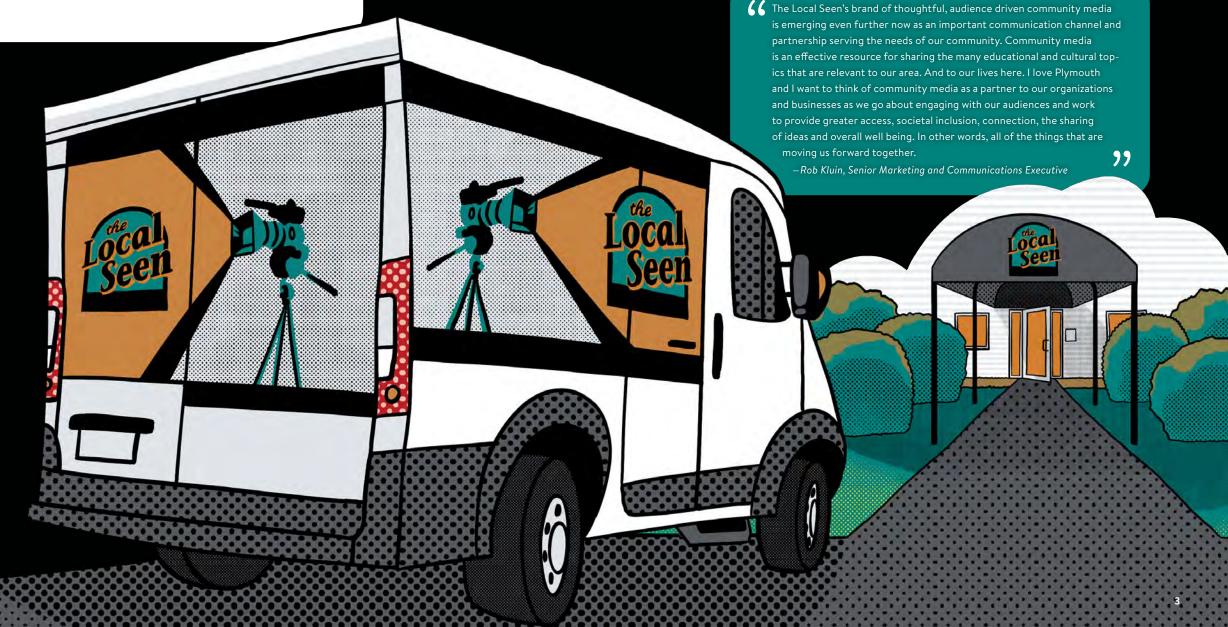
WHO WE SERVE

Our conviction that everyone has a story and every story matters is displayed in our outreach, education, and media services to our nonprofits, municipalities, elected representatives, small businesses, artists, and residents of our four towns, from students to seniors.

The Plymouth Public Library has been lucky to work with The Local Seen on many different projects! Most recently, we have had a staff member do a PSA to help promote a youth program. We were also able to work closely with The Local Seen to craft and film a community conversation with the key players in the substance abuse and harm reduction community.

Being able to spread awareness about initiatives and programs is key to reaching community members who may not otherwise be aware of all the things we can offer. The Local Seen team is helpful, kind, knowledgeable, and a valuable resource to the library as well as the community at large. I look forward to working with them on future collaborations!

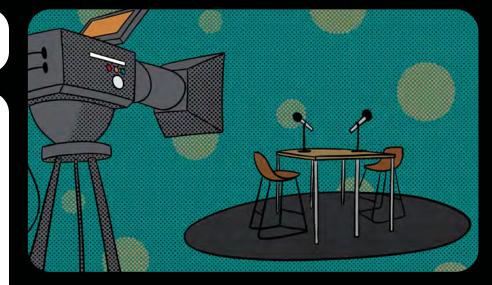
-Maureen Coleman, Acting Library Director, Plymouth Public Library

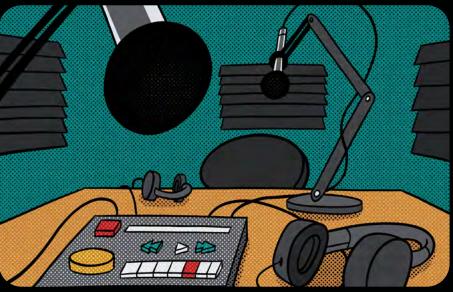


OUR SERVICES

Studio Time & **Production Services** for Community Producer **Shows & Podcasts**

We provide free studio time, production crew, set pieces, basic editing and graphic services, and distribution of content to community members as a free speech platform and as a local resource for people who live or work in our four towns. This includes content produced by local elected or appointed officials, libraries, senior centers, nonprofit organizations, artists, comedians, and other community members.





TOP Our community member studio is where people who live or work in our four towns can book time and come in to record their content, with free production services provided

ABOVE Our dedicated podcast studio where community members can use our free production services to talk about the things that matter to them, with one or two guests

Free Production Training

We offer three free classes in camera operation and three additional free classes in editing to community members. We also offer low-cost advanced production and talent development workshops.

Access to Equipment

Cameras, editing equipment, and other media production equipment can be utilized on-site or borrowed by community members to produce their own projects.

Open Workspace & Tech Help

Community members can come into our center to work away from home, edit their video projects, get tech help, or just use our laptops and free Wi-Fi.





Community Workshop & Meeting Space

A classroom space for community members to hold workshops, book clubs, study groups, classes, and more: Free for nonprofits and free community events, 20% per attendee up to \$100.00 for 2.5 hours if charging admission.

Community Calendar, **Bulletins & Events**

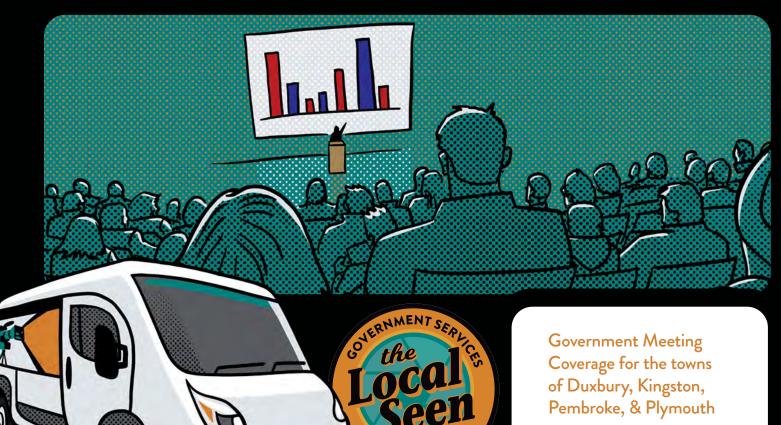
Community members can submit information about events, meetings, or resources that they want people to know about, to be listed on our website calendar, aired on our community channel, and promoted on our weekly show.

Local News About What is Good and Good to **Know in Our Communities**

Our multi award-winning weekly show highlights the faces, spaces, and resources that make our community special, with feature stories, profiles, interviews, events, and updates about what's happening in our towns and region. The Local Seen This Week airs weekly on our community channel, YouTube, and our website.

LEFT Our large workshop/classroom space is available to nonprofits and community groups for free and is outfitted with Zoom capability, a large monitor, and seating for up to twenty people. For profit workshops are welcome, too there is a small minimal charge

TOP Our original production studio is where we record our community news show, government representative shows, PSAs, and interview community members



Live gavel-to-gavel coverage of local meetings, including Town Meetings, and other special meeting coverage at the request of the Town Manager or Administrator.



The Local Seen is a community connector. You keep the community connected with what is going on locally. We have a desert now, we don't have the papers we used to have, but we have The Local Seen, which will tell the stories of what is happening right where you live. This keeps the community connected. Living in such a technical world, no one connects face to face anymore. And that is so important. And that's what The Local Seen is bringing... showing the events that are here.

– State Rep Kathy LaNatra





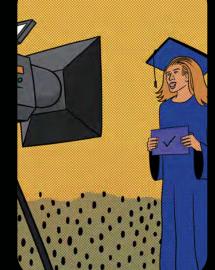
In Our Schools Kingston & Pembroke

Video production equipment support, training, and coverage of school concerts, graduations, sports, and events.

Oral History Project

A Q1 2025 initiative, this multi-themed and ongoing project aims to preserve the stories and memories of our community from the people who lived them.







Free PSAs for Nonprofits

Public service announcements that can raise awareness about important issues, recruit volunteers or donors, and promote programs or events.

66 The Local Seen is an amazing part of economic development... that gives us the appropriately scaled amount of information sharing to an audience that is also fixed in that community. Most of media is consumed on a broadcast basis. A lot of media is also consumed on a very narrow cast basis, on international platforms like X or Facebook. You need a partner like Local Seen who fills that middle space, that fills the gap, so you can curate your message to your audience. You helps take complex ideas, create the story to make it succinct and digestible, so we can actually effectuate the types of policy decision making we need to have happen. It really is the fabric of our community.

-Stephen Cole, Executive Director of The Plymouth Foundation



PopUp on the Local Seen

We "Pop Up" at community events and local businesses and invite organizers, proprietors, and attendees to step up to the mic and promote their cause or small business, answer a few questions, or just say hi and be seen in a segment that airs weekly.





TO SUPPORT OUR SERVICES

Creative Media Services

To support local organizations with similar missions in effective video communication and messaging, we offer creative development, production, and editing services at accessible costs.

The Studio Experience

A Q2 2025 initiative, this unique experience is both a tour and an opportunity for participants to record their very own news show, family update, or podcast. They'll tour our studio, get guidance from professionals on scripting and on-camera performance, ensuring their final project is well-executed. One week after their visit, they'll receive a polished recording that they can share with friends and family. A fun memory-maker for families, tourists, and date nights.



Community Conversations

A weekly segment with local officials to provide information about policies, programs, and initiatives.

Community Events

We organize, host, and collaborate with like organizations on arts, educational, and cultural events.

Election Services

Forums, candidate interviews, and other informational programming that covers local elections to help voters learn about the candidates and the issues.

Looking Forward with **Our Seniors**

A monthly show segment for and about seniors, with profiles, interviews, resources, and feature stories.

Open Hear Podcast

Our award winning bi-monthly podcast features interviews with people who are passionate about their work and service to the community, with an entertainment segment featuring reviews and commentary about media, the arts, and pop culture.

This Week on the Local Seen

Weekly video-newspaper-style newsletter featuring links to all local stories, events, government meetings, and media covered that week.

OUR FACILITY

STUDIO A

Our original production studio is where we record our community news show, government representative shows, PSAs, and interview community members.

STUDIO B

Our community member studio is where people who live or work in our four towns can book time and come in to record their content, with free production services provided.

STUDIO C

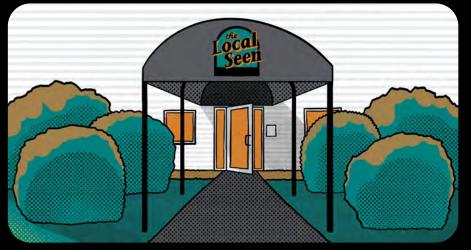
Our dedicated podcast studio where community members can use our free production services to talk about the things that matter to them, with one or two guests.

COMMUNITY MEMBER WORKSPACE

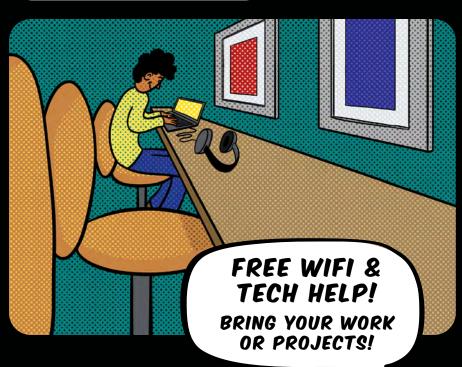
Want to get technical editing help, surf the internet, or just need a place to work away from home? You are welcome here!

KITCHEN STUDIO

For those who have dreamed of having their own cooking show, our kitchen studio is fully equipped!







COMMUNITY SPACE

Our large workshop/classroom space is available to nonprofits and community groups for free and is outfitted with Zoom capability, a large monitor, and seating for up to twenty people. For profit workshops are welcome, too - there is a small minimal charge.

The Local Seen fills a void that at one time was provided by print media. Your coverage of government meetings, local issues, and interesting short stories help keep the community not only informed but entertained. —Steven Lydon, Town of Plymouth Visitors Services Board Chair





Increase Awareness, Engagement, & Appeal

KEY RESULTS:

WEBSITE PHASE II

Phase II to include interactive facility tour video, industry recognition page, donor recognition page, and expanded fundraising page and functionality. video testimonials with community partners and story subjects on the importance of community media to updated quarterly: *March* 2025

THE LOCAL SEEN THIS WEEK COMMUNITY NEWS SHOW

Expand volume of coverage to include more news packages through staff optimization, community member certified producers, and volunteer program. Add a co-host to the format and promote the weekly show as a viable source for hyperlocal news. Stages to be integrated throughout 2025: December 2025

THE LOCAL SEEN COMMUNITY PRODUCER CERTIFICATION PATHWAY

Create pathway for community members to participate in news show and produce packages for The Local Seen original content through certification process and potential for compensation, increasing volume of news content and creating viable work opportunities for community members: May 2025

ORAL HISTORY PROJECTS

Launch demographic and town based oral history projects, to include veterans, seniors, students, immigrants, Duxbury, Kingston, Pembroke, and Plymouth residents. Complete three oral history projects in 2025: December 2025

TESTIMONIAL PROJECT

Record video testimonials with community partners and story subjects on the importance of community media to be updated quarterly: *March* 2025

THE LOCAL SEEN STUDIO EXPERIENCE

A weekend initiative, The Studio Experience will boost both local engagement, tourism, and our funding. Building from the model of interactive movie and television studio tours, we will incorporate an approximately 90 minute tour in which participants can record their own "news" or interview show, record action in front of a green screen, and participate in a quick camera/voice over/interview/ workshop beforehand, making a fun experience that will encourage families, first dates, and organizations into the studios, and monetize our facility when it isn't in regular daily operation. This will be tested during regular hours of operation prior to launch: June 2025

EXPAND COMMUNITY PARTNERSHIPS

Become media partner to at least two more organizations, 2025 focus on the immigrant community, seniors, veterans, the arts community, and people with disabilities: *December 2025*

OFFLINE MARKETING AND OUTREACH INITIATIVES

Outreach staff will visit local businesses and locations with promotional merch and collateral to expand understanding of our services. Weekly and at local events: February 2025

THE LOCAL SEEN COMMUNITY, ARTS, AND UPLIFT FESTIVAL

Market research, build team, and outline strategy and opportunities to stage a collaborative nonprofits, arts, and music festival in 2027: June 2026

OBJECTIVE #2

Strengthen & preserve the organization's financial stability

KEY RESULTS:

INCORPORATE MORE PASSIVE FUNDRAISING

Incorporate points-of-contact fundraising with marketing materials and leave-behinds on field shoots and in-person outreach initiatives: *March* 2025

EXPAND DIGITAL MEDIA MARKETING CAMPAIGN

Promoting our support opportunities: *May 2025*

SECURE GRANTS FOR PROGRAMMING AND/OR OPERATIONS

\$70,000: December 2025

SECURE SPONSORSHIPS FOR WEEKLY NEWS SHOW

Secure at least two sponsorships at \$3500.00 per year for the weekly news show: September 30, 2025

SECURE SMALL DIRECT DONATIONS

\$25,000: December 2025

OBJECTIVE #3

Optimize Technological & Operational Functions

KEY RESULTS:

OPERATIONS MANUAL

Complete operations manual to include all processes, to exist as a living document which remains consistently updated, for training and clarity of expectations of function:

January 2025, First Edition

INVENTORY MANAGEMENT UPGRADE

Transition equipment inventory and merchandise into a bar-code system that will eliminate the need for a large-scale inventory project each year: February 2025

If you love your community and love what it has to offer, and yet, don't have absolute confidence about the information that's being shared, there has never been a more important time right now to rely upon local media. Local people, neighbors, to tell you what is really happening in your area. Not just sound bites you might hear coming off the national news, but what is really happening in your neighborhood. And not only what is happening in your neighborhood but how it can help you, and how you can help your neighbor. We have to cherish the Local Seen like any other community resource, whether it's the hospital, the library, the school system, your police and fire—this is what makes the quality of life here great.

-Steven Karidoyanes, Music Director and Conductor, Plymouth Philharmonic Orchestra





2024 ACTIVITIES REPORT

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2024 INDUSTRY RECOGNITION

SILVER TELLY AWARD WINNER

Iane Goodall's Roots and Shoots at the Farmhouse in Plymouth on The Local Seen

BRONZE TELLY AWARD WINNER Community Media is the Local, Seen

BRONZE TELLY AWARD WINNER

Pilgrim Hall: Singing in the Rain on The Local Seen

2024 STORY & EVENT COVERAGE

THE LOCAL SEEN THIS **WEEK NEWS SHOW**

- 568 TOTAL Stories Produced in 2024
- 103 Duxbury
- 92 Kingston Pembroke
- 95 256 Plymouth
- 22 Regional

ON THE LOCAL SEEN

ON THE LOCAL SEEN FEATURE STORIES

- Galway Girl
- Great Blizz
- Shelley Terry Kingston Veterans
- The Plymouth Trash Lady
- Forty Second Brew
- Hydroponics
- TIC
- · Pembroke High School **Lunch Ladies**
- Book Love
- Erin Petti
- Co-Responder Program
- Booked
- Plymouth Center for the Arts
- Titans Treasures
- Hope Floats
- OCES
- Mother Crewe
- Brian Lies
- Quincy College Interact Club
- · Photography: Creative vs. Business
- Melanoma Prevention
- Alden Park
- Pods
- Spring Farm Fest
- Visiting Dental Hygiene
- Elder Abuse Awareness
- Rescue Plymouth Wildlife
- Author Richard Stone
- Community Art Collaborative: Parting Ways
- · Americana Theatre Company
- Pilgrim Hall Museum: 200th Anniversary
- The Peculiar of Plymouth
- Keegan Kreations
- Two Grannies

on the Road

- Terra Cura: Sunflowers
- Terra Cura: **Three Sisters**
- Suicide Prevention Coalition
- Pembroke Community Center Ribbon Cutting
- · South Shore Community **Action Council**
- Pembroke Farmers Market
- Pembroke Community **Center Tour**
- South Shore LGBTQ Oral History Project
- CM Young
- Pembroke Arts Festival
- Sweet Grace & Co.
- 3A Bakery and Café
- Woodcarver Mason Young
- Gellar's Snack Bar
- Pilgrim Hall 200th **Anniversary Rustic** Masque Ball
- Stephens Field Ribbon Cutting
- Pilgrim Festival Chorus
- · Farmers' Market at Rye Tavern
- VOAMASS Grand Opening for Plymouth Area Veterans Center
- Author Kim Clarkson
- Father Bill's & Mainspring
- The Plymbury Witch
- Plymouth County Sheriff's Department **Comfort Dogs**
- · Silver Lake Regional High School Artist Workshop

OPEN HEAR PODCAST GUESTS

• Silver Lake Regional · Carolyn Ravenscroft -Historian and Archivist, High School **Duxbury Rural** Chamber Annual

POPUP ON THE

LOCAL SEEN

Meeting

Market

Festival

Performing Arts

Plymouth Farmers'

Plymouth Pride Festival

Sheriff's Farm Festival

Christmas Tree Lighting

Alden Haunted House

WHAT'S THE STORY

Camp Twin Oaks

(Duxbury)

Traditions

Jury Duty

Valentines Day

Mom Flynn and

Irish Mossing

• The Good Old

Days Weren't

• Plymouth Waterfront

Plymouth County

- **Historical Society** • Kim Caple - Spire Center for the **Professional Organizer**
 - Deanna Day -Owner, South Shore Pottery Shoppe
 - Rob Hakala -
 - Host, WATD • Julie Brewster -**Event Planner**
 - · Leah Saari -HR Advisor/Owner, Reawaken Consulting
 - · Sheila Vaughn -Director of Admission. Cape Cod

Community College

- · Leslie Proulx -**Psychotherapist**
- · Melissa Ferretti -Chairwoman, Herring Pond Wampanoag Tribe
- · Gina Girouard -Licensed Acupuncturist
- · Doreen Lang -Author/Reiki Practitioner
- · Amelia Christensen -**Nursing Student**
- · Michael J. Foy Author
- Aimee Yawnick -End-of-life Coach/ Death Doula

PSAS FOR NONPROFITS

- · July 4 Plymouth
- · Shichigahama-Plymouth Distinguished **Visitors Program**
- Plymouth Public **Library Summer** Reading
- Plimoth Patuxet
- Whale and Dolphin **Conservation Society**
- BID-Plymouth
- Child and Family Serices
- Kingston **Public Library**
- Old Colony **Elder Services**
- The Plymouth Phil
- Pembroke **Public Library**
- · Christ Church **Food Pantry**
- · Christ Church **Thrift Shoppe**

- South Shore **Foster Closet**
- Talking Information Center
- The Lady Locker
- Jett Foundation
- Bethesda House United Way of Greater
- Plymouth
- Duxbury Senior Center
- Plymouth Pride
- · South Shore Conservatory
- Rex the TV Terrier
- Plymouth Area Chamber of Commerce
- America's Hometown Laureate

ELECTION COVERAGE & CANDIDATE **SERVICES**

- · Candidate Interviews for local and state elections
- WATD Partnership: **Candidate Forums** for Election 2024. Video Live Coverage
- Plymouth Area **Chamber of Commerce** 2024 Legislative Breakfast
- · League of Women Voters:
- 4/25/24 Candidates Forum 8/22/24 Mass. Can-
- September 3 Primary 10/24/24 Candidates Forum

didates Forum for

• Pembroke Chamber of Commerce Candidate Forum

GOVERNMENT MEETINGS BY TOWN

80 Duxbury meetings

- 31 Selectboard
- 14 Finance Committee
- 4 Fiscal Advisory Committee
- 16 ZBA
- · 10 Board of Health
- 2 Town Meetings

• 3 Forums

- 265 Kingston meetings
- 33 Board of Selectmen
- 10 Planning Board
- 18 ZBA
- 15 Conservation Commission
- 12 Board of Health
- 10 Board of Assessors
- 8 Capital Planning Committee
- 13 Kingston Finance Committee
- 5 Community Preservation Committee
- 10 Council on Aging **Advisory Board**
- 5 Open Space Committee
- 9 Historical Commission
- 7 Recreation Commission

- 29 Sewer Commission • 12 Wage & Personnel
- 13 Water Commission
- 5 Kingston Waterfront Committee
- 9 Affordable Housing Trust
- 11 Recycling Committee
- 4 Memorial Day Parade Committee
- 10 Board of Library Trustees
- 7 Agricultural Commission
- 11 300th Committee
- 2 Sampson Fund
- 2 Town Meetings 1 Town Meeting
- Preview 9 Kingston School Committee

78 Pembroke meetings

- 25 Select Board
- 12 Planning Board
- 3 Master Plan Collaboration Committee
- 1 Master Plan Forum
- 10 ZBA
- 1 Historic District Commission
- 1 Town Meeting
- 17 Pembroke School Committee

184 Plymouth meetings

- 37 Select Board
- 23 Charter Review Committee
- 23 Planning Board
- Committee
- 5 Advisory & Finance Subcommittee
- **Precinct Chairs**
- 6 Nuclear Decommissioning Citizens Advisory **Panel**
- 16 Board of Health • 2 Board of Health
- 13 Community Preservation
- 1 Historic District
- 4/25/24
- 10/24/24 Candidates Forum

PARADES, EVENTS

(Live coverage) Pembroke Graduation (live)

• 21 Advisory & Finance

- 11 Committee of
- 19 ZBA
- Forums
- Committee
- Commission
- 2 Town Meetings
- · League of Women Voters
- 3/21/24 Where Do My Taxes Go?
- **Candidates Forum** 8/22/24
- Mass. Candidates Forum for September 3 Primary

Memorial Day: Kingston Memorial Day: Plymouth

Winter Concerts:

Elementary School

Elementary School

Elementary School

Pembroke Community

Pembroke High School

Winter Concert 1 and 2

North Pembroke

Middle School

March Concerts

Spring Concerts

Elementary School

Elementary School

Elementary school

School Instrumental

Pembroke Senior Walk

Pembroke Invitational

Basketball Tournament

Silver Lake High School

hockey games live

North Pembroke

Pembroke High

Pembroke High

School Choral

live (2 days)

All Band

All Chorus

All Strings

Bryantville

Hobomock

Bryantville

Hobomock

Silver Lake Graduation (live) Plymouth July 4th

Parade (live) Plymouth Phil July 4th concert (live)

Plymouth 9/11 Ceremony (live) Veterans Day: Pembroke

> Veterans Day: Kingston America's Hometown

Veterans Day: Plymouth

Laureates 3 Day Plymouth Poetry Festival America's Hometown

Laureates Emily Dickenson and the Wilde Irish Women at the Spire Center Plymouth Area Chamber of Commerce Dancing

with Our Stars Plymouth Area Chamber of Commerce

Candidate Forums **Blue Futures Conference**

COMMUNITY **BULLETIN BOARDS**

Duxbury **Duxbury Gov** Kingston Kingston Ed Kingston Gov Pembroke Pembroke Ed Pembroke Gov Plymouth

GOVERNMENT BULLETIN BOARDS

Plymouth G

Total: 908

Regional/State:

Duxbury Pembroke Plymouth Kingston (estimate) Total: 679

COMMUNITY MEMBER **SERVICES SHOWS** IN STUDIO/ZOOM

Simple Healthy Life Plymouth LWV special: Plymouth School Committee Talk of the Towne The Time is Now The Greg Simonueau Show

RECORDED

Delicious & Nutritious Looking Forward with our Senior Centers (Zoom)

CAL Conversations Healthy Kingston Register's Report

This Week in Plymouth

This Week in Kingston

This Week in Pembroke **Duxbury In Depth** Pembroke in Depth Kingston in Depth

In your Corner **State Matters** Update

Plymouth Profiles with F. Steven Triffleti

SENTIN

Two Grannies on the Road New Hope **Bible Baptist Church Bible Talk** A Place for Grace

Grace Light House Church Melissa's Menu **Practical Theology**

New Hope Chapel St. Mary's & Joseph Parish

Christ Church Parish Second Church

of Plymouth First Church of Plymouth Church of the Pilgrimage

StarCreations Theater **Greater Boston Paranormal**

COMMUNITY TRAINING

CapeCodCan

STAFF DEVELOPMENT **WORKSHOPS**

Proper Lighting Technique in Studio A First Aid/CPR & **AED Training** Camera Training - GH5. Supercam & GoPro 2/22/24 **Lighting Workshop** Studio Control/Live Refresher & Zoom

Components HR In-Service Management Workshop **Interview Workshops** Pt 1 &t 2

Super Cam Workshop



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We thank our generous patrons Tiny and Sons, Quintal Bros. and Squinny's Pizza, along with all of those who donated in any amount to support our mission of **COMMUNITY IN ACTION THROUGH MEDIA!**









AND WE'RE JUST **GETTING STARTED!**

SCAN QR CODE TO SUPPORT **COMMUNITY IN ACTION** THROUGH MEDIA!

