

## 2024 LCTV Snapshot

Lincoln County Television and Media Center (LCTV) is a PEG (Public, Education and Government Access) TV station established in 1989. LCTV's media center, located in Newcastle, Maine, cablecasts 24/7 and reaches approximately 17,000 households in the Midcoast Maine region via Spectrum/Tidewater channel 7 and everywhere by live stream and On Demand viewing.

As a non-profit 501(c)(3) organization, LCTV serves all Lincoln County residents by filming and cablecasting public programming on request and producing original content. We fulfill our mission to ***produce and broadcast programs showcasing the people, places and events of interest to Lincoln County and beyond.***

Community members benefit from the diverse coverage created by the LCTV team, donated by local producers, or requested by community members. Programming includes government meetings; original weekly shows; lectures on history, health, and social issues; musical entertainment and theater productions; studio interviews; documentaries; school sports; and alternative media.

**These accomplishments are possible because of the ongoing support of our Municipal Partners, Business Sponsors, Community Partners, and generous Supporters and Members. Thank you!**

- Broadcast 482 original shows, events, specials, games, and community updates on LCTV.org and local channel 7.
  - A 21% increase over 2022 (400 shows)
  - A 244% increase over 2021 (200 shows)
- Began a new ongoing project with South Bristol School called South Bristol Scoop intended to teach the 5th graders media literacy, equipment operation and project management skills.
- Earned a First National Bank Grant of \$2500.00 as seed money for a new program with South Bristol School.
- Shared 216 Municipal Meetings in Lincoln County - Broadcast on local channel 7, and available for whenever On Demand viewing at LCTV.org. (Up from 192 in 2023)
- Increased YouTube Live Stream Views 27% to 46,500 in 2024 from 36,400 in 2023
- Increased Subscriptions to Youtube Channel by 9% over 2023 by 460 subscribers.  
Total Subscriptions: 1446 over 60 just in the last 30 days!
- Sponsored one Summer Interns to support the next generation of Videographers
- Extended the reach of our programming beyond broadcast and On Demand viewing:
  - Sent 52 weekly newsletters to 1,129 subscribers
- Added "Community Updates" to promote our non-profit community partners
- Multiplied our Facebook (2,260 Followers), Instagram (901 Followers), and YouTube (1,446) communities to reach more viewers. Reached the 1,000 Subscriber milestone on YouTube on Jan 4, 2024
- Shared our LCTV Original & Co-Produced Shows to LCTV's YouTube channel for increased access and views
- Attended Lincoln Academy Job Fair
- Updated our website to make it more user friendly... will release in 2025
- Implemented a pay per view monthly and annual membership system to help generate funds from our archived videos.

## **2024 LINCOLN COUNTY TELEVISION PROGRAMMING**

### **2024 LCTV Original/Co-Produced Programming – 132 Shows**

- 43 Wuzzup New Shows
- 37 Chamber Chats (w/Damariscotta & Wiscasset Chambers)
- 11 Talkin' Town Talks
- 5 High School Hoops
- 6 Medicine in Coastal Maine presentations (New Collaboration with MaineHealth)
- 3 Live Streamed Community Meetings with LincolnHospital
- 8 Community Conversations
- 7 Vintage Racers Roundtables (NEW SHOW w/Maine Vintage Motorsports))
- 4 Putting the Y in Community (w/CLC YMCA)
- 2 Damariscotta Historical Society Shows
- 2 Waldoboro Historical Society Shows
- 1 Damariscotta Chamber Shows ( Annual Meeting)
- 1 Unity Raceway 75th Anniversary Show
- 1 Pumpkinfest Regatta
- 1 GSB Graduation
- 1 Lincoln Academy Graduation exercises

### **2024 Lincoln County Municipal Meetings –216 Meetings**

- 65 Alna Meetings
- 28 Waldoboro Meetings
- 32 Bristol Meetings
- 34 Damariscotta Meetings
- 33 Newcastle Meetings
- 24 Wiscasset Meetings

### **2024 High School Sports - 133 Events**

- 72 Basketball
- 4 Football
- 6 baseball
- 34 soccer
- 8 softball
- 3 x country
- 6 Meet the Players Intros for Medomak Valley & Lincoln Academy, Basketball, Soccer, Baseball and Softball

### **Goals for 2025:**

- Hire Sponsorship/Development Staff
- Hire Station Manager
- Ramp up Development/Philanthropy
- Upgrade our Server
- Maximize our membership program
- Continue to expand programming and outreach.