



GOVERNMENT ACCESS - EDUCATION - LOCAL VOICES

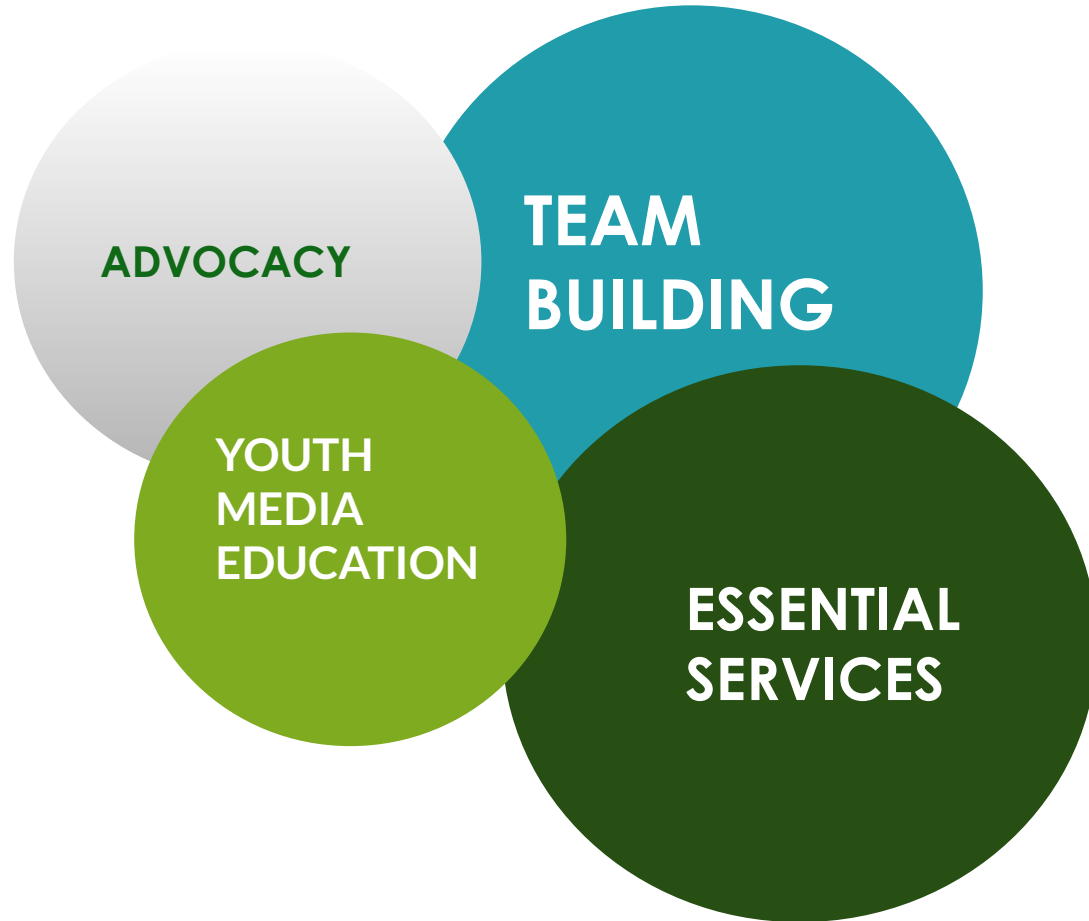
***FY 2023 YEAR IN REVIEW***



**PURPOSE: STRENGTHENING COMMUNITY  
THROUGH LOCAL INDEPENDENT MEDIA**

**VISION: AN ENGAGED - INFORMED - INSPIRED PUBLIC**

**2023**



# MEET OUR TEAM!

Learn about the amazing people behind GNAT-TV.

ANDREW KEEGAN



MIRIAH DOWNING



AUBURN SENDRA



KEEGAN DOUGLASS



BURT GRINSTEAD



OWEN MCCOSTIS



BECKI TRUDELL



KATE LEVINE



BRUCE FRAUMAN



MIKE FERON



# FOCUS on ESSENTIAL SERVICES



EXPANDED  
MULTI  
PLATFORM LIVE  
STREAMING

THE  
**NEWS**  
PROJECT

The News Project



Community  
Announcements  
& Information



Local Events  
Calendar



**2023 GOVERNMENT MEETINGS**

**GNAT-TV COVERED & DISTRIBUTED 214**

**LOCAL GOVERNMENT MEETINGS**



NEWS

THE  
**NEWS**  
PROJECT

**341 Community Members Participated**

**167 Programs Produced**

**Podcast: 579 Downloads**



Video Announcements

The background features a light gray illustration of three stylized human figures with circular heads and curved bodies. Above them is a semi-circular arc with several short, vertical lines radiating upwards, resembling a sun or a light source.

**170 Community Members Participated**

**85 Programs Produced**





# MEDIA EDUCATION

## YOUTH PROGRAMS

- RELAUNCHED CAMP EDUCATION PROGRAMS 6 CAMPS, 37 KIDS
- AFTER SCHOOL MEDIA PROGRAMS 45 KIDS
- PROJECTS & COVERAGE WITH SCHOOLS
- SCHOLARSHIPS

## ADULT EDUCATION

- STORYTELLING WORKSHOPS IN PARTNERSHIP WITH LOCAL LIBRARIES

**OUTCOMES**-----> ENGAGEMENT, NEW PARTNERS, NEW PRODUCERS



**Local Events  
Calendar**



**gnat-tv.org**

**45.34%  
Increase**

**Calendar  
Page Views**

**FY23 3577  
FY22 at 2461**

**14%  
Increase**

**Average  
Calendar  
Email Open  
Rate**

**FY23 46%  
FY22 at 32%**

**.3%  
Increase**

**Average  
Email Clicks  
Rate**

**FY23 2%  
FY22 at 1.7%**

# Community Service & Engagement

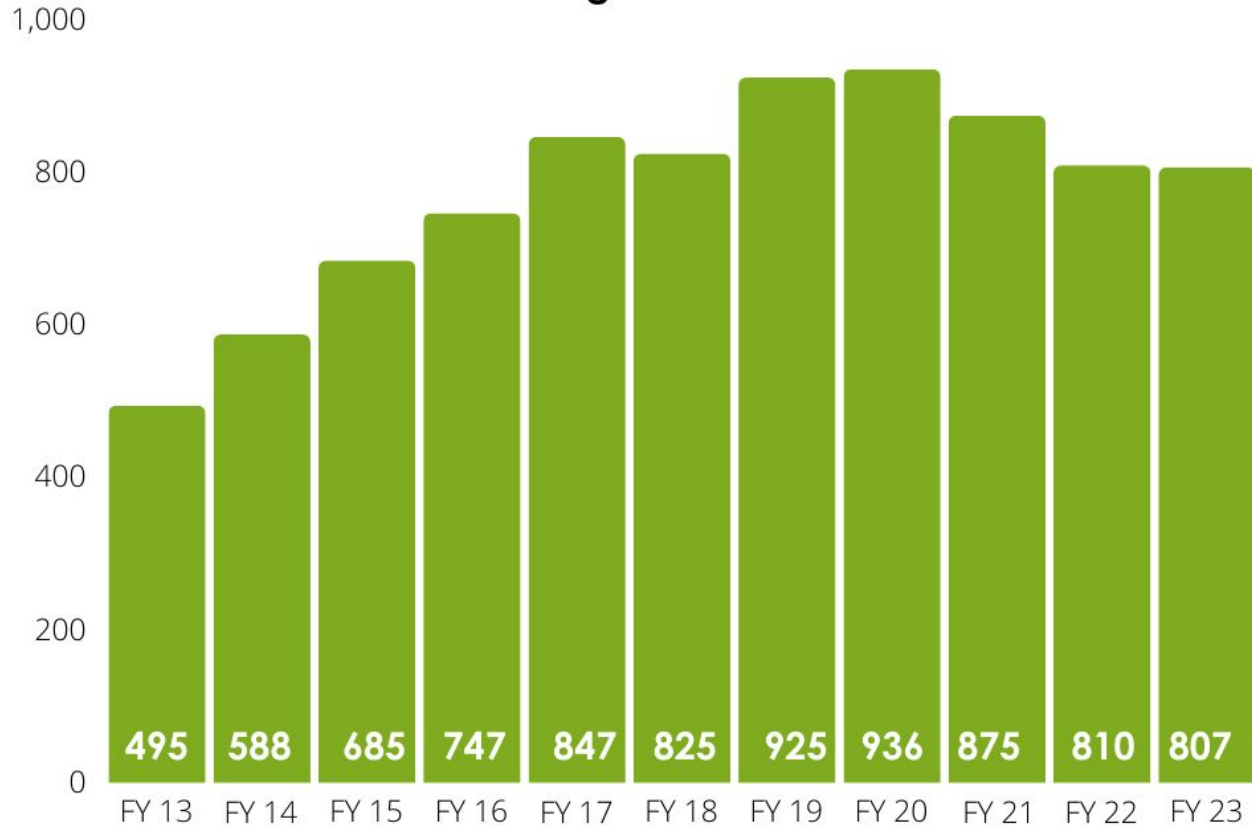


# BUILDING AUDIENCE - EXPANDING ACCESS

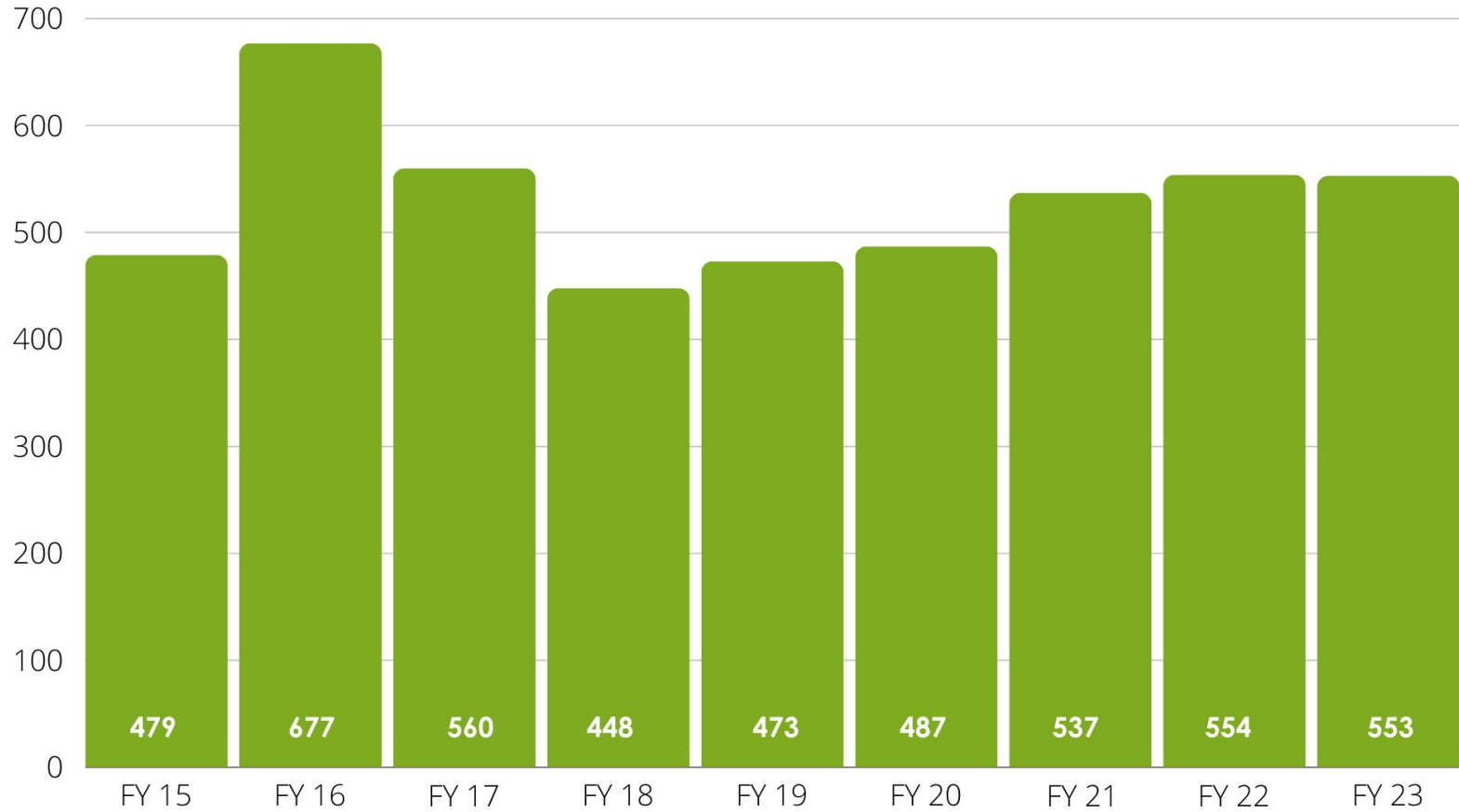
DISTRIBUTING OUR LOCAL CONTENT ON DIGITAL PLATFORMS



## Local Programs Produced



■ Program Hours



# FACILITATED COMMUNITY PRODUCED CONTENT

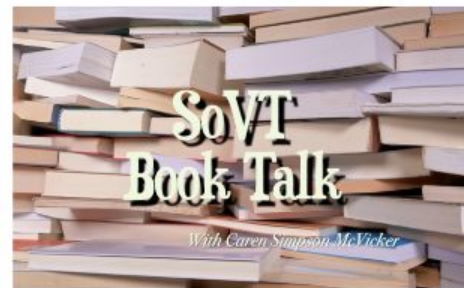
History - Nature - Entertainment - Cooking

POTLUCK KITCHEN  
WESTON THEATRE FUNDRAISER

SPORTSCOPE  
OUR GARDENS

CIAO LETIZIA  
A CIVIL DISCUSSION

SOVT BOOK TALK  
CITCOM



The View From My Place  
Year In Review

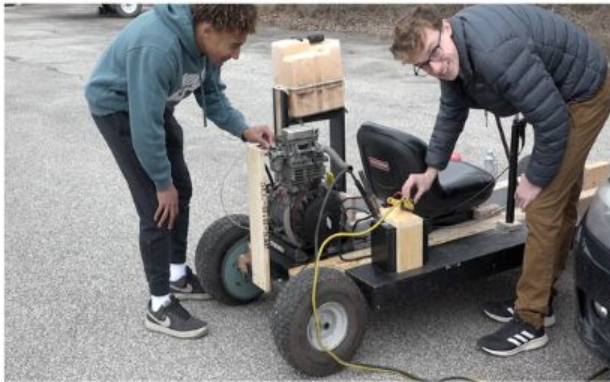
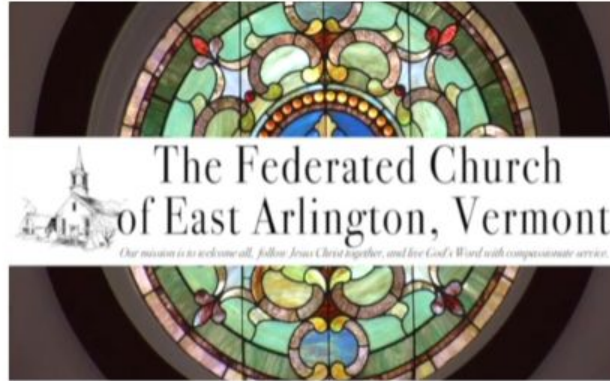
# COMMUNITY CONTENT DEVELOPMENT

FAITH COMMUNITY  
TRAINING & STREAMING

NONPROFIT OUTREACH:  
VIDEO ANNOUNCEMENTS

COMMUNITY EVENT  
COVERAGE

SCHOOL STORIES &  
GRADUATION COVERAGE







# 2023 AWARD WINNERS!

GNAT-TV staff and community producers were recognized by their peers for their outstanding work in the community media field.



# PARTNERSHIPS

TO PRODUCE & DISTRIBUTE ESSENTIAL LOCAL CONTENT



# CONTINUED CONTENT DISTRIBUTION

SHARED GNAT-TV CONTENT WITH STATE AND NATIONAL AUDIENCES

Vermont Media Exchange (VMX)

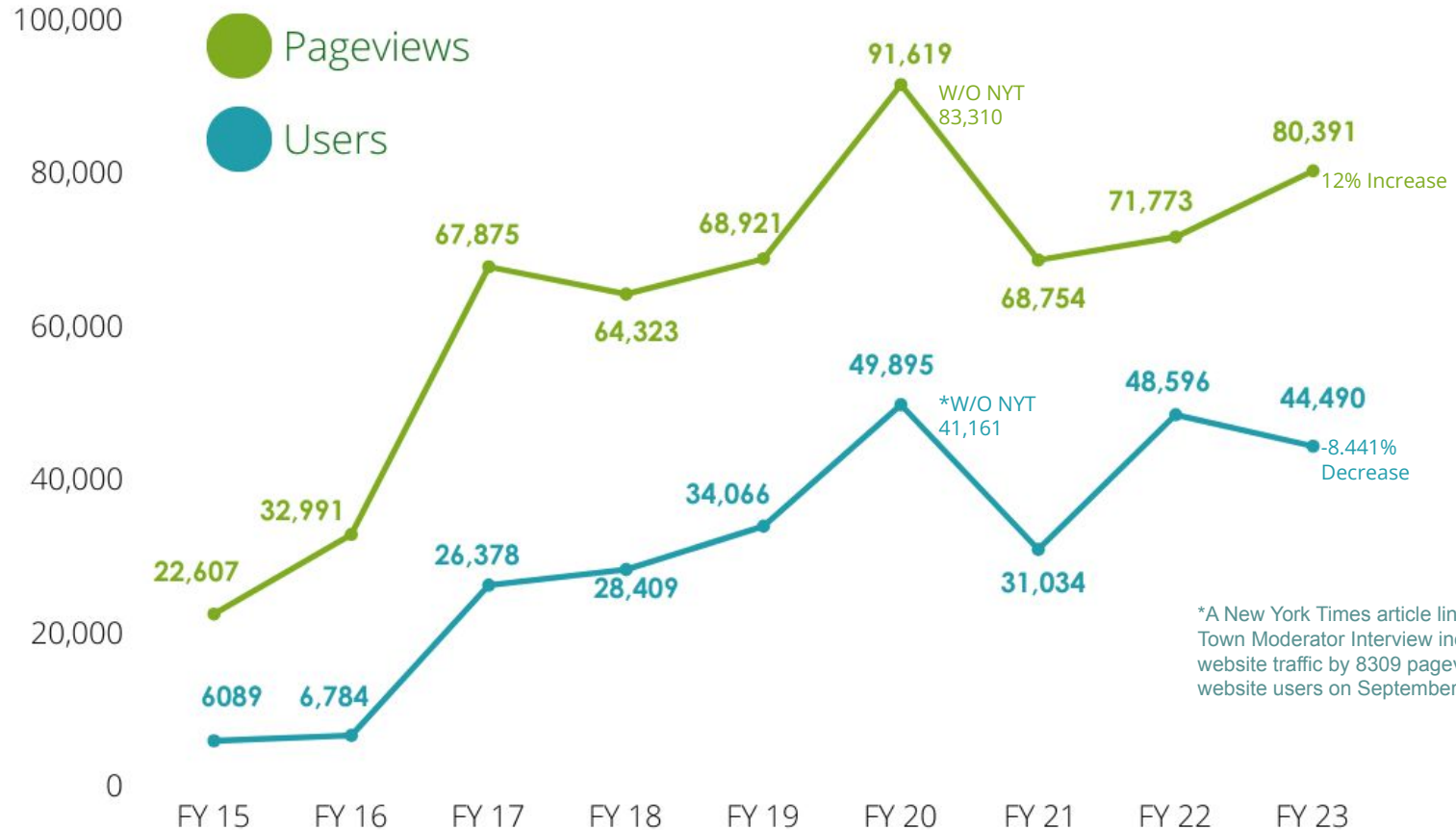
National Media Exchange  
(PEGmedia)



# MARKETING OUTREACH DATA



# Website Data



\*A New York Times article link to Winhall Town Moderator Interview increased website traffic by 8309 pageviews 7734 website users on September 26, 2020.

# STRATEGIC USE OF ONLINE PLATFORMS

2023

**80,391**

Website  
Pageviews

**44,490**

Website Users

2023

**12%**

Increase in  
Website  
Pageviews

FY21 68,754  
FY22 71,773 (4% increase)  
FY 2023 80,391

2023

**1241**

Active Email  
Subscribers

**39%**

Overall Open Rate

(13.83% higher than  
nonprofit industry average  
of 25.17%)

# Website Channel Traffic Report

## 2023

1	Direct	9,946
2	Organic Search	5,337
3	Organic Social	5,192
4	Referral	1,181
5	Email	375
6	Unassigned	59
7	Paid Search	26
8	Organic Video	12

## 2022

1	Organic Social	4,576
2	Direct	4,463
3	Organic Search	1,882
4	Referral	265
5	Unassigned	60
6	Organic Video	3

## Website Referrals Origin

	22,128 100% of total
1 (direct)	9,946
2 google	4,933
3 m.facebook.com	3,229
4 l.facebook.com	792
5 lm.facebook.com	668
6 Weston Playhouse Mailing List	343
7 arlingtonvermont.org	267
8 facebook.com	218
9 bing	210
10 l.instagram.com	165

## Website Page Destination

	73,427 100% of total
1 /	15,517
2 /events/	3,577
3 /live/	3,380
4 /government/	3,069
5 /2023-youth-media-workshops-and-tv-production-camps/	1,758
6 /manchester/	1,379
7 /the-pullman-porters-legacy-lessons-for-today/	1,364
8 /about-us/	1,230
9 /londonderry/	1,022
10 /news/	987



# STRATEGIC USE OF SOCIAL MEDIA & EMAIL

6.73%

Increase  
Instagram  
Followers

FY21 890  
FY22 995  
FY 2023 1062

6.97%

Increase in  
Facebook  
Followers

FY21 2335  
FY22 2897  
FY 2023 3099

23.78%

Increase in  
YouTube  
Subscribers

FY22 2313  
FY 2023 2863

1241

Active Email  
Subscribers

39%

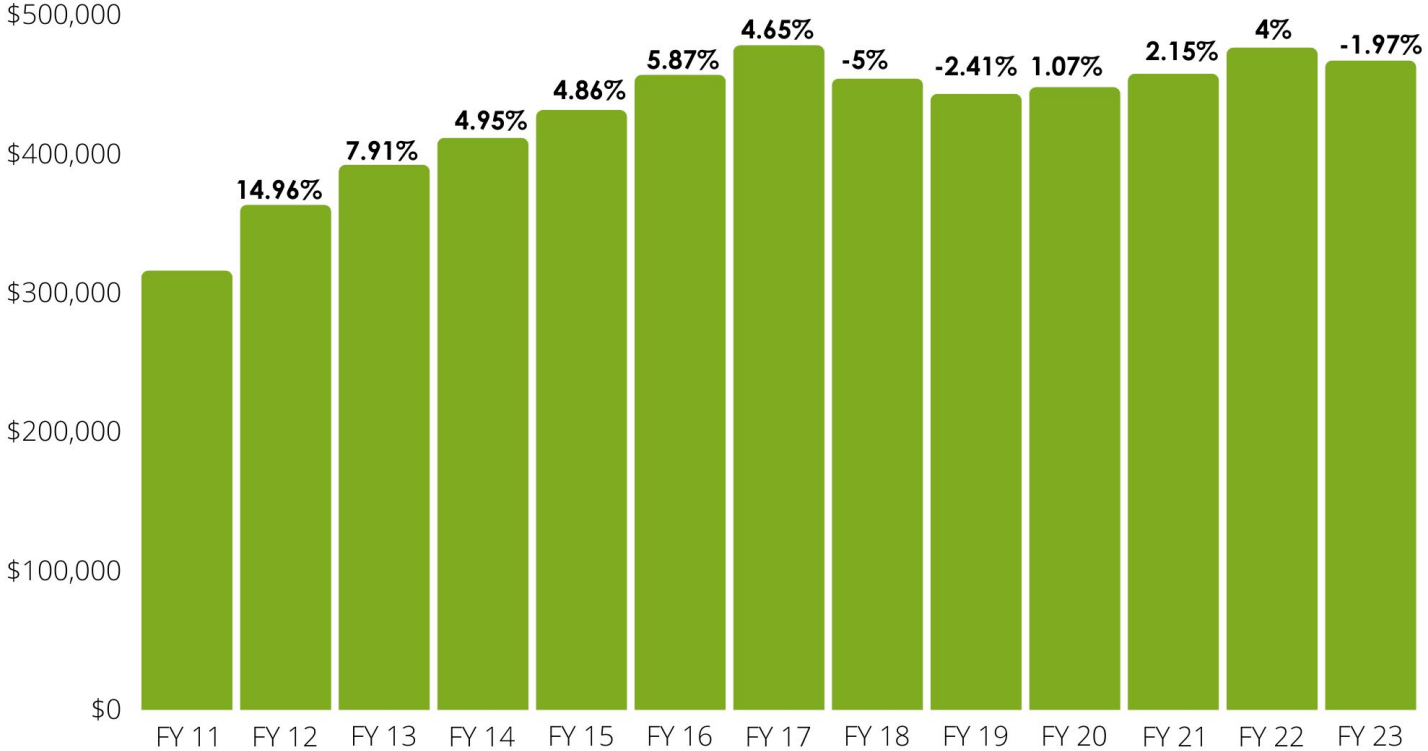
Overall Open  
Rate

(13.83% higher than  
nonprofit industry  
average of 25.17%)

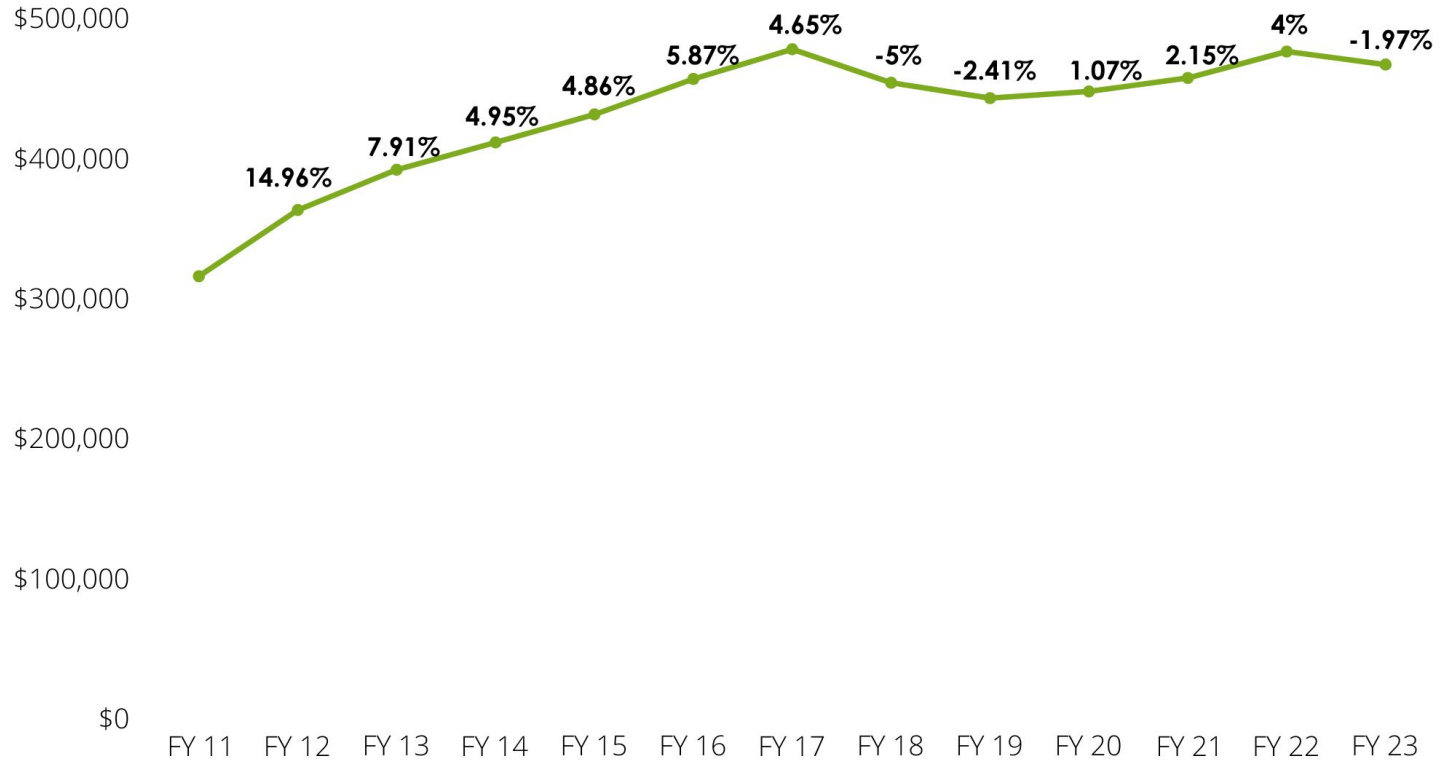
# REVENUE & FUNDRAISING



# Total Comcast Revenue (FRANCHISE FEE)

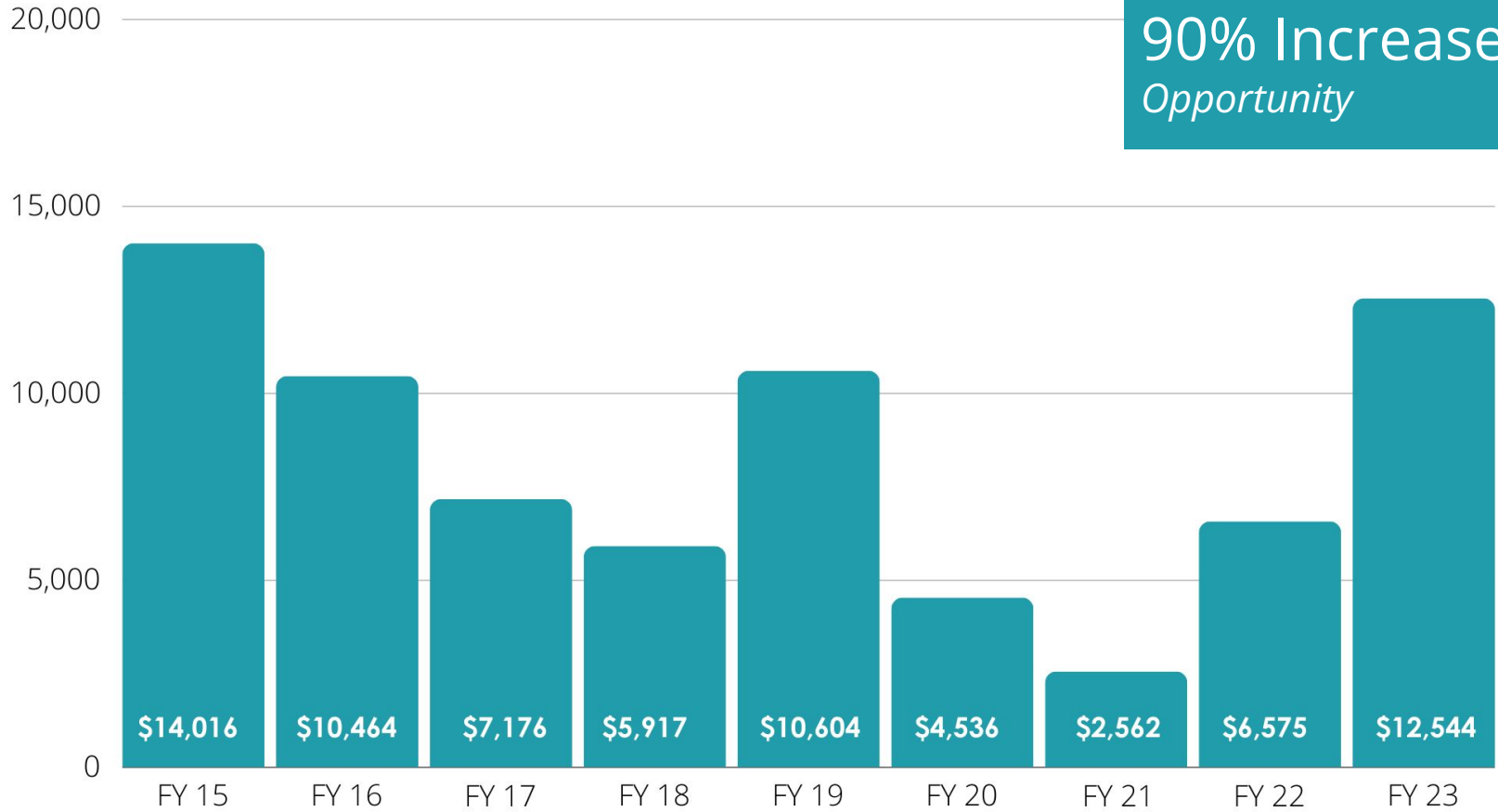


# Total Comcast Revenue (FRANCHISE FEE)

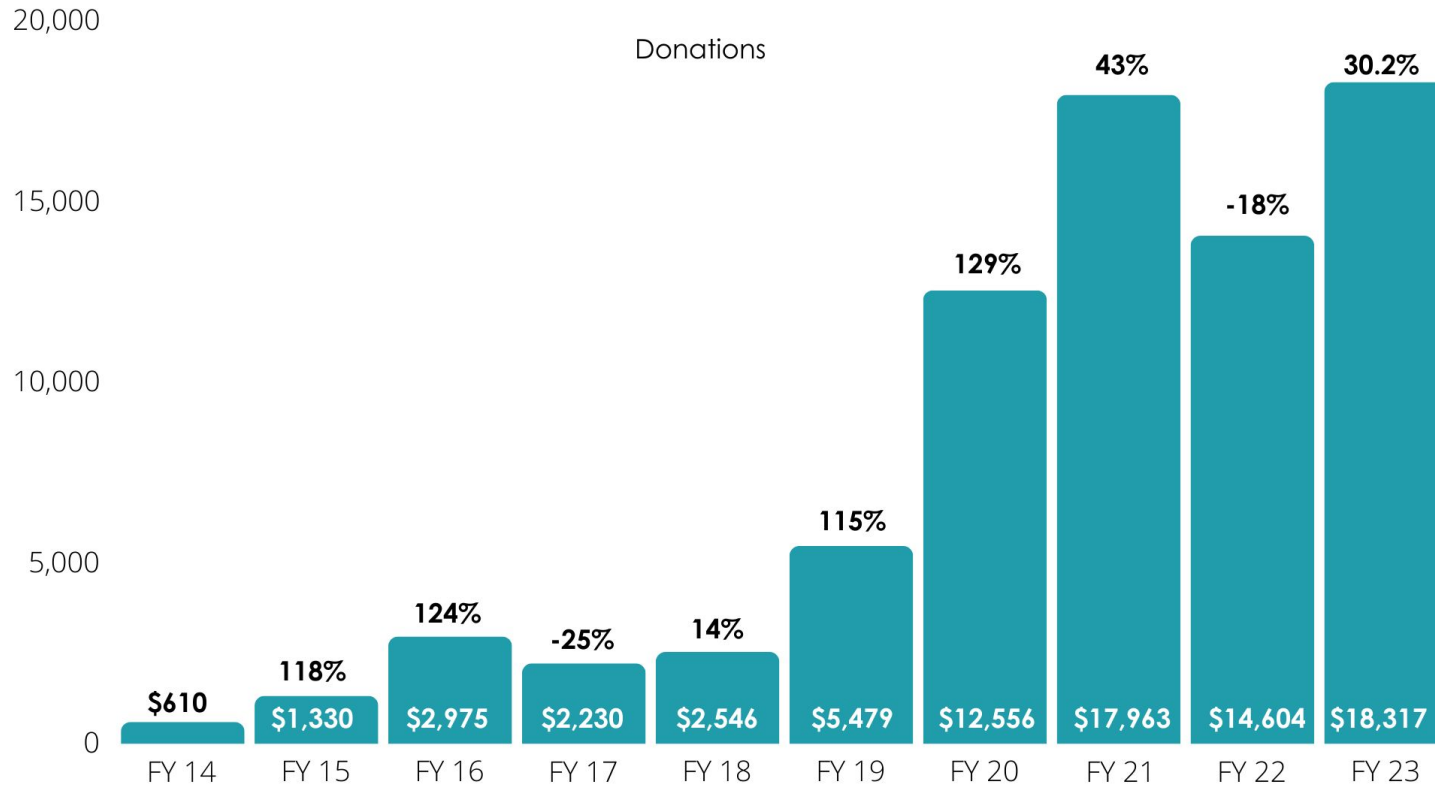


■ Program Services

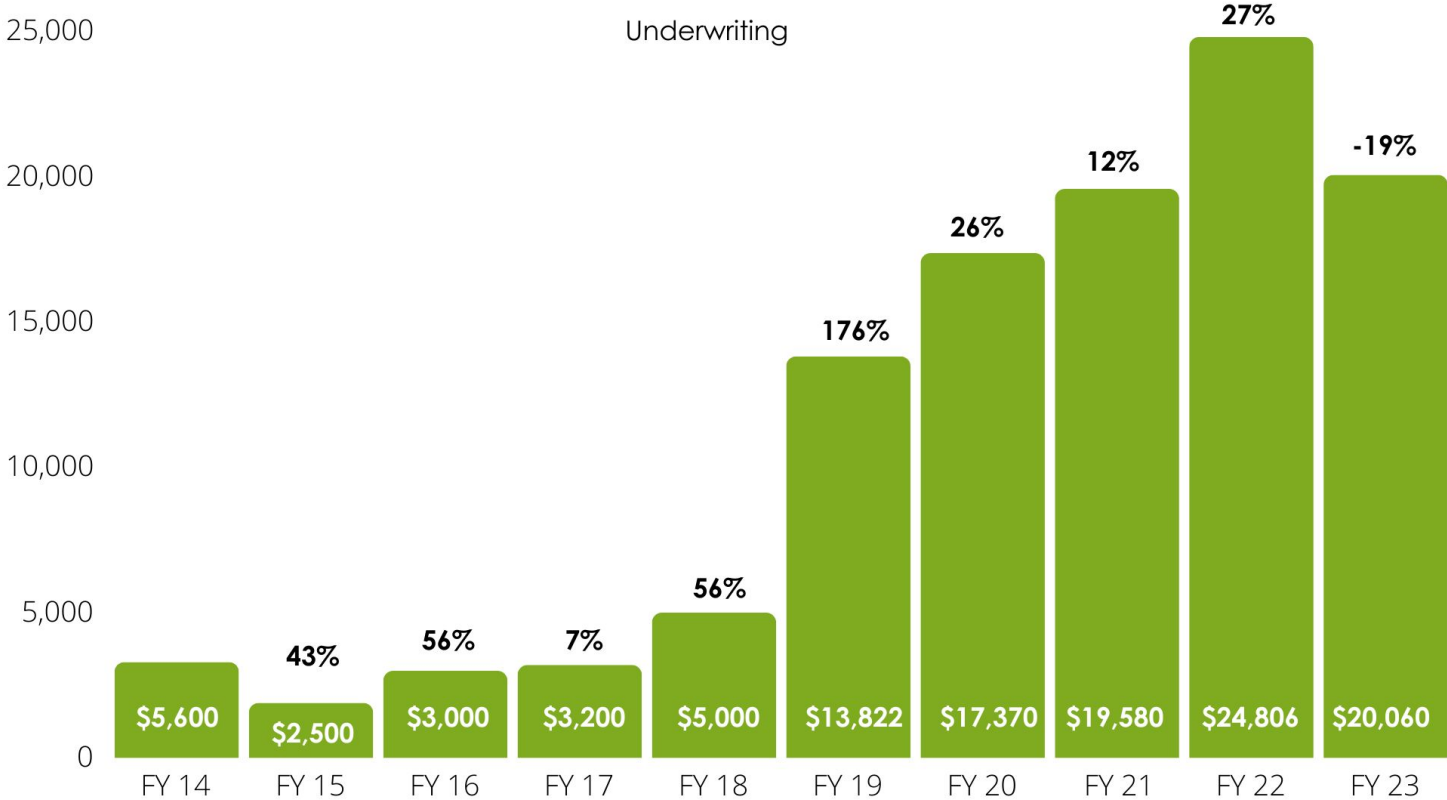
90% Increase  
*Opportunity*



# INDIVIDUAL DONATIONS



# BUSINESS UNDERWRITING SUPPORT



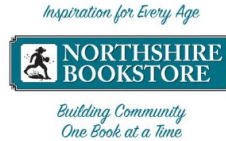


St. James' Episcopal Church



VERMONT news guide

THE VERMONT SALES GROUP



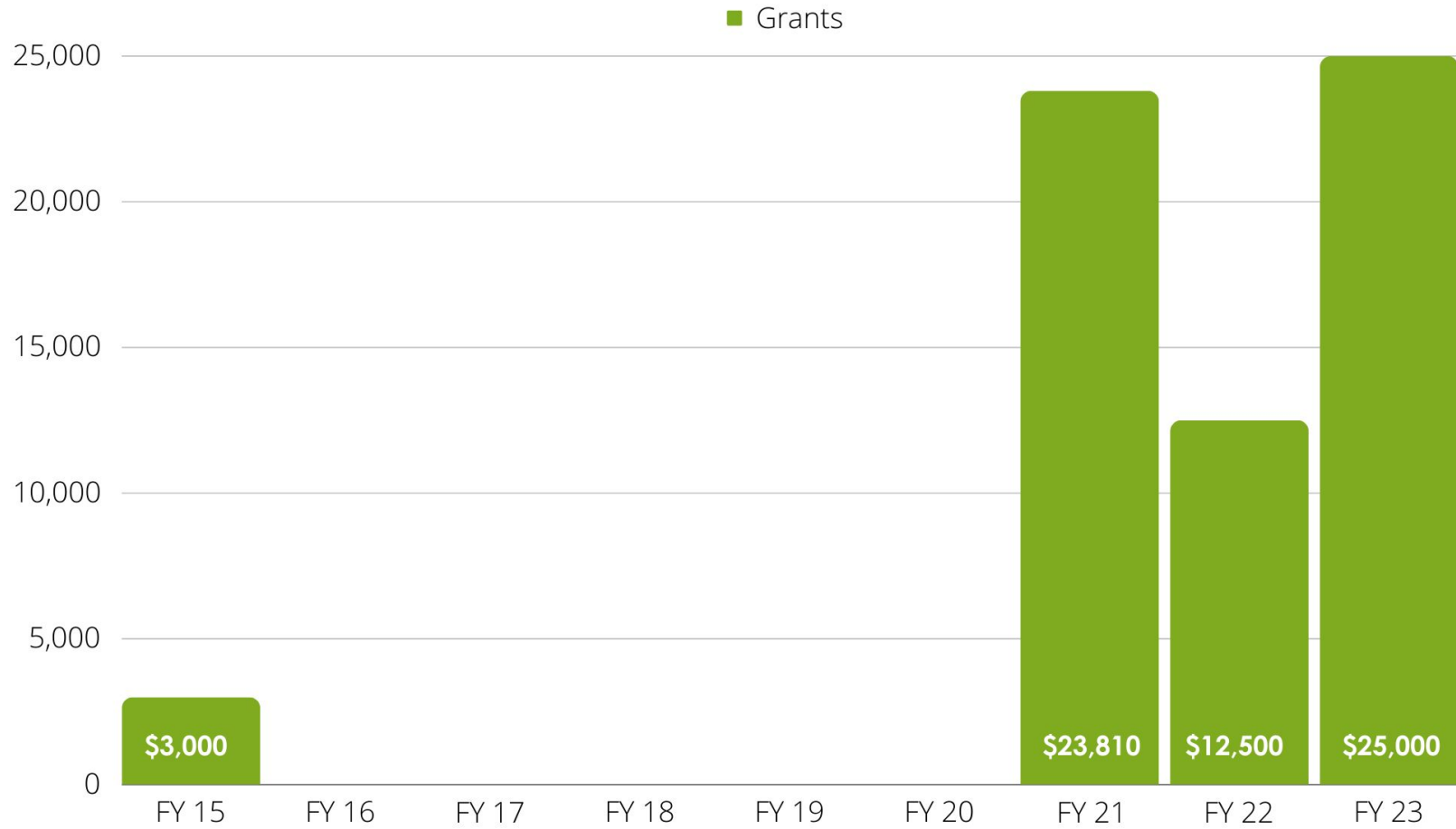
Gubb & Bongartz Nonprofit Consulting  
*Helping Vermont's Nonprofit Community reach its full potential*

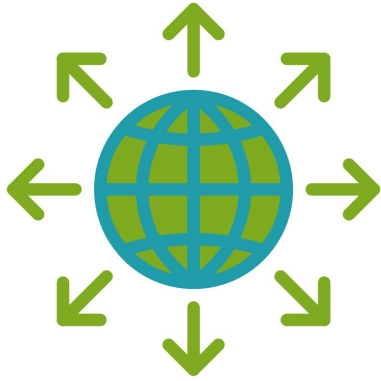


The Keelan Foundation









# PLANNING THE FUTURE

STRATEGIC PLANNING  
&  
ADVOCACY

# ADVOCACY

## VERMONT LEGISLATIVE:

Short Term Funding &  
Long Term Solution for  
Community Media in  
Vermont

Bills Introduced

## FEDERAL LEGISLATIVE:

Protecting Community  
Television Act

H.R. 3557 American  
Broadband Deployment Act

## FCC RULEMAKING:

FNPRM



# Strategic Goals 2023-2026



## Programs & Services

- Be the Trusted Provider of Community Information
- Be the Conduit for Community Connections



## Community Relationships

- Build Awareness of GNAT-TV's Programs, Services, & Brand
- Build Community Engagement, Participation, & Viewership



## Organizational Development

- Ensure Sustainable Business Model for Community Media
- Ensure Organizational Capacity to Meet Community Needs

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# THANK YOU FOR INVOLVEMENT & SUPPORT!

Please visit [gnat-tv.org](https://gnat-tv.org) or contact Executive Director, Tammie Reilly for additional information.  
[tammie@gnat-tv.org](mailto:tammie@gnat-tv.org) or 802.362.7070

