

Vision

GNAT-TV: STRENGTHENING COMMUNITY THROUGH LOCAL MEDIA

→ OUR VISION REMAINS CLEAR: AN ENGAGED, INFORMED, AND INSPIRED PUBLIC.



Mission:

**Connecting Community,
Empowering People**





COMMUNITY ENGAGEMENT – THE VOICE OF GNAT-TV

↳ GNAT-TV thrives because of the people who create, support, and engage with local media. Active community participation ensures that independent media remains strong and accessible.

Community engagement is essential to keeping GNAT-TV thriving—your voice, ideas, and support make a difference.





ESSENTIAL SERVICES: AT THE CORE OF OUR MISSION



Providing Local News & Information



Facilitating Government Transparency



Empowering Local Content Creators



Expanding Youth Media & Educational Programming



Preserving Local History & Cultural Video Archive



Connecting Nonprofit & Community Services



PUBLIC ACCESS:

↳ EMPOWERING THE COMMUNITY TO CREATE AND SHARE LOCAL STORIES



703 local programs produced.
(323 public, 152 education, 228 government)
179 equipment and facilities reservations



691 community members trained through workshops and media support



Launched the Local Creators Fund to support independent storytellers

Public access is about giving everyone a voice—whether it's through original programming, nonprofit storytelling, or supporting independent creators.

MEDIA EDUCATION ACCESS:

↳ EMPOWERING THE NEXT GENERATION OF STORYTELLERS & MEDIA MAKERS



Strengthened **internship** opportunities to support emerging media creators



Hosted 7 weeks of **media camps** and 8 weeks of **JISP** with BRSU



Provided **scholarships** and collaborated with schools on media projects

Education access gives people the tools to tell meaningful stories. In 2024, GNAT-TV **educated 138 youth** through camps, workshops, and school programs.

Distributed **152** Educational programs on our networks.



GOVERNMENT ACCESS:



↳ STRENGTHENING CIVIC ENGAGEMENT



Covered 228 gavel-to-gavel government meetings across our service area, providing unedited public access to local decision-making.



Expanded multi-platform live streaming to make government meetings more accessible to the community.



Offered a platform for all candidates to share their perspectives through statements, forums, and debates, ensuring an informed electorate.

We're committed to government transparency and ensuring the public stays informed on local decisions that impact their lives.



LOCAL NEWS & INFORMATION:



Delivering Hyperlocal News That Matters

GNAT-TV provides in-depth coverage, interviews, and essential community updates to keep residents informed and connected.



The News Project – Hyperlocal reporting and in-studio interviews with key community figures, **with 177 projects in 2024**



Community News Hub – A central space for press releases, video announcements for nonprofits, and key local updates.



Events Calendar – Connecting residents with local events that matter.

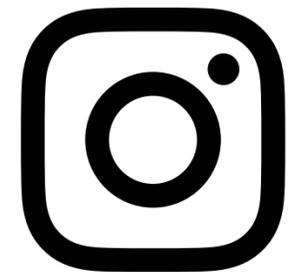
GNAT-TV is more than a news source—we are a platform for local voices, issues, and stories that shape our community.

WATCH GNAT-TV ANYTIME, ANYWHERE



Stay connected with local news, government meetings, and community programming across multiple platforms.

- **Cable TV** – Available on Channels 1074, 1084, and 1094
- **Live & On-Demand Streaming** – Watch government meetings, The News Project, and local content at gnat-tv.org.
- **Streaming Devices** – Access GNAT-TV on Apple TV, Roku, and Amazon Fire TV.
- **YouTube & Social Media** – Follow us for the latest news, interviews, and event coverage.



ROKU



gnat-tv.org

COMMUNITY PARTNERSHIPS:

↳ COLLABORATION THAT STRENGTHENS LOCAL MEDIA

GNAT-TV works with a wide range of organizations, schools, and media partners to expand access to local news, education, and storytelling.



Media & Content Collaborations – Manchester Journal, VT News Guide, Chamber of Southwestern Vermont, GMALL, CAT-TV, Vermont Humanities, Vermont Media Exchange (VMX), PEG Media.



Education & Community Engagement – Bennington-Rutland Supervisory Union (BRSU), Burr & Burton Academy (BBA), Vermont Access Network (VAN) for statewide media distribution



Funding & Grants – Vermont Arts Council, Stratton Foundation



AWARDS & RECOGNITION:

↳ HONORING EXCELLENCE IN COMMUNITY MEDIA

In 2024, GNAT-TV was recognized for its commitment to local storytelling, public access, and community impact.



Alliance for Community Media Northeast – Nor’easter Awards: Two awards recognizing excellence in community media production.



Chamber Recognition – Regional Visionaries of the Year: Tammie Reilly, GNAT’s Executive Director, and Lisa Byer, Executive Director of CAT-TV, were honored as Regional Visionaries of the Year by the Chamber of Southwestern Vermont for their leadership in community media.



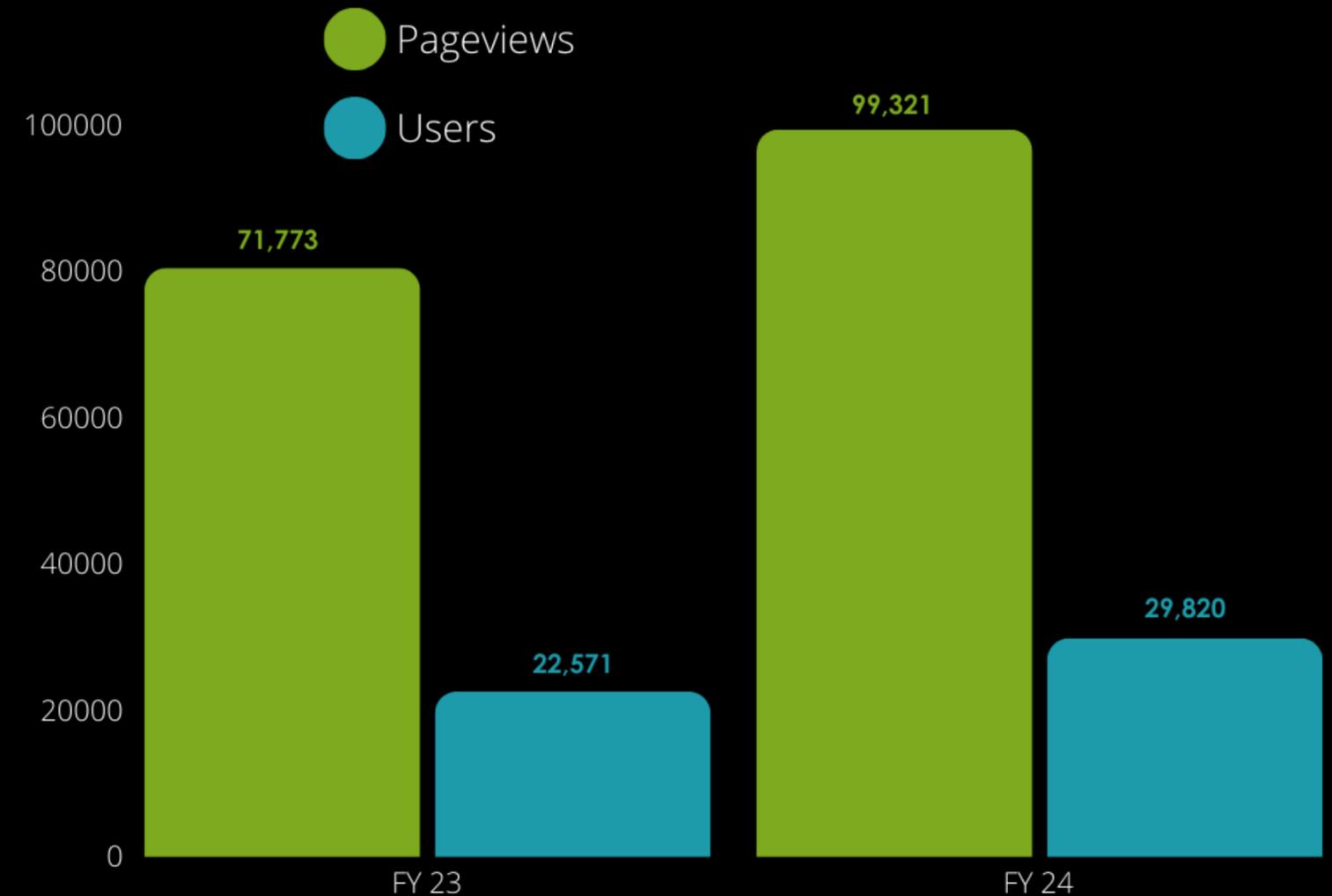
WEBSITE GROWTH:

↳ EXPANDING DIGITAL REACH & ENGAGEMENT

GNAT-TV's website continues to be a vital hub for local news, government coverage, and community resources. In the past year, we've seen significant growth in online engagement, reflecting our expanding digital audience.

↳ **23.6% increase in page views**

↳ **32.1% increase in users**



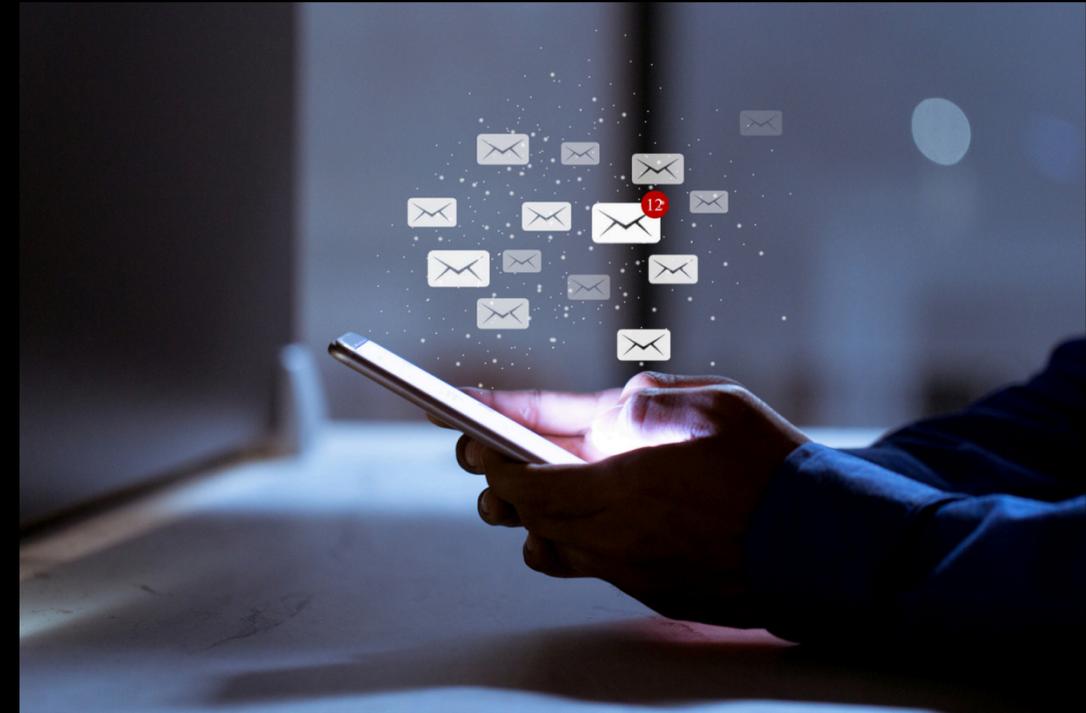
EMAIL ENGAGEMENT:

KEEPING OUR COMMUNITY INFORMED



**45% EMAIL
OPEN RATE**

- 15.38% increase from FY23 at 39%
- Significantly above the nonprofit industry average of 25.17%



Our growing engagement shows that **subscribers rely on GNAT-TV for trusted community updates.**



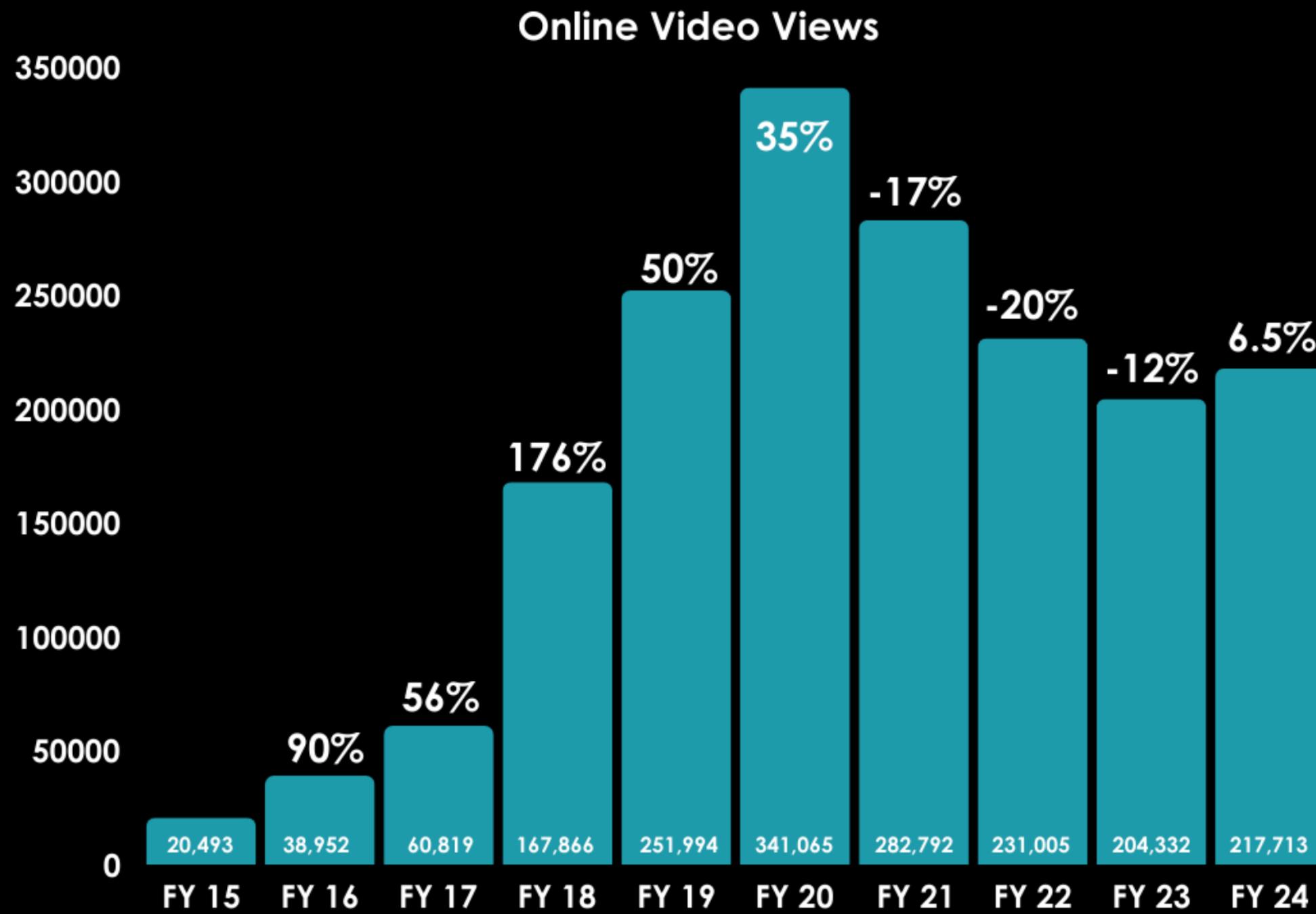
A high open rate reflects **strong interest, relevance, and audience connection.**



We continue to refine our approach to ensure **emails remain valuable, informative, and engaging.**

SOCIAL MEDIA GROWTH:

↳ EXPANDING OUR DIGITAL REACH **217,713 VIEWS**



SUBSCRIBERS:

FACEBOOK

2.26% increase from FY23
(FY23: 3,099 → FY24: 3,169)

INSTAGRAM

8.29% increase from FY23
(FY23: 1,062 → FY24: 1,150)

YOUTUBE

20.41% increase from FY23
(FY23: 2,863 → FY24: 3,447)

THE HEART OF GNAT-TV:

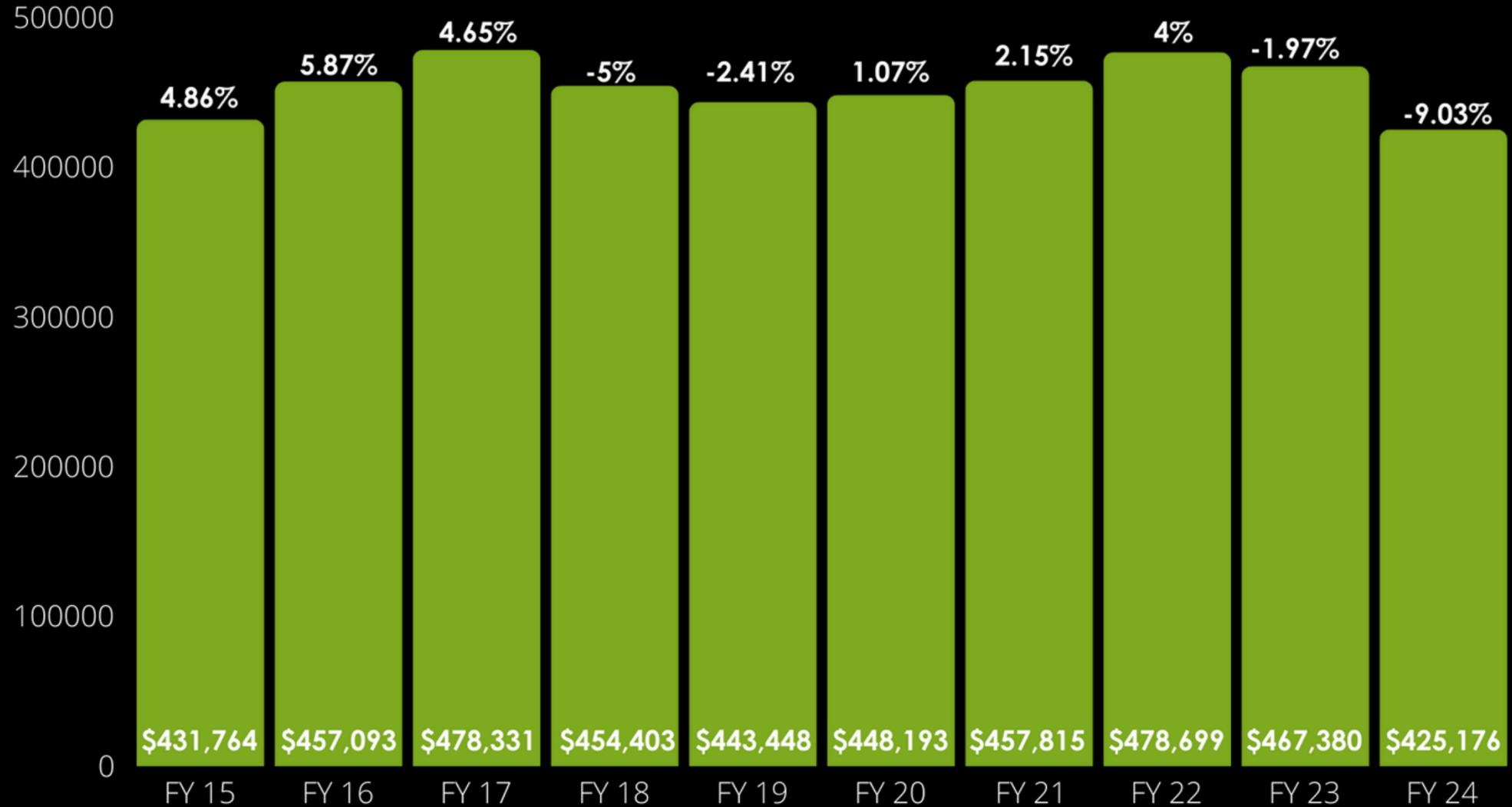
A DEDICATED TEAM OF CREATORS AND COMMUNITY BUILDERS BRINGING LOCAL STORIES TO LIFE. OUR STAFF & BOARD.



→ In 2024, we strengthened our organization by adding key roles, including a Director of Advancement, and worked toward a more cohesive, modern, and strategically aligned team.

REVENUE – COMCAST FRANCHISE FEES:

↳ A DECLINING BUT VITAL FUNDING SOURCE



Comcast franchise fees remain a **core source of funding** for GNAT-TV, supporting essential services like government meeting coverage, local news, and educational programming.

However, this revenue stream is **consistently declining** due to the ongoing shift away from traditional cable subscriptions.

EXPENSES OVERVIEW:

↳ STRATEGIC GROWTH WITH FISCAL RESPONSIBILITY

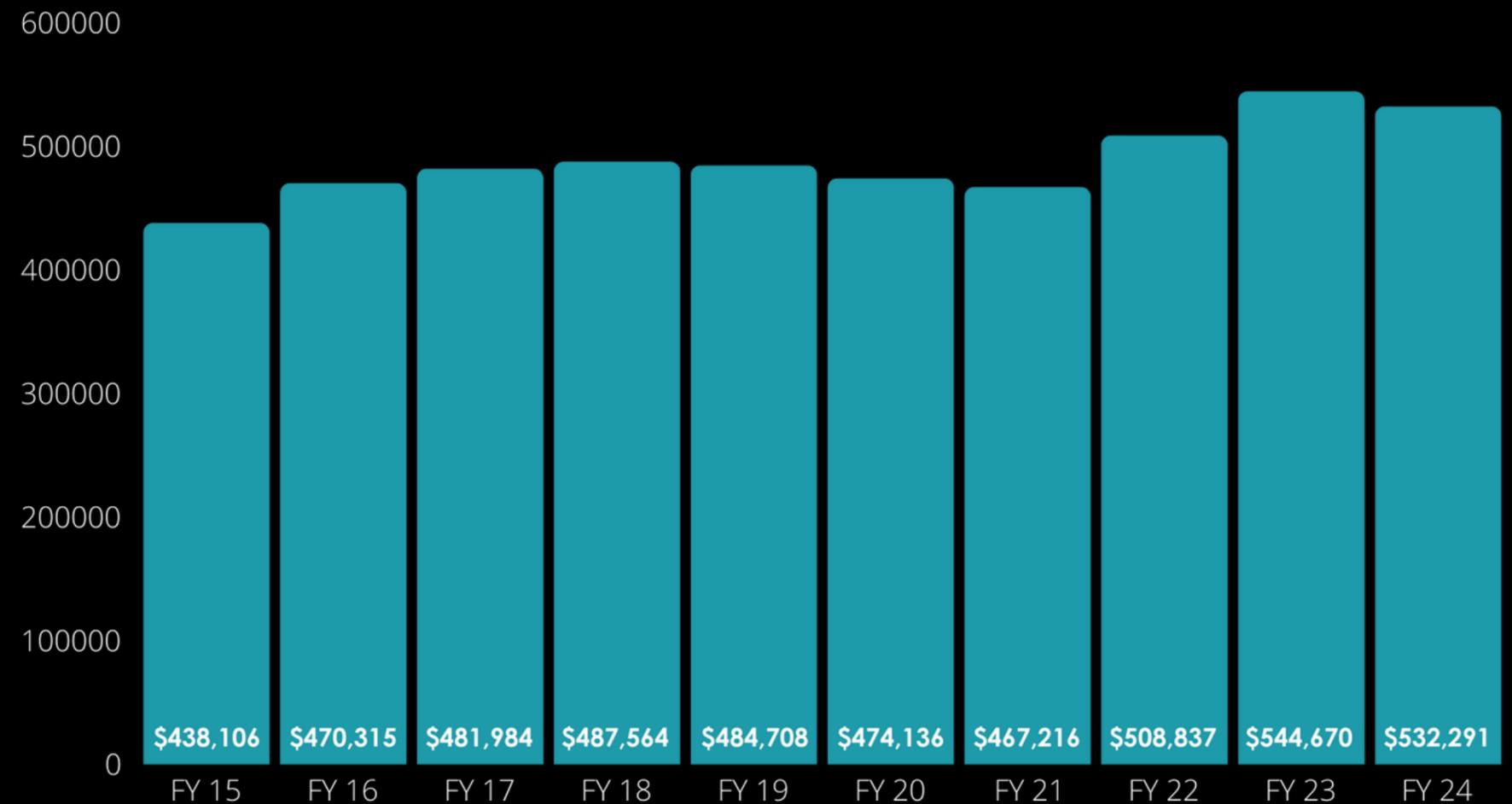
Over the past four years, GNAT-TV has made **intentional investments** in staff, programming, and infrastructure to meet growing community demand—while maintaining a **steady, sustainable expense trajectory**.

FY21 Expenses: \$467,216

FY22 Expenses: \$508,837

FY23 Expenses: \$544,670

FY24 Expenses: \$532,291 (2.27% decrease from FY23)



REVENUE – PROGRAM SERVICES:

↳ A GROWING OPPORTUNITY FOR SUSTAINABILITY

86.46% increase in program services revenue from the previous fiscal year

Revenue from program services—such as **media production, technical support, and custom content creation**—has grown significantly, offering a **promising path toward financial sustainability.**



REVENUE – INDIVIDUAL DONATIONS:

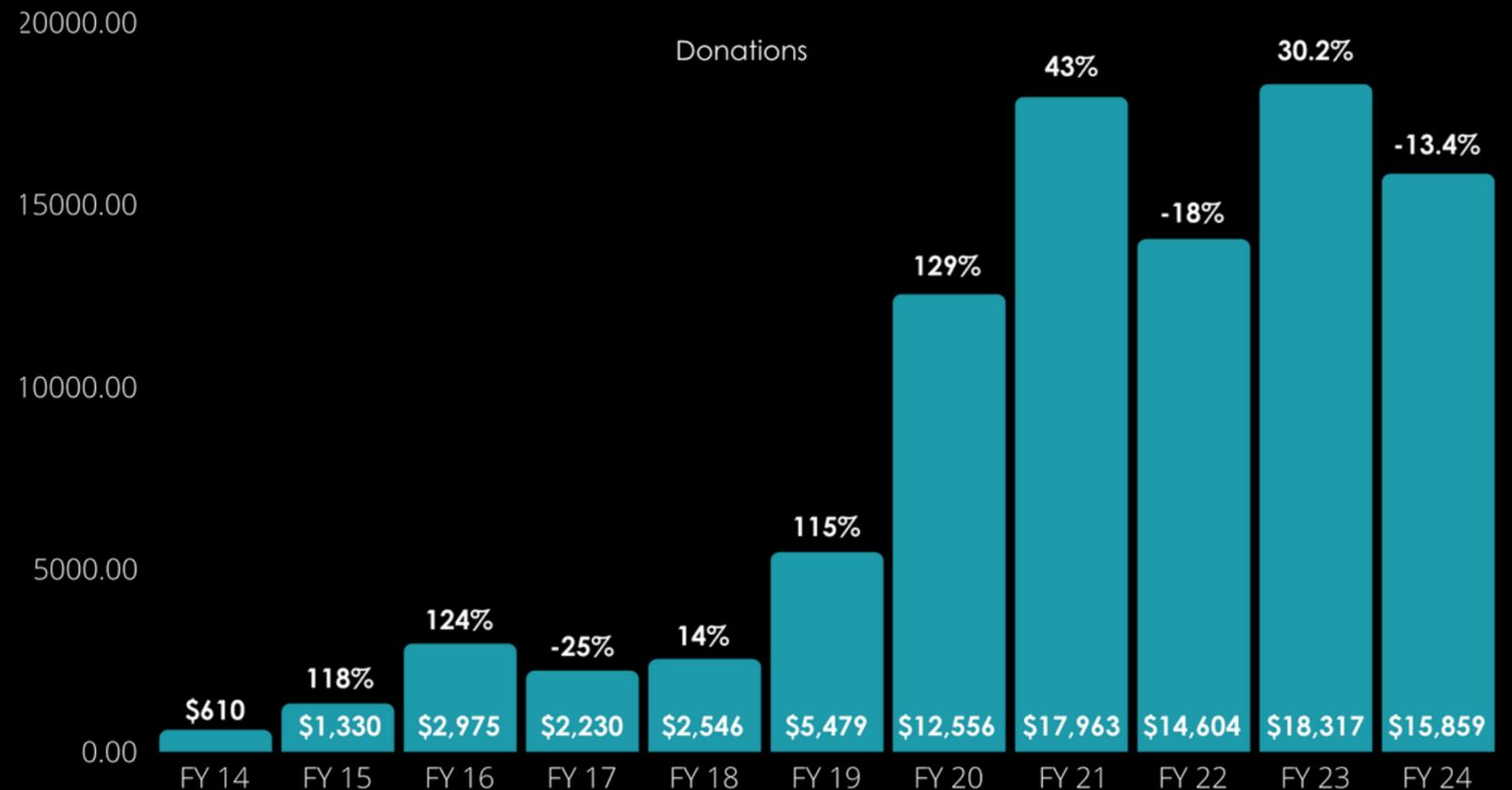
↳ SUSTAINING LOCAL MEDIA THROUGH COMMUNITY GIVING

Individual donations are a cornerstone of GNAT-TV's mission, providing **flexible, community-driven support** for local programming, government access, and media education.

FY24 Donations: \$15,859.32

FY23 Donations: \$18,317

13.42% decrease year-over-year

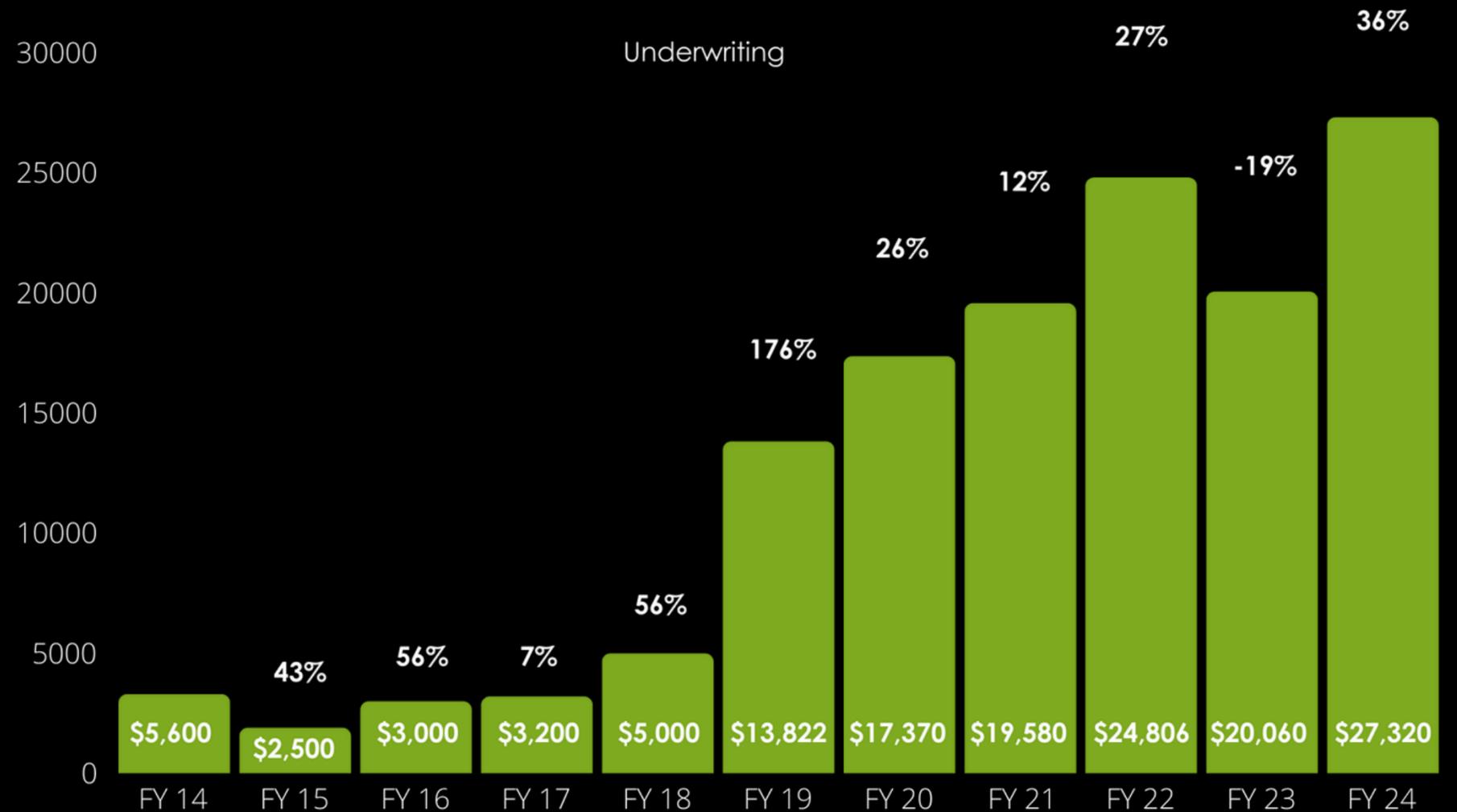


REVENUE – BUSINESS UNDERWRITING:

↳ STRONGER LOCAL BUSINESS SUPPORT

GNAT-TV's underwriting program connects local businesses with the community through **sponsorship of trusted, independent programming.**

FY24 Business Underwriting: \$27,320
FY23 Business Underwriting: \$20,060
36.19% increase year-over-year



THANK YOU TO THE LOCAL BUSINESSES SUPPORTING COMMUNITY MEDIA

GNAT-TV is grateful for the businesses that **invest in independent media** by underwriting our programs and services. Their support **helps sustain local news, government access, and community storytelling.**

By partnering with GNAT-TV, these businesses ensure that **essential local content remains free and accessible to the community.**

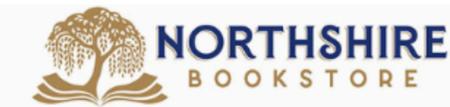


St. James' Episcopal Church



VERMONT news guide

THE VERMONT SALES GROUP



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



The Keelan Foundation



REVENUE - GRANTS:

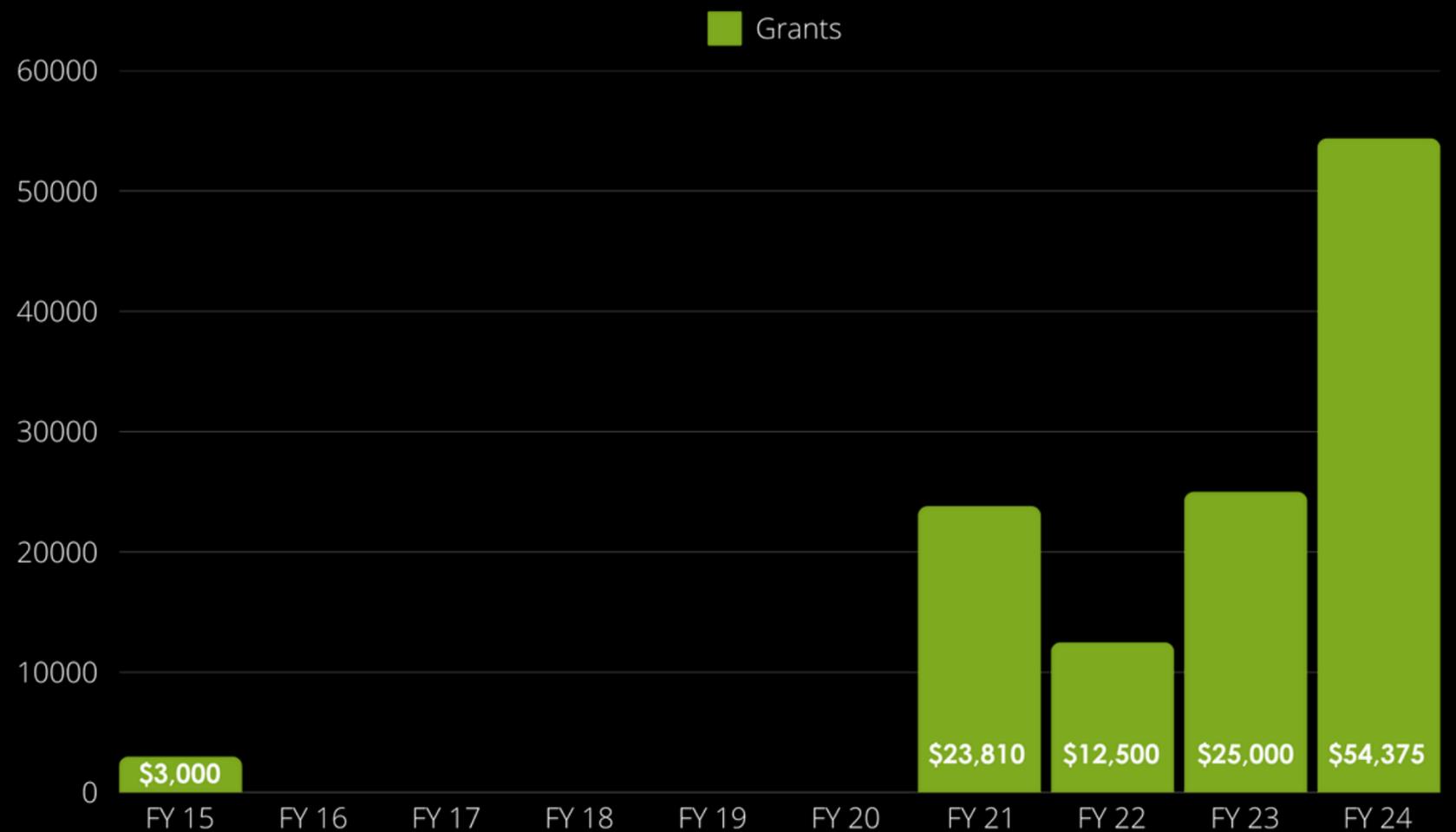
↳ MAJOR GROWTH IN GRANT FUNDING VIA LEGISLATIVE APPROPRIATION

Grants play a critical role in funding innovative programming, education initiatives, and media accessibility at GNAT-TV. In FY24, we saw a substantial increase in grant support, reflecting both **stronger outreach** and the **growing value placed on community media**.

FY24 Grant Revenue: \$54,375

FY23 Grant Revenue: \$25,000

117% increase year-over-year



ADVOCACY



SECURING THE FUTURE OF COMMUNITY MEDIA

Thank you to our legislators for recognizing the vital role of community media and supporting sustainable funding efforts.



Beyond Cable: Expanding Legislative Solutions



The Protecting Community Television Act supports PEG stations by maintaining cable funding, but with cable's decline, new revenue models and legislative solutions are needed.



Working with state legislators to identify alternative funding sources beyond cable franchise fees.

GNAT-TV is committed to ensuring public access to local media for years to come through strong advocacy and forward-thinking solutions.

TRANSFORMATIONAL CHANGE:

↳ BUILDING A STRONGER, MORE SUSTAINABLE GNAT-TV



To adapt to industry changes and community needs, GNAT-TV has restructured its operations and is investing in new strategies to future-proof community media.

TRANSFORMATIONAL CHANGE:

↳ BUILDING A STRONGER, MORE SUSTAINABLE GNAT-TV



Visionary Leadership

- Added a Director of Advancement to drive funding and partnerships
- Build diverse board of directors.



Community & Stakeholder Engagement

- Adding Community Engagement & Education Manager to build partnerships and bolster programming.
- Develop collaborative ecosystems and partnerships.



Strategic Adaptability

- Streamline Internal Operations: Restructure staff roles and workflows to enhance efficiency and content production & community outreach.
- Expand and invest in diversified revenue channels, innovative programming, and media services to meet community and audience needs.

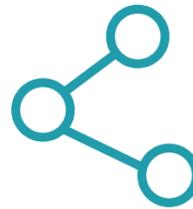
STRATEGIC GOALS 2023-2026

BE
INDISPENSABLE
TO THE
COMMUNITY



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

THANK YOU

↳ WITH GRATITUDE TO OUR COMMUNITY

Thank you for being part of GNAT-TV's journey. Your support, collaboration, and engagement make everything we do possible. Together, we are building a stronger, more informed, and more connected community.





SPECIAL RECOGNITION:

A heartfelt thank you to **Andrew McKeever**, host and founding news director of **The News Project**.

Andrew's deep knowledge, thoughtful interviews, and unwavering commitment to local journalism have shaped GNAT-TV's voice and impact producing 1872 programs since 2016.

His contributions will continue to inspire our work and our community for years to come.

THANK YOU FROM ALL OF US!

