

Vision

GNAT-TV: STRENGTHENING COMMUNITY THROUGH LOCAL MEDIA

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



Reflecting on 2025, Building What Comes Next.

In 2025, GNAT-TV became more than a platform. We became infrastructure. Through expanded programs, meaningful collaborations, and a growing team, we strengthened how this community connects, creates, and stays informed.



BUILDING A STRONGER, SUSTAINABLE GNAT-TV



Strategic Restructuring

Expanded the team with key roles, including a Director of Advancement and a Community Outreach & Engagement Manager, strengthening capacity for funding, partnerships, and community connection



Organizational Growth & Operations

Refined internal roles, workflows, and cross-team collaboration to support expanded programming, outreach, and content production



Technology & Digital Expansion

Expanded streaming, social media, and digital platforms, alongside investments in upgraded broadcast infrastructure, HD channels, and a redesigned website to improve access and user experience



Programming & Audience Engagement

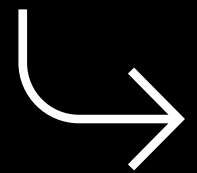
Adapted to changing audience needs through expanded programming, including new and returning series, community-driven initiatives, live events, and more strategic, platform-specific content



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



ESSENTIAL SERVICES: AT THE CORE OF OUR MISSION



Local News & Information

Hyperlocal reporting, interviews, and a centralized hub for local and state press releases, keeping communities informed and connected.



Government Transparency & Meeting Coverage

Gavel-to-gavel coverage and streaming that ensures transparent, accessible civic engagement.



Local Content Creators

Supporting independent voices through production resources, funding opportunities, and distribution.



Youth Media & Educational Programming

Hands-on training and creative opportunities shaping the next generation of storytellers.



Local History & Cultural Video Archive

Preserving and sharing the stories that define and connect our communities.

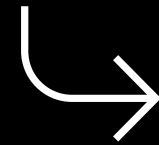


Nonprofit & Community Services

Helping organizations amplify their work through video, storytelling, and media support.



PUBLIC ACCESS:



EMPOWERING THE COMMUNITY TO CREATE AND SHARE LOCAL STORIES



Strengthened partnerships with local nonprofits and organizations, resulting in **197 individuals trained** through workshops and media support.



Completed the Local Creators Fund, supporting independent storytellers and bringing their work to GNAT-TV platforms.



824 programs produced, including expanded video announcements, event coverage, and school stories, along with **261 equipment and facilities usages & reservations** supporting community production.

Public access is not just access. It is participation, production, and ownership of local media.

MEDIA EDUCATION ACCESS:

↳ EMPOWERING THE NEXT GENERATION OF STORYTELLERS



Strengthened and expanded internship opportunities to both high school and college students to support emerging media creators



Expanded **JISP** to more schools, introduced **afterschool** programming, and refined our media camps with focused, intentional programming



Expanded access through **scholarships** and deeper collaboration with schools on media projects, like Crownsourced Cinema, field trips, Kid Governor

Media education at GNAT-TV goes beyond exposure. It builds real skills, creative confidence, and pathways into media production. In 2025, GNAT-TV **educated 122 youth** through camps, workshops, and school programs



GOVERNMENT ACCESS:

↳ STRENGTHENING CIVIC ENGAGEMENT



Covered 286 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:



Expanding access to local news, information, and community updates



Community News Hub – A centralized platform for local and state press releases, video announcements, and essential updates keeping residents informed and connected.



The News Project – Hyperlocal reporting, essential community updates, in depth coverage and interviews with community leaders and decision-makers **with 124 community member participants, 110 projects in FY 25, and 1,964 produced to date.**



Events Calendar – Connecting residents with local events and opportunities across the region.

GNAT-TV is more than a news source. It is a platform that brings together the information communities need to stay informed, engaged, and connected.

COMMUNITY OUTREACH & PARTNERSHIPS:

↳ COLLABORATION THAT STRENGTHENS LOCAL MEDIA

GNAT-TV is taking a **strategic approach** to outreach and relationship-building, deepening connections with organizations, schools, town governments, and media partners to expand participation and access.



Internal Growth & Reorganization – Strategic focus to support expanded programming, outreach, and long-term sustainability.



Strategic Outreach – **Direct outreach** to stakeholders and expanded online visibility and digital presence, resulting in increased knowledge of programs & services.



Changing Business Model with Town Governments – Evolving relationships with towns to support sustainable, responsive local media services.





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.



Expanding Education & Participation – Expanded media education through schools, afterschool programming, camps, and hands-on training opportunities that support community participation in local media



Encouraging Civic Engagement – Providing consistent access to government meetings, candidate forums, and local decision-making coverage to keep communities informed and involved



Empowering Local Storytellers – Supporting content creators, nonprofits, and community members through initiatives like the Local Creators Fund and VPR Day, expanding production opportunities



Connecting Through Events & Outreach – Expanded community presence through events, tabling at festivals and markets, and participation in regional gatherings to strengthen local connections and visibility

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

COMMUNITY CONTENT



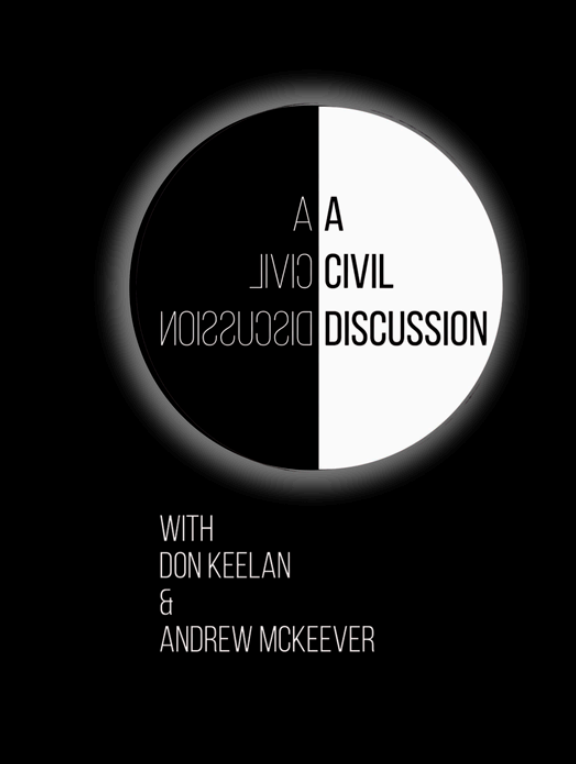
CONTENT COLLABORATIONS & PARTNERSHIPS

- Arlington Lions Club
- Arlington Memorial High School
- Battenkill Fly Fishing Festival
- Burr and Burton Academy
- Christmas in Weston
- Dorset Players
- First Baptist Church
- Green Mountain Academy For Lifelong Learning
- Green Mountain Bluegrass Festival
- Habitat for Humanity
- Hildene
- Manchester Community Library
- Manchester Historical Society
- Neighborhood Connections
- Southern Vermont Arts Center
- The Arlington Common
- The Collaborative
- United Counseling Services
- Vermont's Kid Governor®
- VT Digger



Media & Content Collaborations – Vermont Media Exchange (VMX), National Media Exchanges, CAT-TV, Democracy Now!

COMMUNITY CONTENT



PROGRAMMATIC INITIATIVES

EXPANDING HOW WE SERVE THE COMMUNITY

From events to education to original content, GNAT-TV expanded the depth and range of local programming.



One Minute Film Festival – A collaboration with CAT-TV inviting creators of all ages to tell a story in 60 seconds, culminating in a public screening and community celebration.



Hearts of the Community – A community-driven storytelling initiative highlighting the people, places, and organizations that make these communities feel like home.



Dinner Party – A live, in-studio cooking and storytelling experience that brings chefs and community members together, blending food, culture, and media.



Kid Governor – A youth-focused civic program that introduces students to government, leadership, and community engagement through media.



Crowdsourced Cinema – A community-driven storytelling initiative highlighting the people, places, and organizations that make these communities feel like home.

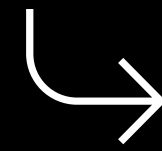


Local Creators Program – A pilot program funded by Vermont Arts Council to promote young media makers.



VPR Day – A community media day connecting organizations and individuals with tools to share announcements, stories, and updates.

INFRASTRUCTURE & ACCESS:



BUILDING A STRONGER FOUNDATION FOR COMMUNITY MEDIA

Investing in the systems, platforms, and technology that expand access, improve quality, and ensure GNAT-TV remains a reliable, modern resource for the community.



HD Channels – Upgraded broadcast quality across all channels, improving the viewing experience and elevating production standards



Mountain Town Channels – Added GNAT-TV's Educational channel to mountain towns cable line up



Website Development – Redesigned the GNAT-TV website to create a more accessible, user-friendly hub for watching content, finding information, and engaging with local media



ADA Compliance Planning – Advanced planning efforts to ensure greater accessibility across platforms and services for all community members



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.



AUDIENCE GROWTH:

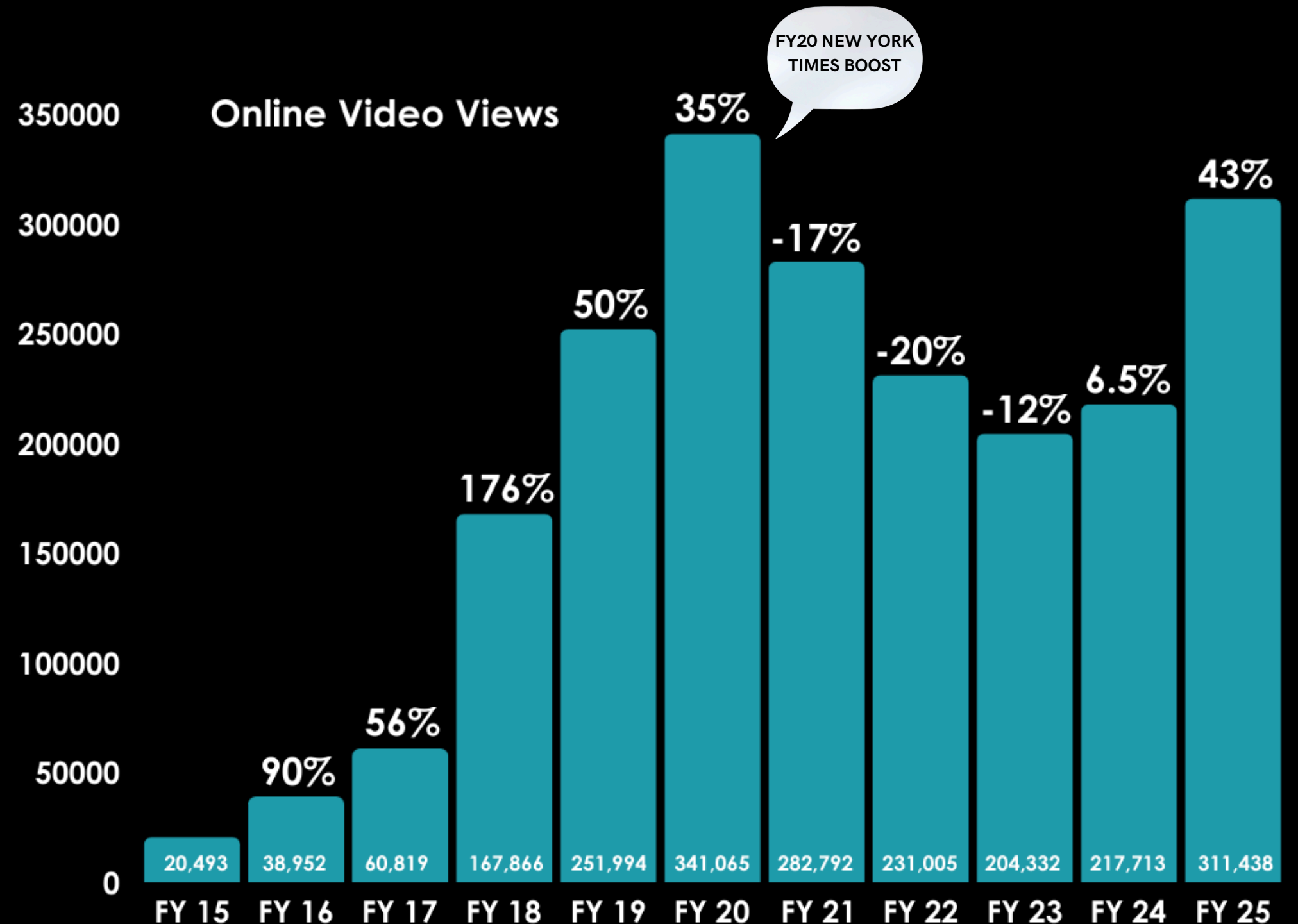
↳ EXPANDING OUR DIGITAL REACH

 **3.85% INCREASE**
(FY24: 3,169 → FY25: 3,291)

 **9.48% INCREASE**
(FY24: 1,150 → FY25: 1,259)

 **8.44% INCREASE**
(FY24: 3,447 → FY25: 3,738)

GNAT-TV continues to grow its online presence, connecting with more community members through more strategic, platform-specific content, including the introduction of short-form video and Reels.



AUDIENCE ENGAGEMENT:



TOP WEBSITE PAGES

1. **Home Page:** gnat-tv.org
2. **Local Events Calendar:** </events/>
3. **Live Television:** </live/>
4. **Government Coverage:** </government/>
5. **Watch Local Programs:** </watch/>
6. **About GNAT-TV:** </about-us/>
7. **Donate:** </donate/>
8. **Staff Members:** </about-us/staff-members/>
9. **GNAT-TV Public Channel Stream:** </watch/public/>
10. **Local Announcements & Press Releases:** </info/>



TOP YOUTUBE VIDEOS

1. **Crowdsourced Cinema VT – Home Alone**
2. **Burr and Burton Academy Commencement 2025**
3. **Our Gardens – Planting for Tomorrow**
4. **Potluck Kitchen – Christine Leonard’s Strawberry Rhubarb Pie**
(YouTube short)
5. **BBA Forum On Protecting Our Local Education Systems**
6. **The News Project – “Save Democracy” Protest Held In Manchester**
7. **Our Gardens – Autumn Gardening**
8. **Vermont State Senate Candidate Forum**
9. **Nothing’s New – What Three Pandemics Reveal About Us**
(YouTube short)
10. **Crowdsourced Cinema Returns for 2024!**

WEBSITE TRAFFIC:

↳ UNDERSTANDING HOW AUDIENCE BEHAVIOR IS SHIFTING

Website traffic declined slightly year over year, reflecting broader changes in how audiences access content across platforms.

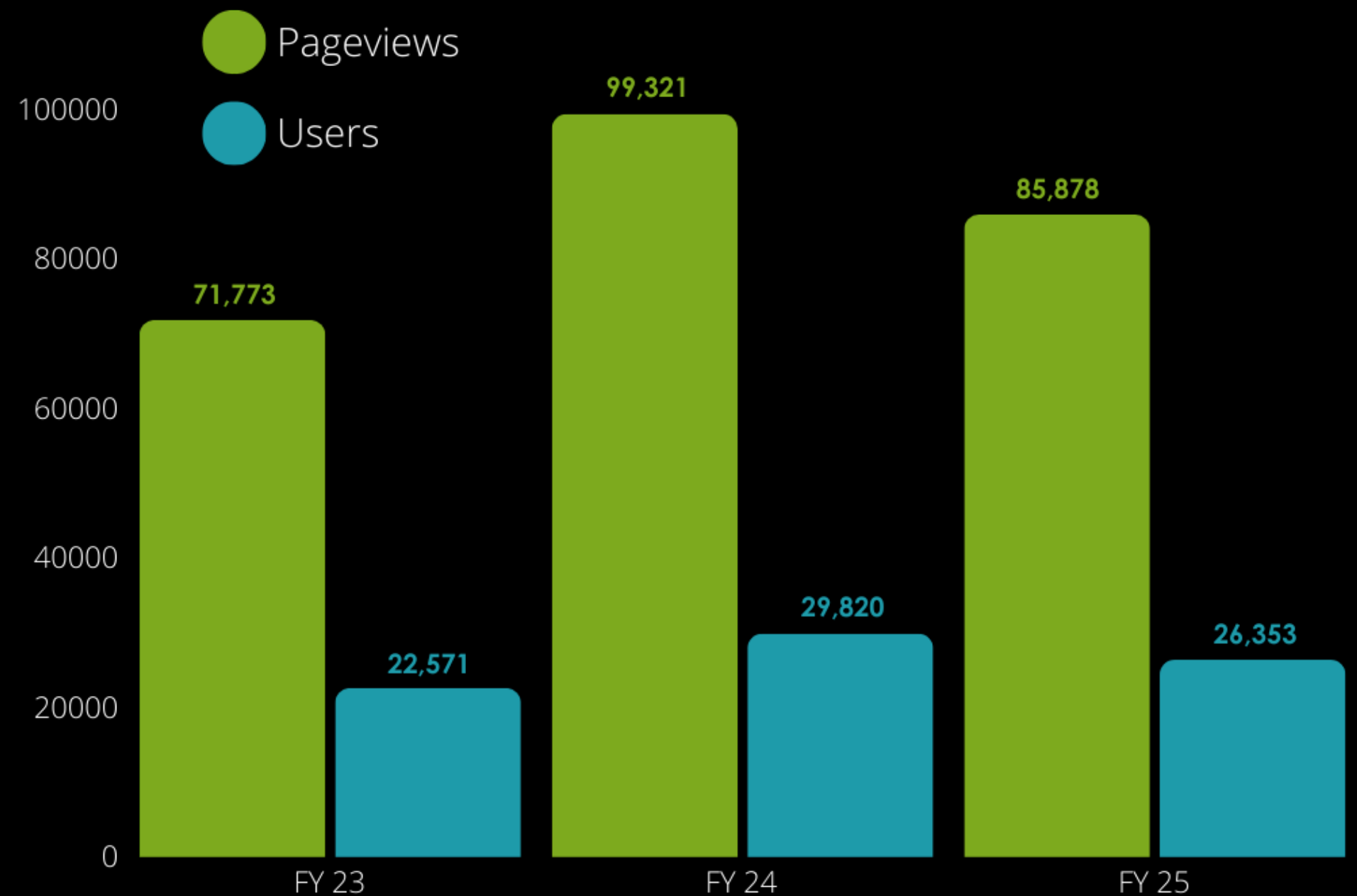
Google Analytics made architectural changes to their tracking which likely impacted year to year comparison.

AI snippets also impact number click throughs on the internet.

Increased use of non google search engines.

↳ **13.5% decrease in page views**

↳ **11.6% decrease in users**



EMAIL ENGAGEMENT:

KEEPING OUR COMMUNITY INFORMED

GNAT-TV's email platform is an essential tool for keeping the community informed and engaged.



47% EMAIL OPEN RATE:

- 4.44% increase from FY24 at 45%
- 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.**

REVENUE – COMCAST FRANCHISE FEES:

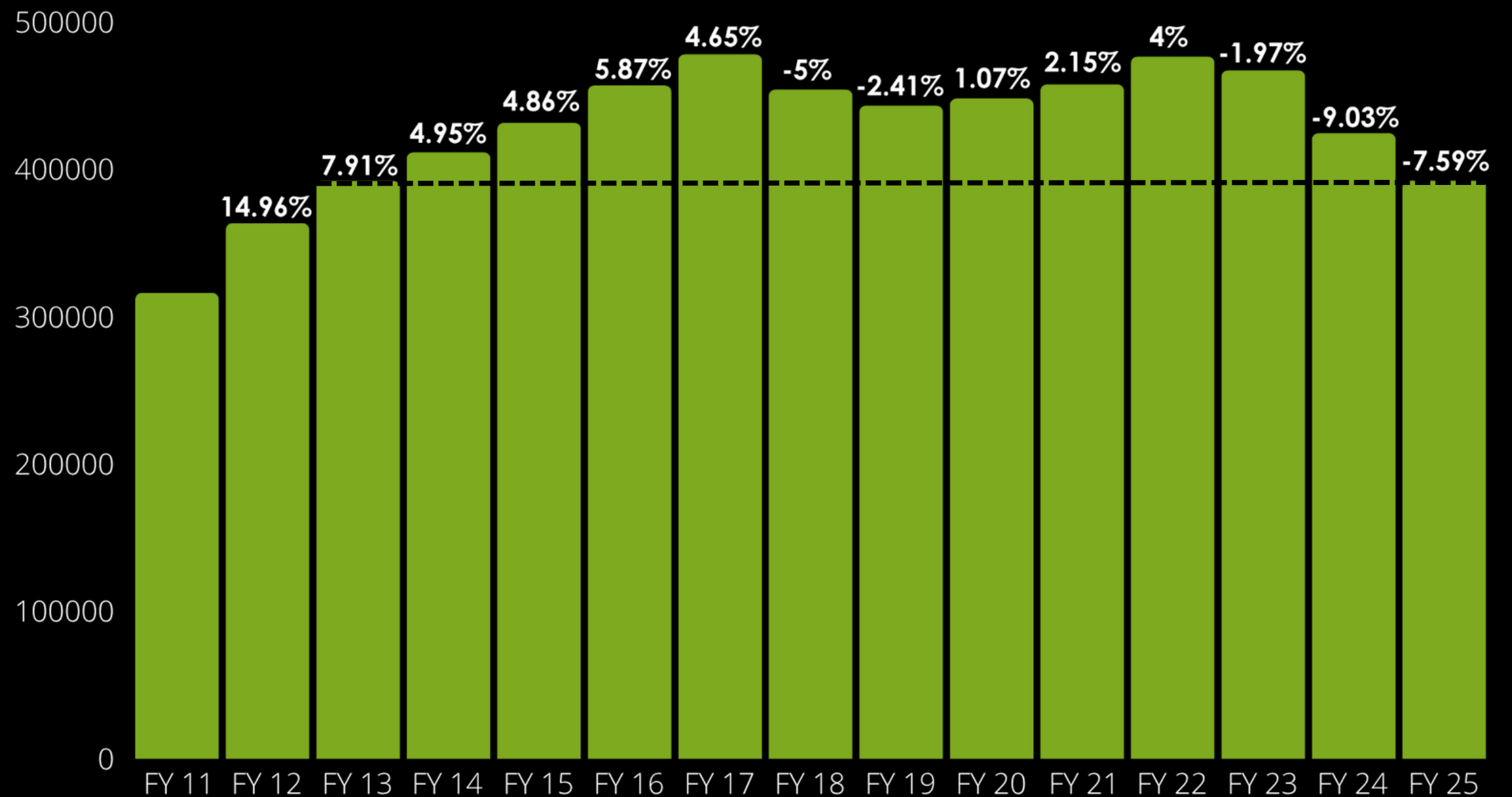
↳ A DECLINING BUT VITAL FUNDING SOURCE

**FY 25 Comcast Revenue:
\$392,563**

**7.59% decline from the
previous fiscal year**

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

This revenue continues to decline due to the consumer shift away from traditional cable, creating an urgent need to identify and build more sustainable funding models.



REVENUE – PROGRAM SERVICES:

↳ A GROWING OPPORTUNITY FOR SUSTAINABILITY

Revenue from program services, including **media production, technical support, and custom content creation**, has increased again this year, reinforcing its role as a growing and sustainable source of funding.

9.55% increase in program services revenue

(Camps & Production Services)

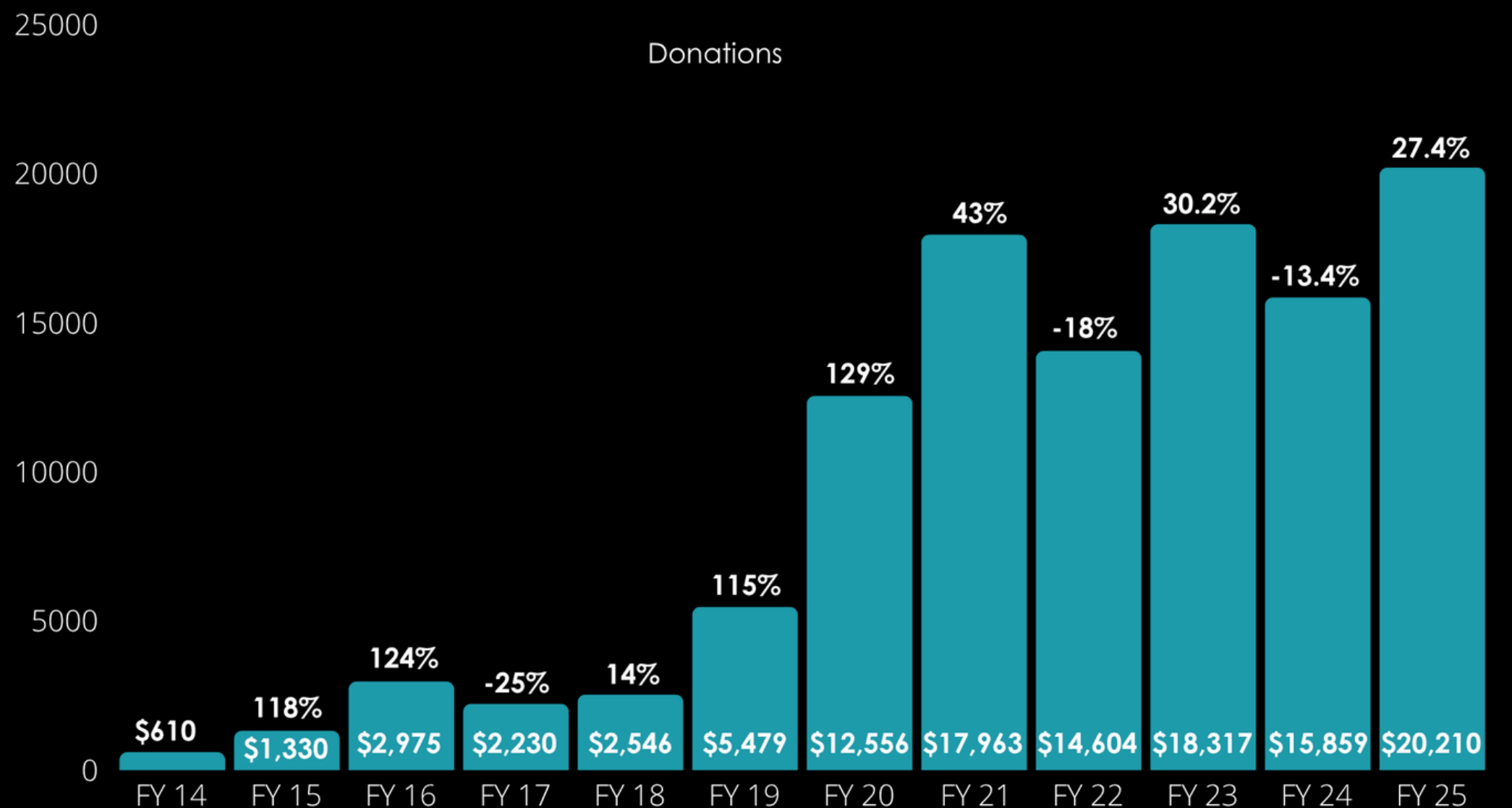


REVENUE – INDIVIDUAL DONATIONS:

↳ 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.

FY25 Donations: \$20,210
FY24 Donations: \$15,859
27.4% increase



REVENUE – BUSINESS UNDERWRITING:

↳ LOCAL BUSINESS SUPPORT

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

FY25 Business Underwriting:

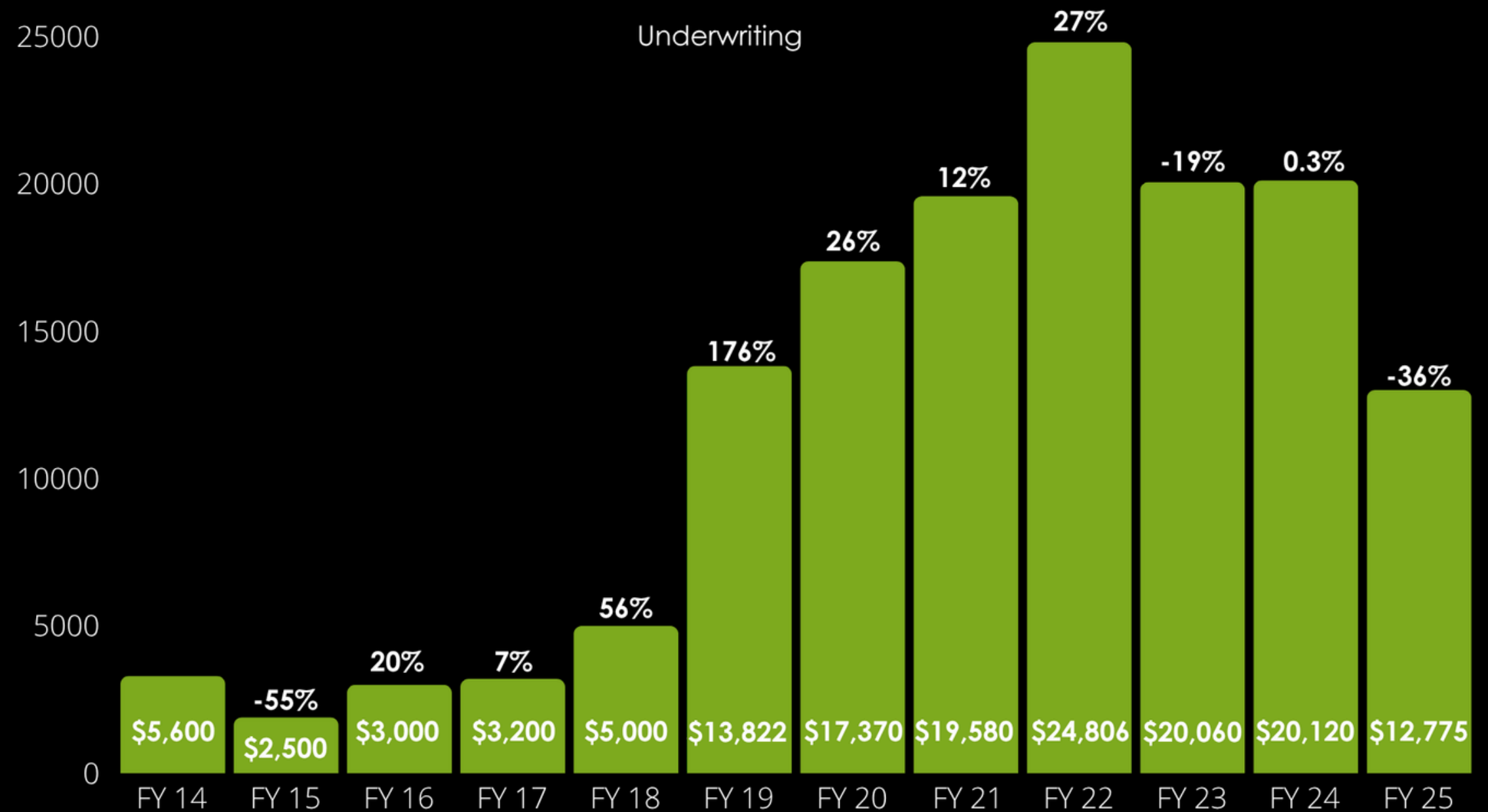
\$12,775

FY24 Business Underwriting:

\$20,120

36% decrease (\$7345)

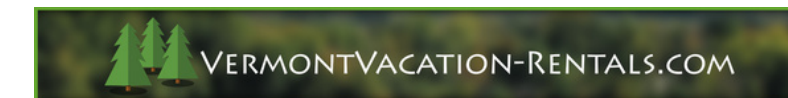
(\$7345 due to two underwriters reducing amounts and two late payments)



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.**



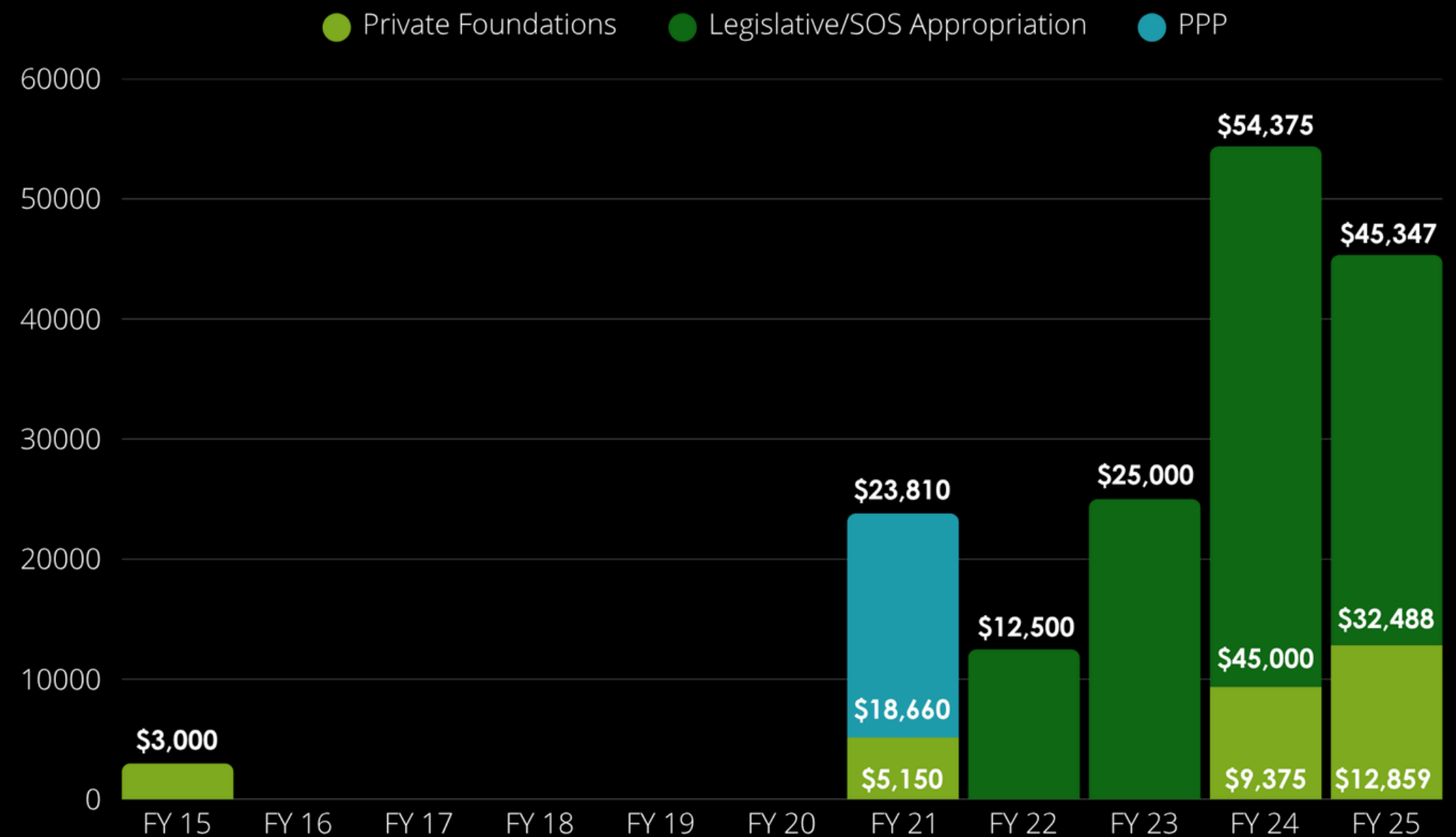
REVENUE - GRANTS:

↳ OPPORTUNITY FOR GROWTH

Grants and state funding both support GNAT-TV's programming, education, and media access. The dark green represents state funding distributed through Vermont Access Network (VAN), a more stable revenue source alongside traditional grants. Grant funding peaked in FY24 and declined in FY25, reflecting its cyclical nature and reinforcing the need for a diversified funding strategy.

37% Increase in Private Foundation Grant Revenue

27.8% Decrease in VAN / SOS Appropriation

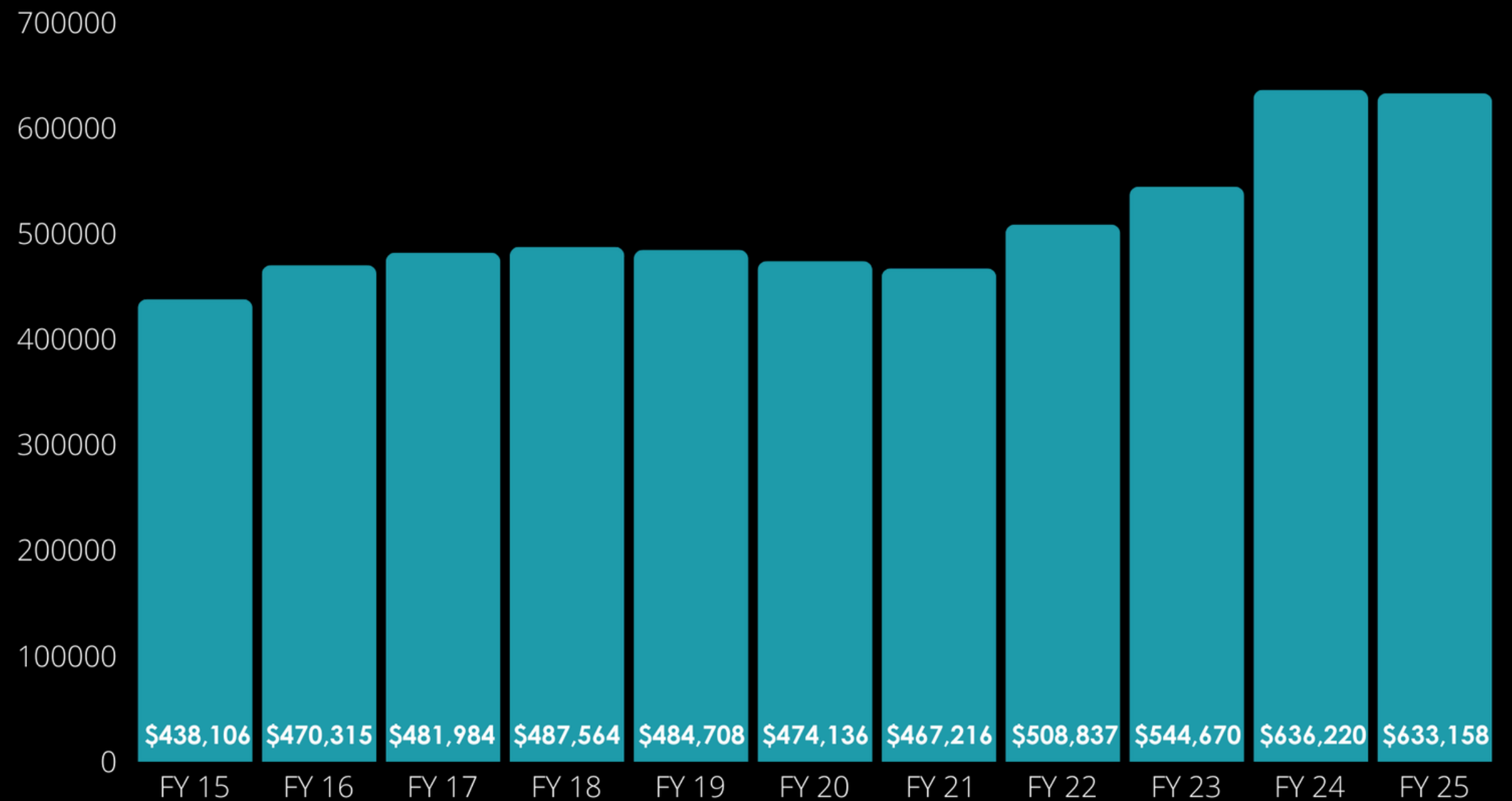
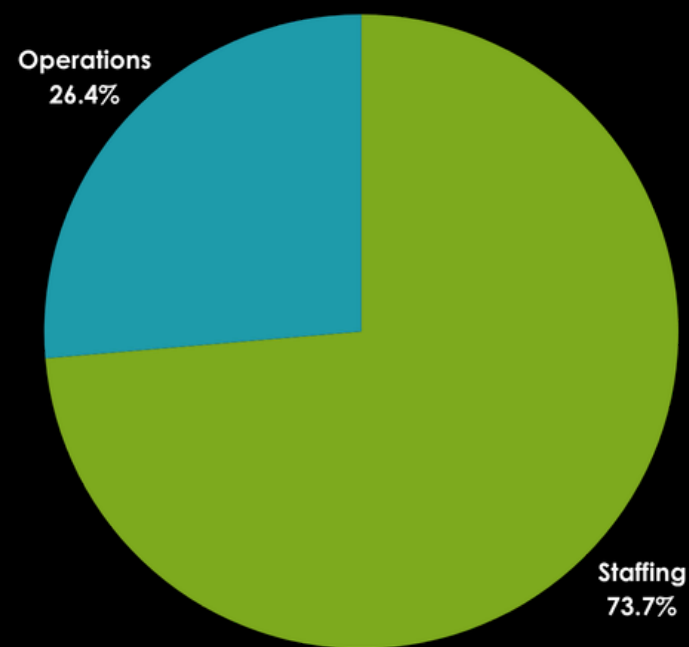


EXPENSES OVERVIEW:

↳ STRATEGIC GROWTH WITH FISCAL RESPONSIBILITY

GNAT-TV has steadily **increased investment in staff, programming, and infrastructure to support expanded services and growing community demand.**

FY25 Increased capacity while maintaining operating expense.



SUSTAINABILITY STRATEGY:

↳ BUILDING A STRONGER, SUSTAINABLE GNAT-TV

To adapt to industry changes and ensure long-term success, GNAT-TV is investing in new strategies & solutions to future-proof community media.



Advocacy: Public Policy Modernization

Working with the community media sector, state and federal legislators to identify alternative funding sources beyond cable franchise fees.



Fee for Service Revenue:

- Production Services
- Program Service Fees
- Municipal Support for Government Transparency Content & Meeting Coverage Services



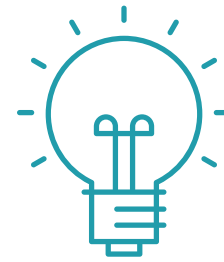
Development

- Philanthropy – Major Gift Development
- Fundraising – Grassroots Community Donors
- Grants



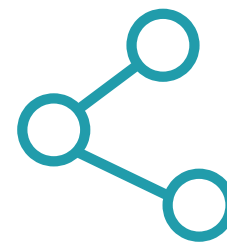
STRATEGIC GOALS 2023-2026

BE
INDISPENSABLE
TO THE
COMMUNITY



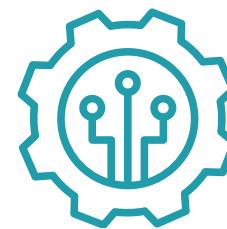
Programs & Services

- 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

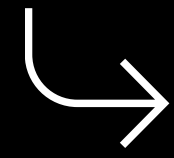
- Ensure Sustainable Business Model for Community Media
- Ensure Organizational Capacity to Meet Community Needs

THE HEART OF GNAT-TV: A DEDICATED TEAM OF STORYTELLERS, CREATORS, AND COMMUNITY BUILDERS BRINGING LOCAL STORIES TO LIFE.



→ In 2025, we strengthened our organization by adding key staff and board roles, including a Director of Advancement and a Community Outreach & Engagement Manager, while expanding our outreach efforts to better connect with the communities we serve. The result is a more cohesive, modern, and strategically aligned team.

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.

