



KCAT PUBLIC MEDIA

LOS GATOS | MONTE SERENO | SILICON VALLEY



REPORT FOR CHSSC

5/15/24



Thank you CHSSC for your continual encouragement and participation in this innovative program!

The Town of Los Gatos and CHSSC have clearly made a commitment to prioritize our senior community. We are proud of what has been accomplished and excited about the future of The Producers Network. TPN has been transformative for our seniors and goes well beyond typical 55+ activities by combining storytelling, media education, volunteering, and socializing into a creative, immersive, and impactful experience.

In addition, KCAT and The Producers Network have been supporting the Senior Roadmap by providing media services as needed. Most recently, we filmed a video and promoted the Los Gatos Seniors Thrive Foundation's Monday movie event.





Giving a voice...

One of the most endearing and meaningful aspects of the pilot program is that we have created a warm and welcoming environment enabling people (from 55-98 years young!!) to give their time and talent, get involved, learn unique skills, enjoy socialization and find new paths of fulfillment by combining media and storytelling.

The Producers Network has become a very special place to support the mental health and wellness of a wide variety of 55+ individuals while helping them grow and thrive in new adventures. With our ability to pivot quickly to meet the needs of the community, KCAT has successfully developed an engagement program and philosophy which contributes to the vitality of the Town and the well-being of our seniors.

The Producers Network Pilot

2nd year Achievements

We have successfully executed our plan to **create from scratch an impactful and innovative program, The Producers Network (TPN), serving adults 55+.**

- ✓ Exceeded goal of 50 participants to 200+ with 85% unique to local senior programs
- ✓ Produced 30 new show and podcast episodes
- ✓ Continue to offer well-attended monthly meetings with expert speakers, hands-on learning, brainstorming in a warm, social setting
- ✓ Create better infrastructure, website registration, and participant engagement via surveys; promote TPN in newspapers, friend-bring-a friend, and word-of-mouth; and design the TPN brand for ads, shirts, signage, etc.
- ✓ Welcome new participants with 1:1 meetings to ascertain interests
- ✓ Promote a cross generational environment of students continually working with adults 55+ in a variety of fun and creative projects
- ✓ Ongoing expansion of technical trainings to produce and film more shows as The Producers Network grows
- ✓ Ongoing purchases of user-friendly equipment to accommodate and better serve seniors so they excel in their roles as producers, directors, filmmakers and editors
- ✓ Continually provide the Producers Network with volunteer opportunities in the community and at KCAT, such as Jazz on the Plazz, Oktoberfest, Music in the Park, Town, Veteran and service club events
- ✓ Calendar red carpet premiere events to showcase all of the work and new shows created by The Producers Network
- ✓ Embark on new and exciting adventures to add to the menu of opportunities at KCAT: documentaries, murder mystery movie, pop-up podcasts, and more!

FY24 Goals for The Producers Network

- **Hire a full-time manager position** to implement a revenue generating program model which will include events, classes, podcasts, donations
- Increase number of participants to ~250+ by expanding marketing outreach in local newspapers and targeted social media platforms, broaden “friend-bring-a-friend” program, and schedule speaking engagements to the retirement community, service groups and other organizations to recruit new people
- Add 5 new TV and podcasting shows with 8 episodes each
- Offer video production services to create Legacy videos for families
- Continue to increase volunteerism in the community and at KCAT
- **KCAT will launch a multi-faceted funding campaign to sustain The Producers Network based on metrics, achievements, and growth opportunities.**

Sources include:

- Local, regional, state and federal foundations and philanthropy groups
- Community fundraising events and programs (Friends of the Producers)
- Sponsorship opportunities for businesses and donors (shows, podcasts)
- Create KCAT Society/Endowment designed to encourage 55+ volunteers and friends to consider KCAT in their planned giving

ARPA Financial Report as of 4/30/24

ARPA Grant 2024							
	REVENUE	Program Engagement & Marketing Manager	Tech Support & Training	Marketing and Engagement	Program Specific Equipment	Total Expenses	Net Operating Income
Balance - as of 1/1/24	\$65,318.64						\$65,318.64
ACTUAL							
January		\$3,301.25	\$1,133.25		\$19.46	\$4,453.96	\$60,864.68
February	\$1,000.00	\$3,223.75	\$68.75		\$19.50	\$3,312.00	\$58,552.68
March		\$3,365.00	\$258.50	\$133.72	\$19.50	\$3,776.72	\$54,775.96
April		\$2,990.00	\$193.75	\$51.34	\$19.50	\$3,254.59	\$51,521.37
May							
June							
July							
August							
September							
October							
November							
December							
YTD	\$66,318.64	\$12,880.00	\$1,654.25	\$185.06	\$77.96	\$14,797.27	\$51,521.37
						\$14,797.27	

During this pilot program period, we have acquired valuable insights, patterns, and metrics that we can now leverage to secure grants, sponsorships, and other forms of sustainable financial support for years to come. Next year The Producers Network will be self-sustainable and boast a business model that is fundable to sponsors and grantors.



**The
Producers
Network**

Local Creators & Reporters

Thank you CHSSC for your support!

On behalf of the Board of Directors of KCAT PUBLIC TV & RADIO, we thank the council and commissioners for your belief in us to launch a pilot senior program from scratch.

Your support has enabled KCAT to implement this proof of concept which serves as a vital program in our community.



KCAT PUBLIC TV & RADIO

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