

Betterment

The product of progress.

by Pete Fasciano, Executive Director 01/05/2025

We are seekers. It's that quiet yet constant flame from someplace deep within us. Life is quite literally a fire that has no flame. Is it a 'burning desire'? No. It's in the background of our consciousness, smoldering. Subtle, but smoldering nonetheless.

In November we seek to embrace gratitude and be thankful. In December we seek the peace of the season. As days wane, these are months for emotional reckoning. A mental settling of accounts. Settling in.

In January, we tend to seek a bit more. What lies forward?

How to frame January? Hope becomes restless. What do we seek? Is it direction? Is it progress? There is a somewhat technical term that insurance companies often cite – 'betterment'.

Betterment refers to items (and their value) that the insured attempts to include in a loss claim that were not a direct or consequent loss resulting from the loss event. In plain English, if you were in a minor fender-bender and tried to include your worn brakes in a claim, that's betterment. You seek a better outcome from a loss. Earned or not, we seek to tip the scales in our favor.

So here we are in January. Post-holiday doldrums. Restless. Hope against shapeless dread?. Seeking. Impatient? Some might say we're 'antsy.' We want to get things moving somehow. (Even as we strive to retrain our muscle memory to write '2025' instead of '2024'.)

Last week I quipped about my ersatz holiday – **P u t t e r Day**. Even in jest, it serves a purpose. It reminds us that the desultory doing of things – puttering – is a way to engage – to move from stasis – to shift from seeking to starting. If you're unsure about what to do, just do something, no matter how simple.

Our lives are filled with gains and losses. On January first, **P u t t e r Day** is not just about that one day. It's a start. It's our way forward – to some form of earned betterment.

And – as always –

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Our Community Access
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Disaster Plan?

There are several things to do.

by Pete Fasciano, Executive Director 01/12/2025

Disaster plan? Yes, we do have that. (We hope – and we also hope to not need it.)

That said, L.A. is coping with severe drought and a disastrous combo of extremely parched earth, wind and fire (not the rock group). It reminds us yet again that yes, disasters happen. In recent years the ‘bad stuff’ has been on the uptick. Weather events have also found their way to parts of the U.S. deemed relatively low risk. However great or slight, risk is risk, and in hindsight, preparations are a bargain.

Man plans. God laughs.
Cosmic schadenfreude?
(I fail to see the humor.)

It reminds us that disasters don’t discriminate. We are all exposed.

At Franklin.TV we coordinate with Police & Fire on disaster plans, and we also have backup plans and power systems to keep operating under adverse events.

Just as important – we plan for the digital preservation of key business records. This is something anyone (you) can do, and it requires only a thumb drive or two and time to scan/digitize key documents and organize these as computer files.

What’s the important/critical info to preserve? Bank records. Medical records. Passport and other key personal info. Property info. Your will. Online accounts and passwords. Photos/videos of family events. Pix of key valuables and receipts for insurance claims. Walk through every room of your home with a video camera. All of this and more should be organized and saved on an external storage device(s); a thumb drive or disk drive. Keep copies of your digital records outside of your home and car – in a safe deposit box.

When disaster strikes, your stuff may be gone, but your key information survives. Digital recovery makes your personal recovery much easier.

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Tastemakers

Mark Lenzi and Kim Simone

by Pete Fasciano, Executive Director 01/19/2025



Mark Lenzi (Franklin Liquors) and Kim Simone (Commonwealth Wine School) have opined with eloquence (as of this writing) through more than 280 fun-filled and fact-packed episodes of their weekly podcast, *The Wonderful World of Wine*. Six years of offering weekly insights about wine info, with interviews, and wine recommendations clearly qualifies them as tastemakers. We agree.



So does The Academy of Media Tastemakers <https://www.thetasteawards.com/> They celebrate the Year's Best in *Food, Fashion and Lifestyle Programs* on TV, in Film, Online, and on Radio – programs produced by subject experts as tastemakers. This year The Tastemakers Academy has selected Mark and Kim as finalists in their Food and Drink categories. National winners are determined by a public vote.

As dedicated tastemakers, Mark & Kim are most deserving, and you can help put them over the top – by voting.

Here is the link to vote for our own before February 7th:
<https://www.surveymonkey.com/r/KRBNM3G>

Go to categories 5 and 6 to cast your vote for *The wonderful world of Wine (WWW)*.



You can become wine wizened – by listening and learning on wfpr.fm Wednesdays throughout the day and Saturdays at 1pm to *The Wonderful World of Wine*.

Also check out all of their recent podcasts anytime:
www.podpage.com/the-wonderful-world-of-wine-www/

Listen, enjoy – and vote.

I'll drink to that.

And – as always –

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Cooking in 2025

Learn to Cook, with Linda Waters

by Pete Fasciano, Executive Director 01/26/2025



Ingredients for Chicken Pot Pie filling, all ready for camera.

On Thursday we began our 2025 production season of 'Learn to Cook, with Linda'. The theme of the day: comfort food. The recipes: Chicken Pot Pie, Mac-n-Cheese, and Shepherd's Pie. Whenever we record cooking shows in our TV kitchen it's a vaguely Pavlovian experience. We tend to record three episodes in the normal course, and as each one is completed the production crew starts to salivate - drooling like Pavlov's dog hearing a bell that signified food was at hand.

The 'kitchen' day is just one step in a production process that begins a week or so earlier. Linda begins recipe planning and lays out the ingredients and cooking instructions in Powerpoint. She provides a shopping list, and we then gather all the necessities from local markets and farm stands. We make sure to buy and prepare enough for the production crew - lest they become 'hangry' - and mutiny.

A well-fed crew is a happy crew.

And - as always -

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Eight Years Ago

Groundhog Day, Our Anniversary!

by Pete Fasciano, Executive Director 02/02/2025

Franklin Public Radio began broadcasting On-Air as wfpr.fm on 102.9 at 10:29am on Groundhog Day in 2017. We also stream our programming online at wfpr.fm. Since that time we haven't missed a beat, operating continuously, 24/7/365.

It has been eight years of local information and interviews by a growing group of on-air volunteers (our radio gang) and all that jazz. If you build it they will come. And indeed they have. This year we are expanding our radio schedule to include more opportunities for podcast-minded citizens to participate and broadcast their programming on the air.

If you have an interest and would like to produce your own regular podcast as a weekly, bi-weekly or monthly series, we can help – both creatively and technically. You can contact us by email at info@Franklin.TV, or just call 508-541-4118.

We also give a nod of congratulations to mark Lenzi and Kim Simone and their weekly program/podcast *The Wonderful World of Wine (WWW)*. This year they are honored as First Place Winners by the Tastemakers Media National Academy for their programming. They have also been syndicated by PRX, the national Public Radio Exchange.

We maybe a small community radio station, but we have a big reach. People around the globe listen to our programs live, streaming from our website at wfpr.fm.

We're local. We're worldwide. We're Franklin Public Radio, wfpr, 102.9 fm Listen anytime, anywhere online at wfpr.fm.

And – Punxsutawney Phil's 2025 prognostication?
Eight more years and beyond of great public radio.

And – as always –

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World Radio Day

We celebrate radio on 02/13/2025

by Pete Fasciano, Executive Director 02/09/2025

Last week I noted that Franklin Public Radio began broadcasting on Groundhog Day, 02/02/2017. Since then, we've been On the Air (tune to 102.9 fm). We're also streaming 24/7 on our wfpr.fm website - to the entire world.

UNESCO launched the first official **World Radio Day** five years earlier, on 02/13/2012. Clearly, a banner year for local radio. Also in 2012 - the volunteer Franklin Cable Ccommittee formed a new charitable entity - us - Franklin.TV. Clearly, a banner year for local TV.

In an era marked by the dizzying speed of high-tech innovation and the shifting fashion of each shiny new social platform, radio begins its second century of public service as one of the most dependable, accessible, and wide-reaching forms of mass media in the world.

Proclaimed in 2011 by UNESCO Member States and adopted by the United Nations General Assembly in 2012, Feb 13 became World Radio Day (WRD). To all radio professionals and volunteers around the world, (including our esteemed wfpr.fm Radio Gang) UNESCO salutes your daily work and your commitment to open, honest communication in the public interest, convenience and necessity.

So, this year we celebrate our birthday and World Radio Day with plans for expanding our local programming. This month our weekly radio schedule is getting a make-over. New programs are also in the works. See the next page for a sneak peek. All of this work begins next week and will be unfolding through the next few months. As they say on the radio - stay tuned.

Do you have an idea, topic or pastime that you are passionate about? That you enjoy talking about? That you enjoy discussing with like-minded friends? Perhaps it could be a radio program and podcast.

If you would like to produce your own podcast and radio program, you can email info@franklin.tv, or just call us at 508-541-4118. We make it easy.

Check out our new expanded radio schedule on the next two pages.

Our wfpr.fm schedule lists interviews and musical programs of local interest hosted by Franklin residents. Franklin Public Radio's programming is possible thanks to talented, dedicated volunteers. Do you have an interest in podcasting? We can help. 508-541-4118



Monday:

8a CHAPTERS Radio, Jim Derick
10a Senior Story Hour, Steve Sherlock

9a Music to Lift Spirit, Frank Falvey
11a Frank Presents/Musings

Tuesday:

8a SAFE Coalition, Derick/Bergen
10a Jazz Journey, Hour 2

9a Jazz Journey, Pamela Hines
11a More Perfect Union

Wednesday:

8a Franklin Matters Radio, Sherlock
10a Turntable, Hour 2

9a World of Wine, Lenzi/Simone
11a Both Sides Now

Thursday:

8a Franklin Matters Gov't, Sherlock
10a Frank's Music, Frank Fakvey

9a Turntable, Dave Vibe! & Pauly G
11a All That Jazz, Diane Joyce

Friday:

8a Franklin Matters News, Sherlock
10a Talkin' Blues, Hour 2

9a Talkin' Blues, Derick/Remissong
11a The VIBE!m, David Butler

The above programs repeat 5 and 10 hours later each weekday. Many of our programs also can be heard on weekends. Our complete 7-day schedule is listed on the next page. You can also search for specific programs as podcasts by clicking on 'Past Shows' on the wfpr.fm home page.

Listen each week on the air at 102.9 fm, and online at our website, wfpr.fm as we bring more of our community – to community radio.

And – as always –

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Our Community Access
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MONDAY Mo	TUESDAY Tu	WEDNESDAY We	THURSDAY Th	FRIDAY Fr	SATURDAY Sa	SUNDAY Su
Mo 7a, (28) All That Jazz! Diane Joyce 00_JAZ_190.51	Tu 7a, (29) All That Jazz! Diane Joyce 00_JAZ_270.51	We 7a, (30) All That Jazz! Diane Joyce 00_JAZ_350.51	Th 7a, (31) All That Jazz! Diane Joyce 00_JAZ_431.51	Fr 7a, (32) All That Jazz! Diane Joyce 00_JAZ_510.51	Sa 7a, (33) Jazz Journey, hour 1 Pamela Hines 00_JAZ_270.53	Su 7a, (34) Jazz Journey, hour 1 Pamela Hines 00_JAZ_270.53
Mo 8a, (44) CHAPTERS Radio Jim Derick 00_JAZ_190.52	Tu 8a, (45) SAFE Coalition Radio Jim Derick, Anne Bergen 00_JAZ_270.52	We 8a, (46) Franklin Matters Radio Steve Sherlock 00_JAZ_350.52	Th 8a, (47) Franklin Matters, Gov't Steve Sherlock 00_JAZ_431.52	Fr 8a, (48) Franklin Matters News Steve Sherlock 00_JAZ_510.52	Sa 8a, (49) Jazz Journey, hour 2 Pamela Hines 00_JAZ_270.54	Su 8a, (50) Jazz Journey, hour 2 Pamela Hines 00_JAZ_270.54
Mo 9a, (60) Music to Lift the Spirit! Frank Falvey 00_JAZ_190.53	Tu 9a, (61) Jazz Journey, hour 1 Pamela Hines 00_JAZ_270.53	We 9a, (62) Wonderful World of Wine Mark lenzi & Kim simone 00_JAZ_350.53	Th 9a, (63) Turntable, hour 1 Dave (Vibe), & Pauly 'G' 00_JAZ_431.53	Fr 9a, (64) Talkin' the Blues, hour 1 Jim Derick, Nick Remiasong 00_JAZ_510.53	Sa 9a, (65) Wonderful World of Wine Mark lenzi & Kim simone 00_JAZ_290.53	Su 9a, (66) All That Jazz! Diane Joyce 00_JAZ_350.51
Mo 10a, (76) Senior Story Hour Steve Sherlock 00_JAZ_190.54	Tu 10a, (77) Jazz Journey, hour 2 Pamela Hines 00_JAZ_270.54	We 10a, (78) Frank's Music Frank Falvey 00_JAZ_350.54	Th 10a, (79) Turntable, hour 2 Dave, (Vibe) & Pauly 'G' 00_JAZ_431.54	Fr 10a, (80) Talkin' the Blues, hour 2 Jim Derick, Nick Remiasong 00_JAZ_510.54	Sa 10a, (81) Frank's Music Frank Falvey 00_JAZ_290.54	Su 10a, (82) The Tabernacle Choir from Salt Lake City, Utah 00_JAZ_350.51
Mo 11a, (92) Frank Presents/Musings Frank Falvey 00_JAZ_190.55	Tu 11a, (93) More Perfect Union Political Discourse 00_JAZ_270.55	We 11a, (94) Both Sides Now Political Discourse 00_JAZ_350.55	Th 11a, (95) All That Jazz! Diane Joyce 00_JAZ_431.55	Fr 11a, (96) The VIBE! David (Vibe) Butler 00_JAZ_510.55	Sa 11a, (97) The VIBE! David (Vibe) Butler 00_JAZ_290.55	Su 11a, (98) Music to Lift the Spirit Frank Falvey 00_JAZ_350.51
Mo 12p, (108) All That Jazz! Diane Joyce 00_JAZ_190.51	Tu 12p, (109) All That Jazz! Diane Joyce 00_JAZ_270.51	We 12p, (110) All That Jazz! Diane Joyce 00_JAZ_350.51	Th 12p, (111) All That Jazz! Diane Joyce 00_JAZ_431.51	Fr 12p, (112) All That Jazz! Diane Joyce 00_JAZ_510.51	Sa 12p, (113) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	Su 12p, (114) Jazz Journey, hour 1 Pamela Hines 00_JAZ_270.53
Mo 1p, (124) CHAPTERS Radio Jim Derick 00_JAZ_190.52	Tu 1p, (125) SAFE Coalition Radio Jim Derick, Anne Bergen 00_JAZ_270.52	We 1p, (126) Franklin Matters Radio Steve Sherlock 00_JAZ_350.52	Th 1p, (127) Franklin Matters, Gov't Steve Sherlock 00_JAZ_431.52	Fr 1p, (128) Franklin Matters News Steve Sherlock 00_JAZ_510.52	Sa 1p, (129) Wonderful World of Wine Mark lenzi & Kim simone 00_JAZ_290.53	Su 1p, (130) Jazz Journey, hour 2 Pamela Hines 00_JAZ_270.54
Mo 2p, (140) Music to Lift the Spirit! Frank Falvey 00_JAZ_190.53	Tu 2p, (141) Jazz Journey, hour 1 Pamela Hines 00_JAZ_270.53	We 2p, (142) Wonderful World of Wine Mark lenzi & Kim simone 00_JAZ_350.53	Th 2p, (143) Turntable, hour 1 Dave (Vibe), & Pauly 'G' 00_JAZ_431.53	Fr 2p, (144) Talkin' the Blues, hour 1 Jim Derick, Nick Remiasong 00_JAZ_510.53	Sa 2p, (145) Franklin Matters Radio Steve Sherlock 00_JAZ_290.53	Su 2p, (146) Music to Lift the Spirit Frank Falvey 00_JAZ_350.51
Mo 3p, (156) Senior Story Hour Steve Sherlock 00_JAZ_190.54	Tu 3p, (157) Jazz Journey, hour 2 Pamela Hines 00_JAZ_270.54	We 3p, (158) Frank's Music Frank Falvey 00_JAZ_350.54	Th 3p, (159) Turntable, hour 2 Dave, (Vibe) & Pauly 'G' 00_JAZ_431.54	Fr 3p, (160) Talkin' the Blues, hour 2 Jim Derick, Nick Remiasong 00_JAZ_510.54	Sa 3p, (161) Franklin Matters, Gov't Steve Sherlock 00_JAZ_290.54	Su 3p, (162) Talkin' the Blues, hour 1 Jim Derick, Nick Remiasong 00_JAZ_350.51
Mo 4p, (172) Frank Presents/Musings Frank Falvey 00_JAZ_190.55	Tu 4p, (173) More Perfect Union Political Discourse 00_JAZ_270.55	We 4p, (174) Both Sides Now Political Discourse 00_JAZ_350.55	Th 4p, (175) All That Jazz! Diane Joyce 00_JAZ_431.55	Fr 4p, (176) The VIBE! David (Vibe) Butler 00_JAZ_510.55	Sa 4p, (177) Franklin Matters News Steve Sherlock 00_JAZ_290.55	Su 4p, (178) Talkin' the Blues, hour 2 Jim Derick, Nick Remiasong 00_JAZ_350.51
Mo 5p, (188) All That Jazz! Diane Joyce 00_JAZ_190.51	Tu 5p, (189) All That Jazz! Diane Joyce 00_JAZ_270.51	We 5p, (190) All That Jazz! Diane Joyce 00_JAZ_350.51	Th 5p, (191) All That Jazz! Diane Joyce 00_JAZ_431.51	Fr 5p, (192) All That Jazz! Diane Joyce 00_JAZ_510.51	Sa 5p, (193) Frank Presents/Musings Frank Falvey 00_JAZ_290.55	Su 5p, (194) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A
Mo 6p, (204) CHAPTERS Radio Jim Derick 00_JAZ_190.52	Tu 6p, (205) SAFE Coalition Radio Jim Derick, Anne Bergen 00_JAZ_270.52	We 6p, (206) Franklin Matters Radio Steve Sherlock 00_JAZ_350.52	Th 6p, (207) Franklin Matters, Gov't Steve Sherlock 00_JAZ_431.52	Fr 6p, (208) Franklin Matters News Steve Sherlock 00_JAZ_510.52	Sa 6p, (209) Turntable, hour 1 Dave (Vibe), & Pauly 'G' 00_JAZ_290.53	Su 6p, (210) The VIBE! David (Vibe) Butler 00_JAZ_350.51
Mo 7p, (220) Music to Lift the Spirit! Frank Falvey 00_JAZ_190.53	Tu 7p, (221) Jazz Journey, hour 1 Pamela Hines 00_JAZ_270.53	We 7p, (222) Wonderful World of Wine Mark lenzi & Kim simone 00_JAZ_350.53	Th 7p, (223) Turntable, hour 1 Dave (Vibe), & Pauly 'G' 00_JAZ_431.53	Fr 7p, (224) Talkin' the Blues, hour 1 Jim Derick, Nick Remiasong 00_JAZ_510.53	Sa 7p, (225) Turntable, hour 2 Dave, (Vibe) & Pauly 'G' 00_JAZ_290.54	Su 7p, (226) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A
Mo 8p, (236) Senior Story Hour Steve Sherlock 00_JAZ_190.54	Tu 8p, (237) Jazz Journey, hour 2 Pamela Hines 00_JAZ_270.54	We 8p, (238) Frank's Music Frank Falvey 00_JAZ_350.54	Th 8p, (239) Turntable, hour 2 Dave, (Vibe) & Pauly 'G' 00_JAZ_431.54	Fr 8p, (240) Talkin' the Blues, hour 2 Jim Derick, Nick Remiasong 00_JAZ_510.54	Sa 8p, (241) Talkin' the Blues, hour 1 Jim Derick, Nick Remiasong 00_JAZ_290.55	Su 8p, (242) Turntable, hour 1 Dave (Vibe), & Pauly 'G' 00_JAZ_350.51
Mo 9p, (252) Frank Presents/Musings Frank Falvey 00_JAZ_190.55	Tu 9p, (253) More Perfect Union Political Discourse 00_JAZ_270.55	We 9p, (254) Both Sides Now Political Discourse 00_JAZ_350.55	Th 9p, (255) All That Jazz! Diane Joyce 00_JAZ_431.55	Fr 9p, (256) The VIBE! David (Vibe) Butler 00_JAZ_510.55	Sa 9p, (257) Talkin' the Blues, hour 2 Jim Derick, Nick Remiasong 00_JAZ_290.55	Su 9p, (258) Turntable, hour 2 Dave, (Vibe) & Pauly 'G' 00_JAZ_350.51
Mo 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	Tu 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	We 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	Th 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	Fr 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	Sa 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A	Su 10p, (268) All That Jazz! Diane Joyce 00_JAZ_MUSIC_A
Mo 11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B	Tu 11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B	We 11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B	Th 11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B	Fr 11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B	Sa 11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B	11p, (272) All That Jazz! Diane Joyce 00_JAZ_MUSIC_B

WFXT Channel 25

A collaboration with COX Media Group.
by Pete Fasciano, Executive Director 02/16/2025

A common perspective on PEG TV studios is that we are bare-bones, low-rent TV. Nope. Not here.

At Franklin TV, we apply the same technical broadcast studio standards, tools and techniques (and creativity) as the largest TV stations in Boston and elsewhere. Channel 25 recently discovered this when they came to record an extensive interview segment on child care licensure and qualifications with Juvenile Court Judge and author Carol Erskine for their Thursday evening news.



When their crew arrived they were gobsmacked. “This place is – amazing.” All they had to do was take a seat and talk. We handled everything else. Easy-peasy. They noted that they’ll be sending our work to the twelve COX Media TV stations in the U.S. www.cmg.com Not shabby. Do you have a TV series you would like to create? We can do the same for you – for free.

Just email info@franklin.tv, or call us at 508-541-4118. We make it easy-peasy – just like we did for Channel 25.

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Our Community Access
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Running the Numbers

The Prospective MA Streaming Media Bills
by Pete Fasciano, Executive Director 02/23/2025

There is pending Massachusetts legislation to help alleviate the rising financial losses that we as PEG studios are experiencing from cable cord-cutting. It would assess streaming media revenues with an 'access' fee to at least cover any existing shortfall from our '3-year max' historic revenue. (Per lines 73 to 94 of HD326) Our 3yr max during 2016-18 was 25% higher than today, and yes, we're still dropping. The annual rate setting language is IMHO troubling to me. There is no perfect language to cover all the arguments to be made regarding fair fees. However, setting the streamer rate to match the cable access rate seems a logical place to start.

Example:

In 2012 we took in \$600K for OpEx. (Operating Expenses)

In 2017 it was \$750K for OpEx. A 25% increase.

Now we're back to 2012 revenues - less than \$600K OpEx and dropping.

If we work with historical inflation numbers from 2012 to today,
our 40% inflation adjusted income from 2012 to today should be \$840K plus.

Note that there is also no provision for CapEx (Capital Expense) contributions from streamers for equipment upkeep. Cable's combined CapEx&OpEx for many of us is actually somewhere between 5.5% to 6%, all in.

Running the Numbers: (Assumption, 5% Stream assessment)

There are about 7 million MA residents and there are 33K residents in Franklin.
That sets Franklin's population at about 0.0047 of the statewide population.

Persons per Household 2019-2023: 2.45

MA Households, 2019-2023: 2,800,000

HH with internet 2019-2023: 91.8%

MA HH adjusted for Internet: 2,576,000

What do streaming services cost?

Netflix	8 with ads, or 18 up to 25 for premium
Hulu	10/ads to 19
Prime	9 (streaming only)
Apple+	10
Max	10/ads 17 21 prem
Disney+	10/ads 16
Paramount+	8/ads 13
Peacock	8/ads 14
ESPN	12

Key Takeaways:

21% of households pay for 2 streaming services.

24% of households pay for at least 3 additional streaming services.

25% spend more than \$75 per month on streaming subscriptions.

10% have "no idea" how much they spend.

41% of respondents admit to using a family member's or friend's login to avoid paying for a service.

With 3 to 4 services the average HH spend is \$45 to \$50/mo.

The Projection:

$2,576,000 \text{ HH} \times \$45/\text{mo} \times 12\text{mo} = \$1,381,020,000/\text{Yr.}$

$\$1,381,020,000 \times 5\% = \$69,552,000$ to MA PEG studios.

$\$69,552,000 \times 0.0047 = \$326,894.40$ to Franklin.TV

If we combine this with \$575,000.00 (our current OpEx)

Our cable/stream total: \$901,894.40

This total would also provide some embedded CapEx contribution.

(Note: There is no factoring here for Gamers, (Twitch, etc.) or for CapEx.)

This also yields a simple rule-of-thumb:

Cable revenues at 5% are about \$19 dollars per citizen/year.

Streaming fees of 5% = \$10 dollars per citizen/year in an average community.

A 5% access assessment on streaming services is both equitable and affordable. Note that more viewers are also turning to our own streaming service to watch our school sports, civic events and government meetings – for free – in HDTV, which the cable company standard TV channels do not offer.

Pete Fasciano, Franklin.TV

And – as always –

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All Fired Up!

Where There's Smoke...

by Pete Fasciano, Executive Director 03/02/2025

Another month. Another cooking day in our TeeVee Kitchen with Linda Waters and her series, 'Learn to Cook with Linda'. As per usual, our crew were salivating. It's very Pavlovian. Getting folks to work on cooking programs is not difficult at all.

Recipes for the day:

Variations on Trifle as a lovely easy dessert -(chocolate and bananas foster.)

All about steaks, their different cuts and ways to prepare.

Pies - yup, pies. Peanut butter pie and French chocolate velvet pie. Oh, my.

All was proceeding apace - recording, salivating, making trifle, salivating, cooking steaks, saliv - and that's when the fire alarm went off. Oops!



Turns out that the fire dept had to come. Only they can turn off our alarm. Oops.

At least they were intrigued with our studio, and we made sure that they left with a sample of the trifle and steak. Jokingly, they referred to it as the 'evidence'? Oops. The ultimate irony: We're slated to test our alarm system on March 4th. Duh!

And - as always -

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I Lost It!

Let's seeee, where did I put....?

by Pete Fasciano, Executive Director 03/09/2025

I lost it.

I had it just a second ago – and then – I didn't. (I hate it when that happens.)

I don't remember putting it down – but where? It's like it just – just – vanished.
It's gotta be here somewhere. Maybe if I just retrace my steps...

What's the last place where I was when I had it? When it was right in front of me?
... um- I was standing right here. (That's no help.)

Frustrating!

It's sorta like car keys in my other jacket or glasses on top of my head. Losing track of the usuals for a few minutes at any point in the day is frustrating. But, losing stuff after a long day – at 2am when you're tired and you need to get up early? Ugh! Why me?

If I can't find it right now I know tomorrow I'll be wishing I had it back.

It's like it just up 'n vanished. Poof!
Gone in an instant.

Same thing happened last year.
I actually lost an hour – a whole hour.
A twenty-three-hour day?
What's up with that?
How do you lose a whole hour?

And I'll prob'ly lose another one lookin' for it.
(I don't have time for this.)



I'm so tired. Maybe I'll look some more on the morning. (Which will come too early.)

With my luck it'll just show up sometime in fall when I don't need it.

And – as always –

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Our Community Access
FranklinTV

Basketball! A WIN!

Franklin Panthers Boys Basketball – the 2025 State Champions!

by Pete Fasciano, Executive Director 03/18/2025

Down to the wire – a squeaker, but nonetheless a win.

Our Franklin Panthers were in the MIAA Division 1 basketball Finals against Newton North Tigers. It all happened at Tsongas Arena, Sunday evening, 6pm, and Franklin Public Radio carried the game live on 102.9fm and streamed on our website, wfpr.fm.



Franklin was up by 11 points late in the third quarter, and Newton North was pushing back with all they had. Ultimately, Franklin held on – up by 3 points. This was Franklin's 4th attempt to capture the State Championship title since 2017. Past losses were against Cambridge Rindge and Latin, Mansfield, and North HS of Worcester. Franklin – finally winning the boys basketball state title.

GO PANTHERS!

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Show Me a Sign!

Let these be our signs of Spring.

by Pete Fasciano, Executive Director 03/23/2025

At last! Our signs arrived – all rolled up in a tube. (Yess!)

The Town has sign boxes in two highly visible locations along Central Street. They welcome passers by to Downtown Franklin, and we have been prepping some signage for our radio station, wfpr.fm, Franklin Public Radio.



As a nonprofit organization, we are always looking to get the word out about all we do, with the additional challenge of keeping our costs down.



The town is helping us do just that. (Thank you!)

Let these be our signs of Spring.

Our Franklin Radio programming will be expanding throughout the Spring, and we're also working to keep you more informed with regular updates of notable and newsworthy events and all that is happening around town.

A big shout out to Steve Sherlock for all he does as Franklin's volunteer information director and Franklin Matters.org. Do check out Franklin Matters Radio every Wed/Thu/Fri at 8a, 1p, & 6p and Saturday afternoons starting at 2p.

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Spring Happens

It can sneak up on you, and that's okay.

by Pete Fasciano, Executive Director 03/30/2025

Last Wednesday I went to town hall to test the connectivity between our two TV control systems for live meetings. We were expecting a significant overflow crowd in chambers. The 3rd floor training room cameras, projection and so on would enable the additional crowds to converse with the Town Council members. With everything in order, satisfied and preoccupied, I left for the studio.

As I left the building I saw –



Spring! The moment was a reminder that every now and then it's good to pause --- be immersed in the present – and take in that quietly fulgent joy of just being.

And – as always –

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A Look Back

Ten Years Ago.

by Pete Fasciano, Executive Director 04/06/2025

When we were building our studio (2013-2014) I documented every phase of construction. Lotsa Pix-n-Vidz in our photo archives. This past week I spent a few evenings compiling many of them into 3D stereograms – the old school origins of today's hot digital/visual experience – VR, virtual reality. A stereogram is simply two photographs – one positioned for each eye, Left-Right. Think those Viewmaster disks many of us grew up with.

In the midst of my digital rummaging I wondered what we were up to ten years ago.



This is the Franklin Garden Club in 2015. They held a meeting in our Community Room and then recorded a cooking program in our kitchen. The first of many.

We officially moved out of our trailer and into the studio building in Mid-November. Here we are; four months later – partying and producing programs.

We still are. Do you have a program you would like to do? Call us. 508-541-4118.

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On the Radio

For your listening and dancing pleasure...
by Pete Fasciano, Executive Director 04/13/2025

What does it mean to be 'on the radio'. In radio's early years it meant live performances by radio stars, big bands, (for your listening and dancing pleasure...) and the birth of the 'soap opera' - often broadcast as 15 minute serialized programs. There were on-air personalities who rose to radio stardom.

President Roosevelt held 'fireside chats' - as if seated with you in your own parlour. The warm glow of a radio dial offered comfort in the dark days of the Depression.

They say 'talk is cheap'. On the radio it is definitely not. Discussion programming costs a lot more than just playing the hits. Fortunately, we are blessed with talented and dedicated volunteers who produce our regular interview programming as well as occasional 'fireside chats' and opinion-editorial musings of their own.

What happens at the national and state level - laws, policy, politics, edicts and so on gets ample coverage. What happens at the local level is just as important, and our volunteers do all they can to highlight key issues and events in our own back yard.

Franklin Public radio. We are local community radio - citizen radio - writ large.

There's room for you in our on-air schedule.
We can help you rise to radio stardom.
Come sit by the fire - and let's talk.

Do you have a program you would like to do?
It's easy.
Call us. 508-541-4118.

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TV Studio Standards

TV studios get a regular tune-up to look good.
by Pete Fasciano, Executive Director 04/20/2025

Every TV studio adheres to a set of essential technical standards for lighting, adjustments to calibrate the cameras, and so on. We do all this so folks at home don't become distracted by color and brightness errors between cameras during our programs. When we do TeeVee properly we are invisible. Your attention is on the program you're watching. Your DTV set is simply a window into our TeeVee world. Note that the Spanish words for TV screen can be 'pantalla' or 'ventana' – a window. If you look outside through a real window the daylight is usually bright and cool. Outdoor light has twice as much 'blue' in it as typical warmer-looking indoor light.

Technically:

Outside mid-day light: 2000 footcandles at D65 (6,500 degrees Kelvin) for white.

Ordinary Indoor light: 100 footcandles at D32 (3,200 degrees Kelvin) for white.

Your TV screen (window) is set at the factory to match the outdoor light's white. Why? Because psychovisually we *perceive* our TeeVee screen as a window, and we expect it to appear just like any normal window. Hence, it has more blue.



This is the Dean College studio. The left display is color corrected to match the studio lights. The right display is the normal cooler 'blue' factory setting that we reduce. The two 'china dolls' provide white, skintone and black references for adjusting the cameras. All of this techno-nerdy tweaking happens in the day-to-day of operating a TeeVee studio so programs always look perfectly natural at home.

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Our Memorial Day Events

When and Where?

by Pete Fasciano, Executive Director 04/27/2025

In recent years Memorial Day has taken on greater import – as it should. It's a time for solemnity and remembrance of our best and bravest when it mattered most.

We're posting this information well in advance of events so veterans can call for breakfast reservations and parade arrangements.

VETERANS: If you wish to walk or ride in the Memorial Day parade, please call Veterans' Services at 508-613-1315 by May 1st.

Memorial Day Breakfast - 9A to 11A, Friday May 23rd, at the Senior Center.
Call the veterans' services office at 508-613-1315 for reservations by May 9th.

The Memorial Day Parade – 11A, Monday May 26th.
From Horace Mann Middle School to Oak, Daniel McCahill and Union Sts., left onto West Central, left onto Emmons, and left onto Main St. to the Town Common.
See the parade route on the next page.

Memorial Remembrances will be held prior to the parade at cemeteries located at: Dean College, Union St. and St. Mary's Church.

The Memorial Day Ceremony – Noon, Monday May 26th. Town Common.
We will recognize and honor our Franklin veterans who have passed since last Memorial Day as well as Franklin's 45 fallen heroes who died in combat.

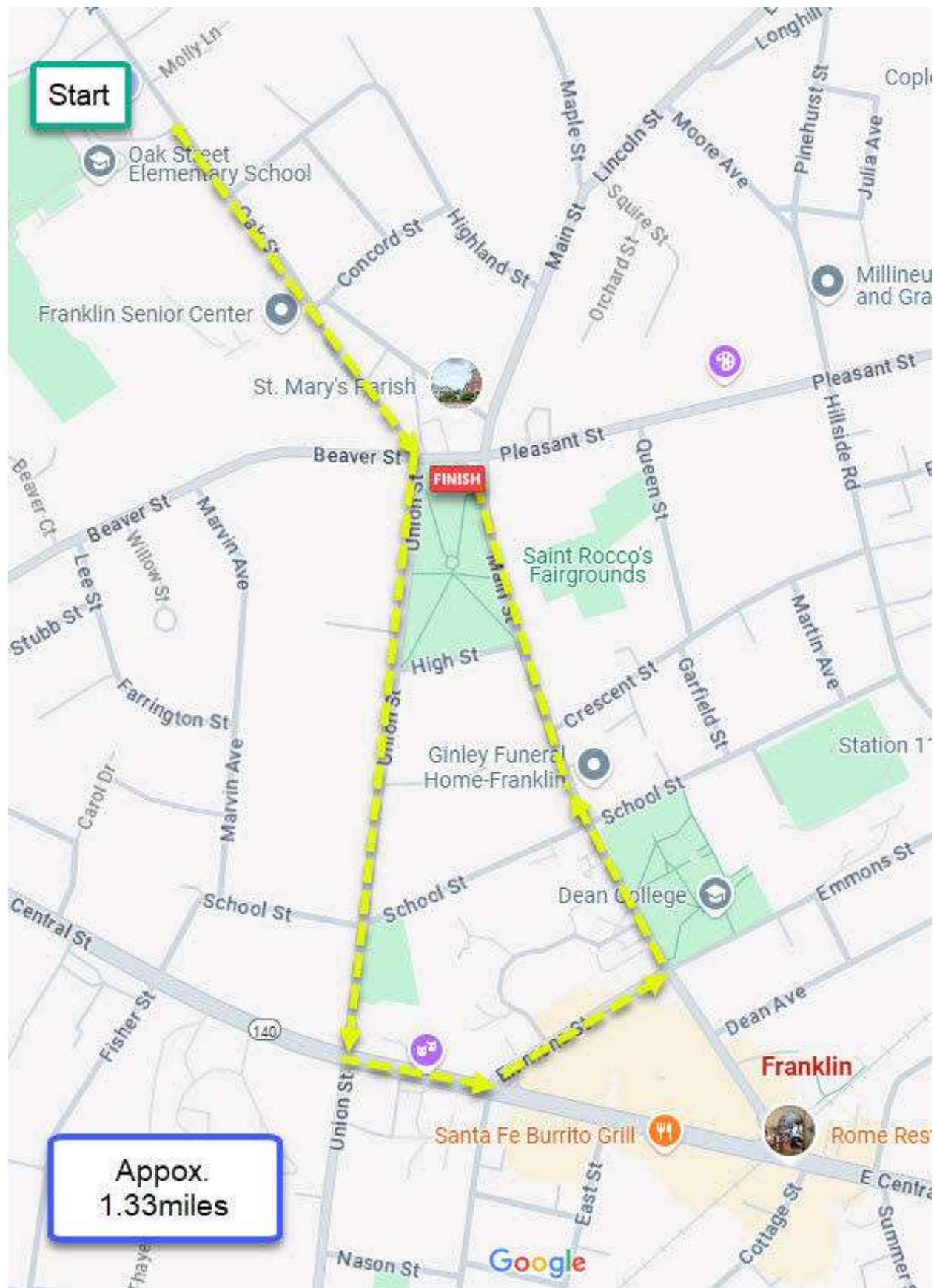
Please note: In case of rain please check our Veterans' Services web page:
www.franklinma.gov/335/veterans-Services for updates.

Let us all remember –
We are the land of the free
because of the brave.

And – as always –
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Open Meetings

If You Build it, They Will Meet.

by Pete Fasciano, Executive Director 05/04/2025

It was quite busy in the Municipal Building last week. They scheduled seven open televised/streamed/Zoomed meetings. A new record. Why? Because they could.

MONDAY	(LAST WEEK'S MEETINGS)
7:00 pm	Finance Committee CHAMBERS
7:00 pm	Planning Board TRAINING Rm Floor 3
TUESDAY	
7:00 pm	School Committee CHAMBERS
7:00 pm	Finance Committee TRAINING Rm Floor 3
WEDNESDAY	
7:00 pm	Town Council CHAMBERS
THURSDAY	
7:00 pm	Finance Committee CHAMBERS
7:00 pm	Conservation Commission TRAINING Rm Floor 3

Looking back to 2023 when we began our planning for the Master Plan meetings (Yes, there really was a plan for covering the Master Plan. It sounds like something the 'Department of Redundancy Department' would dream up.)

The decision at that time was simply a matter of logistics and cost. We were looking at having to bring what was perhaps 250-300 pounds of video gear - three cameras and tripods, sixteen microphones, and all the monitoring, switching and control equipment to support a live event - haul it all up to floor 3 for each meeting. Then there's setup and testing before each meeting and the teardown afterward.

Considering the labor involved, added wear-and-tear on traveling equipment, and the testing and occasional troubleshooting that must happen before each event -

Umm - Perhaps we can install something permanent. A second TV control facility in the Training Room. Once it's in place we'll have an alternate means for covering the meetings if our main facility should suffer a significant failure.

So, build we did. A leap of faith (and funding). After comparing the build cost to the anticipated labor cost of not building, we've more than recouped our investment.

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The SAFE Gala

A Heartfelt Night to Remember.

by Pete Fasciano, Executive Director 05/11/2025



The SAFE Coalition is a judgement-free community organization relentlessly committed to educating and supporting those affected by substance use disorder and mental health concerns all across southeastern Massachusetts.

On Thursday evening Franklin.TV covered their Gala event live on cable channels Comcast 6, Verizon 26, and streaming on Youtube.

This is how *We Amplify the Public Good*. Congrats to SAFE for a great evening.



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Book!

We all have one within us. Is it time to let yours out?

by Pete Fasciano, Executive Director 05/18/2025

There lies within each of us, a book. At least one book. Perhaps more aptly stated, a story. A larger, longer story – comprised of smaller, shorter stories, reduced to chapter and verse.

With a touch of eloquence we might describe stark examples – notably obvious events, circumstances, outcomes realized – as being 'writ large'. Conversely, could the chronicling of our personal stories – our lives be described when reduced to text – as being writ small? Not really.

For to write about what we know is where most writing begins, and what we know best is what we have lived. Our life experiences – memories – all of them – are not for nothing. They're worth something. That said, they're worth so much more when they're written down. They can come alive again on the page.

If you want to explore the notion of writing, (and we hope that you do), consider joining our Senior Center Writers – goodly group. You don't have to write anything immediately. You can just hang out with us as you explore what's possible; get the gist. Ask for some guidance on your ideas, style and what-not. You'll be among supportive friends who can help you get started.

Consider that at family holiday gatherings you've probably already narrated most of a pretty good book by just reliving those old family stories. We all have 'em. You know the ones that end with someone at the table embarrassed while everyone else is chuckling as voices chime in with,

"What were you thinking?"

"Did ya really think those pants
were gonna stay up by themselves?"

Yeah, those stories.

Stories that are always fun to revisit, to retell – and to write about.
That's your easy 'on-ramp' – a fun first step to becoming a writer.

And – as always –

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Tri-County Trio!

Tri-County High & Senior Awards!

by Pete Fasciano, Executive Director 06/01/2025



Recently, bit by bit, event by event, we and other local PEG facilities have been collaborating to provide more and better coverage for important regional events. Franklin.TV enjoys excellent 'mutual aid' working relationships with Liz Harkins and Dan Harlow at Wrentham's Cable8, Peter Gay and Jared Ware at North TV, and Medway TV's Amy Huff among others. In a world of ever-tighter funding that is slip-sliding in the opposite direction of inflation, it's a matter of neighbor helping neighbor. Regional schools like Tri-County and King Philip need regional media support. Together, we all provide that. Combined, we are all much more than we are individually. The expanded multi-camera event coverage speaks for itself. Many hands make light work. A compelling reminder that none of us is as capable – and as powerful – as all of us.

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Graduation(s)

Tri-County & Franklin High

by Pete Fasciano, Executive Director 06/08/2025

On Thursday it was Tri-County's big night. Then, next night, Franklin High. Again, we worked with Wrentham Cable 8 and North TV to assemble crew and connections to the entire Tri-County region of 11 cities and towns. Then, next day, we were on the Panther football field for Franklin High. In years past the prep and installation of cameras and gear could take two days. We've refined the technology and our approach to 'big events' technical prep/setup to take under 4 hours.



Tri-County (Left) took place on the baseball field. It was a mid-nineties day and evening. Staying cool - hydrated and shaded was essential.



The Franklin High evening was under threat all week with thunderstorms, but the event fortunately ended up in the clear.

These days it also 'takes a village' to deliver large event coverage. Thanks go out to our crew(s) for making it all happen: Chris Flynn, Chris Leverone, Meredith Roberts, Taylor Tremblay, Chris Cadorette, Jared Ware, Liz Harkins, Brian McCoy, Marc Berman, William Stewart, Colin Boisvert.

Across the various Town Services: DPW, Building Management, Police, etc. The attitude is always "Let's make it happen for the kids'. Need that mountain moved?

No problem. Where would you like it placed, and when do you need it there?

And - as always -

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Pluck -A- Ducky!

Strawberry Stroll was totally ducky!

by Pete Fasciano, Executive Director 06/15/2025

We set records at Strawberry Stroll. Our 'Pluck-a-Ducky' game was a big hit. Kiddies won 400 duckys and 20 wfpr.fm radios. We were so busy that we ran out of duckys by 6:30. Wow!! Slammin'! We did not see that coming.



At our busiest point the line to play our Ducky game was 12-15 kiddies long. Everyone who played won at least one ducky – and had a great time playing.



Watching little tykes grappling for duckys
With serious concentration – 'cute overload'.

And – as always –

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Corporate Sponsors Pull Support For Juneteenth Celebrations

Canceled federal grants and businesses moving away from so-called brand activism have hit the bottom line of events marking the end of slavery in the U.S.

NADIA LATHAN - Jun 16, 2025, 08:12 AM EDT

AUSTIN, Texas (AP) — Juneteenth celebrations have been scaled back this year due to funding shortfalls as companies and municipalities across the country reconsider their support for diversity, equity and inclusion initiatives. Canceled federal grants and businesses moving away from so-called brand activism have hit the bottom line of parades and other events heading into Thursday's federal holiday, which celebrates the end of slavery in the United States.

The shrinking financial support coincides with many companies severing ties with LGBTQ celebrations for Pride this year and President Donald Trump's efforts to squash DEI programs throughout the federal government. In Denver, more than a dozen companies backed out of supporting the Juneteenth Music Festival, which is one of the city's biggest celebrations of the holiday, according to Norman Harris, executive director of JMF Corporation, which puts on the event.

"There were quite a few sponsors who pulled back their investments or let us know they couldn't or wouldn't be in a position to support this year," said Harris, who has overseen the event for more than a decade.

The festival, which takes place in the historically Black Five Points neighborhood, has been scaled back to one day instead of two because of the budget shortfall. It has only been able to stay afloat thanks to donations from individuals and foundations.

"Thankfully, there was a wide range of support that came when we made the announcement that the celebration is in jeopardy," Harris said.

Juneteenth celebrates the day the last enslaved people in Texas were told they were free on June 19, 1865, two years after President Abraham Lincoln's Emancipation Proclamation. The day has been celebrated by Black Americans for generations, including in Harris' family, but became more widely celebrated after becoming a federal holiday in 2021. After the 2020 murder of George Floyd, many companies pursued efforts to make their branding more inclusive, but it has slowed down over the past few years after some received blowback from conservatives and because many companies didn't see it as an important part of their revenue stream, said Dionne Nickerson, a professor in marketing at Emory University.

Some companies can no longer afford to support Juneteenth celebrations because they just don't have the money given the economic uncertainty, according to Sonya Grier, a marketing professor at American University.

"It's a whole confluence of issues," Grier said.

Rollback of local support

Many state and local governments hold or help fund celebrations, but some decided not to this year. The governor's office in West Virginia stated that the state won't be hosting any Juneteenth events this year due to a budget deficit. Republican Gov. Patrick Morrisey last month signed a bill to end all diversity programs.

"Due to the continued fiscal challenges facing West Virginia, we will not be sponsoring any formal activities," deputy press secretary Drew Galang said in an email.

City Council members in Scottsdale, Arizona, dissolved their DEI office in February, which led to the cancellation of their annual Juneteenth festival. Event organizers in Colorado Springs, CO, had to move locations due to fewer sponsors and cuts in city funding, said Jennifer Smith, a planner for the Southern Colorado Juneteenth Festival.

Around five companies sponsored the event this year, compared to dozens in years prior, Smith said.

"They have said their budgets have been cut because of DEI," and that they can no longer afford it."

Some groups have cited safety concerns. Planners in Bend, OR, cited "an increasingly volatile political climate" as the reason why they canceled this year's celebration.

Slashes in federal funding

Many local organizations have also had their budgets slashed after the National Endowment for the Arts pulled funding for numerous grants in May. The Cooper Family Foundation throws one of the largest Juneteenth celebrations in San Diego each year. It was one of dozens of groups told by the NEA in May that its \$25,000 grant was being rescinded. The email said the event no longer aligned with the agency's priorities, said Maliya Jones, who works for the foundation.

The grant money went toward paying for arts and dance performers. The event will still take place this year, but members of the Cooper family will have to divide up covering the costs, said Marla Cooper, who leads the foundation.

"That's \$25,000 we have to figure out how we're going to pay for," Cooper said.

"We will always have Juneteenth. And we will work it out," she said.

Lathan is a corps member for The Associated Press/Report for America Statehouse News Initiative. Report for America is a nonprofit national service program that places journalists in local newsrooms to report on undercovered issues.

Juneteenth!

The Promise of July 4th

by Pete Fasciano, Executive Director 06/22/2025

Juneteenth - June 19, 1865, (estimated date) Union soldiers arrived in Galveston, Texas to declare freedom for enslaved African Americans, two and a half years after the signing of Lincoln's Emancipation Proclamation. Major General Gordon Granger read the proclamation of freedom for slaves as declared in General Order Number 3, which stated:

"The people of Texas are informed that in accordance with a Proclamation from the Executive of the United States, all slaves are free. This involves an absolute equality of rights and rights of property between former masters and slaves, and the connection heretofore existing between them becomes that between employer and hired laborer."

Done. Jubilee!

And through that simplest telling, the last of the slaves were finally set free. However, there is freedom, and there is the kind of true freedom that exists only in a world devoid of vitriol and hatred. Clearly, this is not that world. Martin Luther King, Jr., reminded us that, "The arc of the *moral universe is long, but it bends toward justice.*" Change takes time, but it does happen.

There are also times when that change is threatened - even reversed. Why? Hate happens - othering happens - *sua sponte*. It happens when some believe that their perceived problems or losses are attributable to others. Someone else - someone unlike 'us' - must be blamed - hated - punished - banished.

Wendell Phillips (Nov 29, 1811 - Feb 2, 1884) was an American abolitionist, a labor reformer, temperance activist, and advocate for Native Americans. He said, "*Eternal vigilance is the price of freedom.*"

We tend to associate his quote with July Fourth and our Nation's Independence. It was about the eventual abolition of slavery.

In the face of hate, the loss of DEI, the threats to all of us - let us remain ever vigilant. The good work must go on, for in this, our imperfect world, we will never be done. Eternal vigilance against hatred is the price of true freedom - for everyone.

And - as always -

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Our Community Access
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Summerdust

My First ever for real June

by Pete Fasciano, Executive Director 06/29/2025

I discovered my first real June. After kindergarten was in the books, June became the prominent marker for the return of those open days of Summer freedom. The previous June or any other time before kindergarten, was undefined – just part of a small child’s daily meandering curiosities and adventures; all in the amorphous openness of tiny kid-time – when all that was – was the now-ness of things. No past. No future beyond the ‘tomorrow’ day. No concerns beyond the present interest.

One early afternoon in this first fully recognized actual and for real month of June, I sat in a farm field under a warming Sun. It was a bucolic Andrew Wyeth setting somewhere deep in the back-country of Maine. I was – I am – in the present tense. As a little kid, it’s the only tense I know. An afternoon breeze whirlygigs along a dirt road, dancing with wispy Summerdust. The breeze raises up dust from the Earth. The dust makes the swirly-whirly wind dance visible. The high Sun’s fire raises up those towering clouds that only minutes later release a few scattered Sun showers. Raindrops glisten under the Sun as they return the Summerdust from the winds back to whence it came. The dusty dance is done.

In these moments of reverie, just letting the world happen, I am quietly bearing witness; a naïve observer; transfixed in wonderment, whimsy. I have just met the four original Greek elements of all creation. Earth, Wind, Fire, Water. I don’t know they are ancient elements. I don’t know they’re Greek. I don’t know they’re anything but that they are. The nature of nature – its constituent elements, including the nature of dust beyond this first impression as a durable memory – are things yet to be learned. Facts – and context – and understanding will surely come with time and other Junes. A lifetime of Junes later, I have collected and recollected, learned and relearned, shaped and reshaped shards of knowledge into insights, true and false, that on good days might even substitute for wisdom.

On that first actual and for real June afternoon, all I had was unmarked time and my little kid blank page agenda where attention is always immediate, before it develops a span. Today – I have tenses – and the turbulent tensions of time as my terrible taskmaster. What did I fail to do? What must I do next? When? Why? All things, living – and just being – eventually give in to the dust. Each of us has our collected dusty memories, our singular dusty destination. Until that final time of times, I will be. I will favor and savour my weightless present tense – the ineffably fulgent yet fleeting now of every moment, refinding redefining refining my reflections on the innocent wonderment and whimsy in that first dance with elemental existence – the dance of Summerdust in the perfect warmth of June.

And – as always –

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Time to Write

We need your help – plain and simple.

by Pete Fasciano, Executive Director 07/06/2025

Local PEG studios like Franklin.TV are nonprofit charities funded via cable subscriber fees. As more subscribers 'cut the cord', our revenue drops. We are now below the revenue we had 15 years ago while inflation has raised our costs beyond an additional 50%. You know how that feels.. Our income is below \$600K, but the fair market value of all the community media programs, video-on-demand streams, audio podcasts and other projects that we produce annually is over \$1,500,000.00. If we were not able to continue, the cost to hire media services would be prohibitive for the town, the schools, and most of the charitable organizations that we serve.

The MA Telecom Committee on Beacon Hill has a hearing on July 10th. They are discussing legislation to mitigate our falling revenue via streaming TV access fees.

An Act to modernize funding for community media programming

The House version is H.74 The Senate version is S.41

It's time to write. A *letter of support* from you to the legislators would be a great help. If the pending legislation fails, we will soon be forced to reduce our current level of community engagement and support. Below is an email list of committee contacts. Please email your support to them and please cc us as well at info@franklin.tv. We hope to have them report out these bills favorably for a vote.

Michael.Moore@masenate.gov,
Pavel.Payano@masenate.gov,
Tricia.Farley-Bouvier@mahouse.gov,
james.hawkins@mahouse.gov,
Mike.Barrett@masenate.gov,
Barry.Finegold@masenate.gov,
Paul.Mark@masenate.gov,
peter.durant@masenate.gov,
Steve.Ouellette@mahouse.gov,
Christopher.Flanagan@mahouse.gov,
Thomas.Moakley@mahouse.gov,
Orlando.Ramos@mahouse.gov,
Steven.Owens@mahouse.gov,
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Joan.Meschino@mahouse.gov,
Marc.Lombardo@mahouse.gov,
John.Gaskey@mahouse.gov

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Where is America?

I miss it.

by Pete Fasciano, Executive Director 07/13/2025

I spent July 4th with relatives on Martha's Vineyard - Edgartown. Thus, I missed the excellent festivities in Franklin. (We do know how to make it happen. Don't we?)

It's fascinating how a change of venue can offer a change in perspective. I'm standing in a crowd of citizens on Main St. in Edgartown. The collective mood is convivial, anticipatory, enthusiastic. We're all just waiting for the parade to start. Earlier, I was told it was an event not to be missed. So, "Yeh. Uhh, sure. Guess I'll go."

As I watched the parade glide by - the world changed. It went back to the way it used to be - the good parts. The emotionally pristine parts.

There was an antique fire engine - with a manual siren that the fireman in the shotgun seat cranked up for enhanced effect. A wagging dalmation on top. Other firemen walking alongside, tossing candies and beads to scrambling kiddies in the crowd. It was a slow motion, throwback moment - a Rockwell painting come to life. Tykes on dad's shoulders waved little flags. There were home-brew floats with sharks (It's the 50th anniversary of 'Jaws'). And the place became 'Amity' once again.

General Meaning:

Friendship and Harmony: Amity is a formal or literary term for friendship, mutual understanding, and a peaceful relationship. It often implies a spirit of goodwill and positive coexistence, even amidst differences.

Then a group of marchers held a large banner that read: **D E I Lives Here.**

I felt an oddly visceral sensation of - safety? In that moment nothing could hurt me. I'm comfortable. I'm white. I'm privileged. And yet, somehow, I felt better, safer. (??) The entire crowd began to cheer - wildly. A collective 'YES!'. Several floats, banners, and hand-held signs throughout the parade brandished D E I messages. Each, accompanied by more unabashed, spirited cheering - happiness - Amity.

I witnessed - experienced - the America that I believe we all want.
An America for everyone.

How do we get it back?

And - as always -

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Our Open Board Meeting

It's Happening. August 23rd at Our Studio
by Pete Fasciano, Executive Director 07/20/2025

Our Annual Open Board Meeting will take place as our neighborhood *block party*.
Come to our our 23 Hutchinson St. studios.



Join us, Saturday, August 23rd at 3:00pm.

If you plan to attend, please RSVP by August 9 to:

info@franklin.tv

It's open to all Franklin businesses and residents. We'll meet-and-greet and enjoy the day starting at 3:00pm. Come hungry and enjoy steak tips, pulled pork, dogs, burgers and all the fixin's – along with tunes, games and fun.

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What's Left?

by Pete Fasciano, Executive Director 08/03/2025

A casual conversation, overheard:

"I 'member when y' could ack-shly bang a left out o' Hunnydoo Donitz."

The group holding court in the corner were referring to the increasingly heavy – and increasingly frustrating – traffic along Franklin's main drag – Route 140.

"Yeh. You got that right. Ain't like it usta be – wikkid busy these days."

Behind the wheel, most of us suffer in silence. Then there are those who refuse to suffer so silently. They're quick to lean on that horn over any and every thing. Their car horn becomes weaponized.

Conversely, there are those who struggle to drive. Some are acutely, seemingly hyper-cautious. It's all dangerous. Leaning on the horn from behind? Not helpful.

Standing at a corner, I witnessed one driver 'of a certain age' carefully preparing to negotiate a left turn. He rolled slowly, almost to a stop. The driver behind him wasn't having it, and repeatedly hit the horn.

"What's it take just to negotiate a left turn? You need a negotiating team.? Turn already."

More impatient honking – and yelling.

"Just take the turn, old man. Why are you even on the road?"

The cautious driver had started turning, then abruptly stopped – got out – calmly walked back to the honker/screamer behind him. He said,

"I *was* turning – when all the honking distracted me – and yes, I froze. Consider, sir, that someday, if you are fortunate enough to live long enough – and to drive long enough – this will be your turn. And, in turn, I hope that whoever is behind you is more considerate – more patient."

Absent simple turns of kindness, what's left?

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Our Community Access
FranklinTV

Flying Lights?

Our Main Studio Update

by Pete Fasciano, Executive Director 08/10/2025

They say '*Time flies when you're having fun.*' Our sense of time is suspended when we're engrossed in activities that we enjoy deeply. When the work is fun? All the more so. It's five already? Where'd the day go? It's Friday? Where'd the week go? It's 2025? Where'd a whole decade go? Tempus fugit! Srsly!

We moved into our studio building at the start of 2015, and time has indeed flown. Our main studio is a big space. Big spaces become cluttered. We have de-cluttered. Now, after ten years, we are purging, cleaning, updating. In this final phase of studio we're starting (again) from scratch. We're pulling, cleaning, reprogramming, and remapping all of our studio luminaires (lights).



These broad 'softbox' lights will provide the base illumination for two studio sets. We will fly as many PAR and Fresnel lights for color accents and key areas. Each luminaire will fly again as we upgrade our studio to support the latest production techniques for staging virtual reality sets. Our new lighting layout will afford us more flexible, ample 'fire power' to stage more creative projects. We're working as quickly as we can to fly all of our lights this week - because time is indeed flying.

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September Song & Light

A Brisk Breeze Rises. The Leaves Rustle.
by Pete Fasciano, Executive Director 08/30/2025

As the leaves rustle we return to the hustle. Fall is fast approaching. We find ourselves at the edge of sweater weather. Summer is about to become a memory. All those Summer things we planned to do? Maybe next year. The lyrics say it all.

Oh, it's a long, long while from May to December
But the days grow short when you reach September

September is good at generating those, "Where did the time go?", moments. Yes. In fact - where did the time go? (I want it back.) Apparently, clocks and calendars must run much faster in Summer than in Winter. Need to fix that somehow. At least, we did manage to tackle some big projects.



There was none bigger than completely purging and re-lighting our large studio, laying out a new, more flexible lighting design from scratch. Chris Flynn, Jonathan Lipy and I executed a lighting layout that can cover almost anything - except for September light.

As the August humidity wanes,
the Autumnal sky becomes crisp.
Let there be light. A September light.

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Motherhood

Time for new family

by Pete Fasciano, Executive Director 09/07/2025

Our American languagem is decorated with idiomatic expressions; quips, bromides, and turns of phrase. “Let’s Belly up to the bar, boys.” “I’m up in the air on this issue.”

Among these, there were ‘gloriously unassailable triplets’. Word groupings that conveyed our most essential, universally valued ideals. The ‘triplet’ was a common associative device of advertising.

The stentorian announcer always noted that Superman was fighting to defend, “Truth, Justice, and the American Way.” (umm- Can someone get Soop on the phone?) Then there was, “American as Baseball, Apple Pie and Chevrolet.”

Another biggie many of us have heard, “Justice, Motherhood and Highway Safety”.

These days? Justice has been taking on some collateral damage. Highway safety? In Massachusetts? Have you seen how some idiots drive? Cheez Looeez!

But then, there’s ‘Motherhood’. If there’s a gloriously unassailable ideal, this is it. Where would this world be without moms? Motherhood is such a primal instinct that high-tech developers seek to insert a core ‘mothering’ directive into their AI systems as the ultimate reality check and psychological safety mechanism. A mother’s protection.

Glorious Motherhood is coming to Franklin TV. Our staff member Meredith is due in September, and our baby shower ‘send-off’ was a great opportunity to celebrate. We wish Meredith all the good and wonderful things of momhood.

FYI: Her name means, ‘protector of the seas’.
A mother’s protection.

And, no – she’s not having triplets.

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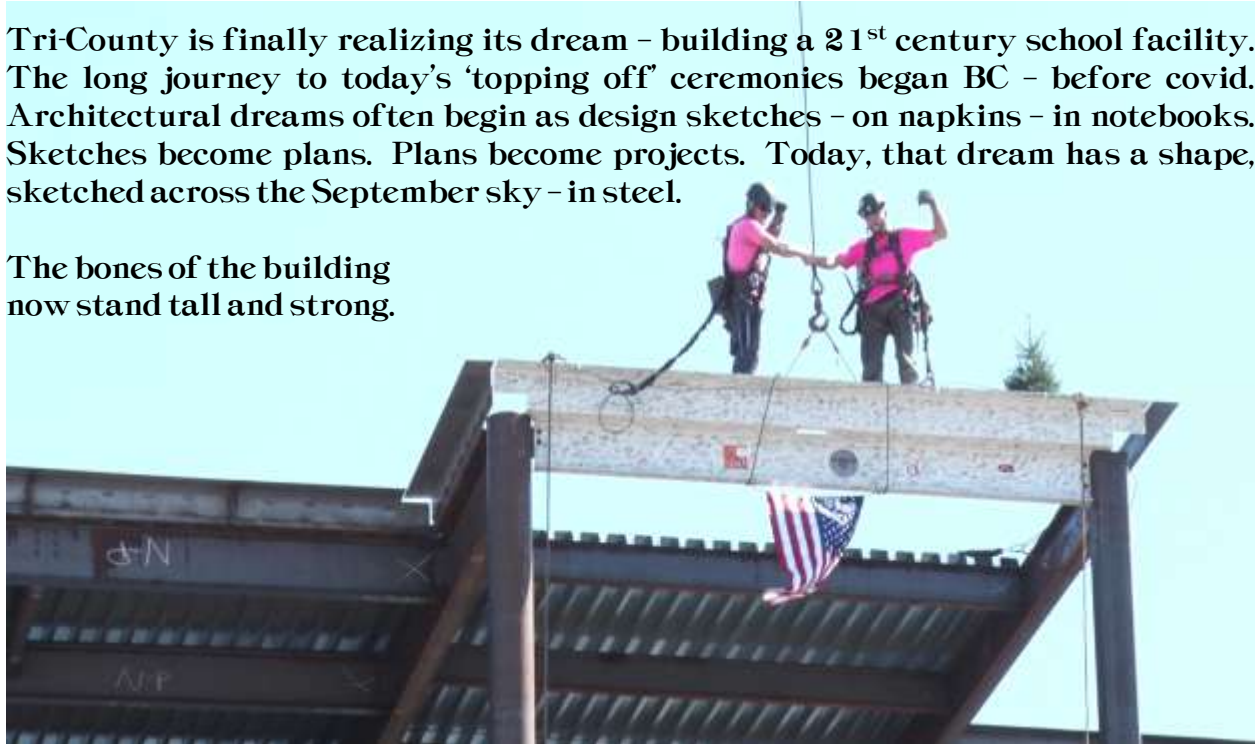
Tri-County Topped

A culmination – and a beginning

by Pete Fasciano, Executive Director 09/14/2025

Tri-County is finally realizing its dream – building a 21st century school facility. The long journey to today's 'topping off' ceremonies began BC – before covid. Architectural dreams often begin as design sketches – on napkins – in notebooks. Sketches become plans. Plans become projects. Today, that dream has a shape, sketched across the September sky – in steel.

The bones of the building
now stand tall and strong.



The teachers, students, planners, political advocates, supporters and well-wishers all came out to celebrate the momentous event on a glorious Friday morning. So much work has been done to make this happen, and so much more will unfold over the next few years to complete Tri-County's extensive regional vocational facility.

At a time when careers of every stripe face growing concerns over the threat of AI to future employment, the recognized and rising need for a highly skilled trades workforce that can meet the country's future construction and infrastructure needs is becoming all the more acute. Skilled and talented 'makers of tomorrow' will come from schools like Tri-County which is clearly preparing to lead the way.

A grateful nod goes out to all who helped to guide this much needed initiative along the way. At the outset, the cost of such dreams can seem dear, but the generational value for decades to come is invaluable.

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Our Community Access
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Children's Museum

"Play is the Work of Children"

by Pete Fasciano, Executive Director 09/21/2025

After years of planning and prepping, it's real. On Wednesday the Children's Museum cut the ribbon and opened its doors for all to see – and play. It began as an idea and the shared dream of Meg Hagen and Erin Gallagher. In two years it moved (literally) from idea to a mobile museum to today's grand opening.



Then, (and waiting quite patiently), after several comments and well-wishes by a series of speakers, all the kids enjoyed a 'ribbon cutting ceremony' of their own.

Three! – Two! – One!

They literally 'stormed the ramparts', running the access ramp at top kid speed.

Play is indeed the work of children. Every child is a curious researcher, an intrepid explorer, a self-propelled scientist. Some say that our powers of imagination peak at the tender age of five. They brought their imagination and curiosity, and the museum with its many inspiring, interactive exhibits, provided the tools and toys. The kids got right down to work.

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Our Community Access
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Iggy's Hot Sauce

Saucy Sweet and Sizzlin'

by Pete Fasciano, Executive Director 09/28/2025

At Franklin.TV we try to say 'Yes' to whatever idea comes through our front door. Our minds are 'open for business', open for - whatever. It's how most of our TV programs take shape. Hot Sauce? Umm - yeah (?) Okaaaay. We can - do that - (I think). We're up for anything fun.

Bo Kinney needed a large open kitchen to prepare and bottle *Iggy's Spice of Life Hot Sauce* to raise money for a charity; NEPRO, The New England Pug Rescue organization. Yes, Pugs! Pugs may be relatively small in doggy stature but they are very big on energy, on social engagement and unbridled enthusiasm. Like us, pugs have a big 'Yes' for - whatever. They're up for anything fun.



NEPRO has an annual gathering and fund raiser. Bo's (and Iggy's) plan is to sell bottles of his sweet hot sauce at the event. So - bottle, we must. Bo and I cranked up a two-person production line and went to work. In a matter of hours we prepared and pumped enough of Iggy's hot sauce to fill one-hundred-forty bottles (at 5 ozs per).

Bo and Iggy had been planning this for the better part of a year. It's a lot of work - researching and sourcing just the right bottles, designing the labels, gathering all the ingredients, and so on.

All we needed to do was take care of the tail end (so to speak).

Iggy's - it's a sweet-heat spicy sauce from a perky pug pup that puts the pep in your 'get up-n-go.'

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Harvest Fest Duckys

We Had our Ducks in a Row (Mostly).

by Pete Fasciano, Executive Director 10/05/2025

At June's Strawberry Stroll everything in our booth was indeed **Totally Ducky**. Given the great turnout and even greater demand (for duckys) our mandate was clear. Bring the duckys. So, Harvest Fest was our sequel:

'Return of the Duckys: The Great Quack-up!'

We were compelled. This time we brought *five hundred* duckys. Surely, this time we would have enough du- Wait, what? We're out of duckys again? So soon? Srsly?



Again, the line of kiddies and teens in front of our booth ran long.

Again, our big supply of duckys came up short.

We were out of duckys by 3pm.

The above image shows 7 folks waiting in line.

(This was a brief lull in the action.)

So - note to self. Need a lot more duckys.

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Air, Water, Food, Truth

How long can one live without?

by Pete Fasciano, Executive Director 10/12/2025

We've all heard the survival 'rule of three'. 3 minutes without air? 3 days without water? 3 days without food? The likelihood of death is regarded as imminent. With water and food scarce, we see the devastating effects of starvation in Gaza.

From Twelfth Night: *If music be the food of love, play on.* But what of truth? *If speech is the food of freedom, speak on.* Abundant, unfettered speech feeds a free democratic society. This is the bountiful harvest of liberty – the ever-flowing cornucopia of open opinions. When speech runs free, we are free. This is why the first amendment in Our Bill of Rights is perhaps the most important amendment to our Constitution. Red ideas? Blue ideas? Other – independent ideas? It's all good.

In our last election, then candidate Trump promised the restoration of free speech. Ummm, o-kaaay – Did not see that as an issue at the time, given the many radical claims he was making at his rallies. Criticisms from the press and the left? Sure. That's how it works? Curtailment? Abridgement? Silencing? No. Rally after rally, he bloviated at length, saying whatever he wished in the moment – freely.

Fifty years ago, when the Smothers Brothers sent an apology to President Johnson for their satirical jokes, he responded with a most memorable, elegant quote,

"It is part of the price of leadership of our great and free nation to be the target of clever satirists. You have given the gift of laughter to our people. May we never grow so somber or self-important that we fail to appreciate the humor in our lives."

This is what true presidential leadership – and dignity of the office – looks like. The Smothers Brothers spoke truth to power. And power said it was all good. .

Today, we are seeing and hearing a systemic, increasingly aggressive suppression of ideas, opinions, and even hard facts that do not align with the current president's mood of the moment. Over time, this suppression – this open war on open thought – continues to worsen.

It begs the question, when a society is denied the intellectual food of free speech – when our collective reason is stifled, starved for say – three months? Three years? At what point does democracy wither and die?

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Citizen Steve & Elections

The Candidates Speak – All of Them (almost).

by Pete Fasciano, Executive Director 10/19/2025

This year we have a generous slate of candidates (fifteen, a record number) for Town Council and other key offices. Franklin folks are stepping up. There'll be lots of names to tick off (carefully) on your ballot, come November 4th.

As Franklin's own self-styled Community Information Director (volunteer), Steve Sherlock has been unusually busy this season. The tall challenge? Make sure every candidate that wished to be heard – is heard. At this point Steve's daunting task has now been accomplished.

Now it's time for you to do your part –

We all love binge watching our fave TeeVee shows. In fact, Hollywood streamers were taken aback by just how long a TeeVee audience would actually stay engaged. Turns out that in a world of distractions we actually do have attention 'spans'. They were not prepared to feed such high, sustained program consumption.

Binge? Me?

Guilty as charged. No doubt, you do as well. (It's okay, binge away.) This is your chance to 'binge' watch/listen to each (or even every) candidate's comments.

Steve has prepared this link as your on ramp:

<https://bit.ly/2025-ElectionCollection>

You'll find 23 candidate videos – all in one E-Z-2 navigate playlist. Settle in with that big bowl-o-popcorn – and become informed.

You can also check out Town Hall TV.
The candidates schedule is the last page.

Thanks, Steve.

And – as always –

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All Hallows Eve

Oh, to be a tiny ghoulie again.

by Pete Fasciano, Executive Director 10/26/2025

As nights of October
conclude the world over
the last of them, All Hallows Eve.
mini-ghoulies and ghosties
collecting their mosties
of candies and goodies received.

With neighbors indulging
wee tykes with bags bulging
from trick-or-treat running amok.
perfecting, collecting,
their candy protecting
while stoking their Halloween luck.

Candy calculus done,
just don't hesitate, run
to the next doorbell to yell,
"Trick or treat!".

And what do I see
leering right back at me?
a new ghostie in an old sheet.

A Halloween staple
for kids who are able
to cut out two eyes from the cloth.
Two minutes, and done
some will add to the fun
with black markers to amp up that goth.

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House twenty, a tip-off
their 'Fun-size', a rip-off.
Why don't they have big candy bars?
House thirty, amazing
The kiddies all praising
Those 'King-size' from Hershey and Mars.

However, their siblings
and parental nibblings
all eat away at their largesse.
Our tiny tots thinking
"My treasure keeps shrinking,
and nobody wants to confess."

(Sigh!)



Trunk or Treat

The haunting results are in.

by Pete Fasciano, Executive Director 11/02/2025



Stalwart Steve Sherlock, Reporter-at-large was on the scene and reports that he had just about enough candy to cover the afternoon's festivities. Same was true for us. With hundreds of zombies, ghoulies and ghosties haunting the high school parking lot, the Lions Club's Trunk or Treat was a huge success.

Franklin.TV's **Taylor Tremblay** and Steve as Franklin Matters joined many other haunted trunks. How much candy did they give out?

Almost forty pounds in all. (Wow!)

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The Synthespians Are Coming!

And Hollywood is – Totally – Freaking – Out.

by Pete Fasciano, Executive Director 11/09/2025

Synthespian? Sounds like a strange other-worldly being from a far away planet. Not so. Synthespians are home-grown – by computers. They're synthetic thespians; actors, created via artificial intelligence systems. You describe the physical traits, characteristics, mannerisms, behaviors and such that define your synthespian's looks and personality, crunch that data, and digital voila – out s/he pops – in fulgent, totally ready-to-perform form. Background extras – aka 'Phillip Space'? Digital extras have roamed the background for years. Now they're ready for their close-up.

Such is the creation of Tilly Norwood; a synthetic thespian entity – a 'digital actor' created by Eline Van der Velden at Particle 6. Tilly made her debut in late September at the Zurich Film Festival. Reactions?



If you're talent, or any number of other production craft positions from the director of photography to the set painters and production assistants – Tilly Norwood represents Artificial Armageddon. Hollywood's hyper-reactive fury is raging like a California wildfire, anticipating a scorched Earth future for the industry.

Many Hollywood creatives have their heads in the sand on this. They wail and moan about genuine human emoting, character development, the humanity that visionary directors and 'A' list actors bring to the screen – and so on. However, if you're a movie studio, what's not to like? Tilly might well be a studio's dream 'talent'. She is infinitely accommodating and always at the ready, absent any off-stage drama, histrionics or guile (– unless the script calls for that). She is as pure as the driven snow (– if the script calls for that).

My point? We have seen this movie before. Literally – in 1995. Pixar's 'Toy Story' was the first CGI feature-length animation – 30 years ago.. Then as now, the backbone of every Pixar and Disney animation since Toy Story has been precisely about that – Story. The technology wasn't the star. The story was, and every story well-told is dripping with humanity, pathos, soul, wit, trauma, redemption, and on.

So, where is all this going? Extract Woody, Buzz Lightyear, Micky, Minnie, et al. Insert Tilly. The modern animation studio has 3 successful decades of refining story, preproduction and so on. The CGI production pipeline is mature and ready. Working with Tilly and other (studio created and owned) digital entities who will surely follow will be just another data at the office. In a mere handful of years the difference between a CGI animations and blockbuster features will be –



Another key point: There are already several AI services that will gladly ‘rent’ their ‘Tilly equivalents’ as directable avatars. Because they have been trained by movies to move and speak like humans do in movies, they have ‘life experience’ and can ‘act’. They say what you want ‘em to say and move how you want ‘em to move. Like the fella sed – they can walk and chew gum at the same time (– if the script calls for that). They are digital virtual spokespeople – able spokes-folks for hire. Are we at Franklin.TV interested? Yes. Exploring? Yes. Working with? Not quite yet, but perhaps sooner than later.

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Dog TV !

Yes, there is one.

by Pete Fasciano, Executive Director 11/16/2025

Srsly! It's a streaming channel dedicated to producing programs about and for – dogs.

<https://www.dogtv.com/programs/>

For me, some details about Dog TV are – fuzzy.

That said, they came to us for an assist. Magnolia Harter , age 13, is a Franklin resident. Sadly, a while back she lost her lovely dog Crosby to cancer. She wrote a book about it.



She's raising money for cancer research by baking dog treats – Crosby's Crunchies. That's where we comein. We have a TV kitchen.



Magnolia (right) demonstrates how her crunchie doggie treats are blended and baked. Her dedicated dog posse showed up to help crank 'em out.

And crank, they did. Productive bedlam. DogTV will release their movie in Spring.

Simple ingredients:
Oatmeal, bananas, peanut butter.
Blend, bake for 25 minutes.

As doggie treats go, they're quite yummy.

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Synthespians, Part 2 !

You don't want to become one.

by Pete Fasciano, Executive Director 11/23/2025

We've oft heard, 'God is in the details'.
And heard, 'The Devil is in the details'.

Both can be true.

This tenet is attributed to art historian
Aby Warburg, (1866-1929).

Aby spoke to the degree of discipline required to
achieve true artistic mastery.

For 6 months Particle 6 studios tweaked details,
iterating and refining models to develop Tilly.
Yes, God is indeed in the details.



The contentious 2023 Hollywood strike involving actors (SAG/AFTRA), writers (WGA) and directors (DGA) was among other issues, about protecting the voice, image, and likeness of actors in a future AI enabled world. A noble cause. We all deserve to be protected from digital AI cloning that could easily be deployed to cast any of us in any manner of compromising statements and scenarios - 'deep fakes'. In all of cyberspace, every person should enjoy a wholly protected exclusive right to their own voice, image and likeness.

The ELVIS Act, (Ensuring Likeness Voice and Image Security), is a Tennessee state law. It protects individuals from the unauthorized commercial use of their identity, particularly with AI-generated content. Governor Bill Lee signed the ELVIS Act into law on March 21, 2024. It updates Tennessee's 1984 Personal Rights Protection Act, which protected name, photograph, and likeness, but not voice. The ELVIS Act is groundbreaking as the first legislation to specifically address AI's impact on voice and likeness.

Given the issues around the studio embrace of AI (and future Tillys) there will likely be another contentious Hollywood strike at some point. Given that studio developed AI synthespians and avatars won't protest, it might well be the last.
The devil is indeed in the details.

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Thanksgiving 2025

A New Family Tradition is Born.

by Pete Fasciano, Executive Director 11/30/2025

This year's 'gathering of the clan' had the usual body count – generally, somewhere in the mid-twenties. We cover the gamut from the rugrats to the retired; the oldest occasionally gazing wistfully at the youngest. The eating season is in full swing. Families convene from hither/yon with their traditional holiday specialty dishes. All in, it adds up to a ten-course meal and all must be sampled – and sampled again.

This year's bird is a huge beastly beast; the only way I can describe it. Twenty-five pounds. Logistics require that the massive bird be carved in advance rather than artfully presented and carved at the table. We all want to chow down.

Soooo – I suggested that we go with a proxy bird. There was a small butter sculpture of a turkey on the table – head held high; tail feathers in full flair. After the opening solemnities and gratitudes, I announced that Jim, my bro-in-law and our host, would conduct a token turkey carving with the butterbird. A bold plan. Jim would slice off some butterwing or tail feather – or whatever – and spread the butter on a roll.

What could possibly go wrong?

Jim, being a guys' guy's guy, was not to be denied his moment. Jimbo brandished his butterknife with ceremony and certainty. He thrust that butterknife with manly authority, going in for a clean kill – right for the neck. However, a small detail. The butterbirdy had just come from the fridge, and was still quite solid. The knife made it half way though the base of the neck. Jim instinctively tried to retract for a second whack at it. But, butter being what it is, stuck to the knife and the yellow bird launched itself off the butter tray and flew across the table. Shock and awe all around, followed by shrieks, OMG's and raucous laughter. Jim then reached out with his knife and stabbed butterbirdy in the back.

Thus, a new tall turkey day tale to be embellished and added to the family lore.

This is classic. This is Thanksgiving.

(Note to self: When my turn comes, make sure butterbirdy is at room temp.)

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Ken Norman

In Memoriam

by Pete Fasciano, Executive Director 12/07/2025

2012. A lovely 'greening' day in April. A good day to show off the best of any town. Ken drove me (the new guy) all around Franklin. Nothing desultory about his pitch. I had just been hired as the Executive Director for what would become Franklin.TV. Although I hadn't officially started yet, I was up for the tour. Ken didn't disappoint. As Board President of FCCA, Inc., dba Franklin.TV, Ken was all about getting me settled in and fully engaged. He brought enthusiasm for the Town and lots of rich detail and backstory to help me know the community firsthand - to welcome me. Yes, I felt welcomed. Vested. Sold!

A week later. Tuesday. My second 'official' day on the job. Ken came to our studio at 13 Main that morning to see if I was okay. He instinctively knew that I had a hill to climb. Humbly, sheepishly, he asked, 'Did I mind him stopping by? He didn't want to get in the way or disrupt anything.'

"Are you kiddin' me? Gladaseeya! Gladahavya! Anytime. Stop by all you want. Whenever. Sit. Let's talk." I welcomed him. He felt welcomed. Vested. Sold.

Thus, a deep abiding partnership was born. Partners in crime. Brothers in arms. Call it what you will, but Ken signed on to the 'grand vision' - all of it. Truth be told, he owns as much of any 'grand vision' as I do. That Summer we stumped around town looking for a new studio home. We visited other PEG studios. We discussed all manner of issues, opportunities, goals. We cobbled plans. Ken came by 3-4 times every week. Gabfests. More plans. More progress. More vision. More victories.

This was our normal - right up until covid, when our studio was closed - for 2 years. Together, we adapted. We soldiered on. Covid had its hidden costs for many of us. By 2023 Ken was no longer as spry. Getting around town became more challenging. Over time, I saw less of my partner in crime.

There are many business books on managing, but few on leadership. Visionary leadership is rare. There is leadership - and there is cheerleadership. Ken was a cheerleader - for me, for us, for Franklin. Every vision needs a spark. Ken passed away peacefully on Friday afternoon at The Maples in Wrentham. I miss his spark.

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MIAA Students Rule

It's Our Student of the Month Series
by Pete Fasciano, Executive Director 12/14/2025

The MIAA & MSAA have an unambiguous mission, "Growing Courageous Leaders." To that end they have selected their Student(s) of the Month for fall '25.



Whatever limits we might assume about this generation all vanish as they describe school life and their aspirations for the future. Their candid conversations with Franklin.TV's Jay Horrigan and MIAA's Steve Dubzinsky are lively and peppered with a balance of gravity and hilarity. Our student athletes tell their stories – openly and joyfully in all the best ways – on 'Winning Ways' with the MIAA.

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Ornaments

Our Lives are Ornamented – with Memories.

by Pete Fasciano, Executive Director 12/21/2025

As we amble through our allotted years we collect things. We are collectors. Doubt me? Check that cabinet of coffee cups – mugs. There's the one from the museum of whatever – the gag mug – that mug you got as an 'award' from coworkers – and so on. Coffee mugs. They are ordinary – and not. They mark moments and memories. Memory mugs?

Christmas trees can 'collect' as well. Ornaments. Some are gifts. Scattered among the decorations, some are special memories. There are the generational hand-me-downs.



Some are especially special; handmade heirlooms passed down from parents and grandparents. Our Christmas tree is adorned with several of my mom's crocheted snowflakes.



Then there are the ornaments that mark time, and particularly precious family moments. Michael was born in 1984.

The sled broke one year. Needless to say, it had to be repaired. Like broken ornaments, broken memories can be repaired.

This is what this season and spirit calls us to do. This is a time of joy, giving, forgiving, and perhaps being forgiven.



So, let's raise a coffee mug of kindness yet...

Then there's my rubber cannoli. Yes, it's lovely, because, well – cannoli! No more need be said.

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Getting Ready

For **PUTTER DAY** is nigh.

by Pete Fasciano, Executive Director 12/28/2025

Recently, I received a wonderful baseball cap that proudly brandishes the phrase, "I fix stuff and I know things." So cool!

There it is. The spirit (and perhaps even the 'Santa hat') of **PUTTER DAY**. (Jan 1) Hats. T-shirts. Sweats. Suddenly, it's everywhere. The phrase rose to viral internet prominence as a tool user's declaration. Like humor, internet memes are often propelled by a universal, tongue-in-cheek truth. We'll take it. For those of us who look forward to **PUTTER DAY**, it's what we do. Yup. Believe. On it. Yoobetcha.

For years I have preached, promoted, exalted the high holiday of **PUTTER DAY** as a New Year's Day commitment to small progress, but progress nonetheless. Just as Festivus and 'Fix stuff/Know things' enjoyed viral acceptance, I hold hope that someday **PUTTER DAY** will enjoy the same broad notoriety. Then I can have my moment; that proud power stance that says, "My work here is done."

I fix stuff and I know things. For now, we'll suspend judgement on the 'know things' claim and focus on the 'fix stuff' part. All that stuff is waiting. It's the stuff on the oft postponed 'honey do' list.

PUTTER DAY doesn't require heroic effort. There is the small 'stuff' that creeps into our lives throughout the year; a loose this, a squeaky that, a thing that just mysteriously jammed and stopped working, the widget that needs fresh batteries. These are everyday nuisances that, when fixed (finally), no one else will notice.

However, you will know. This is the 'I know things' part. It's the private, deeply personal satisfaction of **PUTTER DAY** and knowing another job well done.

Meanwhile, a To-Do item: **PUTTER DAY** swag. (This has to happen.)

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P.S. In my fevered **PUTTER DAY** enthusiasm I jumped the gun. I fixed 2-3 items before this went to press. Easy. (whew!) Gotta pace m'self.

