Westborough Connects Support Spotlight on…



Looking to watch the latest Select Board meeting, find the WHS Winter Band Concert or Ranger basketball game, or maybe catch a speaker featured recently at the library? Westborough TV has you covered! We are the town's nonprofit public access station located at 33 West Main St. committed to producing content that is by, about, and for the Westborough community. Although not a town department, we collaborate closely with local organizations and government to foster awareness and engagement. Our programming spans three categories—public, education, and government—all of which provide a portrait of life in Westborough.

Our live and archived coverage of board and committee meetings ensures accessibility and transparency in government, allowing citizens to stay informed and engage in key discussions. In 2024, we covered over 175 government meetings, totaling more than 300 hours. This extensive coverage amplifies not just the voices of town officials, but those of our community members as well.

Westborough TV also routinely highlights the important milestones and achievements of our Westborough students. Things like live sports, concerts, plays, and ceremonies showcase the amazing work done in our schools to friends and families who may not be able to attend every event. In addition to filming these moments, Westborough TV is in a unique position of working with the high school journalism program in person to give them hands-on experience with professional equipment. As we cover these educational pieces year by year, we create a living archive of our town's children, growing and learning in real time.

Our public programming focuses on community events, local figures, and town interests. With a three-camera studio and podcast setup available to all residents, we encourage everyone to share their stories. Last year, we created nearly 800 pieces of video content across all three branches of our work, all free for anyone with cable or internet access.

We are strongly committed to providing access to media production tools and training, empowering our residents to create and share content that reflects the community's interests and concerns. Unfortunately, as cable viewership declines, our revenue, mostly from Verizon and Charter cable contracts, has fallen by 40% over the past decade. At the same time, our expenses continue to rise due to inflation and increased demand. The Board of Directors is actively seeking solutions including town funding, grants, and donations to address this financial gap and help sustain our work.

We love the work that we do in Westborough to help connect and engage people and foster the distinct sense of community that Westborough prides itself on.

To stay connected, check us out on:
-Cable TV: Verizon channels 24 (public), 26 (education), 28 (government), 2124 (HD), and Charter channels 191 (public), 192 (government), 194 (education)
-Online: westboroughtv.org
-YouTube channel: www.youtube.com/westboroughtv