WilliNet

PRESS KIT · 2026

MEDIA & PRESS

Community TV for Williamstown.

Sharing our stories.
Connecting our community.



34 Spring St, Williamstown, MA 01267 info@willinet.org · (413) 252-2200 willinet.org · @willinettv

A platform for grassroots democracy and community engagement.

SHORT BOILERPLATE · 40 WORDS

WilliNet is Williamstown's community-access television station. We record and stream town meetings, local events, and community programs, and offer free training and equipment so anyone can tell their own story. Watch on Spectrum 1302 and 1303 or at willinet.org.

ONE-LINER

WilliNet is community TV for Williamstown: free access, all the time.

FULL BOILERPLATE · 110 WORDS

Founded in 1995, WilliNet is the community-access television station for Williamstown, Massachusetts. A 501(c)(3) nonprofit, WilliNet records and broadcasts municipal meetings so residents can follow local government, and produces lectures, forums, concerts, sports, youth programming, and original series about life in the Berkshires. Its studio at 34 Spring Street offers free workshops, equipment loans, and airtime to residents, nonprofits, and schools who want to make their own programs. WilliNet airs on Spectrum channels 1302 and 1303, streams live at willinet.org, and is available on Roku, Apple TV, Fire TV, and YouTube. WilliNet also provides professional recording and livestream services for local organizations.

AT A GLANCE

Founded **1995**	Channels **Spectrum 1302 & 1303**	Streaming **Web, Roku, Apple TV, Fire TV, YouTube**
Civic watch time, 2026 **+43% vs. all of 2025**	Town boards covered **17**	Training **Free for residents**

Jan 1–Oct 21, 2026, online viewers already watched 43% more hours of town meetings, Town Meeting and candidate forums than in all of 2025, and live-stream viewers stayed 48% longer on average.

WHAT WE DO

Civic coverage
Town meetings, live and archived.

Community programs
Lectures, concerts, sports, schools.

Free training
Workshops, gear, and studio time.

Production services
Recording and livestreams for hire.

LEADERSHIP & SPOKESPEOPLE



Teri Yuan
Executive Director



Jack Criddle
Production Manager



Mary Strout
Board Chair

> *"We're moving from being only a TV station to being a local media hub, by expanding our portfolio of programming and increasing our engagement with the community."*
>
> **— Teri Yuan, Executive Director**

STORY ANGLES

01 **Filling the local news gap**
How a small station keeps every town board meeting on the record.

02 **Anyone can make TV**
Residents with no experience learning to film, edit, and air their own shows.

03 **Town and gown in one studio**
Students, retirees, and local nonprofits working side by side.

04 **Homegrown original series**
WilliNet originals like ***Untangled*** and ***Move to Center***, made right here in Williamstown.

LOGO

Primary · on white

Reversed · on navy

On photos/color · white pill

Please don't stretch, recolor, or add effects to the logo. Always write the name as **WilliNet** (capital W and N, one word).

COLORS

Navy	Gold	Rust	Civic blue	Forest	Teal
#0F2440	#F4B333	#AA4419	#386088	#2E5D3A	#1F7A7A

Fonts: **Archivo** for headlines and text, *Newsreader italic* for quotes. Both are free on Google Fonts.

PHOTOS







High-resolution photos, logos (PNG, SVG), and this kit are available at **willinet.org/news/press-kit**. Please credit photos "Courtesy of WilliNet."

MEDIA CONTACT

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