

# **ANNUAL REPORT 2017 ANDOVER COMMUNITY ACCESS & MEDIA, INC.**



80 SHAWSHEEN ROAD ANDOVER, MA 01810

[WWW.ANDOVERTV.ORG](http://WWW.ANDOVERTV.ORG)

978-475-9723

## **MISSION:**

To serve the citizens of Andover through providing access to television production facilities, equipment, and training. These services are made available so that citizens may express themselves freely through the use of the Community Access Channel. ACAM also now operates Andover's Government and Educational Access channels completely, including staffing live broadcasts, maintaining broadcast sites, and running the day-to-day playback of Government and Educational Channels.

## **ACAM BOARD OF DIRECTORS AND STAFF**

### **BOARD OF DIRECTORS**

Daniel Brennan, *President*

Ken Eulie, *Secretary*

Justin St. James

Joe Tornatore, *Treasurer*

Brian Fraser

John Zipeto

Joe Spanos

### **STAFF**

Wess Murphy, Executive Director

The Executive Director is responsible for all day-to-day operations including staff supervision, planning, and financial management. Oversees operation of the 3 PEG channels; produces and updates outreach efforts, website, brochures, press releases, and other promotional materials; assists in training community members in video production; oversees the upkeep and operation of the community television studio at Andover High School as well as all town broadcast sites. Project manages live broadcast site builds, upgrades and maintenance. Works with the Town of Andover as well as AHS/Andover Public Schools to be a resource for media delivery and education in the community.

Sara Antonakos, Programming Director

The Programming Director performs the day-to-day operations required to operate the Community Access Channel; including importing media, scheduling shows, readying them for the website, and creating community bulletin board announcements to be posted. Oversees the training and scheduling of contractors for live broadcasts including Selectmen, School Committee, Planning, and others as needed. Manages the recording and compression of all municipal meetings for the web. Creates promotional materials as required. Sara assists in training community members in video production, including pre production and editing. The Programming Director is also responsible for managing our facility reporting software and reports and scheduling studio usage. Assisting when needed in TV classes. Keeps track of invoices and other reports.

Annie Laurie Medonis, Membership Coordinator

Our Membership Coordinator is responsible for driving increased membership and community outreach efforts for AndoverTV. The Membership coordinator is especially tasked with reaching out to town non profits and other organizations to educate them on the services AndoverTV provides and to work with them on how we might best partner with them to accomplish their goals. Other duties include all aspects of the day-to-day operation of the Government and Educational access channels, production assistance around the studio facility and instructing members during classes and productions.

### **SUPPLEMENTAL STAFF / TOWN & SCHOOL MEETING COVERAGE**

Brian Josselyn (Meeting coverage, IT, website maintenance)

Meeting Coverage

Dylan Ross

Jake Martins

Aaron Roberts

Alex Durham

Elissa Lonie

Na'imah White

Tikweze Namadzunda

David Ritter

**Annual Update**

One of the more exciting pieces of news we'd like to share from this past year is the purchase and implementation of our new HD playback and Video on demand system. AndoverTV and the Town of Andover made a joint investment in the "Castus" system using cable funds in Spring of 2017. Castus has allowed us to begin live streaming, posting on demand, and playing back HD files for viewing by the community. (HD content is still down converted on Comcast & Verizon due to limitations the companies place upon local access.) Since the installation of Castus, we have upgraded the Selectmen room (3<sup>rd</sup> floor conference rm), School Committee and Second floor conference rooms to HD with the WWI Doherty Auditorium soon to come online in December 2017.

Six workshops were conducted at our studio in Spring of 2017. Those workshops include: Green Screen DSLR Videography Basics, Intro to Editing, Audio Storytelling, Advanced Editing, and Digital Storytelling.

During FY 2017, AndoverTV continued to grow relationships with various community groups in Andover as well as throughout the Merrimack Valley, as part of our primary mission of community outreach.

We have worked with area non-profits and organizations such as the Andover Historical Society, MSPCA Nevins Farm, Andover Youth Services, American Training, Andover Police, Andover Fire Rescue, ACE, Memorial Hall Library, and Andover Recreation and A.V.I.S.

As in past years, we assisted the Andover Historical Society with their annual fundraiser. AndoverTV staff handled the live audio needs for their event at the Stevens Estate helping the non-profit raise over \$36,000 for their programs. We have also been part of the ongoing effort to assist Andover Youth Services for their A/V needs at the Cormier Youth Center.

Our staff has worked closely consulting with Andover Plant Facilities and Information Technology on various projects such as new projection systems at Doherty & West Middle

school auditoriums, as well as a new live broadcast site at Doherty Auditorium. We hope to add the same capability to the Youth Center in Spring of 2018.

AndoverTV has continued efforts to reach out to local businesses. Andover businesses and their employees are welcome to receive training and create non-commercial productions. Owners or employees of Andover businesses that wish to become members are welcome to have "PBS style mention" of their company if they wish to be credited for support during public access programming.

For the fourth year in a row we have continued our sponsorship of Andover Recreation's popular concert in the park series. The series is a great opportunity for local businesses to sponsor local musical acts, while providing free and fun entertainment for the community to enjoy. Andover Recreation uses sponsorship money from the concerts to run their community programming and to fund camperships. Concerts are held on Wednesday nights during the summer.

As part of our agreement with the Town of Andover we are required to record, broadcast, and live stream municipal meetings when requested. This past year we have broadcast one hundred ninety seven municipal meetings and other special events. All meetings or municipal functions that are recorded or broadcast by AndoverTV are also available on our online video archive at [andovertv.org](http://andovertv.org).

In 2017 Andover TV worked with the town Clerk's office, the Town Manager's office, and the Collins Center crew to produce the recording and "live A/V" of each night of town meeting.

This year we have once again been a strong supporter of the Andover High School Television program which has grown in 2017. This school year, roughly 200 AHS students will be involved at the studio between Intro. & Advanced Television courses, and TV Club. "TV News" was officially added as a class taught by Dan Brennan. We are proud to lend support, funding and equipment to all AHS TV classes.

AndoverTV is the sole provider of funding and equipment for AHS TV classes. We grant the program up to \$5,000 per year for equipment and supplies as requested by the class instructor.

Our studio is proud to have produced students that went on to careers with outfits such as WHDH, NESN, NECN, WJAR, NBC Boston, HBO, WMUR, VH1, BET, Paramount Pictures, CBS, Disney, Ridley Scott productions, and AMC. We currently have a number of talented students taking part in the program that are looking to continue their education in communications in college.

## FACILITY AND EQUIPMENT USAGE

### RESERVATIONS      HOURS OF USE      VALUE OF USAGE

Field Equipment	388	31,115	\$ 63,371
TV Studio	125	1372	\$270,875
Edit room	40	107	\$2,675

**TOTAL Value of Usage: \$336,921**

## LIVE MEETING COVERAGE

### Meetings

#### **Public Access Channel 8 Comcast / 47 Verizon**

Andover / North Andover League of Women Voters	2
Parent to Parent	4

#### **Educational Access Channel 99 Comcast / 43 Verizon**

School Committee	28
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#### **Government Channel 22 Comcast / 45 Verizon**

Board of Selectmen	31
Planning Board	20
Tri-Board / Joint Meetings	5
Finance Committee	21
Conservation	23
Zoning Board	10
Retirement Board	13
Special Meetings	8
Permanent Town Building Advisory	19
Audit Committee	2

**TOTAL: 197**

## Special Television coverage

Hours of coverage  
(with setup / breakdown)

	<b><u>Hours on site</u></b>	<b><u>Staff hours</u></b>
Town Meeting (3 nights)	28	80

AHS Graduation	8	20
Various Memorial Hall Broadcasts	21	21
Special events	16	32

**Total: 73                      Staff hours 153**

<b>CABLECAST / PLAYBACK</b>	<b>TOTAL BROADCAST HOURS WITH REPEATS</b> <i>HOURS ARE APPROXIMATE</i>	
Total monthly hours of locally produced programming broadcast		220
Total monthly hours of "bicycled" or outside programming broadcast		256
Total hours of programming per month with repeats		476

**Community Bulletin Boards**

ACAM operates a community bulletin board for the Public Access Channel. Any announcement that is non-profit in nature may be posted free of charge on ACAM and will run during non-programming hours. The postings range from church fairs to school lunch menus, upcoming arts performances to school cancellations, and town emergency notices to sports teams fundraisers.

Bulletin Board submissions arrive by mail, fax, email, or in person and average two a day, five days a week, totaling to more than five hundred local announcements each year.

**FUNDING FROM COMCAST & VERIZON FRANCHISE FEE - 2017**

- Town of Andover Cable Access Account: \$296,145