

ANNUAL REPORT 2009

ANDOVER COMMUNITY ACCESS & MEDIA, INC.

80 SHAWSHEEN ROAD ANDOVER, MA 01810
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 supports the Government Access channel by way of production and technical assistance so that information can be conveyed accurately during live broadcast of public proceedings. Finally ACAM supports the efforts of the Educational Access Channel through production assistance during broadcast of School Committee Meetings, and technical assistance both at the School offices and at the Studio at Andover High School.

ACAM BOARD OF DIRECTORS AND STAFF 2009

BOARD OF DIRECTORS

David Pierre, *President*

Brian Fraser, *Secretary*

Amanda Strong, *Treasurer*

Daniel Brennan, *Clerk*

Gerry Wright

STAFF

Wess Murphy, Executive Director

Responsible for all day-to-day operations including staff supervision, planning, and financial management; Oversees operation of the community access channel; Produces and updates outreach efforts, including quarterly newsletter, 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.

Sara Antonakos, Programming Director

Performs the day to day operations required to operate the Community Access Channel; including importing media, scheduling shows, 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.

SUPPLEMENTAL STAFF / TOWN & SCHOOL MEETING COVERAGE

Brian Josselyn (Meeting coverage, IT, website maintenance)

Meeting Coverage

Andrew Lemay

Brian Josselyn

Mike Saccone

Wilson Belbin

Kayla Kantola

James Tornatore

Steven O'Kelley

Annual Update

As of 2009 Andover Community Access & Media's facilities and equipment have been nearly 100% updated. As a result ACAM has made it its priority this past year to really press on with community outreach efforts. We have doubled our membership while launching multiple new recurring productions including "MHL Happenings" produced by Memorial Hall Library staff and "Spotlight on Education" with John Zipeto. We have also extended our regular hours so that the studio facility is open and staffed late on Tuesday nights which many members have benefitted from. As part of our outreach efforts to gain exposure in the community while giving back we are beginning efforts to reach out to the Andover business community. Andover businesses are welcome to receive training and create productions in the studio as long as it is not in a "commercial" fashion. Interested businesses who wish to become members will be welcome to have "PBS" style mention of their company while adding local interest programming to the channel.

During 2009 ACAM has continued in its responsibility to cover every municipal meeting that the Town of Andover requested to be on the Government Access Channel. Due to the current economy there have been many more meetings than in previous years including extra Town Meetings to be recorded and rebroadcast. ACAM handled all of these and more including special meetings regarding the I-93 interchange project and the town yard project. ACAM has expanded our online video archive system to support hosting these extra meetings online.

ACAM has also made great efforts to be a valuable asset to Andover High School and the School Department. In addition to broadcasting every School Committee meeting and the superintendant search process, we have once again worked closely with the AHS TV program to provide students with a quality facility to study and produce television. Students have used the facility and its new equipment to produce many hours of original local programming including issues talk shows and Eagle 8 News.

One additional way ACAM has reached out to the community is a partnership that was started in Fall of 2009 with Merrimack College. ACAM supplied the MC athletics Dept. with some training and a small amount of equipment so that they could record their productions of Merrimack Hockey and Basketball webcasts that they were already doing. This gave them a presence on our local access channels with their productions of NCAA games as well as giving us at Andover TV a new audience through exposure to the Merrimack College Community. They also linked their athletics website to the ACAM site.

FACILITY AND EQUIPMENT USAGE 2009

TYPE OF EQUIPMENT/FACILITY	TOTAL USAGE
Field Camera: miniDV 3-Chip professional-quality	65 sign outs
TV Studio	395 hours
Andover High School Use	875 hours

LIVE MEETING COVERAGE 2009

	<u>Meetings</u>
<u>Public Access Channel 8 Comcast / 47 Verizon</u>	
Andover / North Andover League of Women Voters	6
<u>Educational Access Channel 10 Comcast / 43 Verizon</u>	
School Committee	30
<u>Government Channel 22 Comcast / 45 Verizon</u>	
Board of Selectmen	32
Planning Board	25
Tri-Board / Joint Meetings	12
Finance Committee	1

Extra Television coverage

	Hours of coverage
Town Meeting (2 nights)	24
AHS Graduation	6
Various Memorial Hall Broadcasts	4

CABLECAST / PLAYBACK	TOTAL BROADCAST HOURS WITH REPEATS
Total monthly hours of locally produced programming broadcast	290

Total monthly hours of "bicycled" or outside programming broadcast		240
Total hours of programming per month with repeats		510

Community Bulletin Boards

ACAM operates a community bulletin board for the Public Access Chanel. 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, 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 2009

Major Funding

- Town of Andover Cable Access Account: \$225,000.00