

# **ANNUAL REPORT 2020 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**

Justin St. James, *Chair*  
Ken Eulie, *Secretary*  
Scott Worthley, *Treasurer*  
Daniel Brennan  
Moe Murphy  
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.

Sean Murphy, Features Producer

Sean joined us late last year as a features producer. He's helped us create countless special pieces in and around Andover over the past year. Sean has a long background in reporting both in Los Angeles and Philadelphia. He has been instrumental in covering community events both before and throughout the pandemic.

Brian Josselyn, IT / Remote Meeting Coverage

Brian has been an integral part of Andover TV for well over ten years. He has been responsible for website design, updating and general IT responsibilities both remote and on site at our studio.

During 2020 when the need to cover meetings remotely occurred, he began taking part in the effort to stream those out to the community.

#### David Josselyn, IT / Remote Meeting Coverage

David has worked as a consultant of Andover TV's for years, however he joined us around 2017 as a meeting broadcaster. During 2020, he switched over to handling a large quantity of the remote meetings.

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

Brian Josselyn, David Josselyn (Meeting coverage, IT, website maintenance)

#### Meeting Broadcasters

Kate Kiladis  
Elissa Lonie  
Sean Murphy  
Aidan Ritter  
Rachel Mitchell  
Jack Mulligan  
Jeremy Partyka  
Daonyos Hatzigiannis

### **Annual Update**

2020 was an extremely different year for Andover TV as it has been for the rest of the world. While we have not been able to produce much in our actual studio facility during this period, we have been pressed into service working with the town to bring nearly double the normal meeting coverage to the community. Due to COVID restrictions, we quickly engaged with the Town of Andover and our own IT staff to devise a way to bring roughly 12 more types of boards and committees to the public. Bringing our meeting "Type" coverage to roughly thirty. We have also engaged our streaming company to switch to a new Video On Demand platform or "VOD". This has greatly improved the viewer experience of people seeking media on our system.

During 2020 Andover TV also helped produce business assistance PSA's for the Towns of Andover, North Andover, and City of Lawrence, as well as Andover Youth Services. We produced special pieces with the Center for History and Culture, ACE Scarecrow festival and others.

More recently, though not technically during 2020, it is important to mention that we have partnered with AHS sports to record all winter sports and attempt to live stream as many as possible for parents who can are not allowed to attend due to COVID. This has been a

large undertaking for both staff and equipment, but the results have been excellent for viewership.

AndoverTV is a strong supporter of the Andover High School Television program. This school year, AHS students will be involved at the studio between Intro. & Advanced Television courses, AHS TV news and TV Club. AHS TV classes have expanded to include some sports and AHS drama guild coverage.

Andover TV is the sole provider of funding and equipment for AHS TV classes. This year, given COVID and the need to provide more remote production equipment to students, we increased our available grant to \$8,000 for use on equipment and supplies as requested by the class instructor.

Our studio is proud to have produced students that went on to study at prestigious communications institutions such as Emerson College and Quinnipiac University. AHS TV alumni have also gone on to successful 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	280	NA	\$28,000
TV Studio	80	336	\$50,400
Edit room	25	50	\$1,250
Edit Lab	180	1,720	\$54,000
AHS Usage	180	900	\$135,000
		<b>Total Value of usage</b>	<b>\$268,650</b>

## LIVE MEETING COVERAGE

### Meetings

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

Temple Emanuel Friday Evening Services	13
Special Events	19

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

School Committee	29
West El School Building Committee	18
AHS Facility Study	5

#### **Government Channel 22 Comcast / 45 Verizon**

Select Board	27
Planning Board	20
Tri-Board / Joint Meetings	4
Finance Committee	26
Conservation	22
Zoning Board	14
Retirement Board	11
Permanent Town Building Advisory	10
Audit Committee	3
Memorial Hall Broadcasts	4
Town Meetings	1
Zoning Bylaw Study Committee	6
Revenue & Expenditure Task Force	12
Historic Mill District Task Force	3
Ballardvale Historic	1
Design and Review Board	1
Economic Development	1
Disability Commission	2
Green Advisory Board	4
Preservation Commission	2
Town Governance Study	14

**TOTAL: 279**

Part time broadcasters / Municipal Meeting Coverage cost for 2019: **\$25,393**

**TOTAL VALUE GIVEN BACK TO THE COMMUNITY IN EQUIPMENT,  
FACILITY USE AND MEETING COVERAGE: \$294,043**

### **Special Television coverage**

Hours of coverage (with setup / breakdown)

	<u>Hours on site / Staff hours</u>	
Town Meeting – One day on site + weeks of consultation / A/V management	10	60
AHS Graduation + weeks of consultation / A/V management	10	50
<b>Total:</b>	<b>48</b>	<b>Staff hours 208</b>

#### **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 - 2020**

- Town of Andover Cable Access Account: \$323,592