

# **ANNUAL REPORT 2012**

## **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 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**

### BOARD OF DIRECTORS

Daniel Brennan, *President*

Ken Eulie , Secretary

David Pierre

Joe Tornatore, *Treasurer*

Brian Fraser

John Zipetto

Joe Spanos

### 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, 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

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. Assists in training community members in video production, including pre production and editing. Keeps Manage the operation of the "Facile" access center asset tracking system.

### SUPPLEMENTAL STAFF / TOWN & SCHOOL MEETING COVERAGE

Brian Josselyn (Meeting coverage, IT, website maintenance)

#### Meeting Coverage

Derek Witt

Devon Witt

Jim Tornatore

Pat McDonough

Stephen O'Kelley  
Sarah Knowles  
Alex Wagner  
Andrew Grimanis  
Brian MacDonough  
Elaina Stevens  
Jeremy Partyka  
Joe Kuykendal  
Nick Solimini

## **Annual Update**

Community outreach and involvement has been ACAM's priority in 2012. New members that have joined ACAM have begun producing fresh original programming such as "Boomer Being" produced by Leslie Noymer, "Home Town" with Eszter Vajda, and "On the Spectrum" with Betty Singleton. We have continued our expanded night time hours this year and as a result have encouraged the production of even more locally produced shows at AndoverTV. One of the popular shows that has resulted from our night availability is "Coach's Corner with E.J. Perry and Tom Powers. This is a weekly show highlighting that week's AHS Varsity football game. The episodes are rebroadcast and posted on our website.

We have continued our efforts to reach out to Andover Businesses. 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 that wish to become members will be welcome to have "PBS" style mention of their company while adding local interest programming to the channel. Examples of this in 2012 would be Whole Foods Market and Latitudes fitness.

During 2012 ACAM has remained consistent in its responsibility to cover municipal meetings, such as the Board of Selectmen, broadcast over the Government Access Channel. These also include both nights of Andover Town Meeting and a special town meeting in the Collins Center for the Andover Youth Center vote. ACAM has also broadcast other meetings such as School Committee, Planning Board, and multi board meetings as requested. We have expanded our coverage in 2012 to include Finance Committee and Conservation. In 2013 we look forward to adding more broadcast sites and meeting types covered. As in past years, all of these meetings can be viewed on our video archive page hosted on our recently redesigned web site.

In 2012 ACAM has also made it a priority to be a valuable asset to Andover High School and Andover Public Schools. In addition to broadcasting every School Committee meeting we have worked closely with the AHS TV program to provide students with a quality facility to study and produce television production. 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. We look forward to working with Andover Public Schools and the new AHS administration to help integrate media technology into the cafeteria, common spaces, and the classrooms.

ACAM has also produced programming featuring multiple special town events throughout 2012. Some of which include Andover Day, the Bancroft School groundbreaking and the Memorial Day Parade.

### FACILITY AND EQUIPMENT USAGE

**RESERVATIONS      HOURS OF USE      VALUE OF USAGE**

Field Equipment	249	39,334	\$46,463
TV Studio	174	724	\$108,600
Andover High School Use	180 Days of use	1170 <i>Based on 6.5 hours per day</i>	\$175,500 (\$150/hr)

**TOTAL Value of Usage:    \$330,563**

### LIVE MEETING COVERAGE

	<u>Meetings</u>
<b><u>Public Access Channel 8 Comcast / 47 Verizon</u></b>	
Andover / North Andover League of Women Voters	6
<b><u>Educational Access Channel 99 Comcast / 43 Verizon</u></b>	
School Committee	19
<b><u>Government Channel 22 Comcast / 45 Verizon</u></b>	
Board of Selectmen	27
Planning Board	17
Tri-Board / Joint Meetings	12
Finance Committee	8
Conservation	8
<b>TOTAL:</b>	<b>91</b>

## Special Television coverage

Hours of coverage  
(w setup / breakdown)

Town Meeting (2 nights)	14	(Staff hours 56)
Special Town Meeting (AYS – Youth Center vote)	8	(Staff hours 24)
AHS Graduation	6	(Staff hours 30)
Various Memorial Hall Broadcasts	1	

**Total: 29**

CABLECAST / PLAYBACK		TOTAL BROADCAST HOURS WITH REPEATS
Total monthly hours of locally produced programming broadcast		280
Total monthly hours of “bicycled” or outside programming broadcast		235
Total hours of programming per month with repeats		515

### **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 2012

### Major Funding

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