

**ANNUAL REPORT**  
**2014**  
**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 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 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.

Annie Laurie Medonis, Membership Coordinator

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 AndoveTV 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 ( IT, website maintenance)

### Meeting Coverage / Production Assistance

Denise Stein

Hope Flynn

Duncan Carroll

Devon Witt

Jacob Dorskocil

Alex Wagner

Jeremy Partyka

Jesse Shulins

## **Annual Update**

2014 has been a year of growth for AndoverTV. As part of that growth, our first mission is community outreach and involvement. During the past year we have assisted with, attended, or recorded multiple down events. To list a few... Andover Days, the Alzheimer's walk, Scarecrow Festival, Holiday Happenings, Andover Little League games, Andover Memorial Day parade, Clown Town, Merrimack College career fairs and the Andover Historical Society's Fund raising event. During that event we not only produced the HD video shown but we provided the live A/V gear and production services as well. AndoverTV has also been increasingly involved with Andover Department of Community Services this year through assisting with their Russian class as well as sponsoring this summer concert series that supports camperships and other programs.

We have taken on new roll of running all three "PEG" access channels and used it to provide the town with much more viewing opportunities. We have worked with the town to upgrade meeting broadcast sites to newer efficient technology. We have also added a new broadcast site on the second floor conference room of Andover Town Hall. All of these additions and upgrades mean that we have been able to provide increased meeting and event coverage to viewers view our cable channels and web archive.

We have made some studio upgrades this year that have benefitted AndoverTV members as well as the AHS TV program. Those improvements include a new LED back lighting system that allows us to alter our curtain colors from the ground. This system is energy efficient and as such qualified for a 40% subsidy from National Grid saving AndoverTV over \$6,000. Our other major upgrade this year was the replacement of the Broadcast Pix switcher. AndoverTV is now equipped with a Tricaster 460 full HD video switcher complete with a separate graphics station and virtual set creator software which allows users to take full advantage of chromakey or "green screen" technology saving money on physical set pieces.

AndoverTV members have continued to add new original programming to our Public Access Channel. A couple notable shows include Music Matters and Seismic Spotlight. ACAM members have continued to produce original monthly programming such as “Boomer Being” with Leslie Noymer, “Home Town” with Eszter Vajda, and “The Not Too Stuff Law Show” hosted and produced by Justin St.James seen in over 49 cities nationwide. This year also marks over 15 years that “There is something about Andover has been produced on a monthly basis out of AndoverTV’s facilities.

This year AndoverTV has been proud to support the AHS TV program. With the addition of Dan Brennan as the new TV instructor, the program has been reborn. During the 2013-1014 school year 6 sections of new TV students benefitted from the instruction of a new and knowledgeable instructor while taking full advantage of equipment provided and owned by AndoverTV. Our studio is proud to have produced students that went on to careers with outfits such as WHDH, NESN, NECN, VH1, BET, Paramount Pictures, CBS, Disney, Ridley Scott productions and AMC. We look forward to being part of even more success stories from AHS TV students.

Last year we introduced live streaming of our Government and Education channels via a third party company with great success and improved quality. We were so pleased with it in fact that we have added live streaming of our Public channel during FY ’14. Viewers can now enjoy all three of our “PEG” channels on their home computers, iDevices or Androids virtually anywhere they can get an internet connection in the world.

During 2014 AndoverTV has expanded it’s coverage of municipal meetings. In the past year we have broadcast 15 more municipal meetings / town events than in the previous year. Meetings broadcast live and uploaded to our archives include Board of Selectmen, School Committee, Planning Board, Conservation Commission, Finance Committee, League of Women Voters events, Tri-board and the Economic Development Council.

In the past year AndoverTV has been a great asset to the town as far as consulting on and project managing many upgrades and installation. Many people are unaware but our value to the town doesn’t stop just with broadcast but we serve as a resource for anything audio visual. This past year we oversaw the design and installation of 5 60” LED panels in the AHS cafeteria and foyer as well as a new audio system in the Dunn Gymnasium. By assisting the town with these projects we’ve saved the town a great deal of design money while providing information they would otherwise be without.

Our more high profile project with the town this year was running the live A/V for what turned out to be four nights of town meeting. By assisting with the production of town meeting this year we not only brought the proceedings into the

21<sup>st</sup> century with quality HD video projection and sound, we also saved the town over \$5,000 with of rental that used to be spent in the field house. This was accomplished by managing the project to use town cable funding to purchase and install a new theatrical audio system and projectors in the Collins Center for the Performing Arts. This was a much needed upgrade as the theater has been overlooked by budgets for decades.

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.

AndoverTV has had a presence at multiple town events through the last year. Whether it be our booth at Andover Day or interviewing participants at Clown Town, AndoverTV is getting out in the community to bring local events to our viewers.

Throughout 2014 we have produced programs featuring multiple town events. Some of which include Andover Day, Memorial Day Parade, the scarecrow festival, 9/11 Memorial Ceremony, and a soon to be complete documentary on the old Bancroft School that features the newly built building.

## FACILITY AND EQUIPMENT USAGE

### RESERVATIONS      HOURS OF USE      VALUE OF USAGE

Field Equipment	275	48,348	\$79,260
TV Studio	125	480	\$120,000
Edit room	34	136	\$3,400
Andover High School Use	180 Days of use	1170 <i>Based on 6.5 hours per day</i>	\$175,500.00 (Based on \$150.00/hr)

**TOTAL Value of Usage:      \$378,160.00**

## LIVE MEETING COVERAGE

	<u>Meetings</u>
<b><u>Public Access Channel 8 Comcast / 47 Verizon</u></b>	
Andover / North Andover League of Women Voters	3
<b><u>Educational Access Channel 99 Comcast / 43 Verizon</u></b>	
School Committee	15
Parent to Parent	1
<b><u>Government Channel 22 Comcast / 45 Verizon</u></b>	
Board of Selectmen	27
Planning Board	18
Tri-Board	8
Joint Meetings	9
Finance Committee	11
Conservation	24
Economic Development Council (new)	2
Memorial Hall Library broadcasted events	4
Solarize Andover	5
<i>(sponsored by Andover Planning)</i>	
<b>TOTAL: 127</b>	
(+15 from 2013)	

### Special Television coverage

	Hours of coverage (w setup / breakdown)	
Town Meeting (4 nights) (+ live A/V for meeting)	14	Staff hours 75
AHS Graduation	6	Staff hours 30
Andover Youth Services Telethon                      2 Nights	8	Staff hours 16
<b>Total: 31</b>		<b>Staff hours 121</b>

CABLECAST / PLAYBACK	TOTAL BROADCAST HOURS WITH REPEATS	
Total monthly hours of locally produced programming broadcast		300
Total monthly hours of "bicycled" or outside programming broadcast		250

Total hours of programming per month with repeats		550
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**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 2014**

Major Funding

- Town of Andover Cable Access Account: \$278,437.50
- Rotary Club of Andover donation to fund intern hours \$1,000.00