

**ANNUAL REPORT
2015
ANDOVER COMMUNITY
ACCESS & MEDIA, INC.**



80 SHAWSHEEN ROAD ANDOVER, MA01810
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 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

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. Assists in training community members in video production, including pre production and editing. Manages the operation of the "Facile" access center asset tracking system. Schedules studio usage. Helps 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

Jacob Martins

Jacob Dorskocil

Stephen O'Kelley

Alex Wagner

Jeremy Partyka

Duncan Carroll

Noah Mezher

Ken Eulie

Aaron Roberts

Devin Witt

Annual Update

During FY 2015 AndoverTV has continued its ongoing efforts to maintain and increase our community outreach. We took part in Andover Day with our booth as well as recording performances at the event. We also took part in clown town and career fairs at Merrimack College as well as Phillips Academy. Also we have started a great partnership with the people at American Training.

We have had some growth with programming on our public access channel. This year we added weekly weather, produced here in the studio, and we continued our production of "Finding Forever Homes". This is a production in which we record animals at the Nevins Farm MSPCA and play the segments on the channel as well as our website to help place them in new homes.

AndoverTV has also assisted other town groups with many events and projects. Once again this year we helped the Andover Historical Society shoot and produce their annual fundraiser video. We then assisted them by running the live A/V for their event at the Andover Country Club where the video was presented. Andover TV staff worked with town staff and architects to assist designing audio - video feeds and connections within the new Youth Center building. We also purchased and provided over \$4,000 worth of wiring to be installed to provide those feeds within the structure. AndoverTV intends to build, sponsor and assist in the operation of a small satellite studio within the Youth Center once it is completed.

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.

During the past year we have also continued our relationship with Andover DCS by assisting with their Russian speaking class for children and sponsoring of their concerts in the park series. Recently we also provided assistance and a location for Andover Youth Services to hold their “Halfway to Hollywood” video camp where middle school age kids learn to shoot, write and edit their own video pieces.

AndoverTV has stepped up coverage of municipal meetings in the past year. As part of our agreement with the Town of Andover, we are required to record, broadcast and web stream municipal meetings on a request basis. This past year the town has held a record number of broadcast meetings totaling 184 which is a large jump from 2014. Some of these meetings are new boards and committees they have added such as OPEB and retirement and some are just increased numbers of existing groups. Also within that number we have included what we refer to as “self record” meetings. Last fall, at the request of the Board of Selectmen, we installed some equipment and designed procedures so that, with some training and directions, town staff would be able to record meetings without AndoverTV broadcasters. This is a minimal setup using a static wide shot camera and hanging ceiling mics but it provides the town with the ability to record meetings at any time. When these meetings are recorded we are notified. Then AndoverTV staff take those video files, trim the clip for start and stop times, program them for playback on the PEG access channels as well as post them to our online video archive found at <http://andovertv.org/videoarchive>. In the very near future we will be working with the town to bring the 3rd floor conference room and School Committee conference room much needed technological upgrades such as the ability to “skype in” members etc.

Once again in 2015 AndoverTV has been proud to support the AHS TV program. In the past year the program has become even stronger with more students signing up and more expected next year as the TV teacher (Dan Brennan) has now been made full time. AndoverTV is, as in previous years, the sole provider of the equipment these classes use. We also offer the program up to a \$5,000 donation of equipment and supplies per year from which the AHS TV instructor may request purchases.

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.

FACILITY AND EQUIPMENT USAGE

RESERVATIONS HOURS OF USE VALUE OF USAGE

Field Equipment	388	46,123	\$ 72,354.00
TV Studio	125	480	\$120,000.00
Edit room	40	150	\$3,750
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: \$371,604

LIVE MEETING COVERAGE

	<u>Meetings</u>
<u>Public Access Channel 8 Comcast / 47 Verizon</u>	
Andover / North Andover League of Women Voters	4
<u>Educational Access Channel 99 Comcast / 43 Verizon</u>	
School Committee	27
<u>Government Channel 22 Comcast / 45 Verizon</u>	
Board of Selectmen	40
Planning Board	26
Tri-Board / Joint Meetings	15
Finance Committee	14
Conservation	25
Zoning Board	8
OPEB	2
Retirement Board	9
Town Manager Search	9
TOTAL:	179 (+52 from 2014)

Special Television Coverage

Hours of coverage
(w setup / breakdown)

Town Meeting (3 nights)	14	Staff hours 45
AHS Graduation	6	Staff hours 30
Various Memorial Hall Broadcasts	1	Staff hours 4
SEPAC	6	Staff hours 4

Total: 27 Staff hours 83

CABLECAST / PLAYBACK	TOTAL BROADCAST HOURS WITH REPEATS APPROXIMATE
Total monthly hours of locally produced programming broadcast	250
Total monthly hours of "bicycled" or outside programming broadcast	275
Total hours of programming per month with repeats	525

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, 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 2015

Major Funding

- Town of Andover Cable Access Account: \$281,875.00