

# **ANNUAL REPORT 2016 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 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. Sara 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  
Aaron Roberts  
Alex Durham  
David Ritter  
Stephen Troy  
Brandon Haffner  
Alex Shih  
William Gee

### **Annual Update**

At AndoverTV, our member-producers already create a variety of local programming including “Spotlight Series”, “Boomer Being”, and “There is Something About Andover” that has been produced monthly for over 16 years. This year we are happy to have three new Andover-produced programs, “Leaders Among Us”, “Music Matters”, and “A Rabbi, a Priest, and a Minister Walk into a Studio...”.

Four new workshops were introduced and conducted at our studio in Spring of 2016: Intro to Studio Production, Intro to Editing and Field Production, DSLR Videography, and Advanced Editing and Field Production.

During FY 2016, AndoverTV continued to foster relationships with various community groups in Andover as well as throughout the Merrimack Valley as part of our primary mission of community outreach.

We have worked closely with area non-profits and organizations such as the Andover Historical Society, MSPCA Nevins Farm, Andover Youth Services, American Training, Quota International, Andover Police, Andover Fire Rescue, ACE, Memorial Hall Library, and Andover DCS.

As in past years, we worked with the Andover Historical Society to shoot and produce their annual fundraiser video. AndoverTV staff handled the live A/V for their event at the Andover Country Club where the annual video was presented for

guests. We have also been part of the ongoing effort to assist Andover Youth Services for their A/V needs at the new Youth Center.

Our staff has worked closely with the Deputy Director of Plant & Facilities to produce live broadcasts of the town-wide Facilities Assessment Forums. To do so involved installing new broadcast equipment at the Youth Center and coordinating with town officials and the consultants conducting the events.

AndoverTV has continued efforts to reach out to Andover Businesses. Andover businesses and their employees are welcome to receive training and create productions in the studio as long as it is not in a “commercial” fashion. Owners or employees of Andover businesses that wish to become members are welcome to have “PBS” style mention of their company if they wish to be mentioned during public access programming.

During the past year we have continued our relationship with Andover DCS by sponsoring their popular concert in the park series. The series is a great opportunity for local businesses to sponsor great acts to get their name out there while providing free and fun entertainment for the community to enjoy. DCS concerts are generally held on Wednesday nights during the summer.

AndoverTV has once again stepped up coverage of municipal meetings this year. As part of our agreement with the Town of Andover we are required to record, broadcast, and live stream municipal meetings when requested. This past year we have broadcast a record two hundred plus municipal meetings - over twenty more meetings than in 2015. All meetings or municipal functions that are recorded or broadcast by AndoverTV are also available on our online video archive at [AndoverTV.org](http://AndoverTV.org). In the coming year we are hoping to upgrade our playback, streaming, and online video archiving to serve primarily high definition productions.

Andover TV worked with the town Clerk’s office, the Town Manager’s office, and the Collins Center crew to produce the recording and “live A/V” of each night of town meeting.

Once again in 2016 AndoverTV has worked with and has been a strong supporter of the Andover High School Television program. In the past year the program has become even more popular with more students signing up. This school year, roughly 200 AHS students will be involved at the studio between Intro. & Advanced Television courses, TV Club, and AHS News. 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, WJAR, NBC Boston, 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	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	1350 <i>Based on 6.5 hours per day</i>	\$202,500 (Based on \$150.00/hr)

**TOTAL Value of Usage: \$398,604**  
*Up from \$371,604 2015*

## LIVE MEETING COVERAGE

	<u>Meetings</u>
<b><u>Public Access Channel 8 Comcast / 47 Verizon</u></b>	
Andover / North Andover League of Women Voters	2
<b><u>Educational Access Channel 99 Comcast / 43 Verizon</u></b>	
School Committee	30
<b><u>Government Channel 22 Comcast / 45 Verizon</u></b>	
Board of Selectmen	39
Planning Board	23
Tri-Board / Joint Meetings	8
Finance Committee	18
Conservation	21
Zoning Board	12
OPEB	21

Retirement Board	15
Special Meetings	11

**TOTAL: 200 (+21 from 2015)**

### Special Television coverage

Hours of coverage  
(w setup / breakdown)

Town Meeting (2 nights)	20	Staff hours 38
AHS Graduation	6	Staff hours 24
Various Memorial Hall Broadcasts	8	Staff hours 8
Special events	9	Staff hours 70

**Total: 34 Staff hours 140**

<b>CABLECAST / PLAYBACK</b>	<b>TOTAL BROADCAST HOURS WITH REPEATS APPROXIMATE</b>	
Total monthly hours of locally produced programming broadcast		235
Total monthly hours of "bicycled" or outside programming broadcast		250
Total hours of programming per month with repeats		485

### 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 - 2016**

### **Major Funding**

- Town of Andover Cable Access Account: \$288,992