

ANNUAL REPORT 2011

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 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 2010-2011

BOARD OF DIRECTORS

Daniel Brennan, *President*

Ken Eulie , Secretary

David Pierre

Joe Tornatore, *Treasurer*

Brian Fraser,

John Zipetto

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, including quarterly newsletter, 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.

Sara Antonakos, Programming Director

Performs the day to day operations required to operate the Community Access Channel; including importing media, scheduling shows, 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.

SUPPLEMENTAL STAFF / TOWN & SCHOOL MEETING COVERAGE

Brian Josselyn (Meeting coverage, IT, website maintenance)

Meeting Coverage

Annie Dean-Ganek

Derek Witt

Jared Rosen

Jim Tornatore

Joshua Jacobs

Pat McDonough

Stephen O'Kelley

Annual Update

ACAM has again made it its priority in 2010-2011 to continue with our community outreach efforts. We have increased our membership while launching new recurring productions including “The Not Too Stuffy Law Show” produced by Justin St.James and “Healthy Cooking” with Helen Spotto. 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.

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 who wish to become members will be welcome to have “PBS” style mention of their company while adding local interest programming to the channel.

During 2010-2011 ACAM has continued in its responsibility to cover every municipal meeting that the Town of Andover requested to be on the Government Access Channel. These also include every night of Andover Town Meeting. Also we have diligently broadcast other meetings such as School Committee, Planning Board, and multi board meetings as requested. As in past years, all of these meetings can be viewed on our video archive page hosted on our recently redesigned web site.

ACAM has made great efforts to be a valuable asset to Andover High School and the School Department. In addition to broadcasting every School Committee meeting we have once again worked closely with the AHS TV program to provide students with a quality facility to study and produce television. 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. Also in the past year AHS marketing and entrepreneurship classes have made use of the facilities to produce class projects.

This past year ACAM has continued its support and broadcast of Merrimack College sports events on our public channel when game DVD’s are provided to us.

FACILITY AND EQUIPMENT USAGE 2010

TYPE OF EQUIPMENT/FACILITY	TOTAL USAGE
Field Equipment sign outs	373 sign outs
TV Studio	776 hours
Andover High School Use	1280 hours

LIVE MEETING COVERAGE 2010

	<u>Meetings</u>
<u>Public Access Channel 8 Comcast / 47 Verizon</u>	
Andover / North Andover League of Women Voters	6
<u>Educational Access Channel 10 Comcast / 43 Verizon</u>	
School Committee	30
<u>Government Channel 22 Comcast / 45 Verizon</u>	
Board of Selectmen	33
Planning Board	23
Tri-Board / Joint Meetings	12
Finance Committee	1

Extra Television coverage

	Hours of coverage
Town Meeting (2 nights)	24
AHS Graduation	6
Various Memorial Hall Broadcasts	5

CABLECAST / PLAYBACK	TOTAL BROADCAST HOURS WITH REPEATS
Total monthly hours of locally produced programming broadcast	295
Total monthly hours of "bicycled" or outside programming broadcast	243
Total hours of programming per month with repeats	538

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 2010

Major Funding

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