

ANNUAL REPORT 2019 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

Justin St. James, *Chair*
Ken Eulie , *Secretary*
Scott Worthley, *Treasurer*
Daniel Brennan
Moe Murphy
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 3 PEG channels; 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. The Programming Director is also responsible for managing our facility reporting software and reports and scheduling studio usage. Assisting when needed in TV classes. Keeps track of invoices and other reports.

SUPPLEMENTAL STAFF / TOWN & SCHOOL MEETING COVERAGE

Brian Josselyn (Meeting coverage, IT, website maintenance)

Meeting Broadcasters

Jake Dalton
Kate Kiladis
Brian Josselyn
David Josselyn
David Ritter
Elissa Lonie
Sean Murphy

Aidan Ritter
Rachel Mitchell
Jack Mulligan
Jeremy Partyka
Daonyos Hatzigiannis

Annual Update

In FY 2019, AndoverTV continued to grow relationships with various community groups in town as well as throughout the Merrimack Valley, as part of our primary mission of community outreach.

We have worked with many more area non-profits and organizations such as the *Andover Center for History and Culture, Lazarus House Ministries, Andover Youth Services, Andover Youth Foundation, American Training, Andover Police, Andover Fire Rescue, ACE, Memorial Hall Library, and Andover Recreation, the "Community Drop in Center" and A.V.I.S.*

We have continued to partner with the *Andover Center for History and Culture* by providing A/V support and audio systems for their fund raisers. AndoverTV handled the live audio needs most recently for their event at the Stevens Estate helping the non-profit raise over \$50,000 for their programs. We also performed similar services for their Spring breakfast event at the Andover Country Club.

Our staff has worked consulting with Andover Plant Facilities and Information Technology on various projects such as new projection systems at West Middle school auditorium, as well as a new live broadcast site at the WWI Memorial Auditorium.

AndoverTV has continued efforts to reach out to local businesses. Andover businesses and their employees are welcome to receive training and create non-commercial productions. 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 credited for support during public access programming.

For the fourth year in a row we have continued our sponsorship of Andover Recreation's popular concert in the park series. The series is an excellent opportunity for local businesses to sponsor musical performances, while providing free and fun entertainment for the community to enjoy. Andover Recreation uses sponsorship money from the concerts to run their community programming and to fund camperships. Concerts are held on Wednesday nights during the summer.

Per 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 two hundred seventy-six municipal meetings as well as other special events increase of twenty-seven from 2018.

. All meetings or municipal functions that are recorded or broadcast by AndoverTV are also available on our online video archive (or VOD) at andovertv.org.

In 2019 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 multiple town meetings. Andover TV also worked to produce one "Special" town meeting night at the Collins Center as well as one at the WWI Memorial Auditorium at Doherty Middle school.

AndoverTV is a strong supporter of the Andover High School Television program which has grown further in 2019. This school year, 225+ AHS students will be involved at the studio between Intro. & Advanced Television courses, AHS TV news and TV Club. AHS TV classes have expanded to include some sports and AHS drama guild coverage. This year the TV club has grown to include over 40 students. These courses are all taught by AHS / Andover TV alumnus Dan Brennan. We are proud to lend technical support, funding and equipment to all AHS TV classes.

AndoverTV is the sole provider of funding and equipment for AHS TV classes. We grant the program up to \$5,000 per year for equipment and supplies as requested by the class instructor.

Our studio is proud to have produced students that went on to careers with outfits such as WHDH, NESN, NECN, WJAR, NBC Boston, HBO, 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	289	NA	447,974
TV Studio	86	344	\$51,600
Edit room	35	70	\$1,750
Edit Lab	180	1,720	\$54,000
AHS Usage	180	900	\$135,000

Total Value of Usage: \$290,324

LIVE MEETING COVERAGE

Meetings

Public Access Channel 8 Comcast / 47 Verizon

Andover / North Andover League of Women Voters 2

Educational Access Channel 99 Comcast / 43 Verizon

School Committee 29

Government Channel 22 Comcast / 45 Verizon

Select Board 29

Planning Board 23

Tri-Board / Joint Meetings 7

Finance Committee 26

Conservation 23

Zoning Board 12

Retirement Board 11

Special Meetings 29

Permanent Town Building Advisory 12

Audit Committee 2

Memorial Hall Broadcasts 24

AHS Facility Study 21

Town Meetings 4

West El. School Building Committee 1 (new in 2019)

Zoning Bylaw Study Committee 9 (new in 2019)

Revenue & Expenditure Task Force 7 (new in 2019)

Historic Mill District Task Force 6

TOTAL: 276

(27 meeting increase from 2018)

Andover TV employs part time broadcasters (largely Andover High TV students) to cover the majority of the meetings listed above.

Part time broadcasters / Municipal Meeting Coverage cost for 2019: **\$21,308**

TOTAL VALUE GIVEN BACK TO THE COMMUNITY IN EQUIPMENT, FACILITY USE AND MEETING COVERAGE: \$311,632

A/V Consultation

Andover TV, also acts as an audio / visual consultant to the Town of Andover for various systems and venues. We provide technical advice, project management and design assistance to town departments and projects throw-out the year. Locations we assisted with in 2019 include the School Committee Conference room, 5 Campanelli Drive, Old Town Hall, the WWI Memorial Auditorium / Doherty, West Middle School Auditorium, and the Collins Center for the Performing arts.

Special Television coverage

Hours of coverage (with setup / breakdown)

	<u>Hours on site / Staff hours</u>	
Town Meeting – Three individual meetings (4 meeting nights w/ one setup day per town meeting)	56	176
AHS Graduation	8	32
Total: 48		Staff hours 208

CABLECAST / PLAYBACK **TOTAL BROADCAST HOURS WITH REPEATS**
HOURS ARE APPROXIMATE

Total monthly hours of locally produced programming broadcast	249
Total monthly hours of “bicycled” or outside programming broadcast	245
Total hours of programming per month with repeats	476

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 - 2019

- Town of Andover Cable Access Account: \$315,026.00