## ANNUAL REPORT 2013 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 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 (New full time hire starting July 2013)

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 (Meeting coverage, IT, website maintenance) Meeting Coverage Derek Witt Devon Witt Jim Tornatore Stephen O'Kelley Alex Wagner Jeremy Partyka Jesse Shulins

#### Annual Update

2013 has been a big year for AndoverTV. In Spring of this year we successfully negotiated a new five year agreement with the Town of Andover. In that new agreement we were able to attain a larger budget and full control of the town PEG access channels. Both of these additions to the agreement are great opportunities for Andover TV to serve the community better while we grow. Another opportunity our increased budget has granted us is the addition of a 3<sup>rd</sup> full time employee. This Summer we brought on a Membership coordinator. Through this new position we hope to further drive membership numbers, production and reach into the community.

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.

We have once again expanded nighttime hours this year. Thanks to additional funding from the town, our increased staffing has allowed us to be open every Tuesday and Wednesday night going forward. This is in addition to the ability now to be available most any weeknight producers wish to shoot programs. As a result, we have encouraged the production of even more locally produced shows at AndoverTV. One of the popular shows that has resulted from our night availability is "Coach's Corner with E.J. Perry and Tom Powers. This is a weekly show highlighting that week's AHS Varsity football game. All shows produced in the AndoverTV facility are posted to our video archive at andovertv.org.

There have been a few changes to our online services this year. One of which is the integration of an outside service provider to carry our live Government and Educational Channel web streams. Through the new provider, we are able to serve an unlimited amount of viewers simultaneously and the video is transcoded into any format the user's device requires. In the past we only supported Quicktime, we now support flash, idevice and droid platforms for live streaming.

The second change to our site also relates to format. Any video added to the video archive after March 2013 is cross platform friendly as well.

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 2013 AndoverTV has expanded it's coverage of municipal meetings. In the past year we have covered 21 more meetings than in the previous year. Meetings broadcast live and uploaded to our archives induced Board of Selectmen, School Committee, Planning Board, Conservation Commission, Finance Committee, League of Women Voters events, Trie-board and the Economic Development Council. With the soon to be built broadcast site in the second floor conference room we look forward to branching out to even more board and committee coverage.

In 2013 we have done our best to assist Andover High School and Andover Public Schools when possible. In addition to broadcasting every School Committee meeting we have worked closely with the AHS TV program to provide students with a quality facility to study and produce television production. During the past year we have consulted on and project managed the installation of a new PA system in the Dunn Gym as well as a new system of 5 -60" LED TV;s in the AHS café and foyer that display HD announcements and video. This system will be tied into new upgrades in the Collins Center for the Performing Arts allowing the town to hold the annual Town Meeting in the theater saving the cost of the temporary field house setup each year. The café TV system will be used as an overflow area if the Collins Center were to become full.

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 the Scarecrow Festival, AndoverTV is getting out in the community to bring local events to our viewers

Throughout 2013 we have produced programs featuring multiple town events. Some of which include Andover Day, Memorial Day Parade, the Firefighter's Holiday Parade, 9/11 Memorial Ceremony, and an upcoming documentary on the old Bancroft School.

#### FACILITY AND EQUIPMENT USAGE

RESERVATIONS

HOURS OF USE

VALUE OF USAGE

Field Equipment	267	39,334	\$100,277.17
TV Studio	123	473	\$118,291.00
Edit room	29	130	\$5,488
Andover High School Use	180 Days of use	1170 Based on 6.5 hours per day	\$175,500.00 (Based on \$150.00/ hr)

TOTAL Value of Usage: \$381,556.07

### LIVE MEETING COVERAGE

	Meetings	
<u>Public Access Channel 8 Comcast / 47 Verizon</u>		
Andover / North Andover League of Women Voters 4		
Educational Access Channel 99 Comcast / 43 Verizon		
School Committee	15	
<u>Government Channel 22 Comcast / 45 Verizon</u>		
Board of Selectmen	32	
Planning Board	16	
Tri-Board / Joint Meetings	16	
Finance Committee	10	
Conservation	19	
TOTAL	-	
(+21 from	21 from 2012)	
Special Television coverag	e	

Hours of coverage (w setup / breakdown)

Town Meeting (3 nights)		14	Staff hours 45
Special Town Meeting		2	Staff hours 13
AHS Graduation		6	Staff hours 30
Various Memorial Hall Broadcasts		1	
Andover Youth Services Telethon	2 Nights	8	Staff hours 16

#### Total:31Staff hours 104

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		

#### **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 2013**

Major Funding

• Town of Andover Cable Access Account: \$275,000.00