

ANNUAL REPORT 2018 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 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

Emily Gould

Aaron Roberts

Luke Rush
David Ritter
Elissa Lonie
Tikweze Namadzunda
Dylan Ross
Jacob Martins
Rachel Rozavsky
Alexander Durham
Na'imah White

Annual Update

2018 has been a year of growth for Andover TV mainly by way of facility upgrades. In the past year we have managed and executed the upgrade and replacement of our entire control room at the AHS studio as well as a new HD live broadcast system at the WWI Memorial Auditorium at Doherty. We also upgraded and replaced the robotic cameras and broadcasting system in the training room at the Public Safety Center. This means that nearly all of operations are now in high definition with the exception only of Memorial Hall Library, which is on schedule to be converted over in the coming months. All of these newly upgraded live broadcast sites are already taking great advantage of our HD broadcast and video on demand system, Castus, that was installed Spring 2017.

2018 we offered three workshops to the community. Intro to editing, digital story and stop motion production.

In FY 2018, 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, MSPCA Nevins Farm, Andover Youth Services, American Training, Andover Police, Andover Fire Rescue, ACE, Memorial Hall Library, and Andover Recreation 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 fundraisers. 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 a great opportunity for local businesses to sponsor local musical acts, 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 forty-eight municipal meetings as well as other special events. 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 2018 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.

AndoverTV a strong supporter of the Andover High School Television program, which has grown further in 2018. This school year, 225+ AHS students will be involved at the studio between Intro. & Advanced Television courses, AHS TV news, and TV Club. 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	345	NA	\$57,400
TV Studio	140	560	\$84,000
Edit room	47	94	\$2,350
Mac Edit Lab	180	720	\$54,000
AHS Usage	180	900	\$135,000

Numbers are approximate

TOTAL Value of Usage: \$332,750

LIVE MEETING COVERAGE

Meetings

Public Access Channel 8 Comcast / 47 Verizon

Andover / North Andover League of Women Voters	2
Parent to Parent	2

Educational Access Channel 99 Comcast / 43 Verizon

School Committee	29
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Government Channel 22 Comcast / 45 Verizon

Board of Selectmen	36
Planning Board	21
Tri-Board / Joint Meetings	4
Finance Committee	27
Conservation	25
Zoning Board	15
Retirement Board	11
Special Meetings	19
Permanent Town Building Advisory	10
Audit Committee	3
Memorial Hall Broadcasts	6
AHS Facility Study	21
Dascomb Road Task Force	13
Town Meetings	5

TOTAL: 249

(52 meeting increase from 2017)

Special Television coverage

Hours of coverage (with setup /
breakdown)

	<u>Hours</u>	<u>on site / Staff hours</u>
Town Meeting – Three individual meetings (5 nights w/ one setup day per town meeting)	40	232
AHS Graduation	8	40
Total:	48	Staff hours: 272

CABLECAST / PLAYBACK	TOTAL BROADCAST HOURS WITH REPEATS <i>HOURS ARE APPROXIMATE</i>	
Total monthly hours of locally produced programming broadcast		220
Total monthly hours of “bicycled” or outside programming broadcast		256
Total hours of programming per month with repeats		476

Community Bulletin Boards

ACAM operates a community bulletin board for the Public, Educational and Government Access Channels. Any announcement that is non-profit in nature may be posted free of charge on Andover TV and will run during non-programming hours. The postings range from church fairs, municipal announcements, 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 - 2018

- Town of Andover Cable Access Account: \$305,549