



Director Report June 2018

Production & Programming

- In the past month, we televised 75 new programs. This includes the usual slate of local government meetings (we record / produce 14 on avg. per month). Approximately one-half of these new programs were locally-originated (within our service area, either by us or others). The local programs include the church services, the Black River HS Pops concert, the BRHS art show, a BRHS softball game, the monthly Cavendish library promo, the Ludlow Memorial Day parade, Rod & Gun Club's Fishing Derby, my NAB show report, and 4 studio shows.
- There are several other productions "in the can" or happening in the next week, including: a Cavendish Energy Committee workshop on bees & pollination, the LES play, a Rotary Club guest speaker presentation from a Fox 44 meteorologist, several more meetings, school graduations, a PSA on fire prevention with Plymouth volunteer firefighters, and 3 more studio shows.
- I am working with Peter LaBelle and Krey Kellington BR Good Neighbors this Friday on a test run for the "re-boot" of the cooking series "Across Our Table". For the time being, it will be recorded on location at the Gill Apartments in Ludlow; hopefully, in time, it can eventually be brought into our studio (along with other cooking shows!)

Building & Technical

- Signs: The new roadside sign is in. Hopefully you have seen it and notice the improvement. The old sign needs to be removed. Peter LaBelle from the BR Good Neighbors Board has spoken with Ludlow Town Manager Scott Murphy about this. Since the Town owns that sign and it is Town property, we felt that removal would need to be in cooperation with him.

Outreach & Marketing

- In an effort to increase studio usage and to continue on with our outreach & marketing work, I have initiated an effort I am calling "Non profit Showcase", whereby I invite non profits with whom we have not regularly worked. Last week I interviewed 2 members from the Ludlow garden Club and next week, I will be interviewing the outreach coordinator from the solid waste district.
- Awards: last year, we re-introduced the giving out of annual awards. At one time, for several years in a row, we gave out several awards, which were really just paper certificates in frames. We decided to bring back the awards, but to give out fewer (4), and to make them on nice plaques. The four awards are: Community Service Award, Outstanding Achievement, Youth Award, Producer of the Year. I will present you with some thoughts on these at the meeting. We need some help getting the awards made in time for our annual meeting on June 28th.

Fundraising

- Grant writer: I met with Tom Appel 2 weeks ago. Through his company, New England Management (based in Brattleboro), he provides project management services and fundraising on construction projects, most of which are much larger than ours. His focus for us would be to manage the grant writing process for larger government grants, such as through HUD and USDA, with which he has a lot of experience. We met with him in 2011 when we were first engaging in our building project, but we did not proceed at the time, as we were not in a position to seek those grants. We are in a stronger financial position than we were then, along with a track record of fundraising success.
- Foundation grants: my focus right now with fundraising is to send out more letters of interest from the list that was developed over the last 18 months; while these are mainly smaller grants, we have had some success with this approach.

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Administrative / Organizational

- At the Vermont Access Network (VAN) annual meeting on May 4th, I participated in a roundtable discussion on marketing, which led to the formation of a new committee, dedicated to marketing community access TV on a regional and statewide level. We have our first meeting this Thursday (conference call), where we will be laying the foundation for some much-needed work. The goal is to build up our collective value, on statewide and regional levels, which will then impact our value as individual stations, on the local level. It really does start with better coordination and collaboration among our colleagues & peers.
- Our Annual Meeting is Thursday, June 28 at 6PM. We will begin with the open house / awards reception, followed by the business meeting at 6:30.
- A 1st draft of the FY19 budget will be presented to the Board for discussion. We will need to hold a vote on the budget during the annual meeting, and will want to provide ample opportunity for review, discussion, & consideration prior to then.