



Director Report March 2018

Production & Programming

- Town Meeting coverage- we recorded & televised 5 Town Meetings this year, 4 of which took place simultaneously. Thank you to Sharon Bixby for volunteering to record the Ludlow Town Meeting.
- LES 6th grade class is using our studio to record music videos about the bubonic plague with the green screen. Yes, you read that correctly.
- We completed the edit on the video for Weston Playhouse – they were pleased with the results.
- We have been recording workshops for the Cavendish Community & Conservation Association (CCCA) / Cavendish Energy Committee
- Vincent produced 2 videos, 1 short-form and 1 a little longer, of the recent “Light Up the Night” rail jam at Okemo.
- We produced a video for the recent LES Assembly, presented by the PTG, called “Think Kindness”. We provided our PA system for the assembly, which was appreciated.
- We continue to produce a short monthly promotional video for the Cavendish Library
- The studio has been used 7 times over the past month, resulting in more than 17 shows. These include the LES class project, Dr. Linda Thomson’s hypnotherapy, John Specker’s music recordings, FOLA Presents, Coolidge Foundation promos, & Okemo Valley- Your Place in VT (the Chamber’s show).
- Mt. Holly After School program continues – the kids are producing a short film which is now in the editing phase
- We will be recording the CTES 6th grade play on 3/29 and providing sound and lighting equipment for the performance as well.

Building & Technical

- Signs: I decided to simply apply for the roadside sign and not risk opening a can of worms by also applying to the Ludlow DRB for a variance so that we can get the additional directional driveway sign. Let’s get the new, better-positioned roadside sign in place first. We can then evaluate our needs for any additional signs
- Our outstanding IT needs are getting addressed – after a bit of a struggle finding capable, available local help, I now have a plan in place. On Wednesday of this week, Joe Golden, our Drupal / website contractor will be coming on site, to meet with Mark Madison, a Danby-based computer / IT consultant, and me. Joe, through his work on our website, is familiar with our networking needs. He will set Mark up with the tools & training he would need to support us long-term. We are paying Joe for the day for his time but Mark has volunteered to use it as a training day.

Outreach & Marketing

- I am ready to move onto the 2nd phase of the creation of marketing & promotional materials for our re-branding efforts. This includes the shirts, hats, “sandwich boards”, & brochure. We need to re-convene the Outreach & Marketing Committee to help move some of these items forward.

Fundraising

- Underwriting: we have received contributions from William Raveis / VT Properties (\$400), & Springfield Medical Care Systems (\$250), w/ verbal commitments from The Book Nook, & Heritage Family Credit Union.
- We will be holding the 7th annual Kentucky Derby Gala on Sat. May 5th at Willie Dunn’s Grille at Okemo Valley Golf Club. The new manager of Willie Dunn’s is Adrienne Carter, who had been the Assistant Mgr. and our primary contact each year we’ve had it there. Sharon C-F has received verbal commitments from several businesses, which have sponsored the event, to say that they will do so again. The first “Save the Date” announcement went out in our

3/12/18

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e-newsletter over this past weekend. We need to be sending out more. Let's talk it up in the coming days.

Administrative / Organizational

- I am going to the NAB (National Association of Broadcasters) show from April 9 – 12. This is THE premiere international annual trade show & conference among media industries (broadcasters, executives, entertainment & media professionals), where industry trends are explored, new products are unveiled, and new technologies are announced. Thanks to Ann Marie Cumming, V.P. of Communications at NAB and daughter of our former Board member Jean Morrill, I have been set up with a press badge, which will give me access to the show (a value of over \$700!). In exchange, I will create a video blog about items of interest to members of the access TV world, which I will share throughout the Vermont Access Network. I attended NAB back in 2010, under a similar arrangement.
- By Laws Revisions: The revisions are ready to be warned for a vote, pending the Board's approval of the one last outstanding item, the indemnification clause. We discussed this at the last meeting – we have had an indemnification clause in our By Laws since the beginning of time, but it is confusing to read. Sharon C-F asked Marty Nitka to take a look at it and he agreed it was confusing but did not add anything more than that. Since we do not have a better version, nor is there an argument for having it removed entirely, the proposal is to have it remain in there, as is. I propose scheduling the April meeting on 4/18, which will give us the 30 days required to warn a vote on the By Laws.
- Board member appointment(s): we briefly discussed what to do about the vacancy left by Kurt's resignation, as well as the anticipated resignation from Sharon C-F. The consensus around that brief discussion seemed to be that the Board would appoint someone to the seat (or both seats), but that we should wait until the end of the year, around the same time as the annual elections. Lou & I will be getting the Nominating & Elections Committee together to come up with a proposal for the Board.
- On Friday, March 23rd, CATV in White River Jct. and Claremont Community TV will be co-hosting a workshop on IP-based remote broadcasting at CATV's facility. I plan to attend.
- The Vermont Access Network (VAN) annual meeting is on Friday, May 4th at GNAT (Greater Northshire Access TV) in Sunderland.