



Director Report September 2018

Production & Programming

- Over the past month:
 - we provided the following on location coverage (staff-produced): 15 local government meetings, 3 concerts, 2 community events (Phineas Gage "Walk & Talk" & a Ninevah Foundation / Farm & Wilderness presentation), and 1 guest speaker (Alice Nitka at Rotary Club). We also 2 videos on special exhibits (Coolidge & Solzhenitsyn).
 - the studio was used to record 4 talk / interview shows and by a band, which recorded 12 songs.
 - we supported Black River Good Neighbor Services, Springfield Medical Care Systems & Black River Action Team in the editing & completion of their respective shows (which are both produced, at least in part, in our studio).
 - we provided a 1/2 day of free on-location production services to Black River Good Neighbor Services
 - we supported Fletcher Farm School for the Arts & Crafts in the production of a promotional video.
 - we have supported the production (and televised) these additional programs from community producers: 9 church services, 2 soccer games
 - received & produced 22 calendar announcements for the "bulletin board", from 13 different organizations

Website

- Over the past 3 months, we have consistently seen approx. 3000 page views on the website. During the previous 3 month period (March – May), we were seeing bt. 2400 – 2700 page views monthly. We saw the jump in June, and it has sustained ever since. It appears that this could be due to the use of social media to promote particular shows, especially other people sharing links to videos that we produce in collaboration with them. Over the past 3 months

Equipment & Building

- We have received the new digital signage server (aka "Bulletin Board") for channel 10; now I just need to find the time to install it and get it up & running. This will likely be sometime next week
- Also, due to the under-staffing situation, I have not yet been able to focus on setting up the live streaming on You Tube. With the changes coming (more on that below), I should be able to get to that over the next 1-2 weeks
- As you know, we wither need to start construction work on the "third & final phase" of the building renovations by the December 31st, or we need to request an extension from the Dept. of Buildings & General Services (from whom we were awarded a \$25,000 grant). The plan was to do this last phase as one final project, rather than piecemeal. It would be far more efficient and cost-effective. However, the cost estimate we have for the remaining project is \$175,000 and, as was discussed in a recent board meeting, we have \$60,000 raised so far, of which we may only be using \$50,000, though a more detailed accounting must be completed. With that in mind, we need to explore a piecemeal option, and, towards this end, I have invited Wright Construction to come re-evaluate the project, and to ultimately bid on it. (Wright did a lot of the work to-date on the building and provided a cost estimate in 2015 for the 3rd & final phase). Rick Cross, who is Wright's cost estimator, will be visiting the site on Wednesday morning this week at 10AM. I will have more information at the meeting on Wednesday evening.

9/11/18

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Administrative / Organizational

- The Full-time Production Coordinator position was posted & ran for a few weeks. I received approximately 20 applicants, which were carefully reviewed. I am in the middle of initial phone interviews, of which I have had 3 so far with 1-2 more being scheduled. For the next round, I will invite in up to 3 applicants for in-person interviews. The expectation is to have the position filled by the end of next month with the new hire starting by mid-late November.
- Tanner Bischofberger, a recent River Valley Tech Ctr. & Green Mountain grad, has worked for us for the past month, as a temporary Production Associate. His last day is Thursday, as he heads off to college.
- As luck would have it, Vincent Guerrera stopped by to check about any temporary work opportunities. He has impeccable timing. He was worked for us on & off over the last 5 years, in the part-time Production Associate role (most recently this past October – June). He is looking for work over the next 2-3 months, and that is exactly the timeframe I am looking to fill, to “bridge the gap” until we have the new full-time hire in place.
- VTel: slow progress continues to be made. The latest news is that they have found a solution for HD encoders and have proposed to “handle” the encoding & transmission of our signal in their location. This means we will just deliver a signal to them directly over the fiber optic line, and won’t need to house the encoders in our location. This would certainly simplify the process. At this point it is still just talk, but it does sound like it is happening, and soon.
- I was asked last month to provide another tally of how my time is spent. I have been keeping track, but as I have mentioned before, each week is different, dependent on the project(s) of the moment, and various issues needing attention. On average, over the past month, a breakdown of my time any given week has looked like this:
 - Technical (equipment / troubleshooting) 14%
 - Training (mostly staff, but also volunteers & community producers) 12%
 - Emails & other correspondence 10%
 - Quality Control (monitoring / fixing errors) 10%
 - Post-production / Editing 8%
 - Administrative 8%
 - Bookkeeping / Finance 7%
 - Social Media / Publicity 7%
 - Production 7%
 - Fundraising 6%
 - Website 5%
 - Other Marketing 5%
- At this month’s Board meeting, we will continue the discussion of the goals & objectives for this year. We do not have any committees set (yet?) this year. We should discuss how the Board can best support the initiatives in lieu of committees, or if we should, in fact have the committees to help carry out these goals & objectives.