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FY17 Annual Report Summary

Since 2001, we have served our local area as its independent, non-profit, and “hyper local” TV station and media education organization. We have done this as LPCTV, a name which was taken from the first letter of each of the three Towns the organization was designated to serve: Ludlow, Plymouth, & Cavendish. Over time, as our mission and reach got broader and our designated service area expanded (to include Mount Holly and, most recently, the Towns of Andover & Reading), there became a need to evaluate our name. In May 2017, taking the lead from its most recent strategic plan, the Board of Directors voted to change the name to Okemo Valley TV. The community was involved in the process, both through a survey about the name and through a logo design contest. While we now operate under a different name, our mission and core function remain the same.

We continue to run two TV channels: a local community (public) access channel and an educational / governmental access channel. These channels are on channels 8 and 10, respectively, on Comcast cable in Ludlow, Plymouth, & Cavendish, and on Comcast channels 20 & 21 in Mount Holly. And, as of this past year, they are now also on VTel (system-wide) on channels 166 / 167 & 1166 / 1667. In addition to running these channels, our website (okemovalley.tv) is full of local programming, and offers a platform for connecting with the community and getting informed.

From July 2016 – July 2017 (FY17), we lent out portable audio and video production equipment to community members on 25 occasions (not including staff use of equipment); video editing work stations in our facility were used 51 times by members of the public, and our studio was used by the public 78 times. All of this was in the process of creating community programming that was televised on our channels and is archived for viewing on our website. We served 88 different organizations by presenting their news and information as community announcements (as viewed on TV “bulletin board” and online at okemovalley.tv/community-announcements). We provided instruction to a total of 58 students, through partnerships with the local schools. Our multi-year collaboration with Plymouth Historical Society on the production of the feature documentary “Irene- Ruin to Renewal” culminated in August 2016, when it premiered at the Pres. Coolidge State Historic Site. More than 400 people attended screenings over a single weekend.

A total of 2,307 unique programs were presented on our TV channels in FY17, totaling 1,569 program hours. Of these, 882 (38%) were generated or produced within our service area, a 31% increase over the previous year. The programming included the government meetings and community events that we produced, as well as all of the shows recorded in our studio, and volunteer productions such as local church services, concerts, sporting events, promotional videos, PSAs, and coverage of various community events. At our Annual Meeting in June 2017, we presented awards to volunteers and community producers. “Producer of the Year” went to local fiddler John Specker; “Outstanding Achievement” went to the Plymouth Historical Society; and the “Youth Award” went to recent Black River HS graduation Aiyana Fortin. Our first-ever “Community Service Award” was presented to Ralph Pace at the Kentucky Derby Gala fundraiser, in recognition of Ralph’s “retirement” from the production of his regular series “That Was the Week That Was”, a show he produced and hosted on LPCTV for more than 10 years.

In FY17, we received \$213,339 in income, 87% of which was from “franchise fees” collected from Comcast and VTel cable subscriber revenue, in compliance with VT Public Service Board Rule 8.0. The remaining 13% of revenue was generated through a combination of membership dues, business underwriting contributions, production services, annual Town appropriations, the 6th Annual Kentucky Derby Gala fundraiser (held in Willie Dunn’s Grille at Okemo Valley Golf Club), which raised \$5000 towards, and a \$10,000 grant from Okemo Community Challenge. Both the grant and the Derby fundraiser proceeds are being used towards the completion of our 3rd and final phase of renovations in our facility. Our annual expenses in FY 17 totaled \$217,518.

We are grateful for all of the support we have received from the community, which helps sustain our operations. Thank you to the Towns of Ludlow, Plymouth, Cavendish, and Mount Holly, whose contributions totaled \$3200. Thank you to the Derby Gala event sponsors: Okemo, The Book Nook, William Raveis / VT Properties, Four Seasons Sotheby’s International, Wine & Cheese Depot / Stemwinder, Ludlow Insurance Agency, Okemo, & Jim Alic. And thank you to our 2017 business underwriters: Heritage Family Credit Union, Four Seasons Sotheby’s International, Okemo, William Raveis / Vermont Properties & Development, The Book Nook, People’s United Bank, & Sam’s Steakhouse. We would also like to thank our members (who contributed \$1800), and to local Comcast and VTel cable subscribers.