



FY2017-2018 ANNUAL REPORT

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Executive Director

After operating as "LPCTV" since 2001, we became Okemo Valley TV in October 2017. Despite the new name, our mission, vision, & purpose have not changed. We operate 2 community TV channels on local cable: the community / public access channel (Comcast channel 8 in Ludlow, Plymouth, & Cavendish, Comcast ch. 20 in Mt. Holly and VTel ch. 166 system-wide) and the Educational / Government access channel (Comcast ch. 10 in Ludlow, Plymouth, & Cavendish, Comcast ch. 21 in Mt. Holly, and VTel Ch. 167 system-wide). In addition to the TV Channels, we also operate a website (okemovalley.tv), with local video-on-demand & community announcements. Our organization is also focused on providing media access & education; we provide equipment & training to community members for free, for the purposes of creating local programs.

The name change to Okemo Valley TV was the result of the strategic plan adopted by our Board of Directors in 2015, which outlined a goal to build a stronger identity on a regional level. We surveyed community members on different naming options, which provided us with the recommended new name. The next step was to create a new logo, whereby we held a design contest. 17 different people and a class at River Valley Technical Center participated (the winning entry came from a student in the class); in all, we received 42 entries.

One of our core initiatives is our media production trainings; during FY2018, we provided camera & basic production workshops, orientations, in-school, & after school programs. Our studio was used by community members on 78 occasions. Our editing systems were used 51 times (not including staff use), & our field production equipment was loaned out 20 times. We provided hands-on support on numerous other occasions, including in-kind production services to 37 local non profit, municipal, & educational organizations. One of those collaborative productions, a video promoting Weston Playhouse's opening of the Walker Farm facility, received regional recognition (2nd place in the Alliance for Community Media "Nor'easter" awards). In total, 2,307 unique programs were televised on our 2 channels over FY2018, for a combined total of 1,569 hours. Of those, 882 were locally-produced, amounting to 656 program hours. We created 366 community announcements for 88 different organizations, which played on the TV bulletin board, in between programming, & were published on our website.

Our total revenue in FY2018 was \$213,339, 87% of which was received from "franchise fees" paid by the two cable providers in the service area: Comcast & VTel. The remaining 13% was generated through other means, such as Town support, grants, memberships, & underwriting. It has become increasingly necessary to develop fundraising efforts, outside of the cable franchise fees. We are grateful to local residents who supported us through memberships, and to our local business underwriters: Okemo Mountain Resort, William Raveis Real Estate / VT Properties, The Book Nook, People's United Bank, Wine & Cheese Depot, & Springfield Medical Care Systems. We are also thankful to the Towns of Ludlow, Plymouth, Cavendish, & Mount Holly for their respective annual levels of support. Outside of our annual operating budget, we have also been raising funds to complete the third & final phase of our building renovation project in our facility in the Ludlow Community Center complex. Towards this end, we were awarded a \$25,000 2018 "Building Communities" grant from the State of Vermont. In addition, we raised nearly \$5,000 from the annual Derby Day Gala at the Okemo Valley Golf Club in May. The widespread support is integral to our operations as an independent, non commercial, & hyper-local media resource for the community.