



Director Report January 2020

Production, Programming, & Training

- Programming Report: In the last 56 days (since last report), we televised 229 shows. Of these, 120 were local.
- Of the 229 total shows that were televised, 150 were new (aka "first run"). Of these, 76 were local.
- We televised 43 different short promos & PSAs during this same period.
- Of the new programs, those with the most views on the website are (in order): the Dec., Jan., and Nov. Cavendish Selectboard meetings (47, 38, & 36 views, respectively), and an interview Ed McEaney did with a local self-published author (Heidi Hanley), and 2 BRHS students (which had 28 views)
- You Tube: during this same 56-day period since the last report, we had 2,500 views of videos (nearly half of these is of an old John Specker video that is embedded on other sites- that video, has had over 7,000 total views to date). The next biggest hit over this recent period of time has been the "Paleoindians at Jackson Gore" video (121 views in last 56 days / 511 total), followed by another John Specker music video (from 2017). In fact, most of the top viewed videos are of John Specker. He has a following.
- Meeting Coverage: Eric & I have been sharing the workload of covering meetings. We have covered more than normal this month, with it being budget season.
- Backlog: Between staff reductions, holiday time off, and no real slowdown in the amount of production, we have a bit of a backlog with post-production & editing work. We are currently working through it. The production (recordings) for the Constitution reading project is mostly done, but the editing awaits. We will begin that process this coming week. Stay tuned.

Building & Grounds

- Painting: Thank you to George Thomson for keeping at it with the painting. The finish line is so close.
- Cleaning Service: I have a meeting with a new potential cleaner this coming week. I would like to thank John Specker, who volunteered his time this past week to give the whole facility a badly needed thorough cleaning. He vacuumed, mopped, wiped down, and dusted the entire space, including the breeze way. It was amazing.

Equipment

- Switcher: The new production switcher for the studio control room is in – I have not had time to install it yet, but I will be doing so early this coming week.

Outreach & Fundraising

- The People Speak: The Constitution reading project brought a lot of people into the facility & studio in December. We had a great turnout. There are still some more community members who have said they want to participate. This has been a great outreach opportunity and makes me realize

there is value in doing it again, perhaps with the Vermont Constitution.

- I have a meeting set up this coming week with a GMUHS student about a possible work-study opportunity. We could certainly use the additional human resources, and this would be a good step in the outreach with GM & strengthening that relationship.
- Town Appropriations: We submitted the requests for modest increases from each Town that has been giving us an annual appropriation. We have requested \$2000 from Ludlow (a \$250 increase), and \$750 each from Cavendish, Mt. Holly, and Plymouth (increases of \$150, \$150, and \$100, respectively). In Cavendish, I presented our request during the December Selectboard meeting. In Mt. Holly, we will need to have someone at Town Meeting- ideally a resident (Fra or Don?) – speak up on behalf of the request. And in Plymouth, we needed a petition to get on the ballot. We needed 20 signatures - John Cama posted the petition at the Post Office. I am not sure how many signatures we received.

Administrative / Financial

- Legislative Work: The “PEG Study” Bill, H.744, has been introduced by Rep. Mike Yantachka (D-Charlotte) in the House Energy & Technology Committee. (He was co-chair of the PEG Access Study Committee over the Summer – Fall). In the Senate, it may also get introduced in some fashion.
- Budget Public hearings – the House & Senate Committees on Appropriations will be holding statewide public hearings on Mon., Feb. 10th from 5:30 – 6:30. The one closest to us will be at Springfield Town Hall.
- Channel Re-Assignment: Our channels on Comcast will be 1076 & 1086. I did submit our request for consecutive channel numbers, but Comcast insists that it cannot be done, based on how they are building it out.
- Budget Revision: At the December meeting, a draft of a proposed budget revision was presented. Action was tabled until the Board could review a proposal on how the Comcast marketing & “remote origination” funds will be used. I will present that information to you at the meeting on Jan. 21.
- Annual Report: Our regulatory version of our annual report was completed and submitted earlier this month. There is also short, narrative version, which is shared with local municipalities, to include in their own annual reports. Both versions have also been uploaded to our website and I will make sure to send you copies as well.
- Staffing: Ed’s last day was just before Christmas. I am now sharing the meeting & event production workload with Eric. As such, we are both working later in the day. Fred is coming in to open at 20, except for days when he is substitute teaching. I am often at the station by late morning, and always when there is a studio shoot scheduled or if I have another appointment. In short, we are managing to maintain the current workload, but, as mentioned above, some other help is needed. I am actively pursuing work-study and internship opportunities as a means to help. I am also hoping that we can get the budget revision passed, which allows for a modest increase to staff time.