



Director Report October 2019

Production, Programming, & Training

- Over the past 30 days, we have televised a total of 210 shows, up from 200 over the prior 30-day period. In addition to the 210 shows, we televised 23 PSAs & promos. The combined total of shows plus promos & PSAs was 233.
- Of the 233 total shows that were televised, 64 were new (aka "first run").
- 114 of the 233 total shows were "local" / 20 of these were promos & PSAs. And of the 114 local shows, 37 were new ("first run").
- The most viewed videos on the website over the last month were Black River Independent School Update (93 views total), 2 of the Bunty Station music videos (46 & 43, respectively), followed by Cavendish Selectboard (9/9/19), BR Girls' Soccer vs Proctor, & Mt. Holly Selectboard (9/10)
- You Tube: most popular videos over the past 30-day period are: John Specker- Bonapartes' Retreat (384 views), Black Rive Independent School Update (233 views), Coolidge Cup Debate Championship
- We have been working with Venissa White, After School & Summer Camp Director for TRSU, on the editing of a highlight video for the past Summer's "Go Wild" camp. This is a fee-for-service, as is the work we are doing with the Mt. Holly after school program.

Building & Grounds / Equipment

- Painting parties- we had one on Sept. 18th, with Wendy, John, George, Noah, & I and then another one on October 7th, with George (and Linda!), Noah, John, & I. George has come back on his own a couple of times to paint. We are definitely getting there. We just need to get a little more done before calling this phase good. We have an additional volunteer who expressed interest in helping on the next one. I will put out a poll ASAP to see what dates work
- Exterior Building Issues- progress is now being made on the various issues we have discussed regarding the exterior of our building, including site work. Fra & I met with Town Manager Scott Murphy & the head of Buildings & Grounds, Kevin MacPherson. We discussed short-term and longer term requests. The shorter term items are being addressed right away. The longer term items are being considered. The Town will cover some of the lower-cost items out of its own budget but for the larger items, such as paving, they will be seeking a contribution from us (as well as BRGN).
- Let's discuss he next steps for interior renovations & come up with a plan to address them. The priorities are flooring, doors, and adding HVAC exhaust to master control room.

Outreach & Fundraising

- Membership Drive- thanks to Noah & some guy named Patrick for renewing over the past month.
- Non Profit Roadshow- Wendy & I met to discuss. We have a plan to move forward. We will share notes on this.
- Meeting with Carol- Wendy & I met with Carol Lighthall from the Chamber of Commerce. It was a preliminary meeting to discuss, in general terms, how we might collaborate on events and with other

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fundraising. Carol is receptive. We will share notes from this meeting.

- Town Appropriations- I have submitted our FY2020 request to the Town of Ludlow. increased the request from \$1750 to \$2000. In July, we began covering an additional meeting per month (Cemetery Commission), at the request of the Town. Also, as we all know, we need to expand all of our revenue streams, in light of the loss of funding from cable franchise fees. We need to have this conversation with each of the municipalities.
- Underwriting- we recently added The Book Nook, which is great, but we still need to make that big push so that we can hit our budgeted target
- Viewer Survey Results- we will review the results from the recent viewer survey. The big "take home" is the low participation rate. In the end, we received 22 responses, which is very close to the response rate we received during the last survey (for the re-branding / name change). My feeling is that it is far too low of a sample size on which to base meaningful changes. Assuming all Board members took the survey, that means we really only received 15 responses from other community members over a 2-month period.
- Black River Independent School – we should get involved with the developments. I have had individual conversations with several of the people involved, and I see a real opportunity for collaborative work. Some of this overlaps with the developments happening statewide through VAN.
- People's United Bank display- our "digital signage" (bulletin board) was displayed for 2 consecutive months, in August & September. Bank staff reported that there was a lot of interest, which piques their own interest in having a permanent digital signage display, running our bulletin board.

Administrative / Organizational

- PEG Access Study Committee- the only public hearing during this process will be held Monday (Oct. 21st) from 10 – Noon at the State House. Written testimony is being accepted, which I have solicited from some of our key partners in the community, including Board members.
- As previously reported, the Comcast v Vermont settlement has been finalized, which includes provisions in the renewal of Comcast's Certificate of Public Good for which VAN fought long & hard over the past few years. These provisions include access to the electronic programming guide, funding for broadband / internet upgrades, funding for channel re-assignment, and funding for new "remote origination" technology (for live remote telecasts), and a new statewide HD channel, as well as a pathway for us to request HD channels on individual basis.
- I will soon begin work on our Annual Report, due to the Public Utility Commission, Dept. of Public Service, & cable providers by October 31st