



Director Report October 2020

Production & Programming

- Live streaming / broadcasting: The live meetings have been going well. There are still some kinks we are working out, with internet connections in the various locations and some software issues. But we are making improvements as we go. This month, we covered the Ludlow Selectboard meeting live (on 10/6) and we will be doing the Mt. Holly Planning Commission meeting live on 10/17.
- Constitution Project: It is premiering (on You Tube and TV) on Tuesday, October 27th at 8pm. (on TV, it will air on the Community Access channel – 1076 on Comcast / 166 on VTel).
- Election Programming: We have been recording candidate statements – mainly for Windsor County Senate but today I recorded one with Charlie Kimbell (Windsor-5 House seat, for Woodstock-Reading-Plymouth). I reached out to all Senate & House candidates for the Districts that we serve. I also tried to find an organization or entity to sponsor / host a candidate forum but given the timing and the challenges we all face with physical distancing, etc., it did not pan out.
- Susan Haefner & Lisa Brigantino Concert: As a reminder, the next virtual concert is Sunday, November 1 at 5pm. It will premiere on the You Tube channel and simultaneously televise live on the Community Access channel.
- Lake Rescue Milfoil project: We've been hired to produce a simple video for the Lake Rescue Association about a milfoil eradication project
- Local Poet Collaborative project: I recently met Jon Meyer, a poet and retired educator who lives in Norwich. He has been looking for ways to do more using video to share his poetry, After he learned about the strong network of community TV in Windsor County & throughout Vermont, he pitched me on an idea for a collaborative poetry reading live TV show (and/or live streamed) fundraiser with as many stations would be willing to participate. I am engaging with him on this to help bring it to fruition because I think this is exactly the kind of thing we should be doing – to work collaboratively with other stations (especially when it comes to fundraising) while providing a platform and valuable support to artists. The wider the reach, the more valuable the platform.
- Farm & Wilderness virtual Town Hall project: I will be spending next Weds. at Farm & Wilderness Camps to record several segments which I will then edit

Outreach & Marketing

- Okemo Valley Magazine: The Fall / Winter edition is out and the article profiling us starts on Page 11. Check it out! This is great exposure for us and hopefully will help to build more awareness.
- Marketing Contract Work: Cara Philbin has started and has also added a work-study student to the team. Her name is Mackenzie and she is a Senior at Mill River HS.

Fundraising

- Town of Ludlow Appropriation request: It was submitted for \$2,250, as discussed at the September

10/14/2020

28th special budget meeting.

- Memberships: Thank you to George for being our first membership renewal of the fiscal year. Now is the time to kick off a coordinated drive for membership support. Some ideas were discussed at the last meeting and Sharon asked for all Board members' input. This work should be continued in the near term.
- Underwriting: This is business support for local programming & our operations. It has been a slowly-growing revenue stream for several years until it waned and then stopped. It needs to be rebooted. Noah has taken the initiative to do just that.

Administrative / Financial

- New Board member: Will Harris was appointed as a new member of the Board, filling the seat vacated by Wendy Regier. The seat is until June 30, 2022.
- COVID Telecom Plan: For the past couple of years, I have been participating in the Vermont Access Network (VAN) legislative work group, which has been laying groundwork inside the State House and in the legislature and building on that work. The results of the work group have included CRF funding and the future funding study. It has also led to being asked to provide input for the new COVID telecommunications plan being put together by the State., Matt Dunne, (broadband / tech advocate, ex-Windsor County State senator, past candidate for Governor, and Google executive) has been working on that, on behalf of his organization, Center on Rural Innovation. We have been asked to provide information and insights that will be factored into the plan.
- PEG Funding Study: The RFP went was put out this week by the State to solicit bids for the PEG Access funding study (the \$100,000 study put into the budget by the legislature, for expert analysis on a new future funding source and to evaluate the operations of the 25 PEG Access (aka community TV) organizations in the State.
- Collaborative Work: The traction that was gained has slowed, due to transitions and challenges being faced at the organizations of our prospective partners. The 4-part webinar series on collaboration & fundraising, which is being sponsored by VAN, has one more to go – it was initially scheduled to be this week but has been postponed to November 11th, after the election, to give a chance for more focused attention & participation. If anyone from the Board would be interested in hearing from others or sharing ideas about collaboration, please let me know. It will be from 1 – 2:30pm over video conferencing (Zoom). Sharon participated in the first one, which was on fundraising. It is great to get Board participation, especially since we have been pursuing the idea of collaboration.