



Director Report September 2019

Production, Programming, & Training

- Over the past 30 days, we have televised a total of 200 shows (on both channels, combined). 84 of these shows were "Local" (produced within our service area, or provided to us by a community member).
- Of the 200 total shows, 78 were new ("first run") shows run on our Community Access channel ("channel 8") and 25 new shows on our Educational / Government Access channel ("channel 10").
- We also ran a total of 6 promos (4 of these were station IDs), and 4 PSAs.
- New "in house" (staff-produced) productions over the past month included: several gov't meetings, studio shows (from BRISC, two Chamber Updates, FOLA Presents, music recording sessions with John Specker), & artist profile video with John Specker. the Chamber's "Chrome & Craft" event, & the presentation, "Who Really Discovered VT?", at the Mt. Holly Community Historical Museum.
- It's been a busy month for volunteer & community productions, especially now with school back in session. Natasha Fortin has picked up where she left off, covering all of the Black River girls' soccer home games, and other events. Last week, she recorded square dancing at BRAM and Paul Faenza's "Remembering 9/11" talk at the Mt. Holly Community Historical Museum. Sharon Bixby recorded footage of the Black River Action Team (BRAT) recent "Bio Blitz", which we edited into an episode of BRAT's series, "Black River Connections". In addition, BRISC has been getting more involved with us. Tonight, one of its volunteers is recording the presentation on school choice at BRHS.
- We are in discussions with BRISC about helping them produce a polished promotional video
- The most popular show on the website over the last 30 days was, by far, the BRISC Update (Black River Independent School Committee), with 89 views.
- On You Tube, John Specker's music videos continue to be the most popular.

Building & Grounds / Equipment

- Painting party- we have the next one scheduled for this coming Wednesday, the 18th, from 5:30 until 8ish. So far it is Wendy, John, and I. We could use 1-2 more.
- As mentioned last month, we are going in a new direction with some studio control room equipment. I have begun selling items on eBay. The first one just sold, although we got far less for it than I was hoping.
- I'd like to get the Buildings & Grounds committee together to discuss some building needs.

Outreach & Fundraising

- Membership Drive- We are trying to push memberships right now – so far, the current members this year (effective July 1) are: George, Wendy, John Specker.
- Underwriting- so far we have just 2 underwriters this year: Ludlow Fire Department (and our latest), The Book Nook.

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- Survey- With just 15 total responses so far and only 2 weeks left, we need to make a big push. If you have not already, please disseminate a link to the survey. We are trying to form the basis for making some important decisions with programming changes in light of the budget cut. It would also be great to bring a printed version to a community event, such as the Ludlow Farmers' Market on Friday. Can anyone help with this?
- People's United Bank display- as previously reported, we were the "business member of the month" at the People's United bank Ludlow branch for August. And because they didn't have a new one lined up for Sept., our display is still there.

Administrative / Organizational

- Beginning September 16th, our new business hours are: Mon, Weds., & Fri. 10–5 and Tues. / Thurs. 10-7. This is a reduction of 7 hours per week. It is one of the two first steps towards addressing our budget cuts. The other is a reduction in the program scheduling hours. Fred, our Programming Coordinator, is now working 15 hours per week (down from 30).
- In addressing the program scheduling reduction, Fred, Eric, & I visited GNAT (Greater Northshire Access Television) recently, for a peer-to-peer workshop, led by their programming personnel. They have a lot of good systems in place and have established an efficient workflow. We came away with some useful info. In addition, we need to cut back on some programming – we will begin playing back fewer "imported" shows beginning October 1st. This includes the daily news broadcast, Democracy Now!, as well as random other shows from other stations across Vermont.
- PEG Access Study Committee- the 4th of the 6 meetings will be held on Weds. Sept. 18 in Montpelier. The public hearing date is scheduled for Weds. October 16th at 10AM , followed by the 5th regular meeting (and second to last). After the final meeting in November, the committee will be drafting its recommendations for the legislature to take up in the coming session
- Picking up from where we left off with VAN "big picture" discussions last year, there will be another "VAN Summit" on November 14.

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