



## Director Report November 2022

### Administrative

- Comcast Contract Renewal: As I mentioned last month, talks we were presented with a draft proposed contract by Melissa Pierce, Comcast's head of Regulatory Affairs for Vermont. Our Board discussed the draft during its last meeting. The main concern from our end seems to be Comcast expressing inability for Okemo Valley TV to be designated additional Towns (we have requested that for Andover, Reading, & Shrewsbury specifically). Melissa will be joining our November 17<sup>th</sup> Board meeting to discuss this.
- VTEL: A general letter of support for the renewal of the VTEL CPG (Certificate of Public Good) was submitted. The letter stated that we are supportive of the renewal, with the understanding that the terms of the now-expired contract will be upheld in the interim.
- State Appropriation (\$25K): We should be receiving the check from the State shortly. They are being distributed by the Department of Public Service. We budgeted for \$15,000 of these funds to be spent on operating costs and the remaining \$10,000 on capital (equipment).
- Personnel: We have a need for additional production help. Discussions with Woodstock Community TV about a shared position have been revived. I am sending a proposal to them next week; Paula Wehde, who runs Windsor on Air, has been helping them out on a temporary basis. Paula reports that they are currently looking for a production person for WCTV and might consider a shared position.
- Finance & Bookkeeping: Wendell has taken over the bank reconciliation work, starting with the beginning of this fiscal year on July 1. This means that for the time being, we will not need to outsource this work. For the last several years, we have paid the office of Janice Graham CPA for this work.

### Community Engagement / Fundraising

- Postcard & Underwriting 1 Pager: When the Community Engagement committee met this month, it discussed (among other things) the need for printed marketing materials. One of the needs is to have a postcard-sized info sheet about how to watch programming, This is for crew members to have in the equipment bags, along with business cards. While the need was identified, there was not a decision made as to who would oversee it and get it done. If nothing else, it's a goal to work towards. The other marketing material that was discussed was the underwriting "on pager", which is not only more time sensitive, but also more attainable, since we already have the draft to work from (created by former Board member Sharon Huntley). Shortly after the meeting, I worked on final edits & Lisa took care of the printing, using Boss Works in Killington.
- Underwriting: The Community Engagement committee began some work on the roll out of the 2023 underwriting campaign, which needs to be happening in November & December. A list of prospects has been developed, for Board members to review. This is an "all hands on deck" type of activity for the Board & staff.
- Town Appropriations: We have received budget appropriations from the Towns of Ludlow, Plymouth, Cavendish, & Mount Holly for many years. I have submitted our requests for FY2024 support from Ludlow & Plymouth, and for the first time as we recently discussed, I submitted one to the Town of Andover. I will be sending our request letters in for Cavendish & Mount Holly in the very near future.

- Linked In: Lisa created a page for us and we have gained some followers. Thank you to Lisa for getting this set up & giving us a presence on the professional networking social media site. Lisa has also taken on the task of posting to Linked In & adding content, which is super helpful.
- Social Media: In addition to the latest addition of Linked In, we have a presence on Facebook, Instagram, & Twitter. We also have the e-news, which is tied to both our Facebook & Instagram accounts. Each platform has its own use & audience. While the information we promote may be the same across these platforms, how we use them to promote each activity, including the language we use & how the information is presented varies from one to the other. As we get increasingly active on social media outlets, with multiple people posting on the organization's behalf, it's become important to develop strategy. In fact, I would propose to adopt a marketing plan, which could include, among other things, a social media strategy.
- Non Profit Pledge Drive: The December 7<sup>th</sup> pledge drive / silent auction live TV event previously being scheduled with Paula VanGuilder has been postponed for the time being. In anticipation of the collaborative fundraising project, some of the Community Engagement committee members helped draft an MOU. Even though the event with Paula isn't happening, this was a good exercise, because it got us in the direction of developing policies around collaborative fundraising in general and a non profit pledge drive project specifically. The pledge drive is something that's been an intended use for our studio, as a means of not just generating some revenue, but also providing more value to various non profits and increasing engagement with the wider community.

### **Production / Programming**

- Community Producers: Becky Wynne & her son Henry have been getting more involved, producing videos as part of homeschool. Ian Bard, a recent college graduate who is also working at the VT Journal, is doing some volunteer work. He will be helping out with the coverage of Ludlow Selectboard meetings.
- Ralph & Leo Reunion: Ralph Pace is well known as the host of the longest-running program ever produced in our studio, "That Was the Week That Was", which he started in 2007 and ran pretty much continuously for 10 years, only missing an occasional week. During the 1.5 years when we didn't have a studio (after we had to move out of the school and were operating out of the 1950's single-wide trailer), we helped Ralph take his show to other locations, mainly the Town Hall conference room. After his long-time co-host, Leo Graham, moved away, Ralph soldiered on, eventually deciding to end the weekly program in 2017. Since that time, Ralph, has come in sporadically when he can, hosting what he calls "Spotlight", and is often joined by Kevin Kuntz and sometimes Leo, who has joined remotely via Zoom. Ralph recently lined up one of these recordings to discuss the mid-term elections with Kevin & Leo. What he didn't know was that Leo was planning to surprise him by showing up in person, rather than on Zoom. He did just that, and the two were reunited. We captured the moment with a candid photo and a feel-good story about two of our "oldest" collaborators.

### **Equipment Upgrades / Facility / Building Improvements**

- Town Hall AV Systems: The Ludlow Town Hall AV system installation, which is being handled by Paul Terrasi of Boston Soundworks, been going on for a year now, and is nearing completion. There have been numerous complications, much of which is related to the internet in Town Hall. There was a long delay with getting that upgraded, but that part is supposedly complete, so we will hopefully soon have the new system to work with successfully. So far, to this point, we have been unable to use it. Paul Terrasi is also doing a system for Plymouth Town Office, which was supposed to be completed by now and will be

soon. Part of the delays with these systems is Paul's availability. I am also helping manage an installation for the Mount Holly Town Office. That work will be completed in the near future by Unique Media Systems (based in Hanover).

- Lightcast: We are now all signed up with Lightcast, for deliver of our online content. I am now in the process of getting our "over the top" streaming apps set up for Apple TV, Roku, Fire TV, & mobile. I expect this work to be complete before the New Year, when we'll be ready for their launch.

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