



community media serving the Black River Valley

LPCTV ♦ 43 Main Street ♦ Ludlow, Vermont 05149

FY 04-05 ANNUAL REPORT

MISSION STATEMENT

LPCTV is dedicated to the advancement of local public access to information and media technologies for the purposes of open distribution, community development, and personal empowerment.

GOALS

- 1) to provide public, educational, and government access television channel(s) and services on a first-come, first-served non-discriminatory basis
- 2) to provide facilities and equipment for the purposes of creating and distributing media content
- 3) to educate by providing hands-on training in video production and other media skills
- 4) to involve community members in the process of making media and exchanging information

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BOARD OF DIRECTORS & STAFFING

Board of Directors (as of June 30, 2005)

Peter Gregg, <i>President</i>	Jay Jurkoic
Shannon Devereux, <i>Vice-President</i>	Norm Vanasse
Lisha Klaiber, <i>Treasurer</i>	Michelle Stinson
Sharon Bixby, <i>Secretary</i>	George Thomson
Linda Hill	Phil Newman, <i>Youth Representative</i>
Sue Pollender	

Committees (as of June 30, 2005)

Finance Committee: Peter Gregg, Sharon Bixby, Lisha Klaiber, Patrick Cody

Personnel Committee: Peter Gregg, Sharon Bixby, Michelle Stinson

Equipment Committee: Jay Jurkoic, Peter Gregg, Patrick Cody

Buildings / Facilities Committee: Norm Vanasse, Patrick Cody

Fundraising Committee: Sue Pollender, Sharon Bixby, Patrick Cody

The Board of Directors are governed by LPCTV's By-Laws, revised and updated on June 30, 2005. The By-Laws are available upon request and on <http://www.lpctv.org/>.

The Board of Directors held regular bi-monthly meetings, typically on the last Wednesday evening of the month, at 6:30 PM, in LPCTV's studio. Regular meetings were held in January, March, May, August, and November 2004.

LPCTV's Annual Meeting was held on Thursday, June 30th at 7 PM at Fletcher Memorial Library. The Annual Meeting is held on the last Thursday of June at 7PM each year.

Minutes for all official meetings of the LPCTV Board of Directors are available upon request. Recent minutes are posted and kept on the LPCTV website for up to 6 months.

All meetings were warned on the community bulletin board, [website](#), and on the Town of Ludlow's website.

Staff Members (as of June 30, 2005)

Patrick Cody, Station Manager

Mark Ostrom, Operations Assistant

Joanna Bombadil, Production Assistant



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LETTER FROM THE PRESIDENT

by Michelle Stinson

Great things are happening at LPCTV! We had a fantastic year full of accomplishments!

As the new President I am very motivated by things that have taken place since I joined the board mid-way through the year. Several new board members began their terms this year and are bringing new outlooks and ideas to the commitment and wisdom of the seasoned members of the board. Our vision is strong and our goals are many.

This past year brought the addition of Mt Holly to our service area. Adelphia is laying the cable and our station manager is providing the groundwork to involve the Mt Holly community in the station. We have begun to include Mt Holly events in our programming and have Mt Holly residents on the Board of Directors. We look forward to our new relationship with the community of Mt Holly!

Recently, we also added a second channel to our service area. Channel 10 is bringing educational and governmental programming to cable subscribers of Ludlow, Plymouth, Cavendish, and Mount Holly. Up to this point, all LPCTV programming has been carried on Channel 8, the combined Public, Educational, & Governmental (PEG) Access channel. Channel 8 will continue to transmit, solely as the public access channel. This means it will exclusively play programming that is provided by the people of the Black River Valley.

Understanding the need to streamline production and playback for two channels, the Board of Directors has allocated funds to purchase equipment for the upgrade to digital automation for master control/playback. This will help the stations to run more efficiently and smoothly. Thank you to our Station Manager, Patrick Cody for his guidance towards this upgrade.

LPCTV has officially outgrown its space of 500 sq ft and the board is actively searching for a new home that will increase our space to 2500 sq ft. This is a great need as we look toward further equipment upgrades and the need for additional studio space.

All of us at LPCTV are pleased with the progress we have made and look forward to the year ahead of us. We are excited for the things to come!



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LETTER FROM THE STATION MANAGER

“State-of-the-Station” June 2005
BY Patrick Cody, LPCTV Station Manager

Another year comes to an end. Another budget to pass. Another Annual Meeting. And another Board of Directors election - which usually means some new faces; we've distributed ballots for community members to cast their votes and may soon have a couple of new board members. Through this open access electoral process, not only might there be new board members elected, we might also spur some more interest in the organization. Hopefully, this is the case. Hopefully, this will mean that a few more people will sign up as members, or ask about borrowing equipment, or getting a program on the air. This electoral process is also an opportunity for community members to determine who will be at the helm of *their* community media center. Yes, that's right: it's *their media center*. This place, the station, the equipment - it's all here for our members, potential members, and the citizens at-large. If you live in the Black River Valley, it's *your center*. As the Station Manager, I'm here to be the guardian of these resources, but none of it is *mine*. Nor is it any one individual's; it's the collective community's facility, equipment, television channel, and so on. And each individual has equal opportunity to use it as s/he wishes.

As LPCTV winds down its fiscal year, closing the books on its 4th year, and preparing to enter its 5th, it's that very notion that needs to be emphasized and driven home. LPCTV is here for the people of this community to use and to shape. The intended uses might vary from sharing information to entertaining to education to just being heard, and the results might all be different. The point is that *it* is a participatory process grounded in community, information exchange, and free speech that is open to all, to utilize and to participate.

In last year's annual address, the tone was to promote more involvement from the public. Throughout the past year - since July 2004 - we have seen this occur in small steps. Certainly, successes have been made. Exposure from the cable television channel (channel 8) as well as the visibility of our staff and independent volunteer producers, have all helped to build relationships with several new individuals and groups. These things have led to more participation from more members of this community. We had new faces on our Board of Directors and with these new faces, has come new ideas and new energy.

Several new independent producers have gotten involved and become members, from the superintendent of schools to local musicians. Programming on channel 8 is now filled with content from such folks - in addition to the municipal meetings, academic lectures, and spotlights on the community. These events are promising for the growth and development of LPCTV as a vibrant community media center.

But to be the hosts of such a thing - *a vibrant community media center* - we need to have an inviting



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space. Our current space in the school is limiting; at 550 square feet, it is far smaller than what is necessary to accommodate the growing number of members, producers, and students that use the space on any given day. As all of us living and working in the Black River Valley know, rental space and real estate is an extremely hot - and pricey - commodity at the moment. Our search has not proven to be fruitful, but we have hope. The goal this year is to re-locate into a space that not only is larger, but one that can serve as a true community center. In short, we look to make the access to *access* functional and inviting.

We are watching very closely at the changes in the telecommunications industry, and the federal and state policies that regulate it. The times are definitely changing; just this past year, the law governing cable television in Vermont was updated, to include changes in technology and, in particular, the changes and growth in public, educational, and government access channels, such as ours (the law, Vermont Public Service Board Rule 8.00, had last been updated over 10 years ago - since then, PEG access has become more organized and professionalized). Another significant event taking place over this past year has been the sale of our local cable provider, Adelphia. The company has fought bankruptcy ever since its founder and his sons, also partners, committed billions of dollars worth of fraud (and were subsequently found guilty). Following a lengthy bidding process, Adelphia accepted a joint purchase from AOL- Time Warner and Comcast. In Vermont, where most (cable) systems are owned by Adelphia, Comcast most likely will assume ownership. There are still many questions about what this will mean for the future of LPCTV, PEG Access stations across the state, and the cable subscribers.

We are certainly also seeing critical changes being made on the federal level - this year, US Congress is re-writing the Telecommunications Act of 1996. The extent of how much or how little the cable and telecommunications industries are regulated will determine the livelihood of independent, non-profit, non-commercial, and community media outlets. Some of these "outlets" include PEG Access TV (such as LPCTV), Low Power FM, PBS, NPR, as well as municipal and community broadband networks (such as Wi-Fi and municipal cable systems).

Back on the homefront, we look forward to this coming year and what it will bring. LPCTV currently has 2 formal requests on the table with Adelphia: the official designation of Mount Holly's PEG access center and the activation of cable channel 10. We hope both of these issues will be resolved this summer. While not all of the cable lines are build-out in Mount Holly yet, the word we get is that it soon will be. Anyone interested in this should call the Adelphia office in Springfield directly (802-885-8530).

The activation of cable channel 10 will allow us to break up the video programming onto 2 different channels (8, our current channel, and 10). One channel, most likely channel 8, will be used for public access programming only; channel 10 would then be used for educational and government programming. Having 2 channels will help us better adhere to specific timeslots and will allow us to free up some space for additional programs; we continue to get requests for channel time, and we do not want to deter this. If you're reading this - I, personally, invite you to stop by, call, or visit our website to learn more information and to get involved.



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FINANCIAL REPORT

FY 04-05 (see Budget sheet, pages 7-8)

LPCTV achieved a budget surplus during Fiscal Year 04-05 (+\$7669 total) and finds itself in solid fiscal standing, with cash reserves of approximately \$120,000 (leftover from start-up capital funding).

We received \$3000 more in operating income than was projected, due to an increase in equipment sale. After upgrading our studio with full-sized studio cameras, we had an excess of DV camcorders; we sold 2 of these cameras. We also sold 2 studio pedestals.

Operating expenses came in at \$13,000 under budget, nearly all of which was under-budgeted labor costs. This was primarily due to a longer-than-projected lag time between part-time staffing. In addition, part-time staff did not work the amount of hours that was projected.

LPCTV's major capital expense during Fiscal Year 04-05 was the upgrade with studio cameras. This upgrade comprised of \$42,511 of the \$49,137 total capital expenditures. We purchased a studio package with JVC full-sized cameras, complete with camera control units, viewfinders, and controls.

Since LPCTV does not receive any ongoing or annual capital funding from Adelphia, it has made a practice of using the start-up funding reserves for ongoing capital improvements and equipment. Our long-term forecasts have projected using more than one-third of the total remaining reserves per year, beginning with FY 04-05.

PEG Franchise fees received from Adelphia comprised of 89% of total operating income (\$73,911 of \$82,610). The remaining 11% was earned through video duplication fees, equipment sales, and grants from the Towns of Ludlow and Cavendish and from the Girl Scouts of Swift Water. In-kind services provided to LPCTV helped offset additional expenditures, including capital building improvement costs and software (upgrades and maintenance). Such donations were provided by Steve Laskevitch / All Seasons Property, Jay Jukoic (Electrician), and Phil Chimbolo / PMCWare,

In sum, LPCTV's FY 04-05 actual total expenditures (operating and capital combined) equaled \$115,704 (\$13,454 under budget), leaving a difference of -\$33,094 between (operating) income and total expenditure ($82,610 - 115,704 = -33,094$). The exercising of \$40,763 from the start-up capital reserve factored in to give us the \$7669 budget surplus ($40,763 - 33,094 = 7669$).



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FY 04-05 BUDGET REPORT

LPCTV FY'04-'05 Budget

REVENUE	7/1/04- 6/30/05 Actual	
OPERATING REVENUE		
PEG Franchise Fees	72,000	73,911
Interest	450	487
Video Duplication	800	1142
Memberships	250	0
Equipment Sale	500	4950
Donations / Grants	5000	2120
Underwriting	500	0
TOTAL OPERATING INCOME	79,500	82,610
CAPITAL REVENUE*	0	0
TOTAL REVENUE	79,500	82,610

Expenses

Operating

Salaries & Benefits	63,000	51394
Payroll Services	800	900
Travel-Mileage	500	733
Insurance	4000	3794
Consulting Services	800	0
Office Supplies	1000	943
Promotion / Advertising	1000	678
Alarm	150	219
Phone	1480	1579
Postage	200	187
Professional Development	1000	425
Tape & DVD Stock	1250	1582
Fees / Dues	400	739
Rent	1200	1425
Utilities	0	0
Spring Water	100	147
Miscellaneous Expenses	1620	1322
Repairs / Parts	1000	500
TOTAL	79,500	66,567

phone



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FY 04-05 BUDGET (CONTINUED)

Expenses		
Capital *		
Production	35,000	42,511
Post-Production	1500	1302
Playback	5750	3231
Computer Equipment	5000	1573
Office Equipment	1000	40
Construction / Building Improvements	500	480
TOTAL		
	48,750	49,137
TOTAL OPERATING / CAPITAL EXPENSE		
	128,250	115,704
DIFFERENCE REVENUE / EXPENDITURE		
	-48,750	-33,094
Start-Up Funding Reserve**		
	55,000	40,763
	NET + / -	6,250 7,669

FY 05-06 (see Budget sheet, pages 9-10)

As LPCTV enters the new fiscal year, it finds itself in an exciting, and challenging, period of its next phase of growth. We have far outgrown our studio space in Ludlow Elementary School and have begun the search for new space. Since we had not yet determined where that move will take us, we adopted a budget based on a hypothetical move that would require us to pay no more than \$600 per month for rent and \$356 in additional utilities. This is a dramatic increase in budgeted expenditure; since LPCTV's inception in 2001, it has paid no more than \$100 per month in rent and utilities combined. We also have projected an increase in labor costs, with the anticipated addition of a coordinator / manager position at 30-35 hours per week. Our FY 04-05 labor costs were based on 1 FT position (Station Manager), 1 half-time position (Operations Assistant) and 1 part-time position at 12 hours per week (Field Producer). In sum, the projected operating expenditures are \$108,427, up \$33,000 from last year's budget and \$42,000 from the actual expenditures of FY 04-05. LPCTV is also for the first time budgeting to use an on-call IT / Networking support technician (\$1680). Most other projected increases in operating expenses reflect the anticipated move (i.e. increased office supply costs).

With projected increased expenses and stabilized revenue sources, it has become imperative to commit to finding new income streams. In FY 04-05, we budgeted - and achieved - to generate between 10-11% of our operating income through means other than Franchise Fees from Adelphia. In FY 05-06, we are upping the ante for ourselves a bit, projecting a 20% contribution from means other than the Franchise Fees. We are currently at work researching grant opportunities, primarily for funding an after-school





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program with which we are affiliated. It is our goal to have camera and editing equipment funded for this purpose.

As for LPCTV's FY 05-06 Capital Budget, major anticipated expenditures include an upgrade of the automation / master control system and outfitting a new studio (dependent on location and size) with some new production equipment. This primarily includes a new studio lighting grid, character generator, and miscellaneous cables. Additional expenditures include a new DV field camera, field lighting accessories, new handheld microphones, and a direct-to-disk video recorder ("FireStore"). The total Capital expense budget is \$70,991. As mentioned above, LPCTV intends to obtain grant funding for production and post-production equipment, to be used for an after-school program. In the adopted budget (below), the "Donations / Grants" income is listed under "Operating Revenue" (**); in fact, it will be used for Capital expenses.

FY 05-06 BUDGET

LPCTV FY'05-'06 Budget	
REVENUE	
OPERATING REVENUE	
PEG Franchise Fees	75,000
Interest	475
Video Duplication	1750
Memberships	250
Equipment Sale	2500
Donations / Grants**	15000
Underwriting	500
TOTAL OPERATING INCOME	95,475
CAPITAL REVENUE	0
TOTAL REVENUE	95,475
Expenses	
Operating	
Salaries & Benefits	75,710
Payroll Services	880
Service Charges & Bank Fees	300
Travel-Mileage	850
Insurance	4320
Consulting Services	0
IT & Networking Support	1680
Office Supplies	3000
Promotion / Advertising	2250
Alarm	300
Meals & Entertainment	200



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FY 05-06 BUDGET (continued)

(Operating Expenses Continued)	
Phone	2315
Postage	220
Professional Development	1000
Training Materials	175
Tape & DVD Stock	1250
Fees / Dues	600
Rent	6000
Utilities	4275
Spring Water	252
Repairs / Parts / Warranties	2500
Miscellaneous Expenses - Legal Fees, Professional Services, miscellaneous contributions	350
TOTAL	108,427
Expenses	
Capital *	
Production	19,392
Post-Production	7000
Playback	16,075
Duplication	1135
Computer Equipment	17900
Office Equipment	4489
Construction / Building Improvements	5000
TOTAL	70,991
TOTAL OPERATING / CAPITAL EXPENSE	179,418
DIFFERENCE REVENUE / EXPENDITURE	-83,943
Start-Up Funding Reserve**	70,000
NET +/-	-13,943



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Facility

LPCTV's facility is located in a building shared by Ludlow Elementary School and Black River High School / Middle School, at 43 Main Street in Ludlow. It is a 550 square foot, one-room, facility, consisting of a studio space, playback / master control area, control / post-production area, 2 non-linear edit stations (1 of which has a combined use as a day-to-day Operations desktop computer), and the Station Manager's area. All of the above equipment, including the studio, is available for use by my community members on a first-come, first-served non-discriminatory basis for the purposes of creating PEG content.

LPCTV's studio was used a total of 42 times (for a total of 47 hours) during FY 04-05.

LPCTV's edit suites were used for a combined total of 53 times (113 hours) during FY 04-05.

LPCTV list of on-loan equipment during FY '04-'05 included:

- 4 Canon GL1 mini-dv cameras and 2 Canon Optura 20 mini-dv cameras
- 6 Bogen Manfrotto tripods
- 6 handheld omni-directional microphones
- 3 directional shotgun microphones
- misc. microphone table and floor stands
- misc. audio & video cables
- misc. audio & video adapters
- Portable light kit
- mini-dv tape stock
- 6 headsets
- 3 video monitors
- 1 video mixer
- 1 character generator
- power strips, extension cords

LPCTV's on-loan equipment was used a total of 93 times by a total of 35 individuals during FY 04-05.



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Operations

PEG Capacity

LPCTV operated 1 combined PEG channel during FY 04-05. Channel 8 served the people of Ludlow, Plymouth, and Cavendish with a continuous signal 24 hours per day, 7 days per week, carrying programming from a variety of sources and a community bulletin board, displaying information from many community, regional, and statewide organizations. The signal was interrupted only when a technical difficulty was present (this ranged from Ludlow Electric power failures to Adelpia head-end tests to LPCTV troubleshooting).

To make the channel's programming information more accessible for the public, schedules were maintained in a weekly grid fashion; the grids were developed, revised, and updated on a monthly basis. These weekly grids Program schedules were sent to The Message for the Week and Black River Tribune and posted in those newspapers (until the BR Tribune shut down operations in the Spring of 2005), typically once per month, at the beginning of each month. Upcoming daily schedules were also regularly posted on www.lpctv.org and the Channel 8 community bulletin board.

Throughout the year, the combined channel underwent increased use, and the channel's scheduling became a challenge. In 2005, just prior to the end of the fiscal year, LPCTV formally requested a second PEG channel from Adelpia. The request was granted, making Channel 8 to become the Public Access channel and Channel 10 to become the Educational / Government Access channel. This change did not take place until October 2005.

Another formal request was made from Adelpia: to designate LPCTV as the Access Management Organization for the Town of Mount Holly. Once LPCTV learned that cable was being extended for the first time into Mount Holly, the decision to make the request was unanimous. Mount Holly is in a shared legislative district (Rutland-Windsor-1), and a shared school district (Union-39) with Ludlow. Many Mount Holly youth participate in LPCTV programs and utilize services offered by LPCTV during their careers at Black River High School & Middle School. LPCTV made 2 presentations in front of the Mount Holly Selectboard, which unanimously supported the designation of LPCTV as its PEG source and passed a resolution in early 2005. The Union-39 School Board had passed a similar resolution the previous year. As we write this, we are told that the cable line extension work in Mount Holly is underway and should be completed sometime in 2006.

PEG Programming

Channel 8 alternated between community bulletin board, "local" programming, and "imported" programming. "Local" is defined as "any programming originated by an LPCTV member or LPCTV staff, using LPCTV equipment and/or facilities, or his/her own equipment." "Imported" is any other programming; as per LPCTV policy, "imported" public access programming must be "sponsored" by a local resident. Programming that fits into the Educational / Governmental model may be submitted to LPCTV without a resident sponsor. A large portion of imported content is programming that is shared through the Vermont Access Network, including Governor's Weekly Press Conferences, Rep. Sanders' Town Meetings and Press Conferences, and the Vermont State Board of Education meetings. Daily



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program schedules were developed using a weekly grid-based timeslot chart, which was then reviewed on a monthly basis. Once per month, timeslots were updated and revised as necessary. Throughout most of the year, programming began each weekday morning at 8 AM, with live news from Democracy Now! on satellite (an imported program sponsored by a local resident) and culminated with the midnight repeat of the regularly scheduled government meeting, which can be anytime between 1:00 AM - 4:00 AM, depending on length. At that time, the community bulletin board played throughout the night, until programming resumed the following morning.

On weekends, programming began with the morning repeat of the government meeting (usually at 9AM, but sometimes earlier, depending on length).

Channel 8 transmitted a mix of first-run programming and repeats. Most programming was shown at least 8 times (often more for locally-originating content). First-run government meetings played each night at 7 PM, repeating at midnight and 9 AM the following morning.

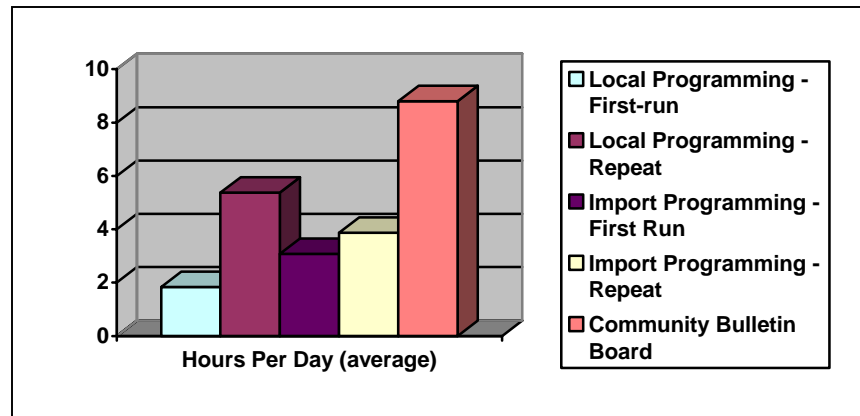
The community bulletin board played frequently throughout each day.

All program schedules were posted on the community bulletin board and on the organization's website (www.lpctv.org). Weekly grid timeslots and other general programming information was published in The Message of the Week and Black River Tribune newspapers.

Total Breakout of LPCTV Channel 8 Programming

PROGRAMMING TYPE	TOTAL	AVERAGE PER WEEK
Local Programming - first-run	664	12.77
Local Programming - repeat	1954	37.58
Imported Programming -first-run	1118	21.5
Imported Programming - repeat	1408	27.08
Community Bulletin Board	3217	61.87

Daily Breakout of Programming on LPCTV Channel 8 FY 04-05





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Community Bulletin Board

LPCTV accepts announcements from local, regional, and statewide non-profit organizations, local, regional, state, and federal government, schools, and churches for display on the televised community bulletin board.

LPCTV served the following 67 organizations with 162 announcements on its community bulletin board during FY 04-05:

American Legion, Ludlow Post	Ludlow Rotary Club
American Red Cross	Ludlow Teen Center / Rampage
Annunciation Church	Ludlow VFW
Black River League of Women Voters	Miss Vermont State Fair
Black River Area Community Coalition	Okemo Valley Chamber of Commerce
Boys & Girls Club of Springfield	Plymouth, Town of
Black River High School & Middle School	Plymouth Historical Society
Black River Valley Rod & Gun Club	Plymouth School
BRHSMS Booster Club	Polarity Wellness
Cavendish, Town of	Prevent Child Abuse Vermont
Cavendish Baptist Church	River Valley Technical Center
Cavendish Historical Society	Rockingham Area Community Land Trust
Cavendish Fletcher Library	Rutland Windsor Supervisory Union
Cavendish Town Elementary School	Southern State Correctional Facility
Chester Lions Club	Special Olympics Vermont
Christian Union Church, Plymouth Notch	Springfield Hospital
Community Tobacco Free Coalition (Randolph)	St. James Methodist Church
Covenant Community Church (Jericho)	Sustainable Valley Group
Fairfax Community Theatre	Sweet Music
Feminine Tone Chorus	Tyson Church
Fletcher Memorial Library, Ludlow	Unitarian Universalist of Springfield
Friends of the Ludlow Library	United Church of Ludlow
Green Mountain Club	University of Vermont
Holy Name of Mary Alter Society	Upper Valley Community Band
Just Now Restorative Justice	Vermont Access Network
Ludlow, Town of	Vermont Department of Health
Ludlow, Village of	Vermont Lodging & Restaurant Association
Ludlow Baptist Church	Vermont Pride
Ludlow Elementary School	Vermont Protection & Advocacy
Ludlow Ambulance Service	Vermont State Colleges
Ludlow Cub Scouts	Weathersfield Community Church
Ludlow Lions Club	Weathersfield Historical Society
Ludlow Parks & Recreation	Weston Playhouse
Ludlow Police	Windsor County RSVP

Total estimated value of service provided = \$720 (based on 40.5 hours of staff time spent on creating, processing, and managing community bulletin board announcements for the above organizations)



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Training

LPCTV offers free formal training on a case-by-case basis in the following areas: pre-production (planning, scripting, storyboarding), camera, sound, lighting, non-linear editing, linear (tape-to-tape) editing, and graphics.

Training workshops are available to all LPCTV members.

Members must first complete an LPCTV orientation prior to enrolling in a training workshop.

Training workshops are used to certify members on pieces of equipment.

Members must be certified on equipment prior to usage and/or reserving on-loan equipment.

LPCTV held a total of **21 training workshops** for **13 new individuals** during FY 04-05.

In addition, LPCTV provided training for the following organizations:

Black River High School & Middle School Media Studies program

Black River High School & Middle School Video Club

Black River High School & Middle School Computer Graphics program

Black River High School & Middle School History Day projects

Girl Scouts of Swift Water Council

Llamas of Ludlow

Ludlow Elementary School Arts program

Ludlow Elementary School Video Club

New Life Christian Fellowship

Opportunities in Learning

LPCTV spent a total of 57 hours on formal training workshops.

Total value of service provided (staff labor and use of equipment)= approx. \$1140

Memberships

LPCTV memberships are offered to community members who wish to use LPCTV equipment and/or facilities to produce programming or utilize LPCTV 's training workshops. There is no cost to becoming a member, however members are asked to help support LPCTV operations through volunteering or making a donation towards the cost of tapes. Memberships are valid for 1-year and are subject to renewal, based upon members' compliance with LPCTV Policies & Procedures. To date, LPCTV has not had any problem concerning memberships renewal.

At the close of FY 04-05, LPCTV had 18 individual active members. The following were active organizations members:

Black River High School & Middle School

Ludlow Elementary School

Okemo Valley Regional Chamber of Commerce

New Life Christian Fellowship

Opportunities in Learning

Rutland-Windsor Supervisory Union



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Production Services

LPCTV provides production services to community organizations with staffing, equipment, technical support, production assistance, and distribution. During FY 04-05, LPCTV provided over **430 hours** of video production services to the following organizations:

*Town & Village of Ludlow
Town of Cavendish
Town of Plymouth
Black River High School & Middle School
Ludlow Elementary School
Cavendish Town Elementary School
Okemo Valley Regional Chamber of Commerce
Opportunities in Learning
Ludlow VFW
Fletcher Memorial Library, Ludlow
New Life Christian Fellowship
St. James Methodist Church*

The level of production service ranges; it includes: videotaping government meetings, event coverage (including several school events), production assistance (production and post-production).

**est. 430 hours of production services x \$20 / hour (staff + value of equipment use) =
\$8600 (value of service provided)**

Volunteers

LPCTV received a cumulative total of over 275 hours of volunteer work during FY 04-05. Approximately 75% of this total came from Board of Director activities (meetings, correspondence, & outreach). The remaining hours - approximately 55 hours - came from volunteer production hours. The following activities were performed through these volunteer hours: event video coverage, studio production (camera operator & technical director), electrical & data entry. The following individuals were named Volunteers of the Year:

*Sharon Bixby (Board of Directors, video event coverage, camera operator, outreach)
Jay Jurkoic (Board of Directors, electrical, video event coverage)
John Gardner (video event coverage)
Chris Kowlaski (video event coverage)
Michelle Stinson (Board of Directors, video event coverage, camera operator, outreach)
Norm Vanasse (Board of Directors, outreach, studio production, video event coverage)*



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Underwriters

As a means of generating more revenue through community support, LPCTV launched its underwriting program during FY 04-05. The following individuals, businesses, and organizations were recognized as underwriters (with amount of grants given).

Town of Ludlow (\$1500)

Town of Cavendish (\$400)

Jay Jurkoic, Electrician (in-kind service, valued at \$300)

All Season Property (in-kind service: satellite dish repair, valued at \$200)

PMCWare Software (in-kind service, valued at \$50)

Norm Vanasse (\$50)

New Life Christian Fellowship (\$50)

Girl Scouts of Swift Water Council (\$25)

Long-Term Strategic Planning

FY 05-06:

- Secure new facility (minimum 2500 sq. feet) at a cost of no more than \$3 per square foot annual
- begin move into new facility
- secure grant for new Apple G5 edit machine (valued at \$5000)
- create new Coordinator position, hire, and implement new personnel for this position
- begin formal solicitation of local underwriters
- upgrade to and phase in with new digital master control system, including the purchase, installation, training, and implementation into operations
- increase membership (goal of 10 new individuals and 5 new organizations)
- successful completion of after-school video production program for middle school students
- complete retrofitting of database and begin implementation into daily operations
- work with VAN to lay the foundation for a statewide network / "digital bicycle" system
- initiate video streaming via web project
- continue development of Policies & Procedures
- seek grants for, purchase, & put new Apple G5 edit suite to use
- increase participation in community organizations such as Chamber of Commerce, Library, & Rotary
- integrate the Town of Mount Holly & its residents into LPCTV
- oversee the completion of the work to be done on remote origination locations

FY 06-07:

- complete move-in / transition to new facility
 - continue development of Policies & Procedures
 - continue capacity building and develop budgets for special projects with defined revenue streams
 - increase revenue generating through underwriting to \$1000 per year
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- increase video duplication services and revenue it generates to \$1500 per year
- initiate non-business related income generating sources (fee-for-services / production-for-hire)
- increase membership
- formalize training workshops and increase enrollment
- work with VAN to implement usage of statewide network
- make initial request from cable company for Capital funding, as per contract
- continue phase-in of video streaming project
- further develop website to include workshop sign-ups and detailed programming / producer information
- perform extensive outreach in Mount Holly to initiate involvement in LPCTV
- produce and assist with production of regular transmission of live remote programming

FY 08-09:

- continue to develop generating non-business related revenue
- continue development of underwriting program
- increase revenue generating through underwriting to \$2000 per year
- increase video duplication services and revenue it generates to \$1750

Adelphia Service

LPCTV addressed issues with Adelphia regarding the signal quality of channel 8 via email and phone, prior to the 2004 Annual Meeting. All correspondence was held with Community Affairs Manager Laura Bowe, who, along with General Manager Pete Jablonsky, was in attendance at the LPCTV Annual Meeting. Adelphia came to the Annual Meeting prepared to help us resolve these quality issues.

LPCTV also requested that the work on the remote origination sites be completed. Adelphia responded by requesting us to "prioritize" each location, and the work would then be performed in that order. The "live drops" were put in place at each location (8 total) listed in the LPCTV / Adelphia agreement (7/01) immediately after the agreement took effect. However, the drops (coaxial cable outlets) were not connected into the network feeding back to the headend. In 2003, LPCTV discovered that none of the remote origination sites were, in fact "live". On February 28, 2005 (Town Meeting Day), Adelphia's Springfield-based tech crew completed the work on Ludlow Town Hall.

