



## Director's Report

March 2009

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### Administrative / Organizational

- Remaining FY 08-09 board meetings: April 29 and May 27 (both at 5PM)
- We need to set a special meeting date & time to begin strategic planning efforts before the April meeting
- Strategic Planning needs to begin with a "Community Needs Assessment", whereby staff & board collect data from surveys, questionnaires, etc. - this can be the first topic we discuss at a special strategic plan meeting.
- We need to re-group the Finance Committee to work on FY 09-10 Budget Drafts - 1<sup>st</sup> / 2<sup>nd</sup> week of May?
  - \* Finance Cmte is Norm, Brigid, & George
  - \* in the interim, I am working on a first draft
- Leftover from last meeting: Board needs to review Code of Ethics document and update if necessary

### Production / Programming

- Our new green screen is getting a lot of use and has been in high demand ("green screening", i.e. chroma keying, is the technique of using a background color and replacing it with an image or multiple images. The most common practice is among TV meteorologists, who actually stand in front of blue or green screens while the viewer sees a weather map)
- I am working with a Vermont-based retired astronomy professor, who will be producing a series of astronomy discussions & lectures using the green screen in our studio
- I have been doing some production at the Mount Holly School, as a means of outreach
  - \* working on a "green screen" in-classroom video project with the 2<sup>nd</sup> grade class - should be completed by mid-April
  - \* I also shot a play performance by the MHS Odyssey of the Mind group
- George & Michelle will be videotaping CTES' 6th grade play on Thursday March 26th
- Sam Hensel-Hunter has been using the green screen to produce a series of movie reviews, called "Sam's DVD Roundup"
- As you know, Ludlow's Town Meeting did not broadcast live as planned. As previously explained, there were 3 different problems that culminated in the inability to broadcast the meeting. First, the live feed provided by Comcast did not work (more info on this below, under "Equipment & Technical". Secondly, even if the Comcast feed was working, our demodulator would not power on - we need this to take a live remote signal into our master control system (more on that below, too). Despite these 2 equipment failures, I did make a last ditch effort to broadcast the meeting live over the internet but could not establish a good enough feed at Town Hall and simply ran out of time. Lastly, our tape deck failed to record onto the videotape, meaning there was no recording of the meeting either.
  - \* This means that we did not broadcast at all. A notice went out to the Town Manager and the Selectboard, explaining the issue. We also ran a notice on our bulletin board as well as the website.
  - \* The Cavendish, Plymouth, and Mount Holly meetings were all taped and broadcast, thanks to a combined effort from staff & volunteers
- We are in production with the Rotary Club promotional video - due for completion in June

### Equipment & Technical

- Comcast responded to my request for service at the Ludlow Town Hall site - the technicians found that it was a simple fix (a splitter at the node had been mistakenly reversed, and did not know how or when the mistake / oversight took place) and reported that the site should now be working
  - \* however, the work was done on a weekend (last Saturday), when Town Hall was closed, so they could not get into the building to test the feed or equipment on the inside.
  - \* I have not yet had the opportunity to go test it out myself, but will when I get back to the office during the week of March 30<sup>th</sup>.
- Our demodulator (for live remote broadcasts) has been repaired & returned. It is now functional. All repairs were done under warranty
- And if that's not enough, our laser printer went out for repair after a defective toner cartridge leaked all over the inside - it was shipped down to the nearest authorized service agent, in NH, and the shipment was then damaged by FedEx. I currently have a damaged goods claim with FedEx, who is reportedly investigating the issue. For now, the printer is sitting here, broken.

### Outreach & Fundraising

- New brochure has been designed & sent to printer - we are printing 200 to start, and will mail them out to businesses,

non profits, and our membership

- LPCTV now has a Facebook page and I am using that as an outreach tool to give updates, share videos, etc. - if your friends or neighbors are on Facebook, have them "friend" us!
- we placed the 1/4 page ad in the Sunday March 1<sup>st</sup> Rutland Herald (the day before Town Meeting) , promoting our Town Meeting coverage and the fact that we are now available in Mount Holly
- We are placing another ad in the upcoming Spring / Summer O.V. Chamber of Commerce guidebook
- I am now sitting on the Advisory Committee for the River Valley Tech Center's Audio & Video Production program- we are discussing how to strengthen the collaboration bt the program & thee local "industry"
  - \* I envision taking in RVTC students as work-studies, volunteers, or possible future interns - the instructors are supportive of this (Sam Hensel-Hunter is a current student who is also a producer / volunteer here at LPCTV)
  - \* in return, I - along with other Advisory cmte members - are asked to give the program some guidance in terms of prioritizing key areas on which to focus with their students to make them into good future employees in the industry
  - \* we are also discussing plans on how we might be able to assist with their TV programming (i.e. distribution, technical support)

## **Vermont Access Network (VAN) Update**

- I have continued participating in meetings & discussions with some of the VAN leadership in relation to updating our annual report template - what data & info we collect, and how it is reported so that there is more consistency. We are trying to "streamline" the processes in data collection, as required by Public Service Board Rule 8.
- Others within the VAN leadership are simultaneously involved in discussions & meetings with the Department of Public Service and the cable operators, regarding the issue of interpreting
- The VAN Annual Meeting this year will be held on Friday, May 8<sup>th</sup> in Hyde Park. Board members are encouraged to attend - if anyone is up for it, let me know

## **Space**

- Re: Ludlow Armory Building - we have sent a letter to the Town of Ludlow, CC'ing our Windsor Co. legislators, asking to be included on any discussions involving the future use of that space
- I am looking into the prospects at the former BR Produce building - speaking with Steve Birge

## **Professional Development & Networking Opportunities**

- This year's Northeast regional Alliance for Community Media conference will be held in Burlington on May 21 & 22, where sessions will be held on 3 key tracks: *New Media, Media Reform and Telecom Policy, and Collaborating with Non Profits*. Registration for the 2-day conference is \$125 for members and \$150 for non members
- This year's national Alliance for Community Media conference will be held July 15 - 18 in Portland, OR. Registration cost for members is \$385. Total cost of sending a staff member would be approximately \$1000, which might very well put this out of range.
- I am also a member of the Video Educators of New England, which is holding its Annual Spring conference at Bryant College in RI on April 8<sup>th</sup>. Registration is \$15 for members - total cost to go, with travel expenses, would be approx. \$150.
- I am now involved with the Rotary Club through the production of the promo video, which could help us gain more exposure in the business community
- We will be making a stronger effort to get more involved with the Chamber of Commerce as well, attending the mixers, etc, and I have been reaching out to the Chamber and making efforts to get them involved with us by creating a simple ongoing TV show, highlighting events and talking about local economic issues. I have been told that the PR committee needs to discuss this and they will get back.