



Director Report October 2021

Personnel / Administrative

- New Hire- Rebekah Ferreira was hired in September, to fill the part-time Field Producer position. She is an alumna of Zachary McNaughton's Audio-Video Production program at River Valley Technical Center and Springfield High School, and went on to study film at college in Ontario, from which she graduated in 2019. Last year, she interned with a small production company in Virginia and has since been doing part-time work for them, after moving back to Vermont. I am happy to have her aboard, and she has hit the ground running. Whereas we have various needs, and she has the skills & interest, I would like to bring her up to full-time. I have a budget adjustment proposal to make that happen, which will be presented at the upcoming meeting.

Programming & Production

- We continue to be very busy with government meetings. We have increased our level of coverage by approximately 20% over the last year. I am uncertain on how sustainable this level of coverage is without an influx of more resources – whether that's funding or volunteers. In Reading, we have volunteers covering their Selectboard meetings. And Noah has been volunteering to cover the Cavendish Selectboard. This is very helpful. We could use more volunteer help in this area – we recently discussed an idea that Eric proposed that needs re-visiting – having one additional Board member per month record a meeting.
- Amy Mosher from Chester, a GMUHS parent of a soccer players, has been recording all of the boys' games (both home & away) and some of the girls' games. This has resulted in a tremendous amount of programming.
- It seems that there has been a lot of interest in the recent short promo video we made for the Ludlow Dog Park.
- The studio is seeing more action lately – usage is definitely on the rise again, which is great to see (after all, we've put a lot of resources into the space & equipment over the years, so it's nice when it's in use). Most recently, we've hosted Ralph Pace & his guests (on the recording of 2 episodes of his "Spotlight" show), several administrative staff from Senior Solutions (formerly Southeast Vermont Council on Aging), & Cavendish Librarian Kata Welch, with more to come.

Community Engagement / Marketing & Outreach

- 20-Year Anniversary- This year marks the 20th anniversary of Okemo Valley TV (formerly LPCTV). "Channel 8", as we were known, went live in early September 2001. I learned in the Vermont Standard that Woodstock Community TV also is hitting its 20th anniversary. I think there is a real opportunity for us to team up on a celebration, which could be a good first step towards building a more meaningful partnership. "20 Years of Community TV in Our Region" could serve as a good awareness-building opportunity, while generating some buzz & interest, which ties in nicely with the advocacy work that is

happening on the statewide level and in the legislature.

- The above also ties in nicely with the start of a new apprenticeship program we are offering for two ESBR students (EBR = “Expeditionary School at Black River”, the independent school next door). Among other tasks, the students will be working on digitizing our old analog video library (tapes & DVDs). This means we will have more programming from the early days to show off.
- We received 2 new contributions: one from Andi Goldman, who was becoming a supporting member and expressed her appreciation for our efforts in “keeping the Town informed”. She & her partner own the retail cannabis business planned for Ludlow. In addition to her contribution, they have hired us to edit a couple of clips from a public comment period during a recent Selectboard meeting. The other contribution was in the memory of Fred, from Leslie Stuart (of Wine & Cheese Depot).
- Hybrid Meetings & ARPA Funding:
 - As I mentioned last month, on behalf of VAN (Vermont Access Network, our statewide membership & advocacy org.), I, along with two of my colleagues participated in a Vermont League of Cities & Towns webinar for municipal officials on the use of ARPA funds for AV equipment in support of hybrid meetings. There were approx. 100 people on the webinar; judging from that and the conversation that ensued, I sense there is a lot of interest in purchasing & installing AV equipment in Town Halls & offices
 - I can attest that there is such interest locally; I have been consulting with 5 out of the 6 Towns that we serve and offering advice on this topic. Ludlow has already authorized the purchase of robotic cameras, in conjunction with a major audio system upgrade. Plymouth and Mount Holly are getting close to making some decisions. Andover is interested. There are some folks in Reading who had also been expressing interest.

Facility & Equipment

- I recently purchased a new (to us) computer for the front desk... This will be Rebekah's primary work station when she is working – but it's also another editing work station. It's a one-year old iMac with the same specs of my home computer, with which I have been very pleased as far as its video editing & processing capabilities. Total cost was \$1,300, which is a good deal, considering it's worth approx. \$2,000.
- I found a buyer for some of our old analog video equipment. We won't receive much for it, as far as funding, but it's otherwise in the way & collecting dust, so I see this as a win.
- We had a Buildings & Grounds meeting – a first step towards re-invigorating our decade-old building project for one final push to get the remainder of it completed. We re-visited the floor plans and briefly discussed a general plan on how to best move forward. We will provide an oral report at the Board meeting and get into more detail.