



CATV 2021 Annual Report

Channeling the Upper Valley

Submitted by Samantha Davidson Green, Executive Director



Bird's Eye View:

From Community Media to Media Community

In 2021 CATV evolved to serve the community, adopting new technologies and formats, welcoming new staff, and innovating new programs to ensure access to media content and production for all members of the public.

(Photo above: On Location Media Camp 2021 – Drone Piloting)

Empowering people through media

2021 Organizational Goals:

- Strengthen our team within to seed a strong media community beyond
- Center Media Education across CATV functions
- Integrate production functions to create a organizational culture of continuous learning
- Clarify and embolden our Upper Valley local identity across platforms
- Prioritize active inclusion and outreach to the Upper Valley, building bridges to underrepresented segments of the community
- Initiate a repositioning and rebranding process to redefine CATV's place and relevance as a public institution contributing to cultural and civic life in the Upper Valley in a new media era

Who We Are



Changes of Leadership & Staff – In March, 2021 Executive Director Donna Girot departed CATV. [Samantha Davidson Green](#) joined as the new E.D. in late April, bringing her background as a filmmaker, public school educator, and public broadcasting executive as well as her Upper Valley roots to the position. In August, Thomas Bishop departed the staff as Coordinator of Technology and Government Producer. Staff reconfigurations included a change in title and function for [George Spencer](#) from Master Scheduler to Director of Programming; [Chico Eastridge](#) was promoted from Community Producer to Senior Producer and Director of Production & Information Systems; [Nick Arvizu](#) continues on as Programming & Production Assistant; and in November, CATV welcomed [Jordyn Fitch](#) as Community Engagement Producer, with an expanded portfolio of roles related to engaging new community segments through multimedia strategies. Finally, CATV welcomed new part-time producers [David Eric](#), [Quinn Thomashow](#), [Cedar O'Dowd](#), [Everest Crawford](#), [Chris Lehmann](#), [Jackson Cashman](#), [Loren Howard](#), and [Simon Reed](#) to join continuing videographers [Richard Neugass](#) and [Jan Abbott](#) to produce our government meetings and community events.

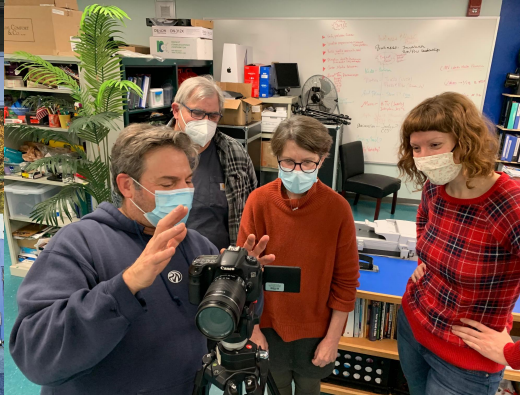


CATV

Where We Are

CATV

Changes of Location & Partnerships – In addition to continuing our partnership with the Hartford, VT School District enabling CATV to operate from **offices and media lab space** at the **HACTC** (Hartford Area Career & Technology Center), CATV entered a partnership with the **Briggs Opera House** exchanging **studio production and box office** use for facilities management and technical support. **Master Control** continues to operate out of the Tip Top Building in White River Junction, VT. At the Briggs, CATV produced live-stream events in partnership with **We the People Theater** and **WRIF**.



Upper Valley Government

Government Transparency – From all-remote early in 2021, CATV now mostly produces **hybrid meetings** for the town governments and school districts of Hartford, Hartland and Norwich, VT, Hanover, NH, and Lebanon, NH (School District only). Each site has unique production requirements,, but most now use the “Owl” sound-activated camera system to integrate with Zoom and continues to adapt to changing health and safety conditions. Chico has designed portable production kits.

CATV produces an average of 25 local government meetings per month, averaging approx. 3 hours each (300 meetings and 900 hours/year). Meetings are broadcast, live-streamed at catv8.org and YouTube. CATV producers and staff chapter the content to hyperlink agendas to timecode for the public’s ease of access to topics of relevance.

CATV



Job Training – CATV committed to transforming our government producing function to a job training opportunity with a goal to support **diversity in the production work force** and provide **career on-ramps**. Chico Eastridge led two-part intensive training, and producers are now operating in mentorship pairs to support skill-building both to build a resilient and deep CATV team and for career training in diverse media formats.



Igniting Creativity & Creating Community through Media Education

Youth Programs – CATV resumed youth media programs, offering in-person **summer camps** over 4 weeks serving **117 young media makers** (grades 6-12), two fall after-school programs in partnership with **WRIF White River Indie Films** and the **Special Needs Support Center** to make self-expression through film accessible to all youth in our region.

Fall Media Labs – CATV piloted a series of Fall Media Labs for **44 adult learners** facilitated by seven Upper Valley media professionals on topics: Cinematography, Digital Music Production, Acting for the Screen, Interviewing Techniques, Digital Editing, Screenwriting, and more.

In a follow-up survey, **100% of participants** said they would sign up for future media labs and they would recommend them to their friends!



CATV

Igniting Creativity & Creating Community through original productions, new formats & film contests

Original Productions – CATV supported dozens of local content creators with equipment, instruction, and editing support. Additionally, CATV broadcast the second season of SPARK, the Upper Valley's Arts & Culture show produced by Amanda Rafuse for CATV, with 25 episodes now streaming and broadcasting!

Podcasting – CATV launched a new podcast function, re-editing popular video content for listening and building a sound recording booth for the public to create original content.

Halloween-o-Thon Film Contest – CATV resurrected our popular fall film contest (after canceling in 2020 due to the pandemic) for a record year of 15 film submissions representing approximately **45 participants**. The awards ceremony held at the Briggs Opera House.



CATV

New approaches to cable **programming, production & community engagement**

Programming Outreach – In service to our new commitment to 100% local Upper Valley content, CATV embraced a strategy of proactive outreach to elected officials, local organizations, artists, wellness leaders, educators, religious congregations, etc. to source local content. New and expanded sources include: **Osher at Dartmouth, Hanover Rotary, Hanover Conservancy, St. Denis Church, Mighty Yoga, Upper Valley Yoga, Hartford Dismas House**, and many more.

Weekly Newsletter & Social Media – We continue to experiment with our newsletter, a critical engagement tool, as another channel or “digital neighborhood” to curate content and identify audiences by interest through the tools of Constant Contact. We are undertaking a review of our social media and developing a strategy to increase engagement guided by our organization’s values and mission.

Production for Hire – Developing new revenue streams to offset losses in 2020 from the withdrawal of the City of Lebanon, NH and diminishing cable revenue as audiences “cut the cord,” CATV began to provide media services for-hire at reasonable, non-profit rates. Clients included: the **Lebanon Opera House’s** inaugural Nexus Arts & Media Festival, **Revels North**, the **Upper Valley Educators’ Institute**, **Liam & Ripley’s Circus at Parish Players**, and other cultural and educational organizations.

CATV



Budget & Financial Management



2021 Operating Budget:

Anticipated Income: \$440, 870

Anticipated Expenses: \$423,091

Actual Income through FY3Q: \$350,869

Actual Expenses through FY3Q: \$251,921

Insights: ARPA and Vermont State Humanities and Arts Council relief funds (\$60,000) have offered critical support to buffer losses from Lebanon, NH withdrawal from service contract. Staff gaps and facilities in-kind exchanges diminished expenses, enabling CATV to tow a conservative fiscal line. Final 2021 financials will be reconciled by the end of Jan. 2022.

Approved 2022 Operating Budget:

Anticipated Income: \$451, 200

Anticipated Expenses: \$432,400

Insights: CATV aims to diversify its funding base from a primary reliance on cable revenue streams to a higher percentage of individual donors, sponsors, grants, and fee-for-service to ensure a buffer against declines in cable subscriptions. CATV anticipate needing to increase rent expenditures for new studio space when our residence in the HACTC concludes in July 2022.

Financial Management – In Dec. 2021 CATV opened a Wealth Management account with Mascoma Bank, a B Corps community bank, to steward financial reserves as buffer for anticipated declines in cable revenue streams.